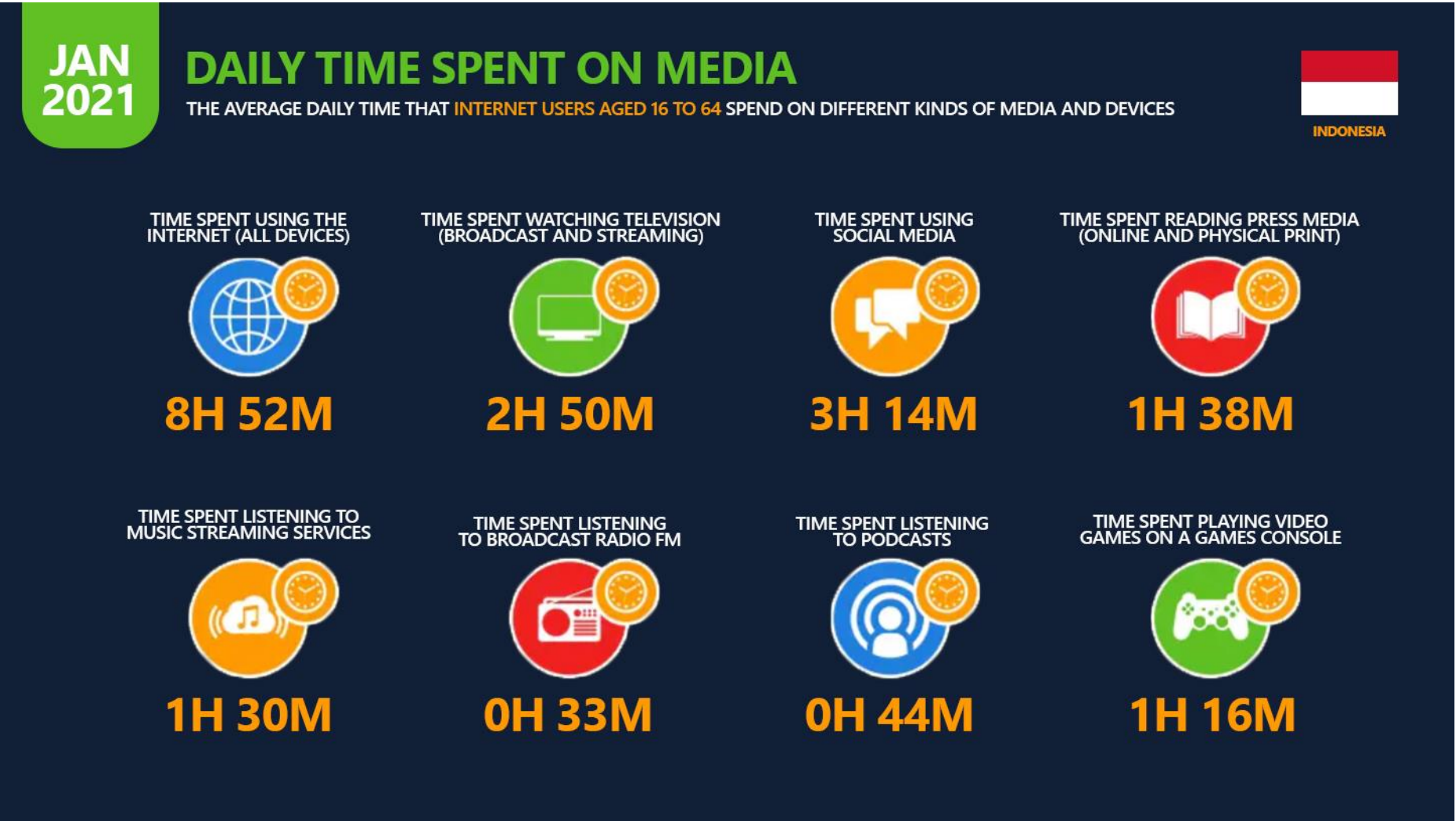




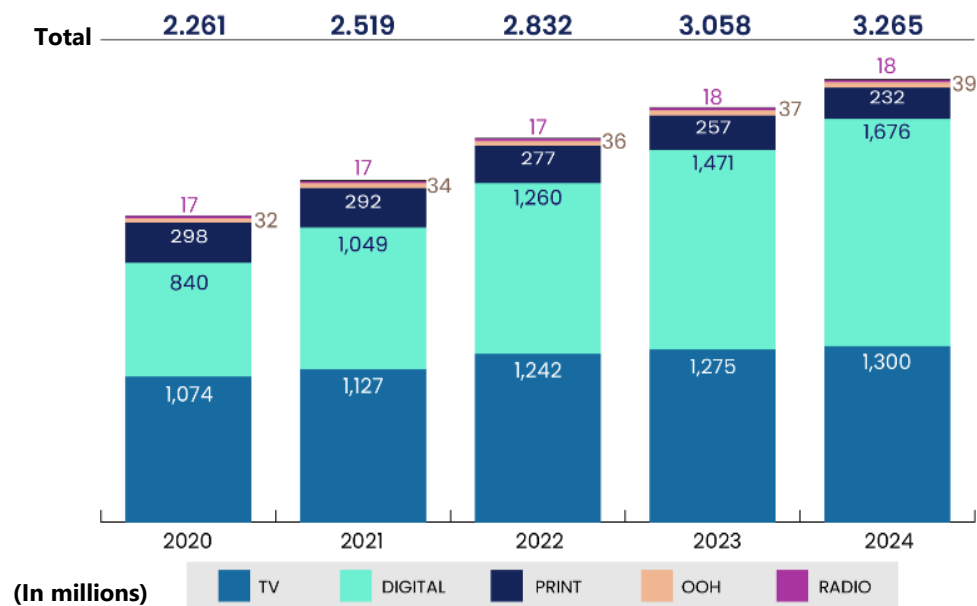
# PT Media Nusantara Citra Tbk

Business Update – January 2023

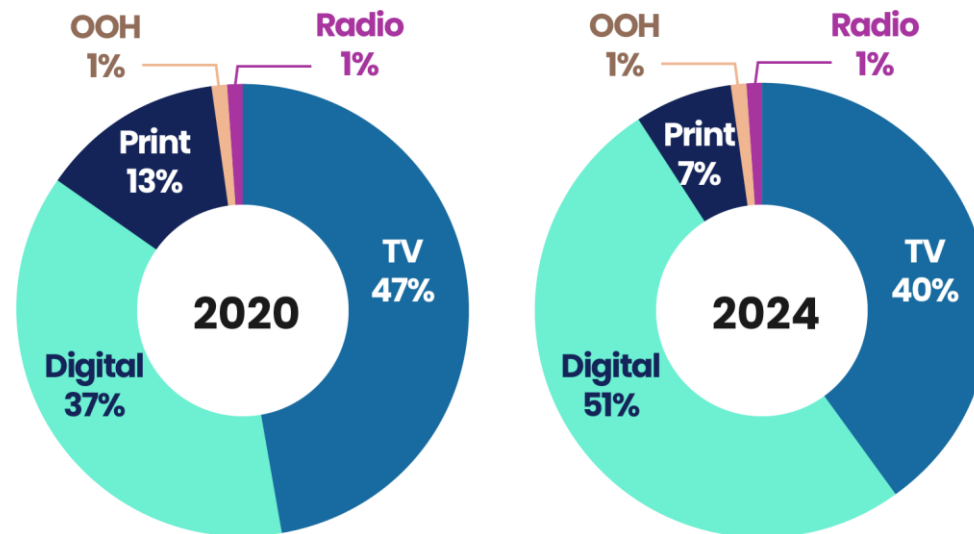


\*Indonesia has 176 million citizens under 40 years old

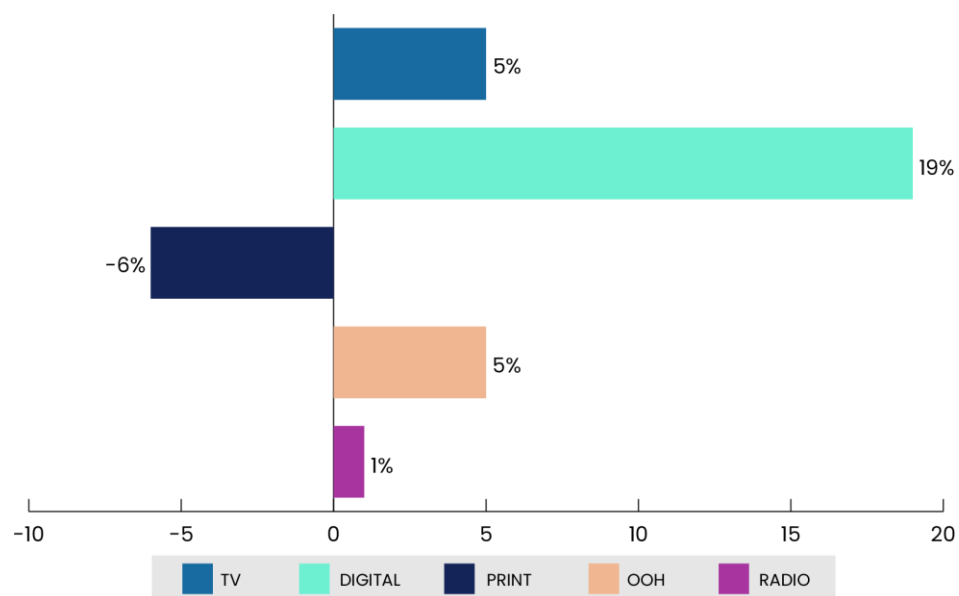
## ADS MARKET IN ABSOLUTE TERMS (\$)



## MARKET SHARE ALL MEDIA

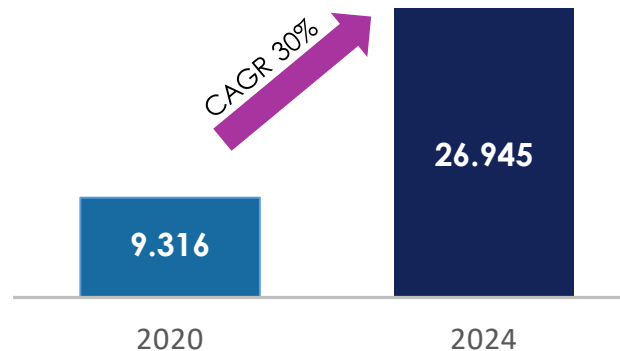


## CAGR 2020 - 2024



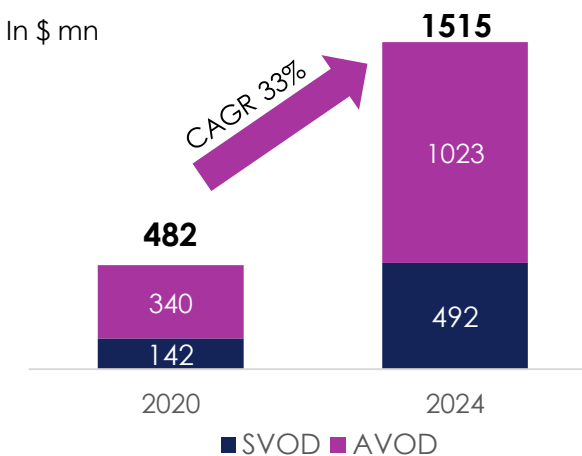
## DIRECT SVOD SUBS

In thousands



## ONLINE VIDEO REVENUE

In \$ mn



# Corporate Update (MNCN)



## Free to Air (FTA) TV

Entertainment  
**RCTI MNC TV GTV**  
Entertainment FTA focusing on family audience

Information and Sports  
**iNews**

Largest news TV and provide news programs to the Group's 3 entertainment FTA

## Content & Digital Entertainment

**MNC Digital**

Content & IP

Talent, Social Media & Label

E-Sports & Gaming

Superapps & Portals

Non-Digital Rights by FTA

Content Library  
**>300,000**  
Hours

Fresh Production  
**+20,000**  
Annually

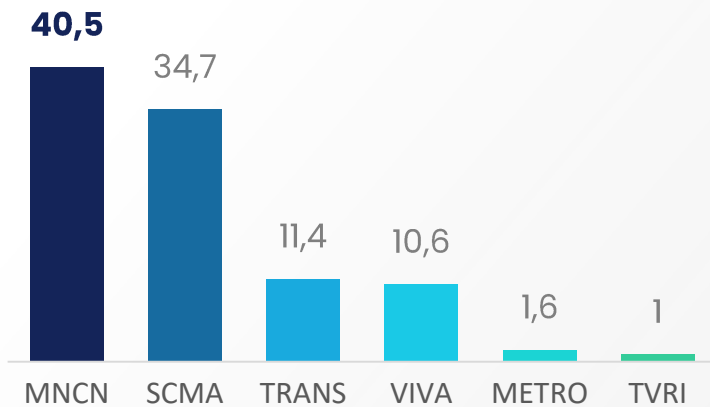
Digital Rights by MNC Digital

# MNCN FTA PERFORMANCE

## AUDIENCE SHARE

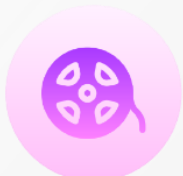
PRIMETIME | FTA TV ALL GROUP

Average 2022



Source: Nielsen

## CONTENT PRODUCTION



CONTENT  
LIBRARY  
**>300.000**  
HOURS

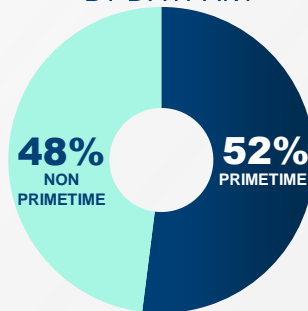


FRESH  
PRODUCTION  
**+20.000**  
ANNUALLY

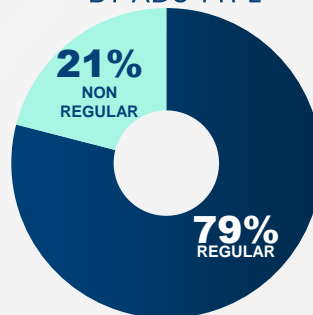
## REVENUE CONTRIBUTION

FY 2022

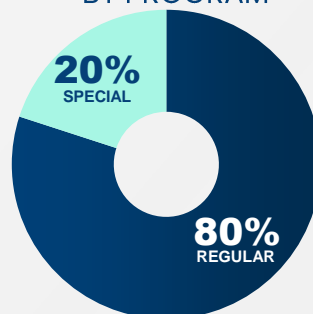
BY DAYPART



BY ADS TYPE



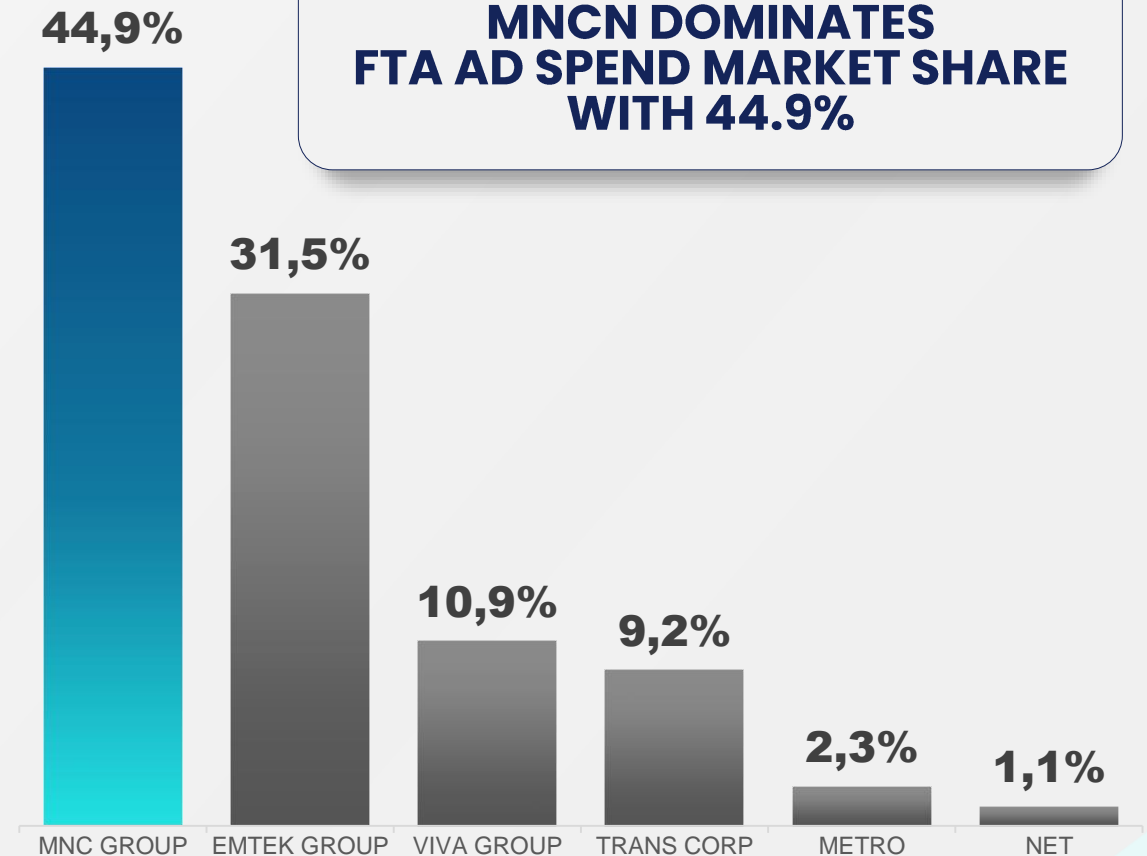
BY PROGRAM



## AD SPEND SHARE BY MEDIA GROUP

FY 2022

**MNCN DOMINATES  
FTA AD SPEND MARKET SHARE  
WITH 44.9%**



Source : Marketing Corporate Analyst Data Source (Report Adex Nett Assumption),  
Periode Jan - Dec 2022

# MNC Digital Corporate Structure



\* Source : MNC Internal Research, December 2022



THE BIGGEST CONTENT  
PRODUCER & IP OWNER  
FOR DIGITAL & NON DIGITAL PLATFORM

66,500+  
ARTICLES MONTHLY

500-700  
DAILY SOCIAL MEDIA UPLOADS

300,000+ HRS  
DIGITAL CONTENT LIBRARY

#1

DRAMAS

40.9%

Nationwide Market Share

5150 hours

Content

#1

ANIMATIONS

87.1%

Nationwide Market Share

283 hours

Content

MOVIES

10-12

Movies Per Year



#1

REALITY PROGRAMS

68%

Nationwide Market Share

1302 hours

Content

#1

INFOTAINMENT

33%

Nationwide Market Share

1709 hours

Content

ORIGINALS





TITLE/  
FORMAT

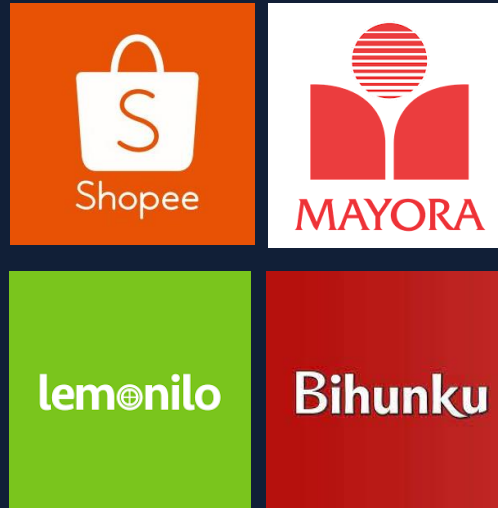


SCRIPT/  
CHARACTER

## IP MONETIZATION



## LICENSEE



## NFT MONETIZATION

Content library  
**>300.000** hours

Celebrities/Talents

Content Characters



## 1. Video Streaming

**VIDEO+**

- Live TV, catch up TV, and FTA programs - current, library, fresh extended content and FTA unaired content.
- Quiz, reward system, original short, mid, & long form content, voting, and chats with MNC talents.
- Capitalizing on the FTA group strong audience share.

## 2. News Aggregator

**NEWS+**

- Supply of the online portals top news content into RCTI+.
- Aggregate news from other publishers.
- Generates 3000+ articles on a daily basis.

## 3. Audio Aggregator

**AUDIO+**

- Consisting of audio series, audio book, podcast and radio aggregator (more than 2000 radio channels - domestic & international).
- A direct beneficiary of the group strong and popular IP's to create audio based content.

# RCTI+ Entertainment Super-App



**Avg engagement time  
1h 26m 1s per day**

## 4. UGC Competition

**HAT+**

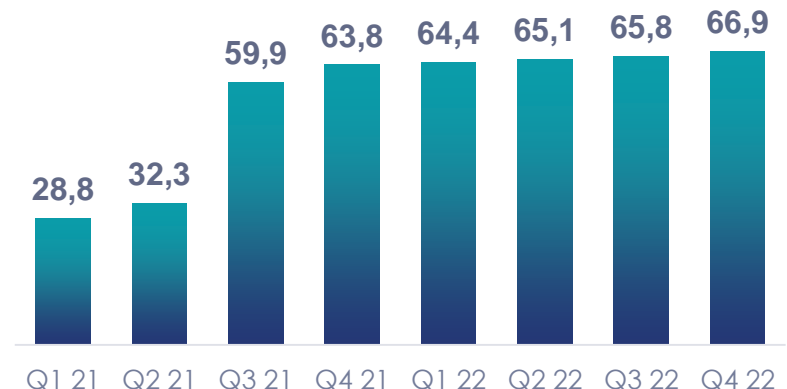
- Capitalizing on the group's 18 years experience on producing and managing talent search format.
- Providing incentive for talents to be managed by Indonesia's biggest talent management unit.

## 5. Music Streaming

**TREBEL**

- Free music app, download feature and listen offline, no ad interference, plus music identification feature.

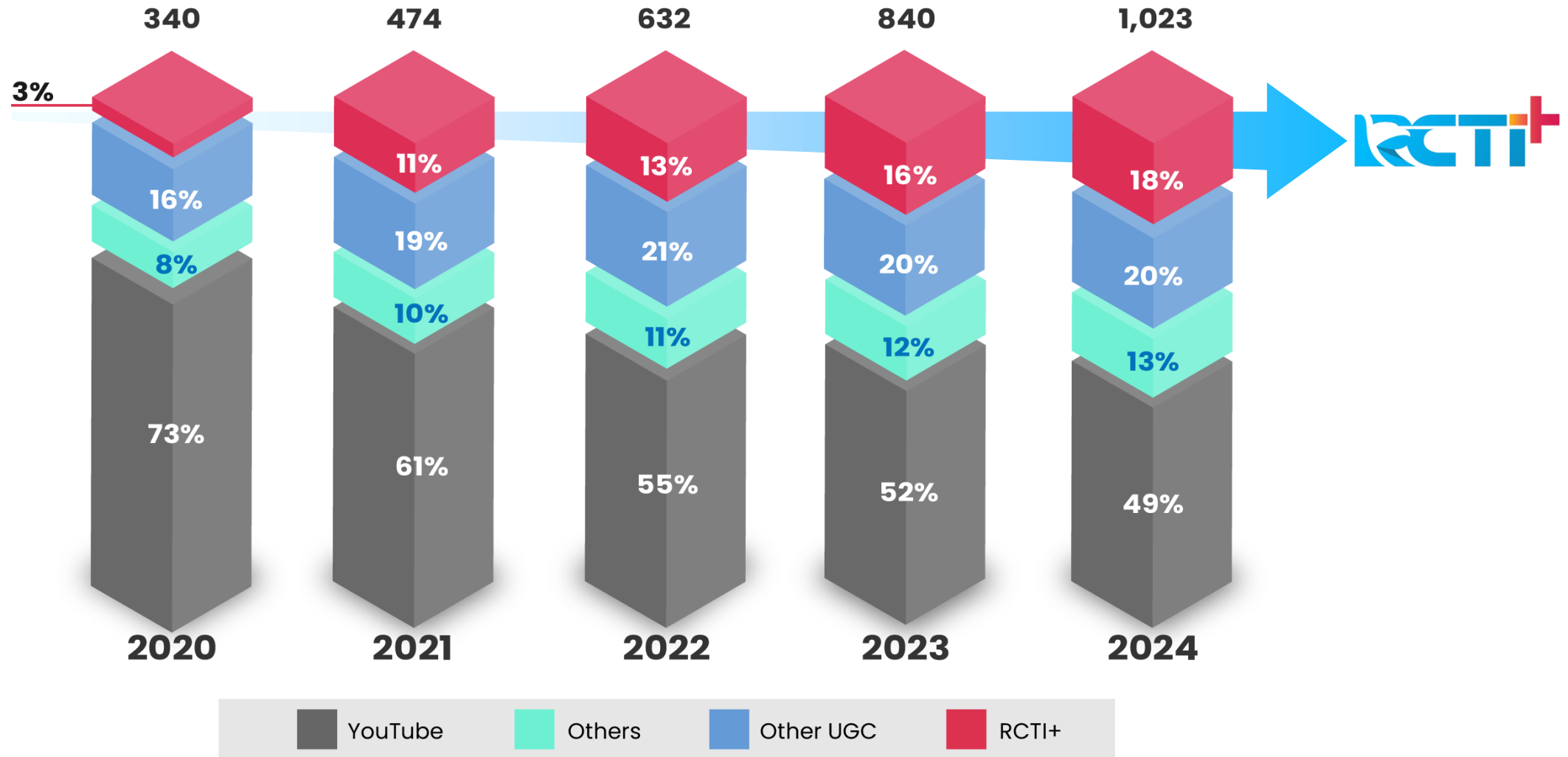
## RCTI+ MONTHLY ACTIVE USER (IN MILLION)



Source: Google Analytics

# RCTI+ Will Grow Total AVOD Market Share to 18% by 2024

Indonesia AVOD Revenue Market Share (in US\$ millions)



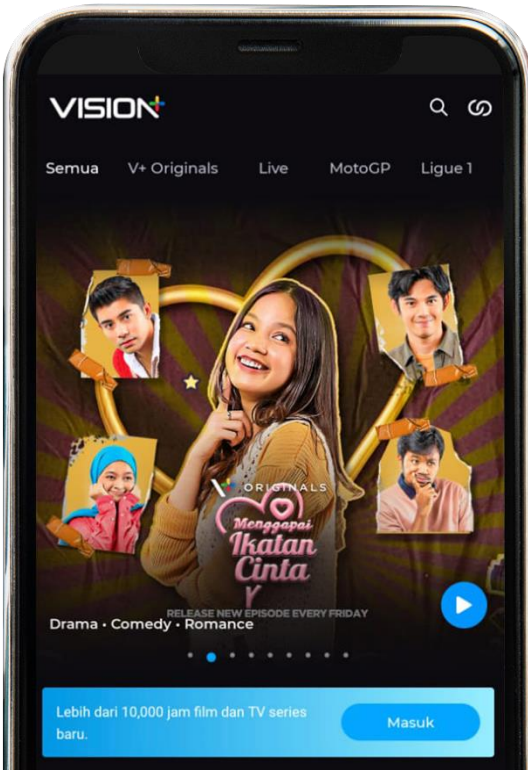


**10.4M+**  
Registered  
Users



**~40M**  
Monthly Active  
Users

\*As of 2022



# VISION+ TV Anywhere, Anytime

## Subscription Video on Demand (SVOD)

- ✓ Vision+ provides extensive original content, thousands hours of VOD, and hundreds of linear channels with catch up features, which are offered independently and through bundling with the packages offered by MNC Vision, K-Vision, and MNC Play.

## Advertising Video on Demand (AVOD)

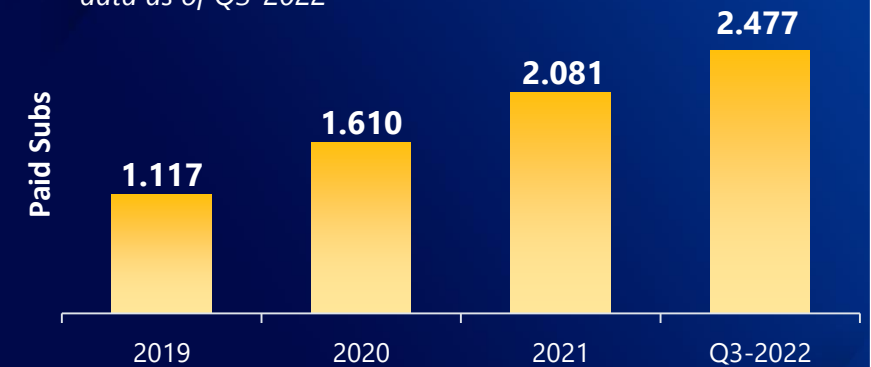
- ✓ Vision+ offers all of the Group's Pay TV subscribers for free viewing with ad support similar to the content packager they subscribe, providing room for upselling.
- ✓ Free users may upgrade to subscription with no ads if they wish to enjoy premium content, available in sachet pricing, starts from weekly, monthly, and annually subscription fee.

## Future roadmap includes VISION+

to become a **SVOD** based **SUPER APP** by adding new engaging content category

### Vision+ Subscriber's Growth (in millions)

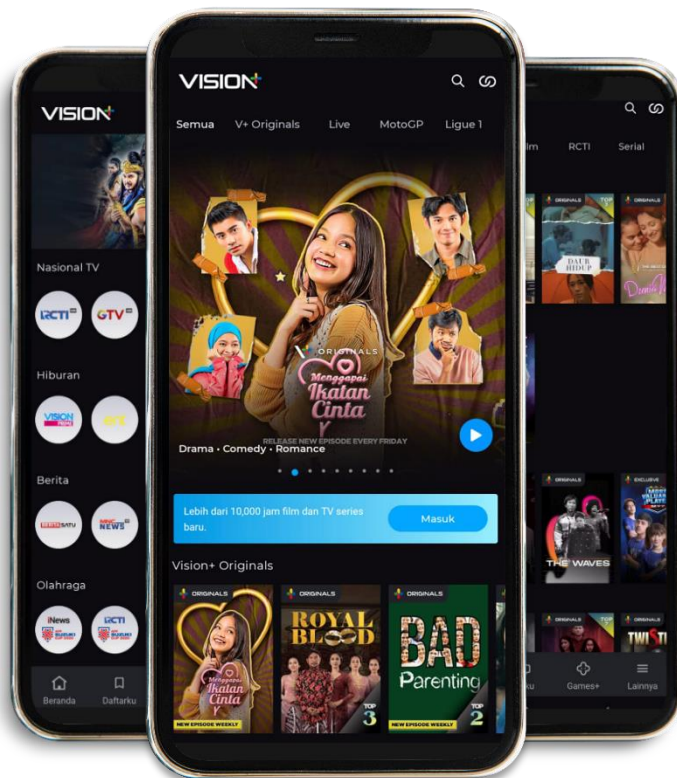
\*data as of Q3-2022



Source : Company Data

# VISION+

## Content Offering



Video

**110+**

Linear Channels  
Local + Foreign

Premium SVOD  
platform with **the  
most** linear TV  
offering for OTT in  
the market

Exclusive  
**18,000+**  
Hours

The **highest quality local  
content** in the country  
including top rated drama  
series, movies, and other  
leading contents

**Original  
Productions**

Key drivers to  
**attract subscribers**  
to Vision+ with  
aggressive original  
productions

Games

**74**

**OWNED**  
Casual Games

And Other Publisher Games

Adventure Games

Puzzle Games

Shooting Games

And many more...

UGC  
Content



all- in-one media with various UGC  
based entertainment content formats



**PLAY**

Feature web-series with  
duration under 15 minutes  
from various genres



**AUDIOPLAY**

Audio story features  
with story or monologue



**STORY**

Collection of novels, short  
stories, fan fiction, and movie  
script from various genres



**COMICS**

Comics with numerous  
genres and from other  
creators



**CIRCLE**

Features for artist, creators,  
and fans to be in touch +  
online casting

# Key Penetration Strategies to Expedite Subs Growth

## DTH Pay TV and Fixed Broadband & IPTV



**Total Subscribers**  
**~12M**  
**As of Q3-2022**



## Jointly Develop Vision+ Fully-offline Experience Tailored

TO THE MASS-MARKET SEGMENT ('VISION+ ON MIGO')



MIGO is a last mile content distribution platform tailored around optimizing customer experience for the mass market, and offers fully offline video-on-demand via its network of partner corner stores, or 'Warung MIGO'

### WHY MIGO ?

-  Affordable Price
-  No internet needed
-  No ads
-  No buffering
-  Wide coverage area

Targeting  
**20M+**  
paying monthly watchers  
across Indonesia



Targeting  
**Rp15,000**  
average spend,  
per customer, per month

Targeting  
**100,000** locations across  
Indonesia  
\*Migo Download Station Deployments



## Major Strategic Collaboration With Telkom Indonesia



**IndiHome**

The largest broadband  
Provider in Indonesia with

**9M**

Internet  
subscribers

**30%**

Video service  
subscribers



## Mobile Operator Partners

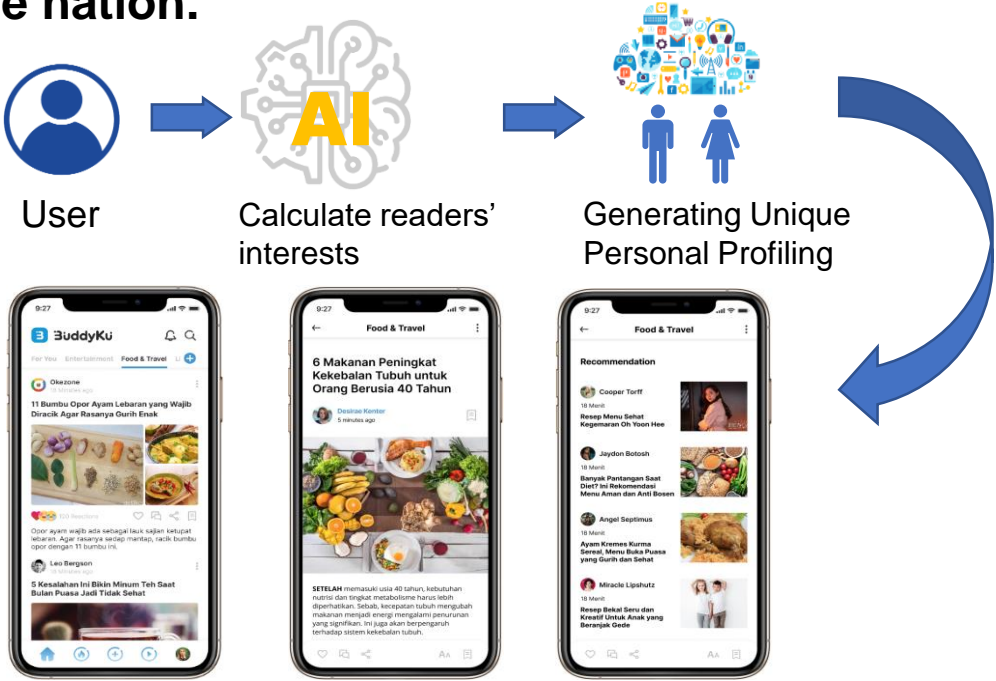


Penetrating organic users  
through Telco partnership

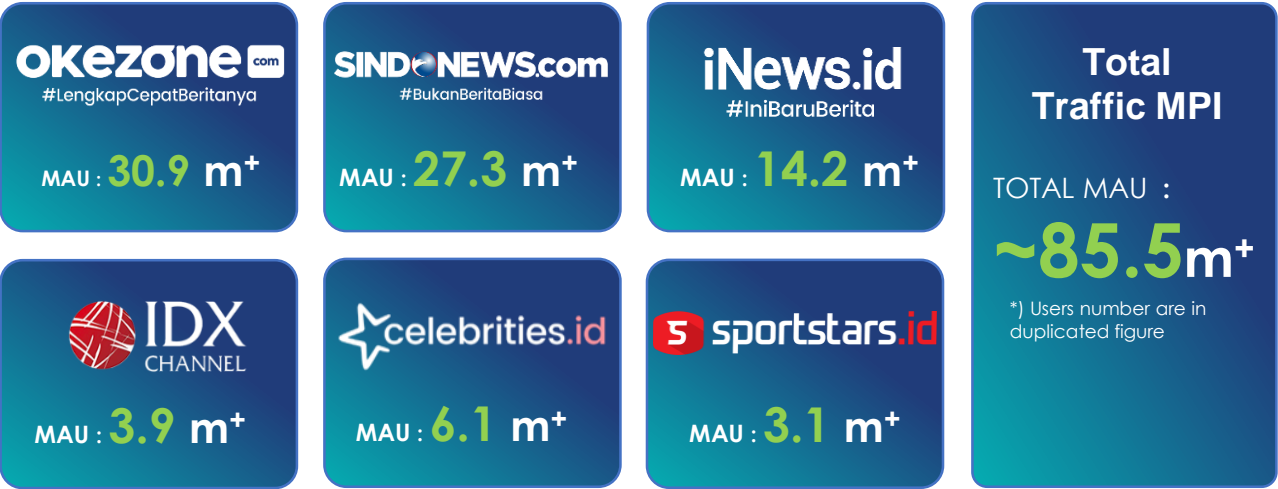




**BuddyKu** comes to the market as a Content Ecosystem Platform that redefines content discovery and creation in the nation.



Optimize personal content & Optimize business reach



Source: Google Analytics, Q3 2022



# TALENT MANAGEMENT

## BIGGEST TALENT MANAGEMENT

**400+**  
ARTIST

**200+**  
MCN Channels

IN CONTRACT  
FOR EFFECTIVELY  
**10 YEARS**

## MANAGES TALENT TO PERFORM

ON AIR - OFF AIR - DIGITAL (GROUP OR NON GROUP)

TV SHOWS | RADIOS | ON GROUND EVENTS | OOH/TVC  
LIVE CHAT (RCTI+) | CONTENT CREATORS ON MCN

Revenue split between talent and the Company for all bookings, including endorsements on their respective social media platforms.

## Official Talent Management For MNCN Talent Search Programs



## Highlighted Talents



Ayu Ting Ting



Marion Jola



Tiara



Andmesh



Boy William



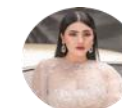
Arnold Poernomo



Robby Purba



Anwar



Felicya Angelista



Lyodra



Brisia Jodie



Dede Sunandar



Ghea Indrawari



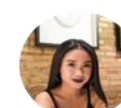
Ovi Dian



Ziva Magnolya



Limbad



Aya Renita



Sere Kalina



James Purba



Anneth

Leading Indonesian  
Music Labels

**HITS**RECORDS Focus on Pop Genre



Focus on Dangdut & Melayu



ALL MNC GROUP

**63.7**  
Billion  
views

**183.5**  
Million  
Subs

ALL MCN STARHITS

**17.9**  
Billion  
views

**98.3**  
Million  
Subs



FROM 99 FACEBOOK PAGE

**7** Billion  
views

**66.1** Million  
Followers

Est. July 2020



FROM 147 TIKTOK'S ACCOUNT

**281.5** Million  
Followers

Est. September 2020

- Revenue share model
- Generate 1.5 – 2 billion views/month
- Operate as a multi-channel network, allowing monetization of third party content creators.
- Utilizing the group's huge content library to generate traffic and at the same time promote the content itself.

DEDICATED GAMING ARM



PROVIDES

- GAME DEVELOPMENT & PUBLISHING
- PROFESSIONAL E-SPORTS COMPETITION
- E-SPORTS TALENT SEARCH
- E-SPORTS TEAM MANAGEMENT
- GAMES AGGREGATOR

FIGHT OF LEGENDS

Launched in 23 Nov 2022

Trailer  
Fight of Legends



E-SPORTS PRODUCTION & BROADCASTING INVOLVEMENT

JAN - MAR 2019

OCT 2019 - FEB 2020

AUG - OCT 2020

JAN - MAR 2021

AUG - OCT 2021

AUG - DEC 2020

OCT - DEC 2021

For Domestic Audience

For Domestic & International Audience

RAPID FIRE

Set to launch in 2023





## MOVIELAND: *The Most Integrated and One Stop Studios*

- **MOVIELAND is one of the Creative Economy Hub areas in MNC Lido City** which is planned to be the largest film and Drama Series (TV&OTT) center in Southeast Asia, integrated with various international standard facilities and equipment.
- **Movieland is made for Indonesian and foreign filmmakers to produce films & drama series (TV&OTT)**, and support the growth of the film industry in Indonesia.
- **Movieland covering an area of 21 hectares will make Indonesian film production more efficient**, because of the integration of all stages of production, from pre-production, production to post-production in one place that is a 'controllable environment'.



### Pre Production

Production Preparation Stages:

- Film cast selection
- Location selection
- Shooting time planning



### Production

Production Stages:

- Shooting with backlot facilities, with types according to scenarios such as: Elite, Middle Class, Café & Resto Backlot etc
- Or Sound Stage (indoor studio)



### Post Production

Post Production Stages:

- Editing, Sound & music
- Color grading

### MIDDLE BACKLOT



### ELITE BACKLOT



Café Backlot & Resto (façade unit)



# Financial Results: MNCN (Q3-2022)



Income Statements In IDR mio	9M-22/21		Variance YoY	Q3-22/21		Variance YoY
	9M-2022	9M-2021		Q3-2022	Q3-2021	
<b>Revenues</b>	<b>7,335,052</b>	<b>7,072,764</b>	<b>4%</b>	<b>2,060,740</b>	<b>2,209,673</b>	<b>-7%</b>
Advertisement	6,328,681	6,743,878	-6%	1,564,165	2,148,762	-27%
Digital	1,903,543	1,427,094	33%	560,710	537,907	4%
Non-digital	4,425,138	5,316,784	-17%	1,003,455	1,610,855	-38%
Content	1,389,467	1,093,513	27%	553,694	366,475	51%
Subscription	416,968	-	100%	154,392	-	100%
Others	72,746	70,887	3%	26,643	24,792	7%
(Elimination)	(872,810)	(835,514)	4%	(238,154)	(330,356)	-28%
Direct Cost *)	2,919,715	2,813,251	4%	787,120	945,671	-17%
Depreciation and amortization	279,603	215,610	30%	95,975	67,336	43%
<b>Gross profit</b>	<b>4,135,734</b>	<b>4,043,903</b>	<b>2%</b>	<b>1,177,645</b>	<b>1,196,666</b>	<b>-2%</b>
<i>Gross profit margin</i>	<i>56%</i>	<i>57%</i>		<i>57%</i>	<i>54%</i>	
General & Administrative expense *)	1,338,920	1,289,482	4%	394,620	402,444	-2%
Depreciation and amortization	325,992	233,491	40%	110,616	81,653	35%
<b>EBITDA</b>	<b>3,076,417</b>	<b>2,970,031</b>	<b>4%</b>	<b>879,000</b>	<b>861,558</b>	<b>2%</b>
<i>EBITDA Margin</i>	<i>42%</i>	<i>42%</i>		<i>43%</i>	<i>39%</i>	
<b>Profit Before Tax</b>	<b>2,345,337</b>	<b>2,275,384</b>	<b>3%</b>	<b>670,670</b>	<b>675,948</b>	<b>-1%</b>
Income Tax Expenses	(454,028)	(464,967)	-2%	(122,096)	(130,172)	-6%
<i>Tax ratio</i>	<i>19%</i>	<i>20%</i>		<i>18%</i>	<i>19%</i>	
<b>Net Income</b>	<b>1,891,309</b>	<b>1,810,417</b>	<b>4%</b>	<b>548,574</b>	<b>545,776</b>	<b>1%</b>
<i>Net income margin</i>	<i>26%</i>	<i>26%</i>		<i>27%</i>	<i>25%</i>	

\*) : excluding depreciation and amortization



**THANK YOU**