



PT Media Nusantara Citra Tbk

Business Update – September 2023

TOTAL
POPULATION



277.7
MILLION
URBANISATION
57.9%

CELLULAR MOBILE
CONNECTION



370.1
MILLION
vs. POPULATION
133.3%

INTERNET
USERS



204.7
MILLION
vs. POPULATION
73.7%

ACTIVE SOCIAL
MEDIA USERS



191.4
MILLION
vs. POPULATION
68.9%

*INDONESIA HAS 176 MILLION CITIZENS UNDER 40 YEARS OLD

FEB
2022

DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME THAT INTERNET USERS AGED 16 TO 64 SPEND
ON DIFFERENT KINDS OF MEDIA AND DEVICES



INDONESIA

TIME SPENT USING
THE INTERNET



8H 36M
YoY CHANGE
-3.0% (-16 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



2H 50M
YoY CHANGE
-0.6% (-1 MIN)

TIME SPENT USING
SOCIAL MEDIA



3H 17M
YoY CHANGE
+1.5% (+3 MINS)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 47M
YoY CHANGE
+9.2% (+9 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 40M
YoY CHANGE
-3.0% (-16 MINS)

TIME SPENT LISTENING
TO BROADCAST RADIO



0H 37M
YoY CHANGE
+12.1% (+4 MINS)

TIME SPENT LISTENING
TO PODCAST



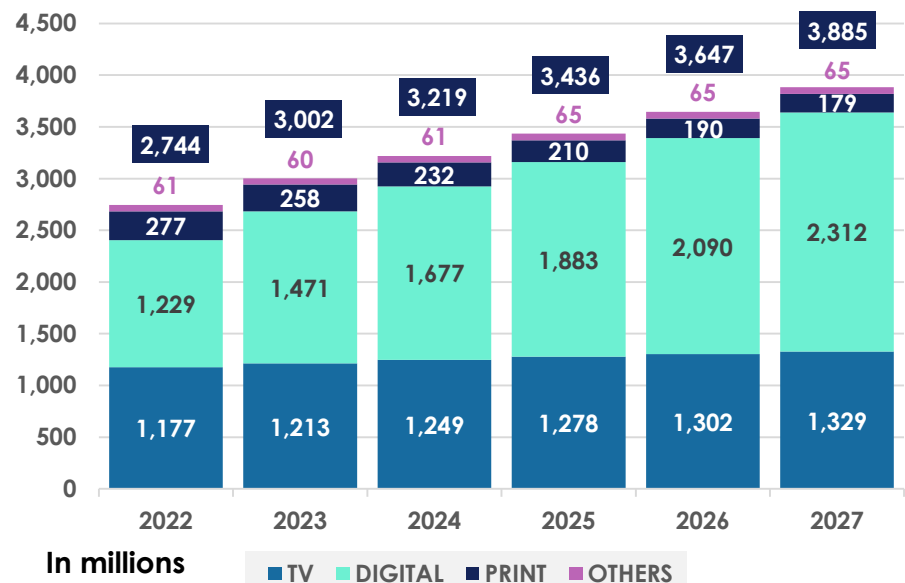
0H 55M
YoY CHANGE
+25.0% (+11 MINS)

TIME SPENT USING
A GAMES CONSOLE

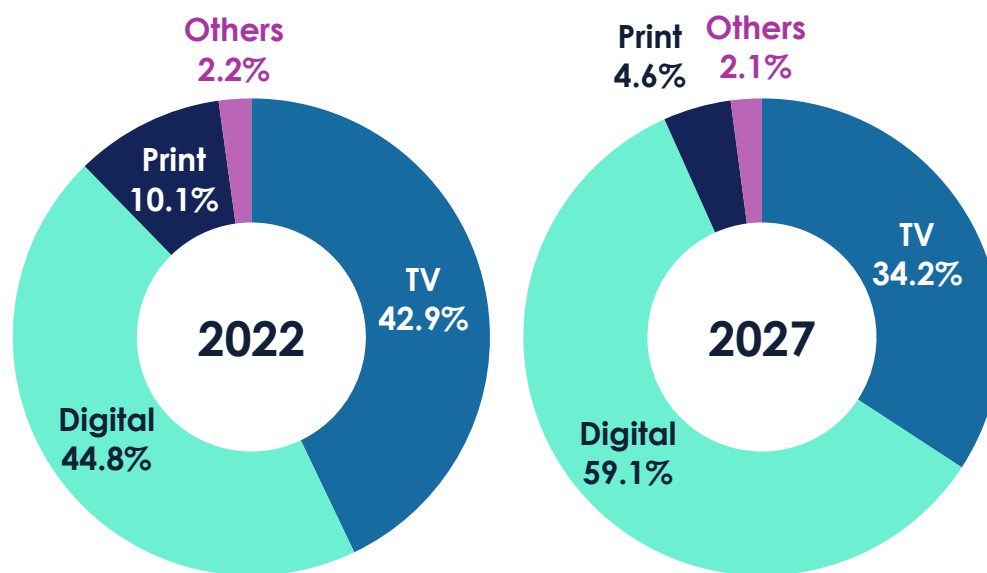


1H 19M
YoY CHANGE
+3.9% (+3 MINS)

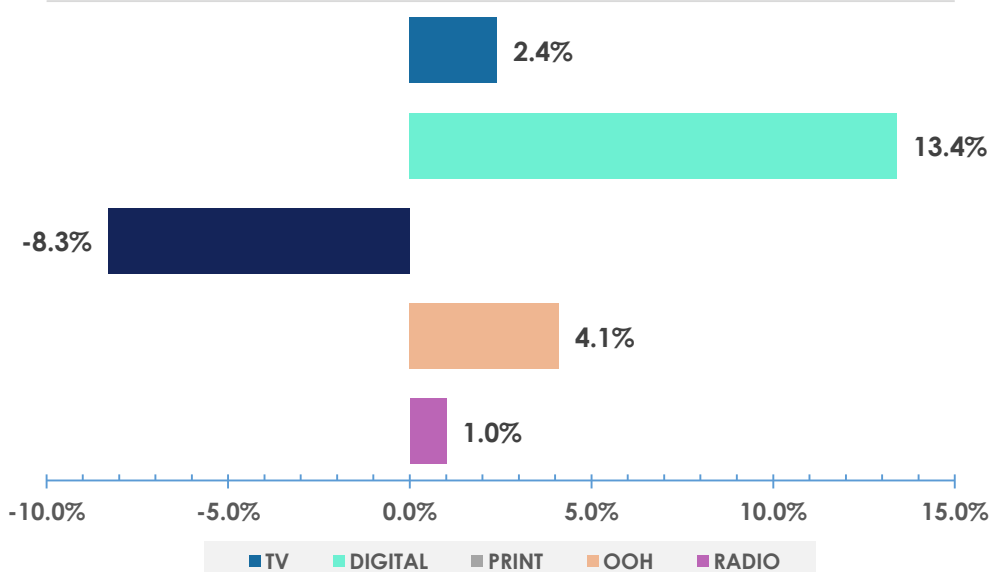
ADS MARKET IN ABSOLUTE TERMS (\$)



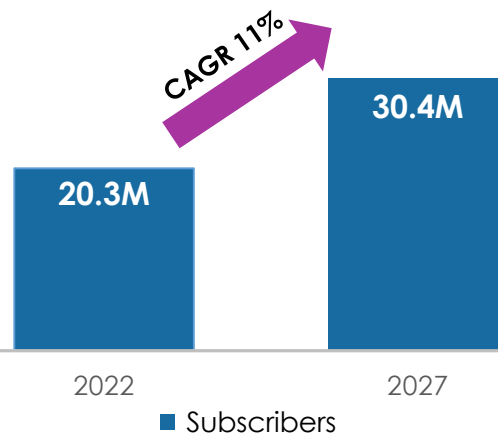
MARKET SHARE ALL MEDIA



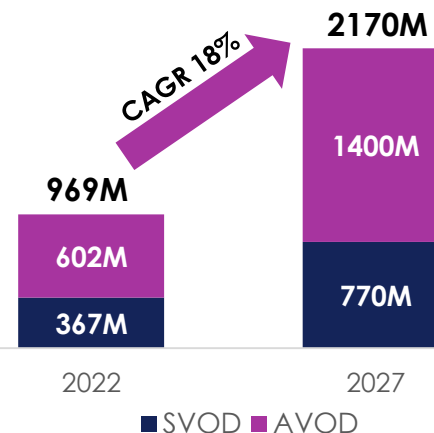
CAGR 2022 - 2027



DIRECT SVOD SUBS

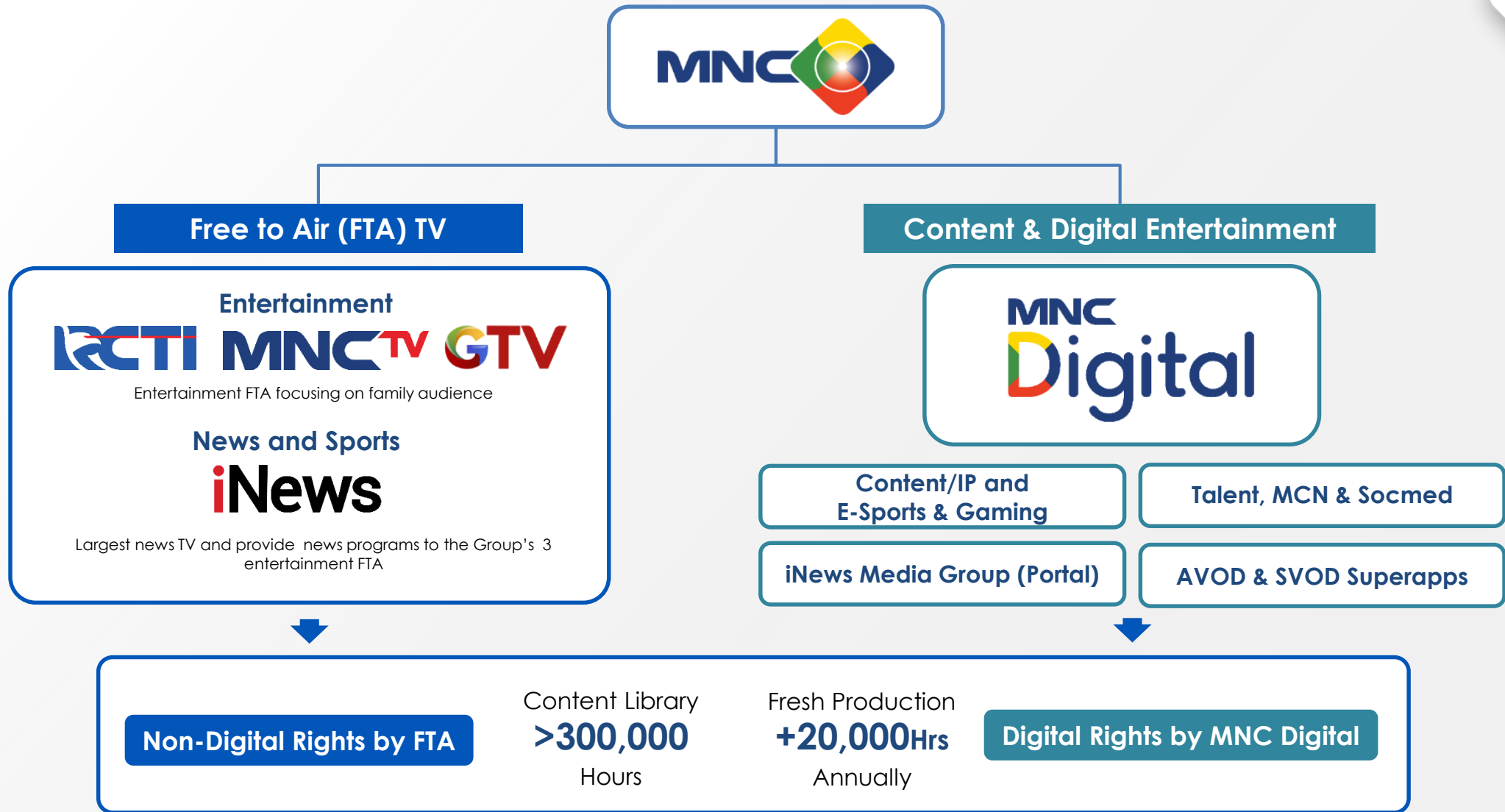


ONLINE VIDEO REVENUE



Source: Media Partners Asia

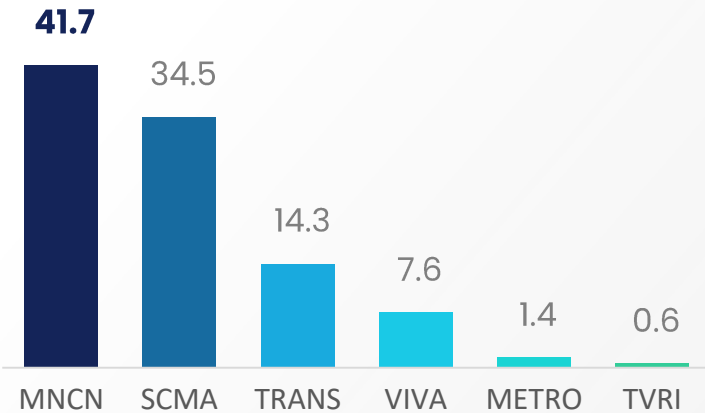
Corporate Structure (MNCN)



MNCN FTA PERFORMANCE

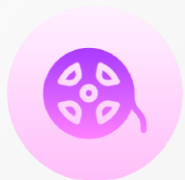
AUDIENCE SHARE

PRIMETIME | FTA TV ALL GROUP
YTD AUGUST 2023



Source: Nielsen

CONTENT PRODUCTION



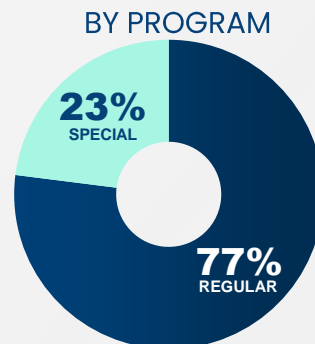
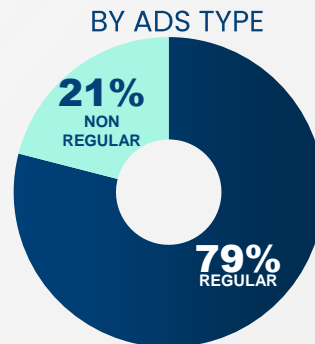
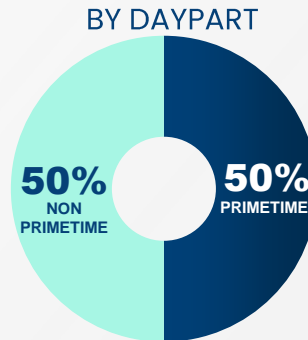
CONTENT
LIBRARY
>300.000
HOURS



FRESH
PRODUCTION
+20.000 Hrs
ANNUALLY

REVENUE CONTRIBUTION

H1 2023

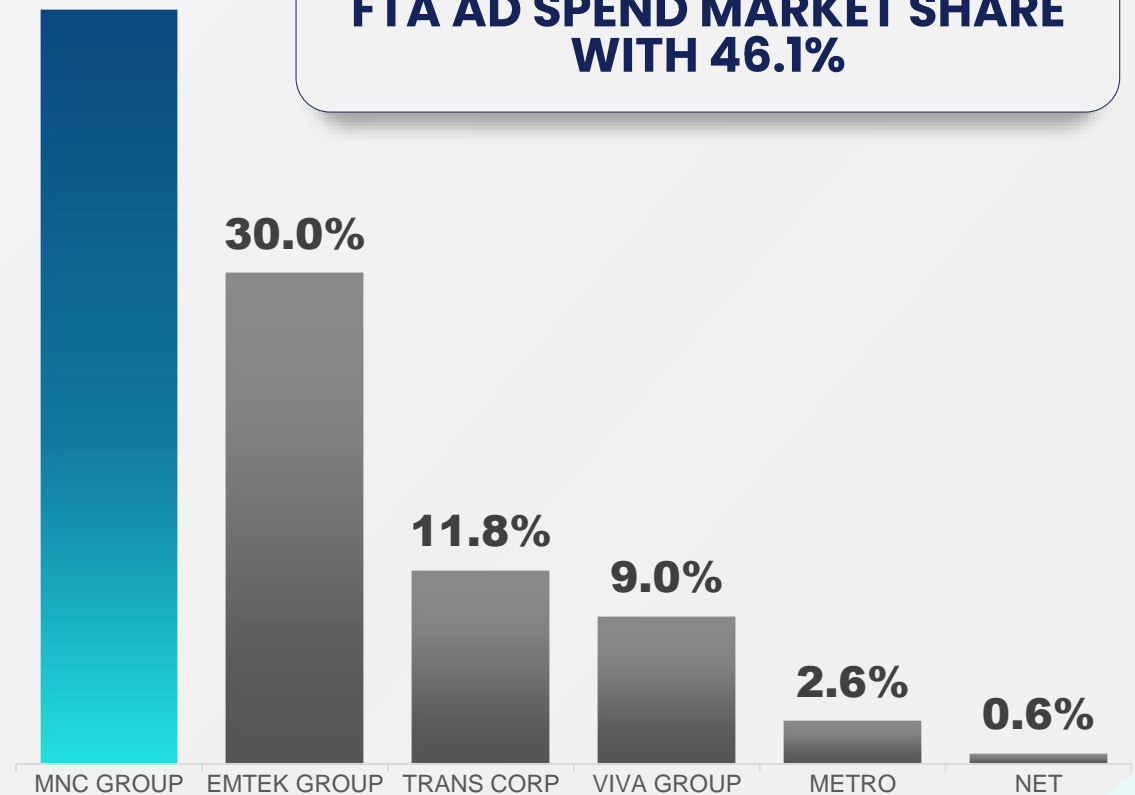


AD SPEND SHARE BY MEDIA GROUP

H1 2023

46.1%

**MNCN DOMINATES
FTA AD SPEND MARKET SHARE
WITH 46.1%**



Source : Marketing Corporate Analyst Data Source (Report Adex Nett Assumption),
Periode Jan – Jun 2023



MNC Digital Corp Structure



Content/IP, E-Sports & Gaming

Production House



Production Infrastructure



IP & Distribution Management

IP MANAGEMENT



Game Development & Publishing

E-Sports Team Management

Professional E-Sports Competition and Talent Search Program

Local Game Partnership & Business Development

Talent, MCN & Socmed

400+ Artist with Diverse Talent Specialization



Social Media & MCN



224+
MCN Channels



*78B
206M



7.9B
70.2M



299.4M

* : MNC Internal Research, August 2023

Music Label & Publishing

HITSRECORDS



starcipta
musikindo

iNews Media Group

Portal & Apps

iNews.id

okezone.com



SINDO NEWS.COM

Linear Free/ Pay Channels

iNews

okezoneTV



IDX
CHANNEL

SINDO NEWS TV

sportstars
sportstars2
sportstars3
sportstars4



Social Media



Radio Platform

MNC
TRIJAYA



97.1
RDI

AVOD & SVOD Superapps

Extension of FTA



Pay TV Authenticated & OTT

VISION+

V+
CHANNELS

V+ SPORTS

V+ LIBRARY

VISION+
ORIGINALS

Other Content

V+ E-Book

V+ Games

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

70,000+
ARTICLES MONTHLY

500-700
DAILY SOCIAL MEDIA UPLOADS

300,000+ HRS
DIGITAL CONTENT LIBRARY

#1

DRAMAS

33.1%

Nationwide Market Share

1362 hrs 5150 hrs
Content Content
(H1-2023) (FY-2022)

#1

ANIMATIONS

68.1%

Nationwide Market Share

65 hrs 283 hrs
Content Content
(H1-2023) (FY-2022)

MOVIES

10-12

Movies Per Year



#1

REALITY PROGRAMS

62%

Nationwide Market Share

772 hrs 1302 hrs
Content Content
(H1-2023) (FY-2022)

#1

INFOTAINMENT

31%

Nationwide Market Share

860 hrs 1709 hrs
Content Content
(H1-2023) (FY-2022)

ORIGINALS



Platform Distribution

FTA / PAY TV



APP/WEB/OTT



SOCIAL MEDIA



YouTube



Facebook



TikTok

ONLINE TO OFFLINE
ENTERTAINMENT HUB



MOVIELAND: *The Most Integrated and One Stop Studios*

- **MOVIELAND is one of the Creative Economy Hubs in MNC Lido City**, covering an area of 21 hectares. It is planned as the largest center for film and TV series production in Southeast Asia, integrated with various international-standard facilities and equipment.
- **The construction of Movieland has already begun in 2021, and some buildings have already been completed and started to be used for shooting activities**, such as Elite House Backlot, Menteng House Backlot, Conventional House Backlot, Townhouse Backlot, Convenience Store Backlot, Resto & Café Backlot. The project will be completed in Q1 2024.
- **Movieland will make film and TV Series production more efficient**, as all stages of production, from pre-production to post-production, are integrated in one place with 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



ELITE HOUSE A BACKLOT



CAFÉ BACKLOT



TOWNHOUSES BACKLOT



RESTO BACKLOT



CONVENIENCE STORE



RUMAH MENTENG (CONVENTIONAL HOUSE BACKLOT)



TITLE/
FORMAT

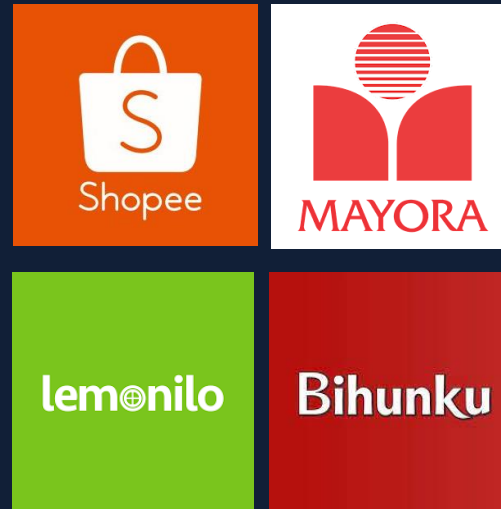


SCRIPT/
CHARACTER

IP MONETIZATION



LICENSEE



NFT MONETIZATION

Content library
>300.000 hours

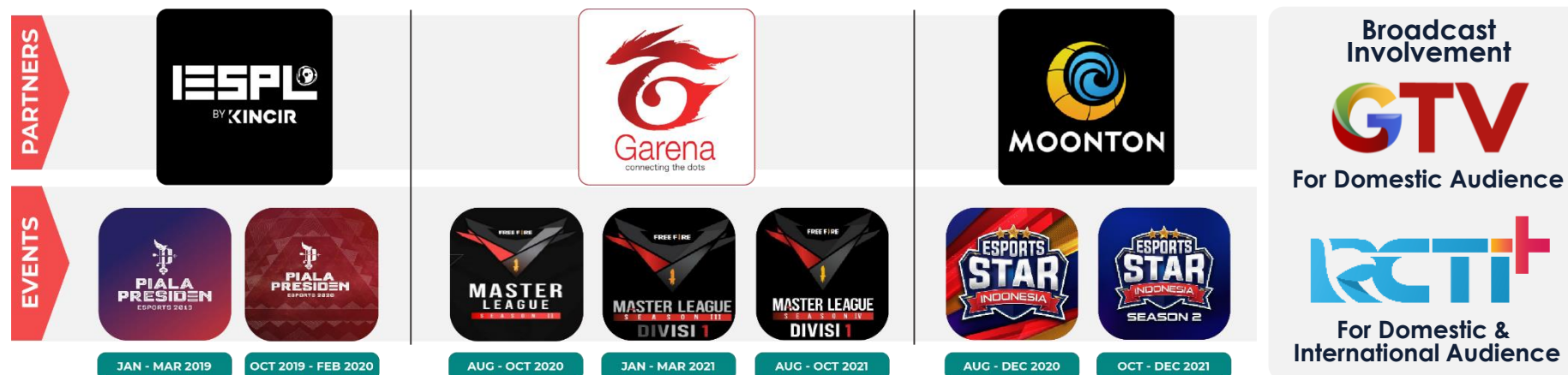
Celebrities/Talents

Content Characters

DEDICATED GAMING ARM



E-SPORTS PRODUCTION & BROADCASTING INVOLVEMENT



FIGHT OF LEGENDS SCHOOL COMPETITION SERIES



TALENT MANAGEMENT

BIGGEST TALENT MANAGEMENT

400+
ARTIST

224+
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



Mahalini



Lyodra



Tiara



Marion Jola



Andmesh



Ayu Ting Ting



Arnold Poernomo



Robby Purba



Anwar



Boy William



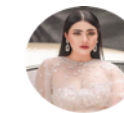
Brisia Jodie



Dede Sunandar



Ghea Indrawari



Felicya Angelista



Ziva Magnolya



Limbadi



Aya Renita



Sere Kalina



James Purba



Anneth

Leading Indonesian
Music Labels

HITSRECORDS Focus on Pop Genre



Focus on Dangdut & Melayu



ALL MNC GROUP

78
Billion
views

206
Million
Subs

ALL MCN STARHITS

28.5
Billion
views

115.6
Million
Subs



Est. July 2020

FROM 99 FACEBOOK PAGE

7.9 Billion
views

70.2 Million
Followers



Est. September 2020

FROM 224 TIKTOK'S ACCOUNT

299.4 Million
Followers

- 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.

1. Library Clips

					
Ada Surga Dimata Ibuku - Gawatt Mau Dibawa Kema... 335M views • 3 years ago	BINTANG DI HATIKU - Gawatt Bonny Nyebur Kali [...] 96M views • 3 years ago	CAHAYA HATI - Gilak Ringgo Minta Tebusan 100jt [12... 95M views • 3 years ago	BINTANG DI HATIKU - Poppy Tak Mampu Lagi Mengejar [...] 81M views • 4 years ago	BINTANG DI HATIKU - Apa Yang Terjadi Dengan Lolly [...] 71M views • 4 years ago	BINTANG DI HATIKU - Kasihan Shelly Diganggu... 69M views • 3 years ago

2. Original Production / Sponsorship Based Web-Series

					
Dunia Terbalik-balik - CEMBURU BUTA #Episode5 132K views • 2 years ago	Dunia Terbalik-balik - BETAH KARENA TOILET... 134K views • 2 years ago	Dunia Terbalik-balik - AHLI TOILET DUDUK #Episode3 141K views • 2 years ago	Dunia Terbalik-balik - PEMENANG TANTANGAN... 141K views • 2 years ago	Dunia Terbalik-balik - TANTANGAN VLOG RAFFI... 154K views • 2 years ago	TOILET CANGGIH TOTO BIKIN DUNIA TERBALIK-... 24K views • 2 years ago

3. MCN – Multi Channel Network

TALENT MANAGEMENT
**SOCIAL MEDIA
CONTRIBUTION**
(YOUTUBE ONLY)






















224+
MCN
CHANNELS

28.5 Billion
VIEWS

115.6 Million
SUBS

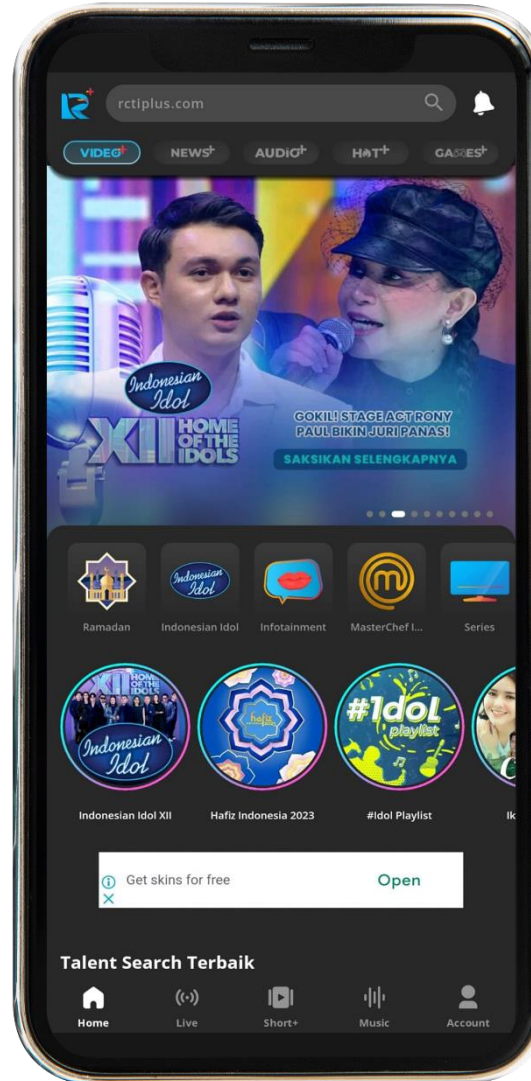


iNews Media Group

	iNews Group	Sindonews Group	IDX Channel Group	Okezone Group	Celebrities Group	Sportstars Group
	Beyond No 1 News, Sports & Information	Beyond Headlines Sindonews is Breaking News	Your Trustworthy & Comprehensive Investment References	Beyond Information	The Largest Celebrities & Entertainment Updates	The Champion of Sports Media
Linear/Pay Channels	 RCTI MNC TV GTV iNews					sportstars sportstars2 sportstars3 sportstars4 
	Total FTA Audience Share: 26.6	Total Pay Channels Audience Share: 17.3				
	 MAU: 68.8M	 MAU: 41.1M SUBS: 2.5M				
	 MAU: 41.1M SUBS: 2.5M					
Portal & Apps Platform	 MAU: 6.9M	 MAU: 19.4M	 MAU: 1.2M	 MAU: 15M		
Social Media	 18.6M Subscribers 8.6Billion views	 11.5M Followers 9.8 million views	 3.9M Followers	 16.2M Followers 308 million views	 3.2M Followers	
	Total Subs/Followers: 53.4M Total Views per Month: 300M Total Life Times Views: 8.9B					
Radio Platform						



Entertainment Super-App



1. Video Streaming



- 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



- 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



- 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.

4. UGC Competition



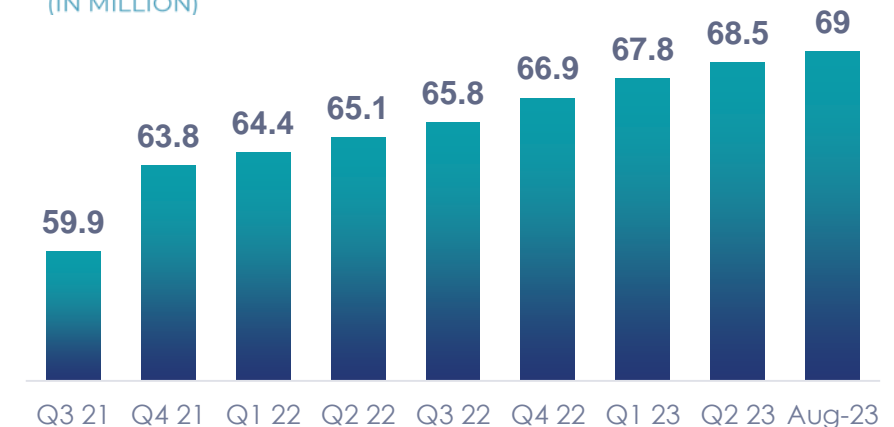
- Capitalizing on the group's 18 years experience on producing and managing talent search format.
- Providing incentive for talents to be managed by Indonesia's biggest talent management unit.

5. Music Streaming



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

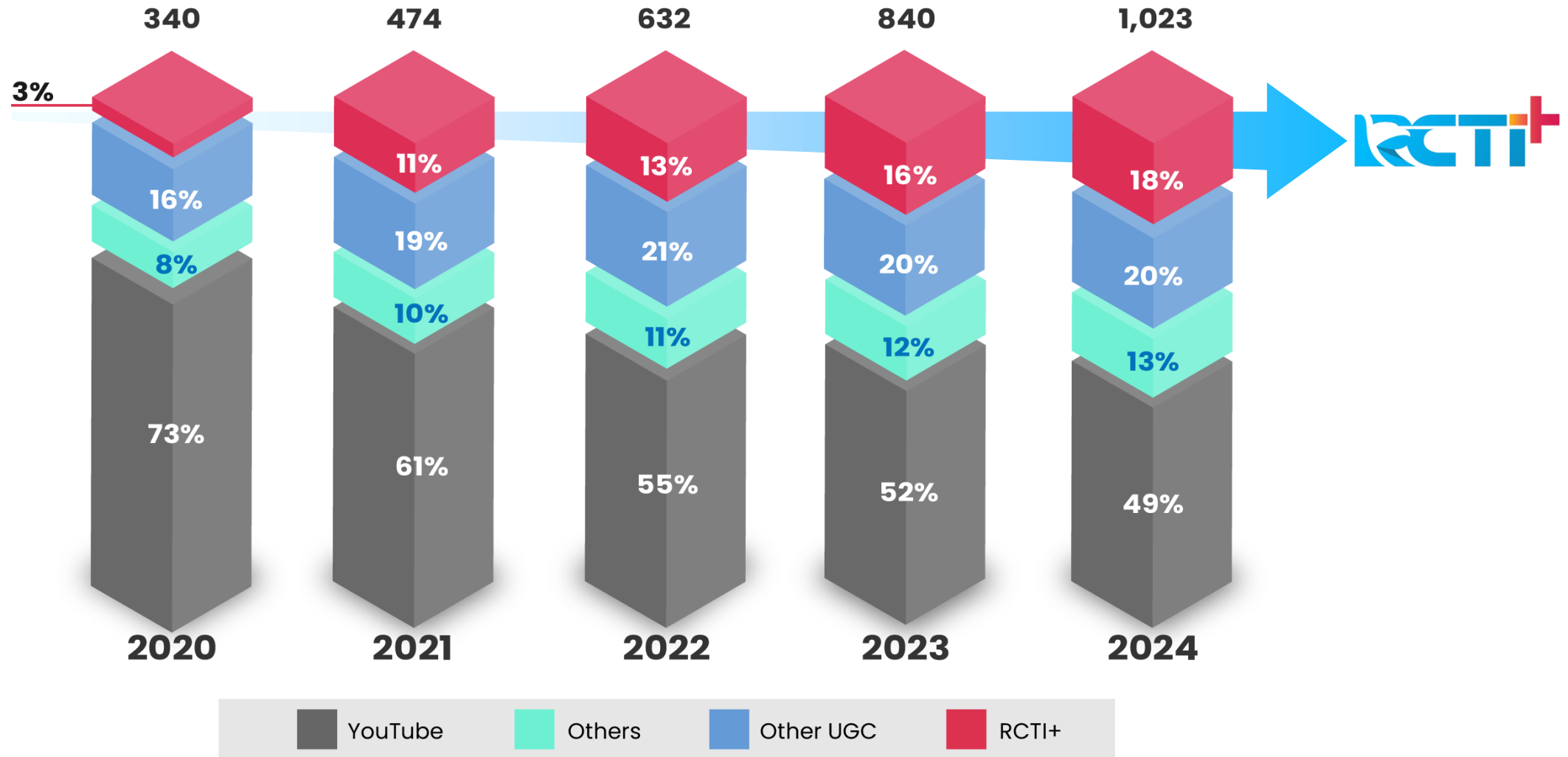
RCTI+
MONTHLY
ACTIVE USER
(IN MILLION)



Source: Google Analytics

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

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



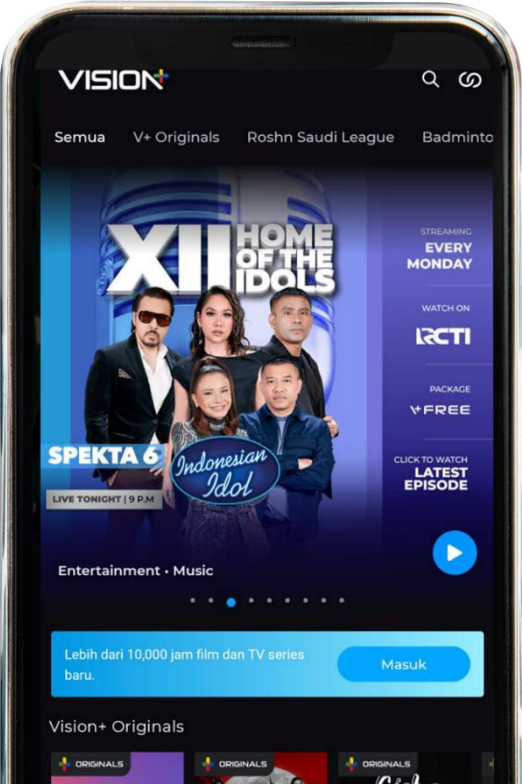


12M
Registered Users



41.1M
Monthly Active Users*

*As of 2023



VISION+ TV Anywhere, Anytime

Subscription Video on Demand (SVOD)

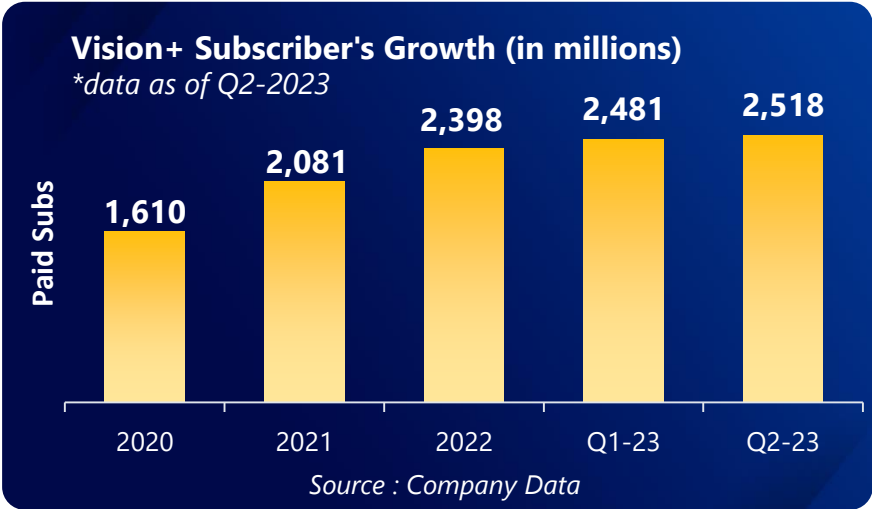
- ✓ Vision+ provides extensive original content, thousands hours of VOD, and hundreds of linear channels with catch up features, which are offered independently and through bundling with the packages offered by MNC Vision, K-Vision, and MNC Play.

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+



V+ Channel

110+

Linear
Channels
Local + Foreign

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



V+ Library

Exclusive
20,000+
Hours

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



V+ Sports

A variety of sporting programs

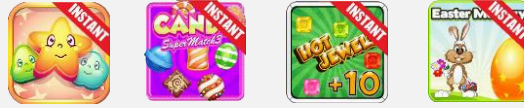


V+ Original
Productions

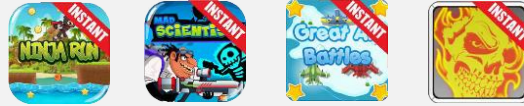
Key drivers to **attract subscribers** to Vision+ with aggressive original productions



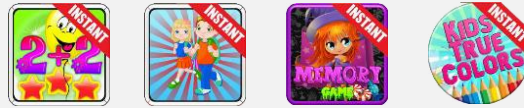
Puzzle Games



Adventure Games



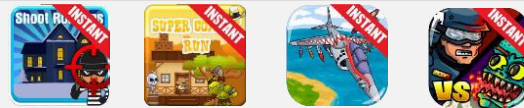
Word & Trivia Games



Action Games



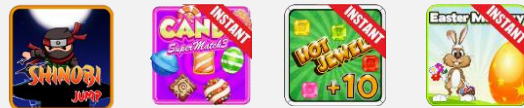
Shooting Games



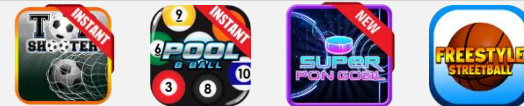
Casual Games



Arcade Games



Sport Games



75

OWNED CASUAL GAMES

and other publisher games

Part of **VISION+** content offering to increase stickiness

In-App-Purchase added to Android, IOS on final adjustments

Future Plan: **Games+ 2.0** (New UI, Loyalty point Daily Login)

Games+ also creates games based on Vision+ Original Series, as a way to keep users engage between show releases



Lukas Journey



Arab Maklum

Menggapai
Ikatan Cinta

Caddy Candy

VISION+ E-Book (Klaklik)

Vision+ eBook, is part of Vision+ content offering that provides story based (text format) content, such as e-novels, e-books, stories, and other type of text based content



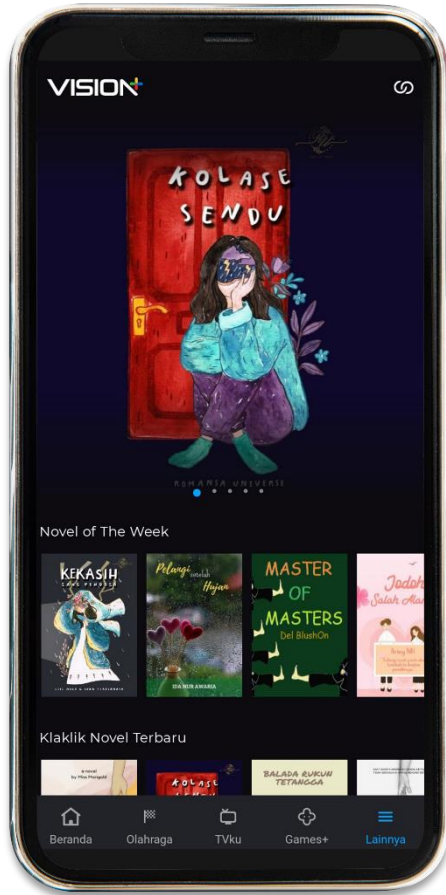
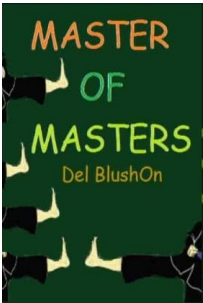
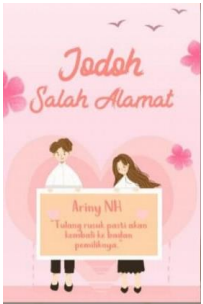
STORY

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



COMICS

Comics with numerous genres and from other creators



Key Penetration Strategies to Expedite Subs Growth

DTH Pay TV and Fixed Broadband & IPTV



Total Subscribers
12.3M+
As of Q2-23



MNC VISION



MNC play



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

VISION+
ON
Migo

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

Financial Results: MNCN (H1-2023)



Income Statements In IDR mio	YoY		Variance
	H1-2023	H1-2022	YoY
Revenues	4,446,018	5,274,312	-16%
Advertisement	3,886,036	4,764,516	-18%
Digital	1,350,167	1,342,833	1%
Non-digital	2,535,869	3,421,683	-26%
Content	727,788	835,773	-13%
Subscription	249,035	262,576	-5%
Others	48,600	46,103	5%
(Elimination)	(465,441)	(634,656)	-27%
Direct Cost *)	2,109,038	2,132,595	-1%
Depreciation and amortization	189,739	183,628	3%
Gross profit	2,147,241	2,958,089	-27%
<i>Gross profit margin</i>	<i>48%</i>	<i>56%</i>	
General & Administrative expense *)	847,078	944,300	-10%
Depreciation and amortization	209,438	215,376	-3%
EBITDA	1,489,902	2,197,417	-32%
<i>EBITDA Margin</i>	<i>34%</i>	<i>42%</i>	
Net Income	829,823	1,342,735	-38%
<i>Net income margin</i>	<i>19%</i>	<i>25%</i>	

*) : excluding depreciation and amortization



THANK YOU