



# PT Media Nusantara Citra Tbk

Business Update – July 2024



\*INDONESIA HAS 176 MILLION CITIZENS UNDER 40 YEARS OLD

JAN  
2024

DAILY TIME SPENT ON MEDIA

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



TIME SPENT USING  
THE INTERNET



7H 38M

YoY CHANGE  
-1.0% (-4 MINS)

TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



2H 41M

YoY CHANGE  
-7.3% (-12 MINS)

TIME SPENT USING  
SOCIAL MEDIA



3H 11M

YoY CHANGE  
-3.8% (-7 MINS)

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



1H 26M

YoY CHANGE  
-8.4% (-7 MINS)

TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



1H 31M

YoY CHANGE  
-6.8% (-6 MINS)

TIME SPENT LISTENING  
TO BROADCAST RADIO



0H 32M

YoY CHANGE  
-1.3% (-<1 MIN)

TIME SPENT LISTENING  
TO PODCAST



0H 54M

YoY CHANGE  
-2.9% (-1 MINS)

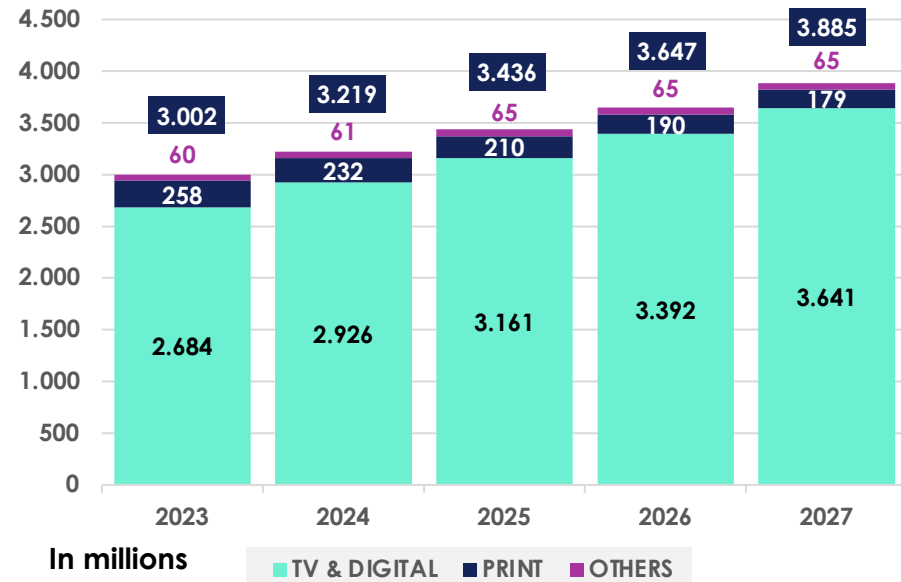
TIME SPENT USING  
A GAMES CONSOLE



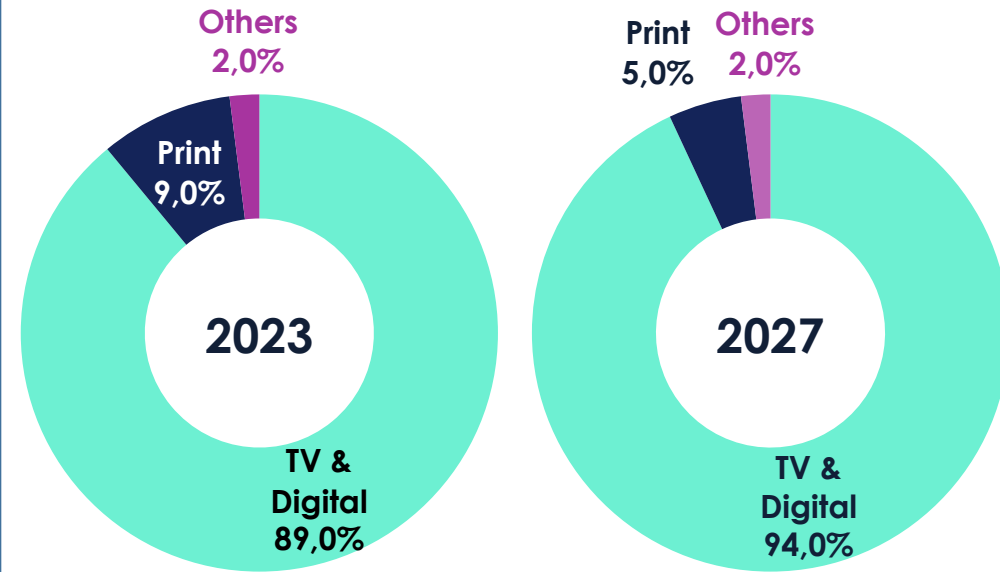
1H 12M

YoY CHANGE  
-4.2% (-3 MINS)

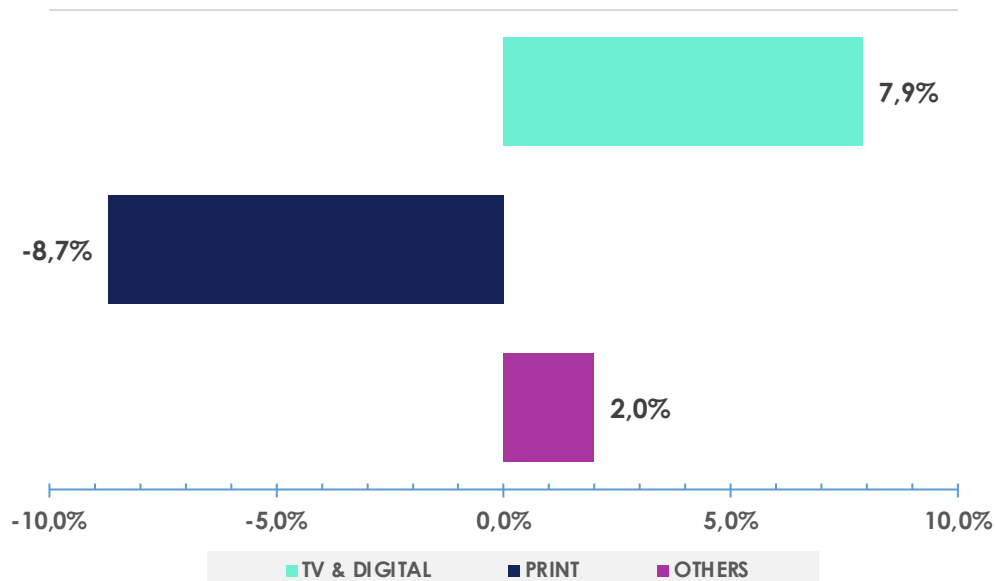
## ADS MARKET IN ABSOLUTE TERMS (\$)



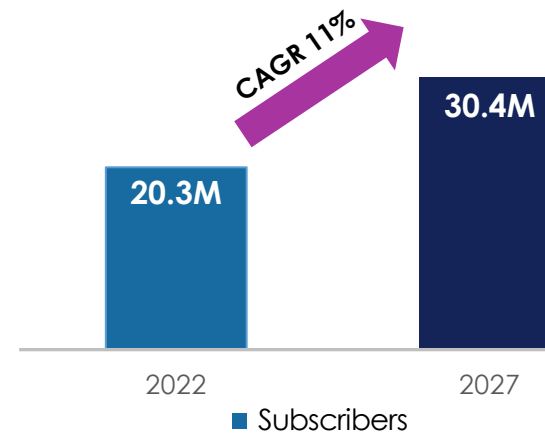
## MARKET SHARE ALL MEDIA



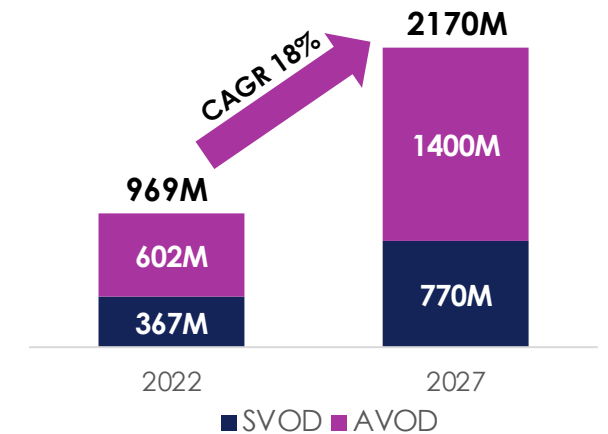
## CAGR 2023 - 2027



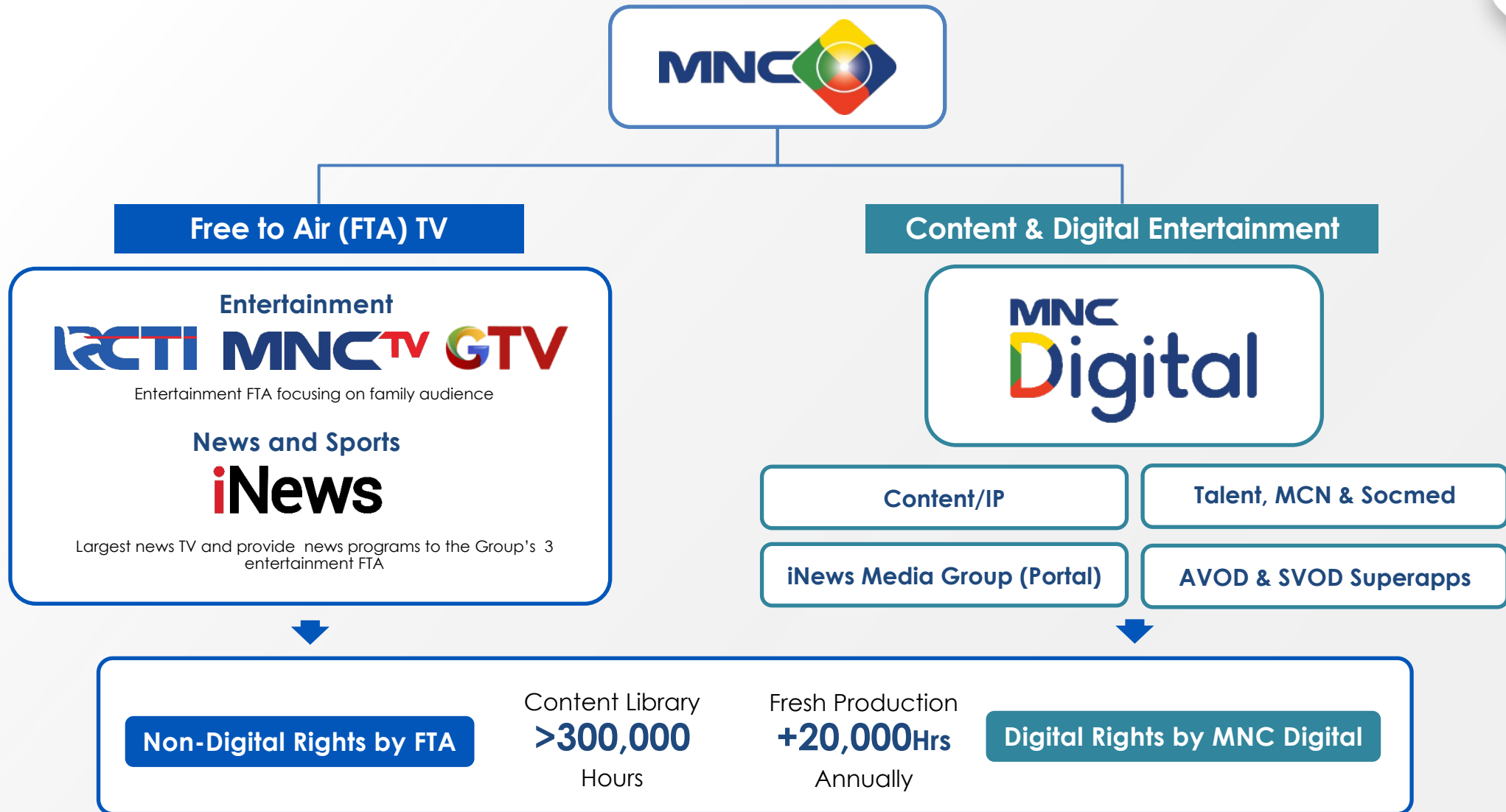
## DIRECT SVOD SUBS



## ONLINE VIDEO REVENUE



# Corporate Structure (MNCN)



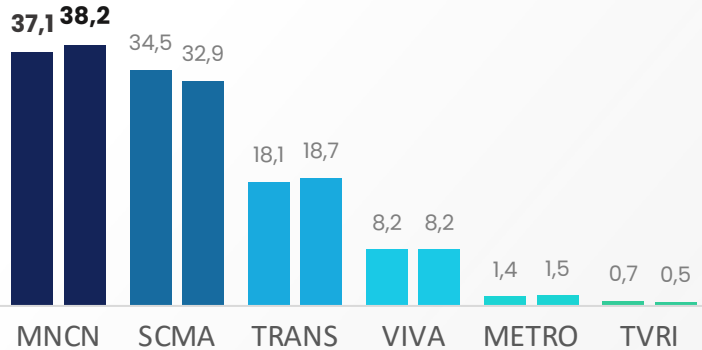


# FTA Performance



## AUDIENCE SHARE

Primetime & All Time | FTA TV ALL GROUP  
YTD June 2024



Source: Nielsen

## CONTENT PRODUCTION



CONTENT LIBRARY  
**>300.000**  
HOURS

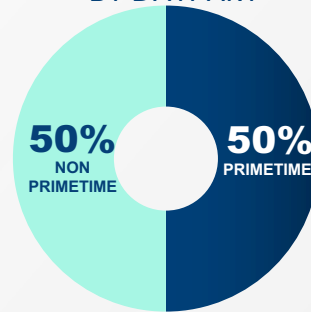


FRESH PRODUCTION  
**+20.000** Hrs  
ANNUALLY

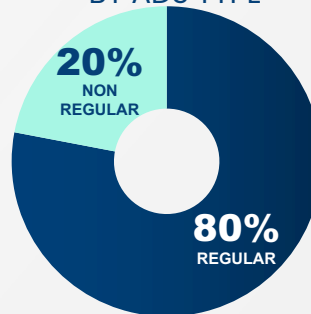
## REVENUE CONTRIBUTION

Q1 2024

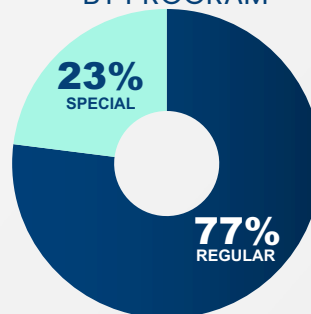
BY DAYPART



BY ADS TYPE



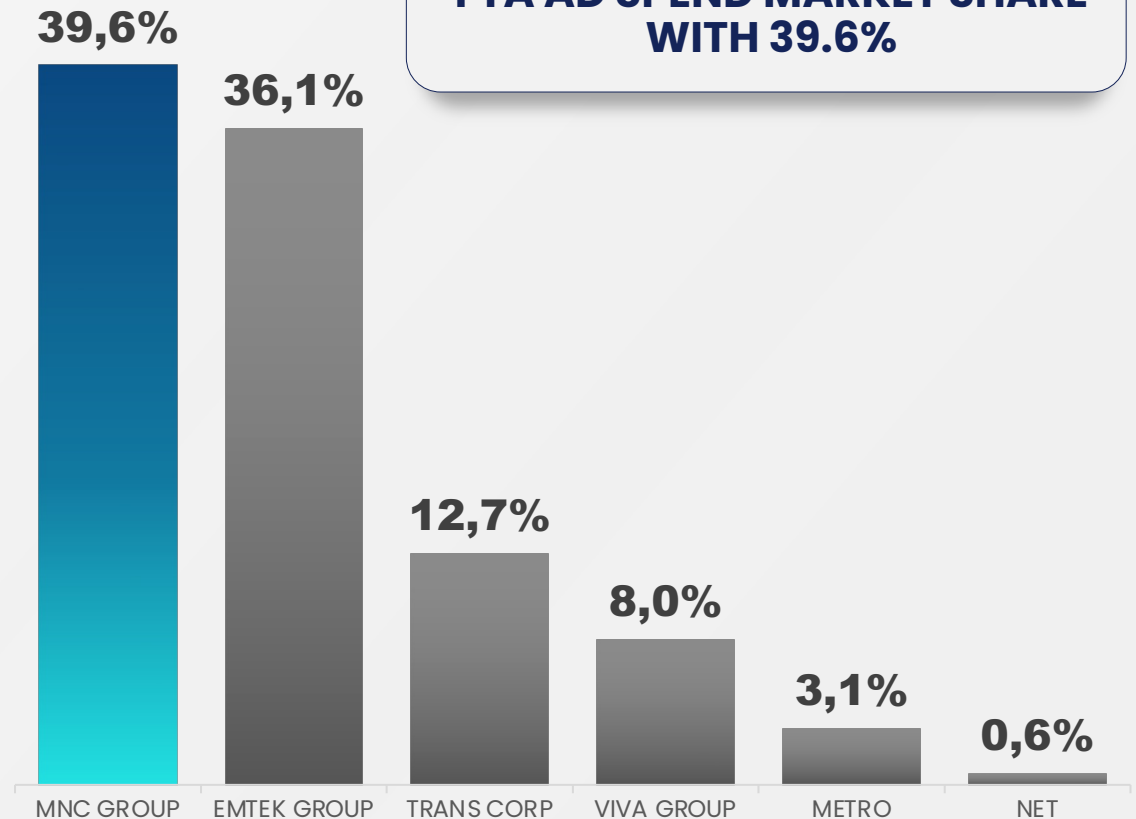
BY PROGRAM



## AD SPEND SHARE BY MEDIA GROUP

Q1 2024

**MNCN DOMINATES  
FTA AD SPEND MARKET SHARE  
WITH 39.6%**



Source : Marketing Corporate Analyst Data Source (Report Adex Nett Assumption),  
Periode Jan – Mar 2024

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

36.3%

Nationwide Market Share

728 hrs    2432 hrs  
Content    Content  
(Q1-2024)    (FY-2023)

#1

ANIMATIONS

89%

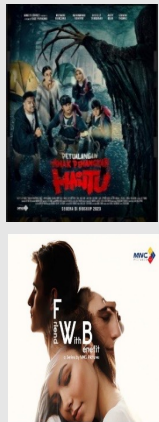
Nationwide Market Share

123 hrs    272 hrs  
Content    Content  
(Q1-2024)    (FY-2023)

MOVIES

10-12

Movies Per Year



#1

REALITY PROGRAMS

88%

Nationwide Market Share

213 hrs    1285 hrs  
Content    Content  
(Q1-2024)    (FY-2023)

#1

INFOTAINMENT

39%

Nationwide Market Share

458 hrs    1831 hrs  
Content    Content  
(Q1-2024)    (FY-2023)

ORIGINALS



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



Several construction in Movieland have been completed and are currently being used for filming TV series and advertisements. With Movieland, film and TV series production becomes more efficient at all stages, from pre-production to post-production. Everything is integrated in one controlled working environment.

The following production activities that have been conducted at Movieland: Cinta Alesha, Jangan Bercerai Bunda, Takut Nggak Sih, Kesetiaan Janji Cinta, Mahligai Untuk Cinta, 20 judul FTV Ramadan, TVC MNC Life, dan Cinta Berakhir Bahagia

Current construction progress on the total area is estimated to have reached around 64%

## AERIAL VIEW OF MOVIELAND



## COMPLETED BACKLOTS



ELITE HOUSE BACKLOT



TOWNHOUSE BACKLOT



CAFÉ BACKLOT



MENTENG HOUSE BACKLOT

## IN THE PROCESS OF DEVELOPMENT



ELITE HOUSE B BACKLOT



ELITE HOUSE C BACKLOT



ELITE HOUSE D BACKLOT



MOSQUE



CHURCH



KIOS

## Project Phase 1 %

### Phase 1A – 6 Backlots

- Rumah Menteng
- Townhouse
- Convenience Store
- Elite A
- Café & Resto

100%

### Phase 1 B – 4 Backlots

- Conventional House
- Townhouse

100%

### Phase 1C – 4 Backlots

- Elite B & Elite C
- Mosque & Church

87%

### Phase 1D – 6 Backlots

- Hospital & Police Station
- School & Shophouses
- Public Facilities

43,9%

### Phase 1 E - 8 Façades

- Conventional House
- Convenience Store & Kios
- Shophouses, Café & Resto
- Townhouse
- Elite House D

63,4%





TITLE/  
FORMAT



SCRIPT/  
CHARACTER

## IP MONETIZATION

*Ikatan  
Cinta*

Putri untuk  
**Pangeran Kiko**



## LICENSEE



Shopee



MAYORA

lemonilo

Bihunku

## NFT MONETIZATION

Content library  
**>300.000** hours

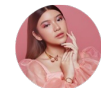
Celebrities/Talents

Content Characters



## Talent Management

### 400+ Talents



Tiara Andini



Mahalini



Lyodra Ginting



Anwar



Andmesh



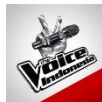
Firhan

Manages Talent to Perform On  
Air – Off Air – Digital  
(Group or Non Group)  
10 years Contract

### Official Talent Management



Indonesian Idol



The Voice Indonesia



Master Chef Indonesia



Indonesia's Got Talent



Kontes Dangdut Indonesia



Rising Star Indonesia

## Social Media and MCN

### 200+ MCN Content Creators



Nihongo Mantapu



MOP Channel



Vincent Raditya



Gritte Agatha



Boy William



Arnold Poernomo

### The Biggest MCN Operator MCN Channels



\*99.8B

217.4M



9B

70.7M



278.5M

\* : MNC Internal Research, June 2024

### 500-700

Daily Social Media Upload  
from Content Library and  
Original Production

### Highest Traffic Generator

Consistently Generates

**1.5B – 2B**

Views/month

## Music Label & Publishing

### Music Labels

HITSRECORDS



### Music Publisher

starcipta  
musikindo

### Music Labels Consisting of

**50**

Music Artist

**500+**

Songs

Operates as music publisher  
with **166 Song Writers**  
and **239 Compositions**

### Official Partners



**600+** Talents & MCN



**175+** Singers



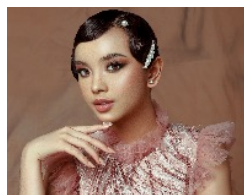
**85+** Multi talents



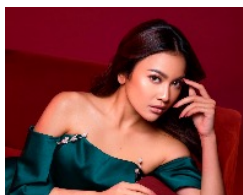
**140+**  
Others



**200+**  
MCN Channels



LYODRA



MAHALINI



TIARA



ANDMESH



BOY WILLIAM



ROBBY PURBA



SERE KALINA



ANWAR



ARNOLD POERNOMO



LIMBAD



RHOMEDAL



LORD ADI



Nihongo  
Mantapu



Vincent Raditya



Gritte Agatha



AISH TV

**9,862**   
Total Jobs (2023)

**156+M**   
Total IG Followers

**10 Years**   
Contract

**Official Talent Management**





Performance Highlights

**99.8B** views

**217.4M** subs

**45.3B** views

**140.9M** subs

All Group

All MCN Starhits

134 FACEBOOK PAGE

**9B** views

**70.7M** followers

196 TIKTOK'S ACCOUNT

**278.5M** followers

Source: MNC Internal Research – June 2024

**500-700** Daily Social Media Uploads

**1.5-2B** Views Per Month

**200+** MCN Talents

TOP 5 Channels – All Group

RCTI - Layar Drama	MNCTV Official	RCTI Entertainment	iNews Official	HITS Records
17.200.000 Subscribers	16.100.000 Subscribers	7.040.000 Subscribers	7.870.000 Subscribers	5.180.000 Subscribers







TOP 5 Channels - MCN

Nihongo Mantappu	MOP Channel	Vincent Raditya	Gritte Agatha	Boy William
10.400.000 Subscribers	8.330.000 Subscribers	5.960.000 Subscribers	4.930.000 Subscribers	6.130.000 Subscribers

## 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)

**200+**  
MCN  
CHANNELS

**45.3 Billion**  
VIEWS

**140.9 Million**  
SUBS

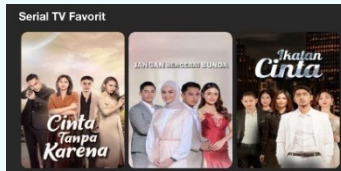
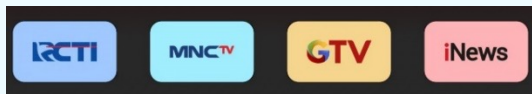


	iNews Group	Sindonews Group	IDX Channel Group	Okezone Group	Celebrities Group	Sportstars Group
	Beyond No 1 News, Sports & Information	Beyond Headlines Sindonews is Breaking News	Your Trustworthy & Comprehensive Investment References	Beyond Information	The Largest Celebrities & Entertainment Updates	The Champion of Sports Media
Linear/Pay Channels	 					
	Total FTA Audience Share: 23.3	Total Pay Channels Audience Share: 12.52				
	 MAU: 69.9M  MAU: 40M+ SUBS: 2.6M+	 MAU: 40M+   SUBS: 2.6M+				
Portal & Apps Platform	 MAU: 8.5M	 MAU: 13.5M	 MAU: 2M	 MAU: 15.6M		
	Total 4 Portal MAU: 39.6M					
Social Media	 21.4M Subscribers 10.4B Views	 12M Followers 2.8B Views	 4.4M Followers	 267M Views	 3.7M Followers	
	Total Subs/Followers: 58.8M   Total Views per Month: 460.9M   Total Life Times Views: 10.4B					
Radio Platform						

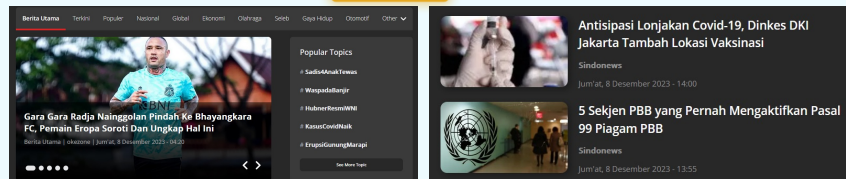


## Free Service (AVOD)

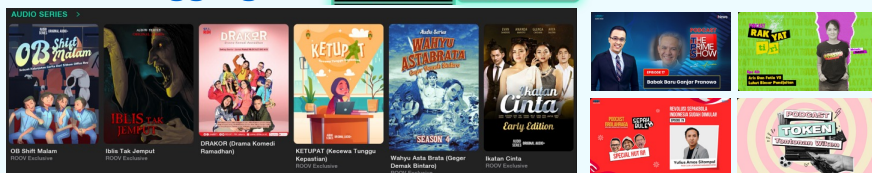
### 1. Video Streaming VIDEO+



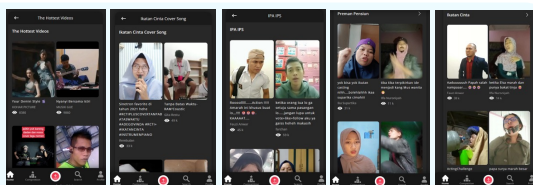
### 2. News Aggregator NEWS+



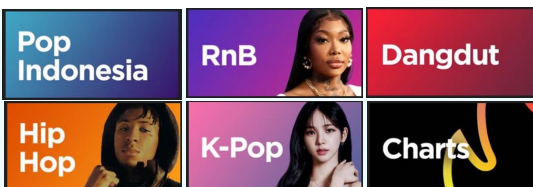
### 3. Audio Aggregator AUDIO+ ROOY



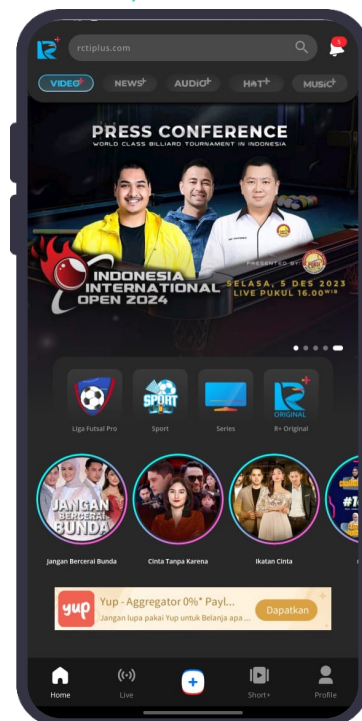
### 4. UGC (Video) HAT+



### 5. Music Streaming



## RCTI+ Entertainment Superapp



MAU JUNE '24  
69.9M

## Paid Service (SVOD)

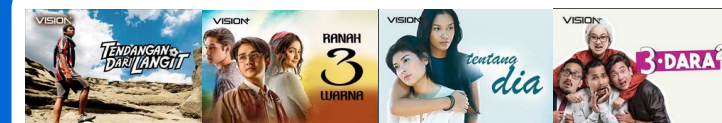
110+

Linear Channels  
Local + Foreign



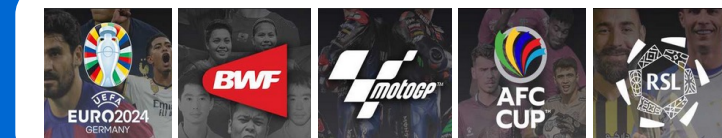
20K+  
Hours

Content  
Library



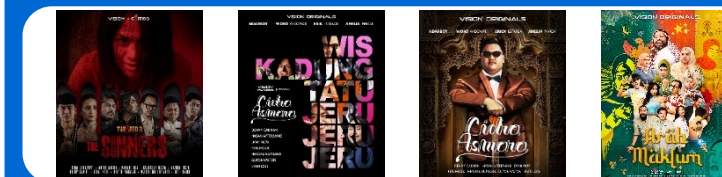
V+  
Sports

Variety of  
Sporting  
Programs



V+  
Originals

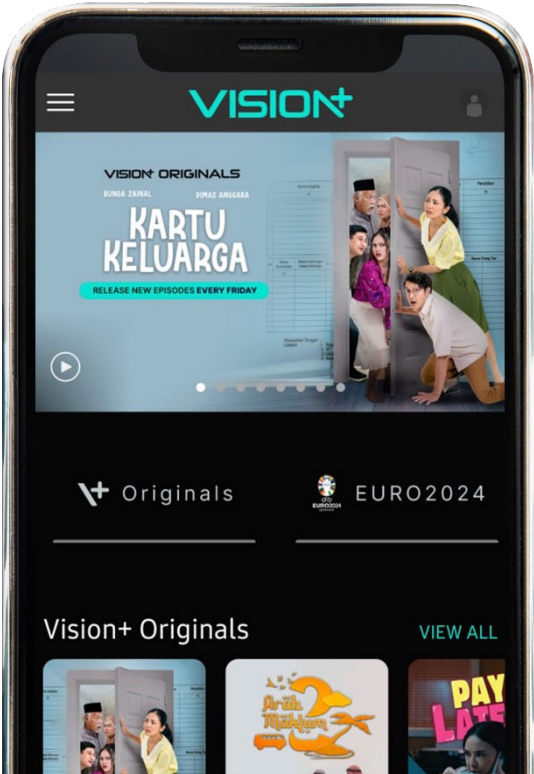
Exclusive  
Original  
Productions



25.5M  
Registered Users

40M+  
Monthly Active Users\*

\*As of 2024



# VISION+ TV Anywhere, Anytime

## Subscription Video on Demand (SVOD)

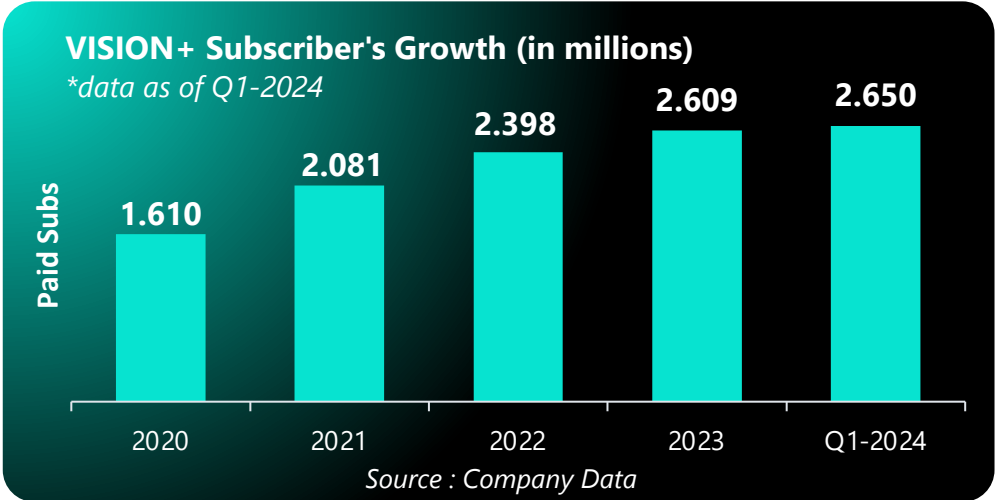
- ✓ Vision+ provides extensive original content, thousands hours of VOD, and hundreds of linear channels with catch up features, which are offered independently and through bundling with the packages offered by MNC Vision, K-Vision, and MNC Play.

## Advertising Video on Demand (AVOD)

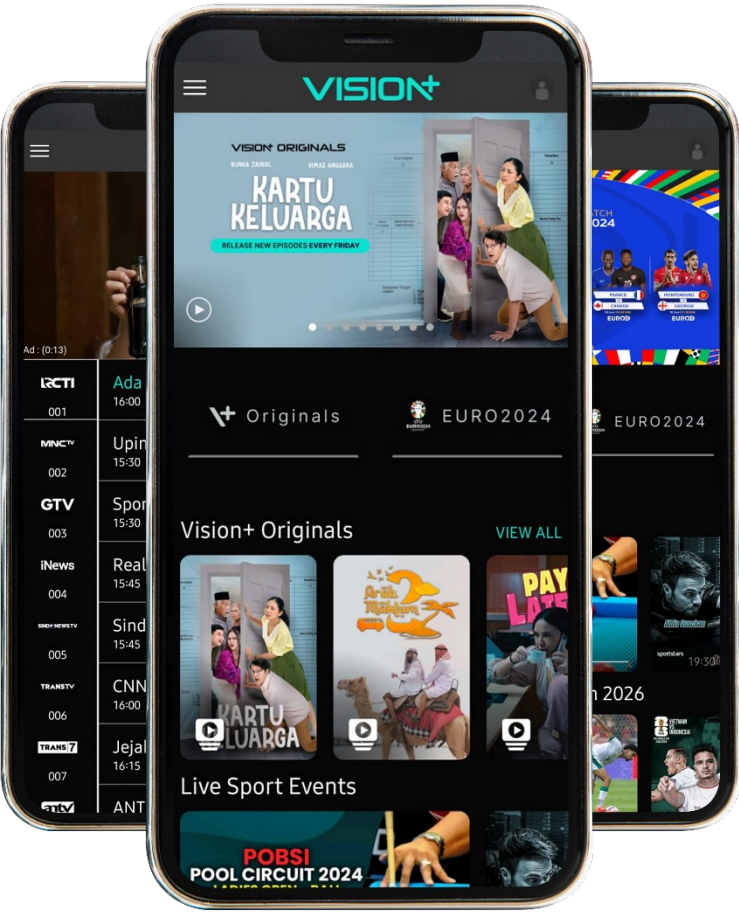
- ✓ Vision+ offers all of the Group’s Pay TV subscribers for free viewing with ad support similar to the content packager they subscribe, providing room for upselling.
- ✓ Free users may upgrade to subscription with no ads if they wish to enjoy premium content, available in sachet pricing, starts from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

## Future roadmap includes VISION+

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







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



## LMAC: LIDO MUSIC & ARTS CENTER I SPORTS EVENT MANAGEMENT



- The **biggest outdoor music & arts festival** venue in Indonesia
- Supporting **international & local music, arts, and culture industry**
- Bringing local musicians and artists to the **international scale stage**
- Capacity **up to 50,000 people**; accommodate 4 events simultaneously
- "LMAC MUSICFORALL FEST" has **successfully sold 80,000 tickets over 2 days** and was noted as one of the biggest concert events of the year.

### LMAC Stage



### A two-days music festival with reputable local and global artists



## DERBI SERUMPUN INDONESIA vs MALAYSIA



JAKARTA INTERNATIONAL STADIUM

- Expansion to sport event management – premium soccer friendly competition
- Held first event on 30 May 2024, inviting 2 soccer clubs from Malaysia
- New revenue streams through ticketing, sponsorship, and broadcasting (advertising and/or subscription)



# Financial Results: MNCN (Q1-2024)

Consolidated Income Statement (in million IDR)	Actual		Variance	Actual	
	Q1-2024	Q1-2023	YoY	Q4-2023	YoY
<b>Revenues</b>	<b>2,327,658</b>	<b>2,441,993</b>	<b>-5%</b>	<b>1,735,102</b>	<b>34%</b>
Advertisement	1,884,758	2,225,177	-15%	1,322,525	43%
Digital	727,203	714,328	2%	639,055	14%
Non-Digital Advertising	1,157,555	1,510,849	-23%	683,470	69%
Content and IP	472,367	345,258	37%	334,166	41%
Subscription	130,746	124,039	5%	123,126	6%
Others	23,702	23,721	0%	61,668	-62%
(Elimination)	(183,915)	(276,202)	-33%	(106,383)	73%
Direct Cost *)	907,516	920,160	-1%	877,333	3%
Depreciation & amortization	93,351	97,243	-4%	101,845	-8%
<b>Gross Profit</b>	<b>1,326,791</b>	<b>1,424,590</b>	<b>-7%</b>	<b>755,924</b>	<b>76%</b>
<i>Gross Profit Margin</i>	<i>57%</i>	<i>58%</i>		<i>44%</i>	
General and Administrative Expenses *)	478,090	464,843	3%	428,543	12%
Depreciation & amortization	99,341	105,541	-6%	115,180	-14%
<b>EBITDA</b>	<b>942,052</b>	<b>1,056,990</b>	<b>-11%</b>	<b>429,226</b>	<b>119%</b>
<i>EBITDA margin</i>	<i>40%</i>	<i>43%</i>		<i>25%</i>	
<b>Net Income (Loss)</b>	<b>576,201</b>	<b>676,977</b>	<b>-15%</b>	<b>135,429</b>	<b>325%</b>
<i>Net Income Margin</i>	<i>25%</i>	<i>28%</i>		<i>8%</i>	

\*) : Excluding depreciation and amortization



**THANK YOU**