



PT Media Nusantara Citra Tbk

Business Update – May 2023

TOTAL POPULATION



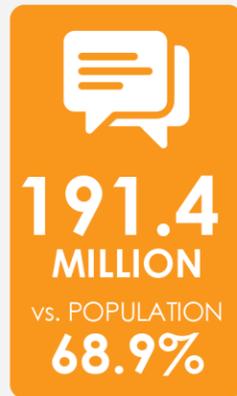
CELLULAR MOBILE CONNECTION



INTERNET USERS



ACTIVE SOCIAL MEDIA USERS



*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



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



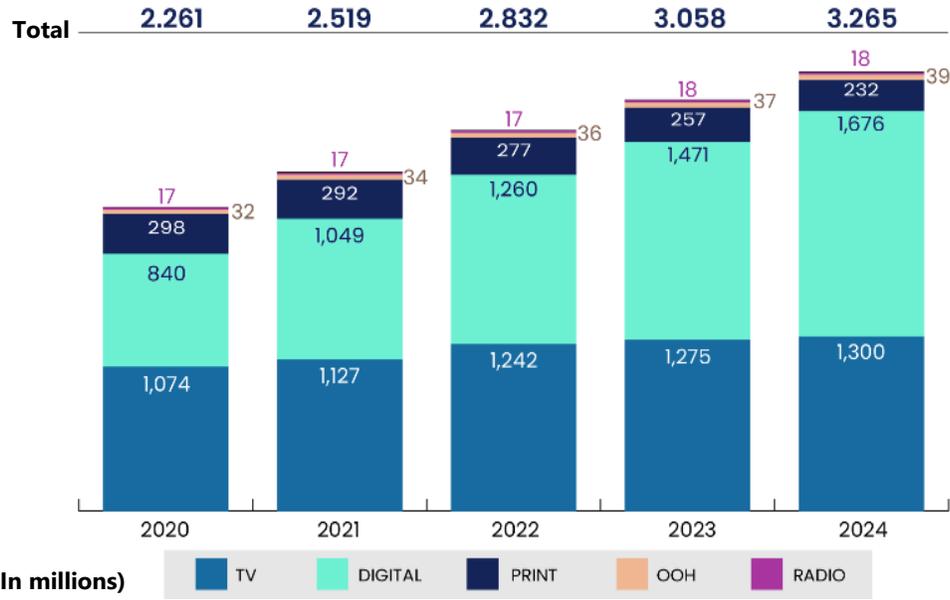
0H 55M
YoY CHANGE **+25.0% (+11 MINS)**

TIME SPENT USING A GAMES CONSOLE

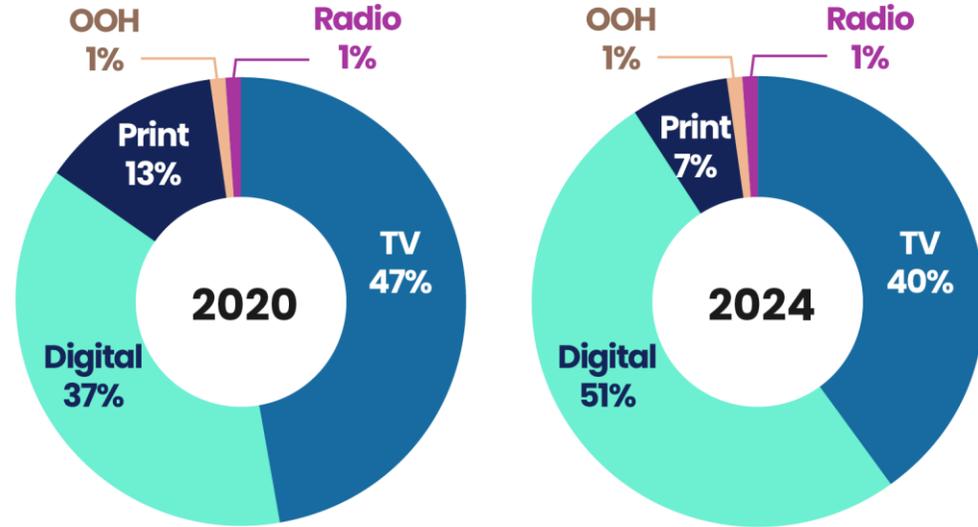


1H 19M
YoY CHANGE **+3.9% (+3 MINS)**

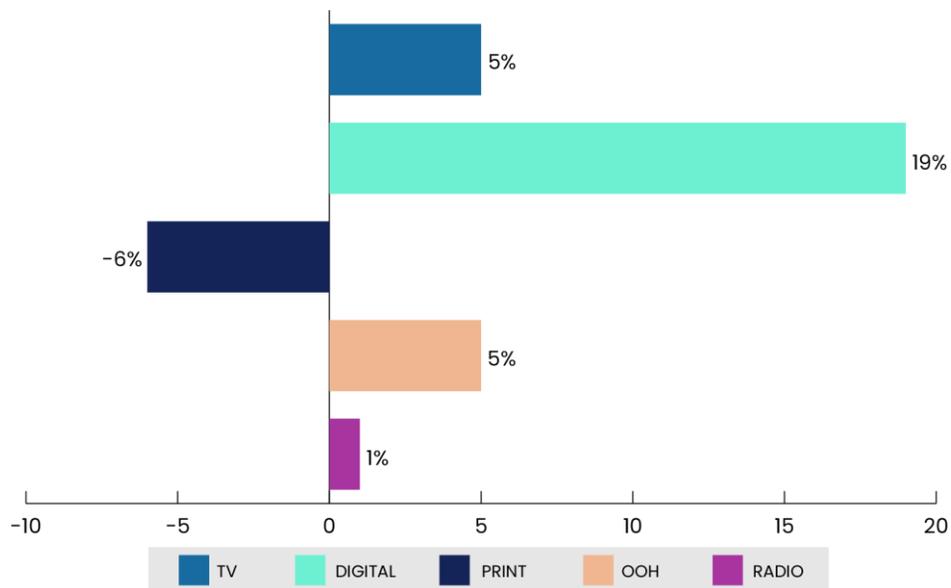
ADS MARKET IN ABSOLUTE TERMS (\$)



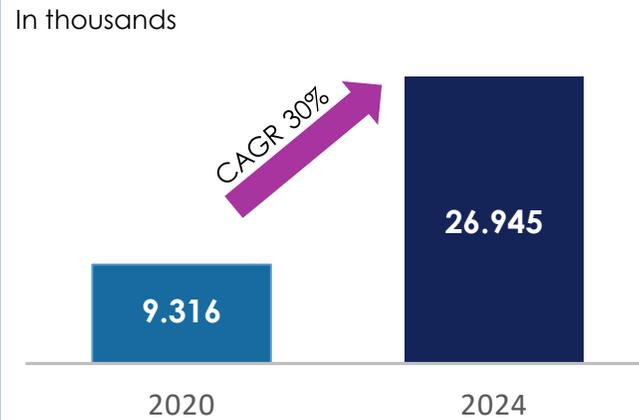
MARKET SHARE ALL MEDIA



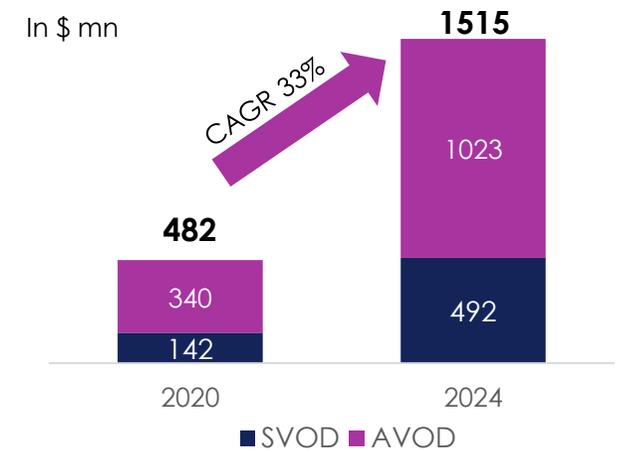
CAGR 2020 - 2024



DIRECT SVOD SUBS



ONLINE VIDEO REVENUE



Corporate Structure (MNCN)



Free to Air (FTA) TV

Entertainment
RCTI MNC TV GTV

Entertainment FTA focusing on family audience

News and Sports

iNews

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

Content & Digital Entertainment

MNC
Digital

Content/IP and
E-Sports & Gaming

Talent, MCN & Socmed

iNews Media Group (Portal)

AVOD & SVOD Superapps

Non-Digital Rights by FTA

Content Library
>300,000
Hours

Fresh Production
+20,000Hrs
Annually

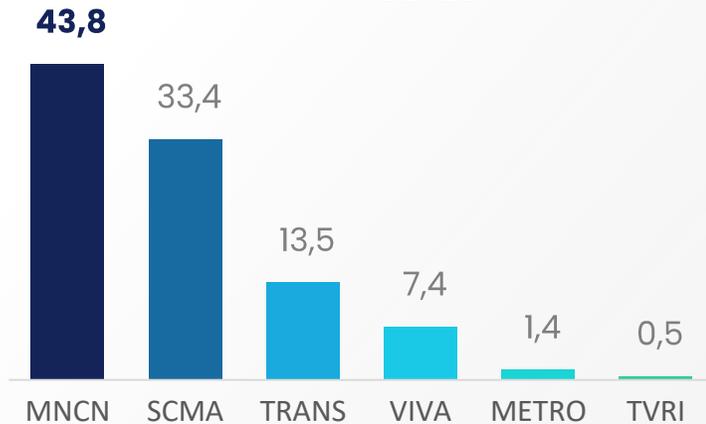
Digital Rights by MNC Digital

MNCN FTA PERFORMANCE



AUDIENCE SHARE

PRIMETIME | FTA TV ALL GROUP
YTD APRIL 2023



Source: Nielsen

CONTENT PRODUCTION



CONTENT LIBRARY
>300.000
HOURS

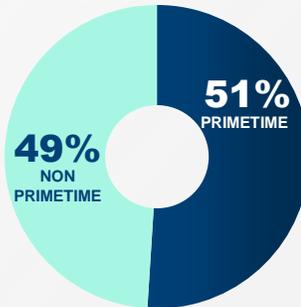


FRESH PRODUCTION
+20.000 Hrs
ANNUALLY

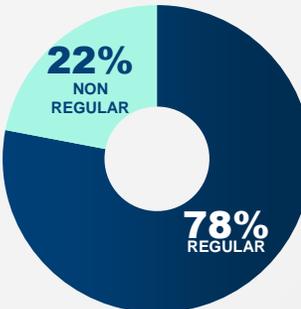
REVENUE CONTRIBUTION

Q1 2023

BY DAYPART



BY ADS TYPE



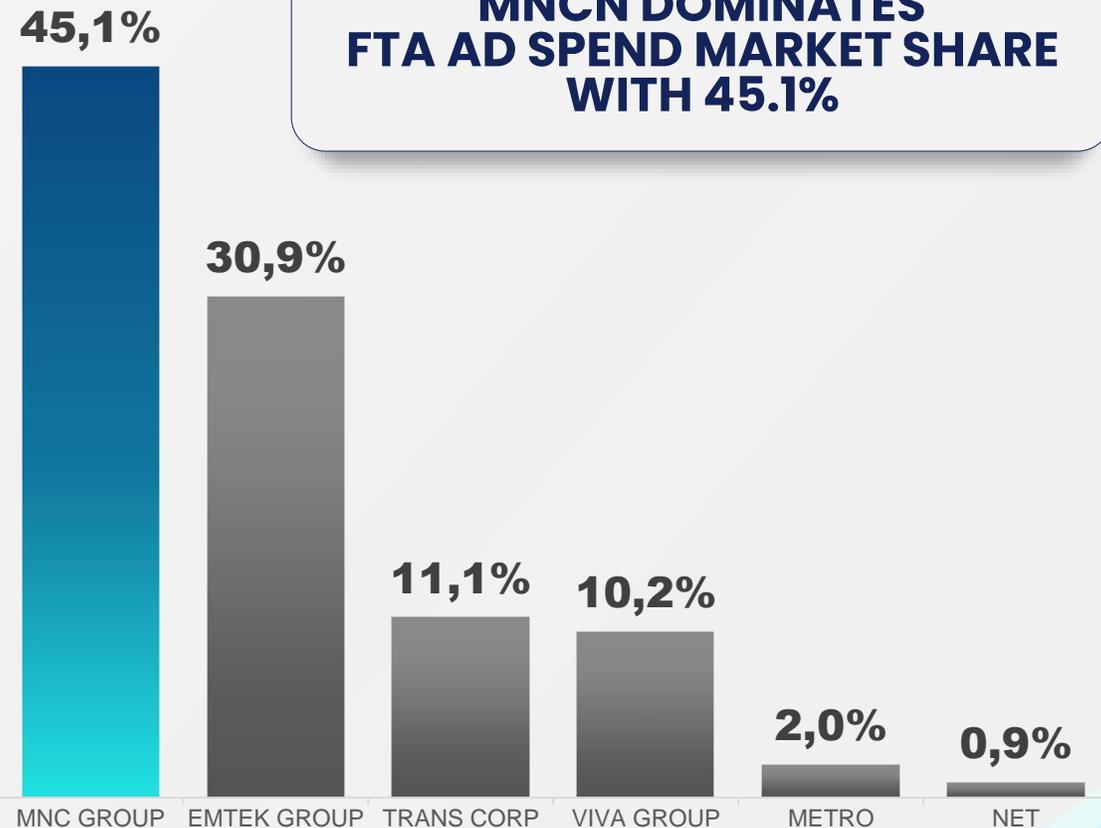
BY PROGRAM



AD SPEND SHARE BY MEDIA GROUP

Q1 2023

MNCN DOMINATES FTA AD SPEND MARKET SHARE WITH 45.1%



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

Games Aggregator

Talent, MCN & Socmed

400+ Artist with Diverse Talent Specialization

Social Media & MCN

STARHITS **200+**
MCN Channels

*71B 7.3B 257.2M
 193.5M 67.8M

* : MNC Internal Research, April 2023

Music Label & Publishing

iNews Media Group

Linear Free/ Pay Channels	Portal & Apps
iNews	iNews.id
MNC NEWS	SINDONEWS.com mncnews.com
okezone TV	okezone
MNC SPORTS	sportstars.id mncsports.com

Social Media

Radio Platform

AVOD & SVOD Superapps

**Pay TV
Authenticated & OTT**

V+ CHANNELS	V+ SPORTS
V+ LIBRARY	VISION+ ORIGINALS

Other Content

V+ E-Book	V+ Games
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Extension of FTA

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

30.3%

Nationwide Market Share

555 hrs **5150 hrs**
Content Content
(Q1 2023) (FY-2022)

#1

ANIMATIONS

87.3%

Nationwide Market Share

41 hrs **283 hrs**
Content Content
(Q1 2023) (FY-2022)

MOVIES

10-12

Movies Per Year



#1

REALITY PROGRAMS

56%

Nationwide Market Share

409 hrs **1302 hrs**
Content Content
(Q1 2023) (FY-2022)

#1

INFOTAINMENT

29%

Nationwide Market Share

276 hrs **1709 hrs**
Content Content
(Q1 2023) (FY-2022)

ORIGINALS



Platform Distribution

FTA / PAY TV



APP / WEB / OTT



SOCIAL MEDIA



ONLINE TO OFFLINE
ENTERTAINMENT HUB



MOVIELAND: *The Most Integrated and One Stop Studios*



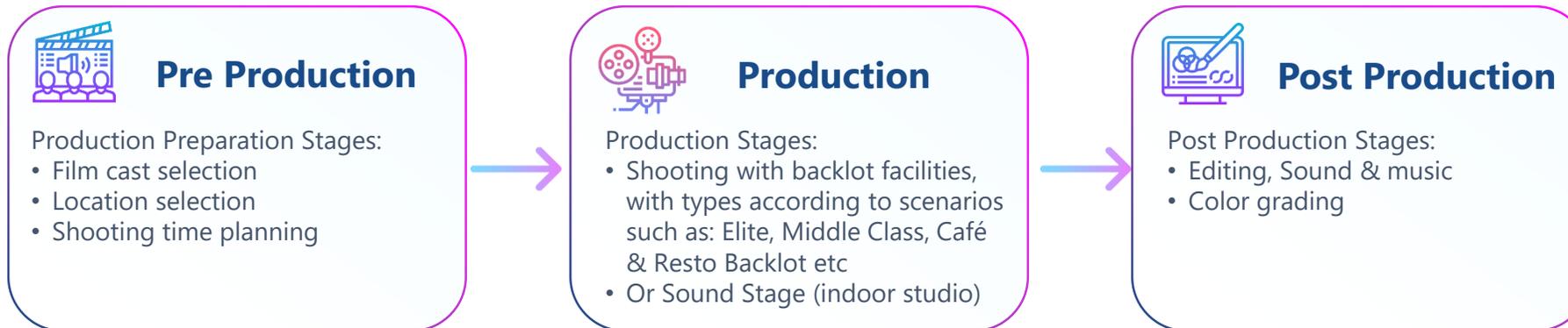
- **MOVIELAND is one of the Creative Economy Hubs in MNC Lido City**, covering an area of 21 hectares. It is planned as the largest center for film and TV series production in Southeast Asia, integrated with various international-standard facilities and equipment.
- **The construction of Movieland has already begun in 2021, and some buildings are already completed or almost completed**, including the Elite House Backlot, Townhouses Backlot, Conventional Houses Backlot, Convenience Store, Resto Backlot, and Café Backlot. As of December 2022, some of the buildings have started to be used for TV series shooting activities. 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.



ELITE HOUSE BACKLOT



CAFÉ BACKLOT



TOWNHOUSES BACKLOT



RESTO BACKLOT



CONVENIENCE STORE



RUMAH MENTENG (CONVENTIONAL HOUSE BACKLOT)



TITLE/
FORMAT



SCRIPT/
CHARACTER

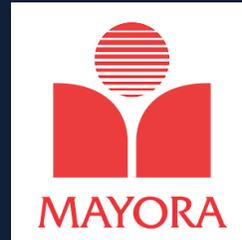
IP MONETIZATION

*Ikatan
Cinta*

Putri untuk
Pangeran KIKO



LICENSEE



NFT MONETIZATION

Content library
>300.000 hours

Celebrities/Talents

Content Characters

DEDICATED GAMING ARM



FIGHT OF LEGENDS

Trailer Fight of Legends

Launched in 23 Nov 2022

Global Launch in 2023

E-SPORTS PRODUCTION & BROADCASTING INVOLVEMENT

PARTNERS								
EVENTS								

Broadcast Involvement

For Domestic Audience

For Domestic & International Audience

TALENT MANAGEMENT

BIGGEST TALENT MANAGEMENT

400+
ARTIST

200+
MCN Channels

IN CONTRACT
FOR EFFECTIVELY
10 YEARS

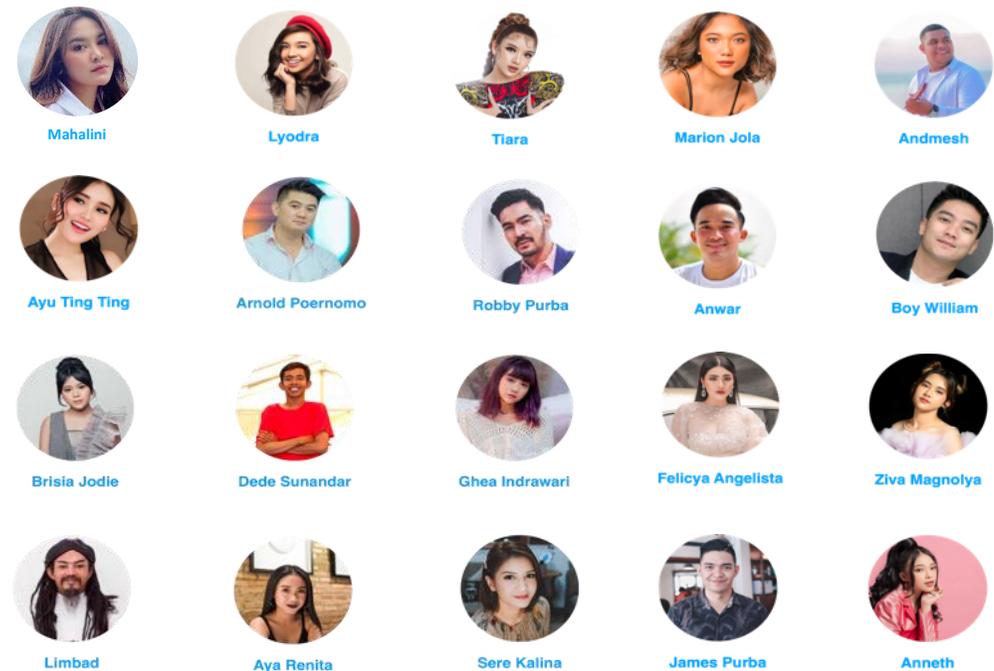
MANAGES TALENT TO PERFORM
ON AIR - OFF AIR - DIGITAL (GROUP OR NON GROUP)
TV SHOWS | RADIOS | ON GROUND EVENTS | OOH/TVC
LIVE CHAT (RCTI+) | CONTENT CREATORS ON MCN

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



Leading Indonesian Music Labels

HITSRECORDS Focus on Pop Genre



Focus on Dangdut & Melayu



ALL MNC GROUP

71 Billion views
193.5 Million Subs

ALL MCN STARHITS

23.1 Billion views
105.5 Million Subs



FROM 99 FACEBOOK PAGE

7.3 Billion views
67.8 Million Followers

Est. July 2020



FROM 186 TIKTOK'S ACCOUNT

257.2 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.

1. Library Clips

 4:48	 4:29	 3:09	 12:03	 6:57	 3:45
Ada Surga Dimata Ibuku - Gawattt Mau Dibawa Kema...	BINTANG DI HATIKU - Gawattt Bonny Nyebur Kali [...]	CAHAYA HATI - Gilak Ringgo Minta Tebusan 100jt [12...	BINTANG DI HATIKU - Poppy Tak Mampu Lagi Mengejar [...]	BINTANG DI HATIKU - Apa Yang Terjadi Dengan Lolly [...]	BINTANG DI HATIKU - Kasih Shelly Diganggu...
335M views • 3 years ago	96M views • 3 years ago	95M views • 3 years ago	81M views • 4 years ago	71M views • 4 years ago	69M views • 3 years ago

2. Original Production / Sponsorship Based Web-Series

 8:18	 8:12	 7:59	 9:50	 6:57	 2:00
Dunia Terbalik-balik - CEMBURU BUTA #Episode5	Dunia Terbalik-balik - BETAH KARENA TOILET...	Dunia Terbalik-balik - AHLI TOILET DUDUK #Episode3	Dunia Terbalik-balik - PEMENANG TANTANGAN...	Dunia Terbalik-balik - TANTANGAN VLOG RAFFI...	TOILET CANGGIH TOTO BIKIN DUNIA TERBALIK-...
132K views • 2 years ago	134K views • 2 years ago	141K views • 2 years ago	141K views • 2 years ago	154K views • 2 years ago	24K views • 2 years ago

3. MCN – Multi Channel Network

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

200+
MCN
CHANNELS

23.1 Billion | **105.5 Million**
VIEWS | SUBS



iNews Media Group





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.

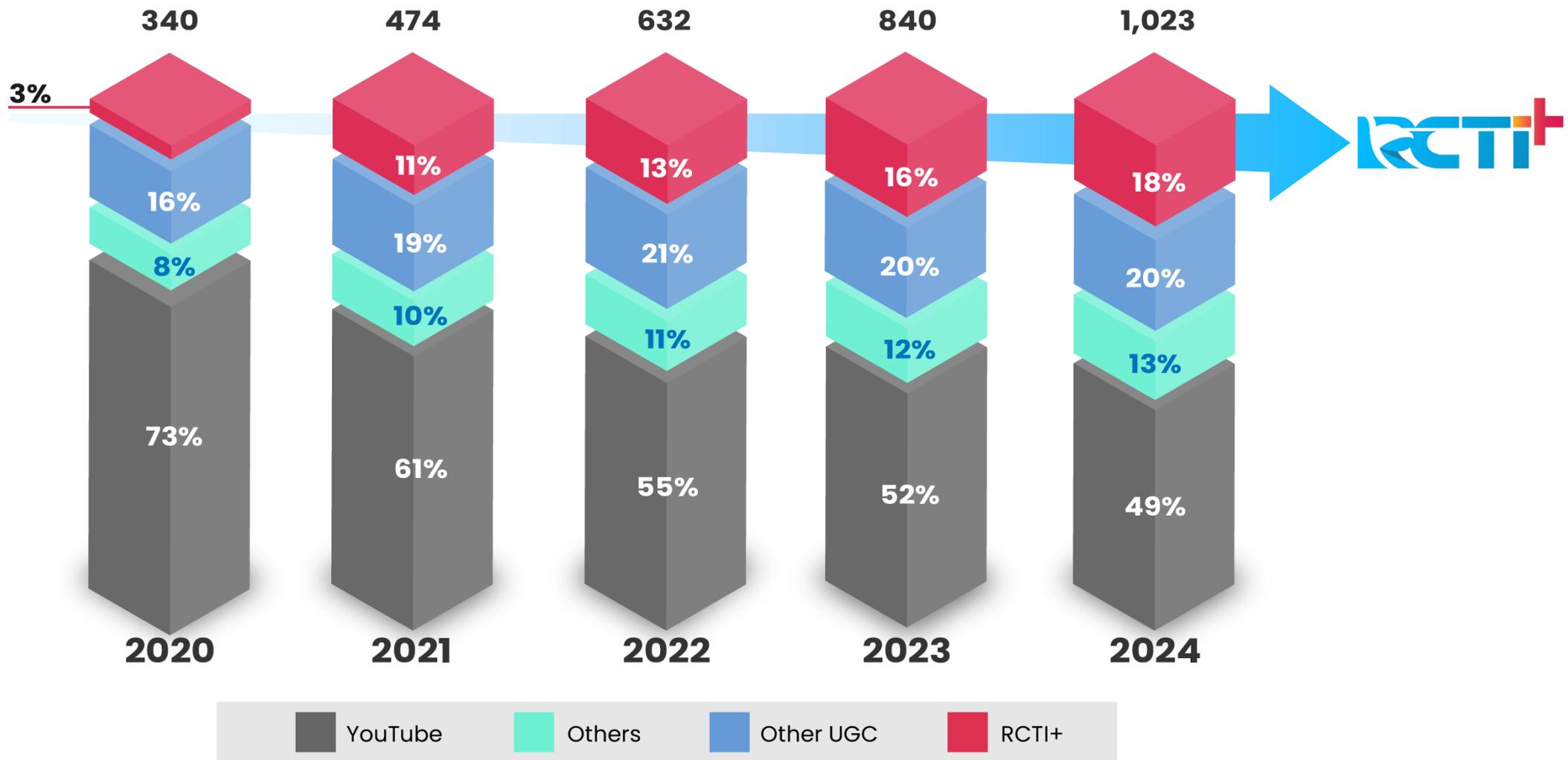
RCTI+ MONTHLY ACTIVE USER (IN MILLION)



Source: Google Analytics

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

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



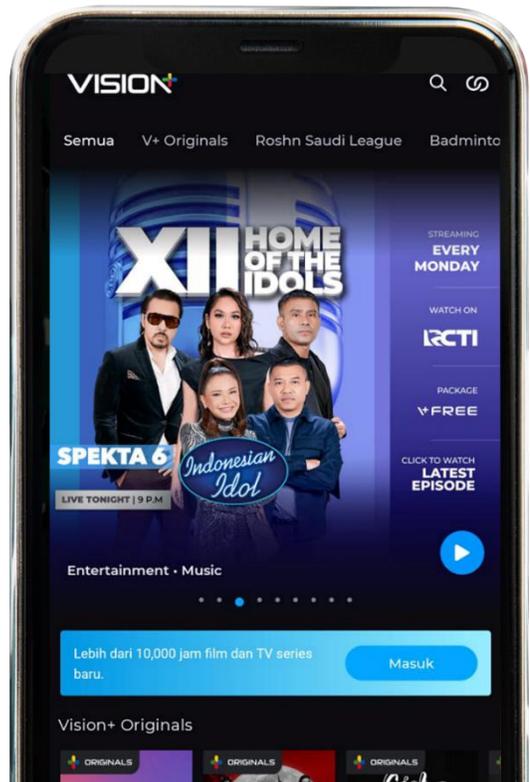
11.2M

Registered Users

40.2M

Monthly Active Users*

*As of April 23



VISION+ TV Anywhere, Anytime

Subscription Video on Demand (SVOD)

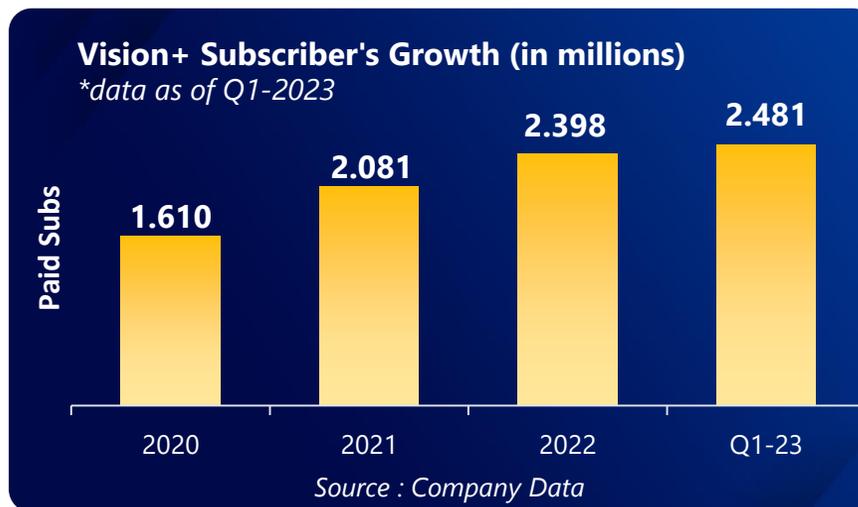
- ✓ Vision+ provides extensive original content, thousands hours of VOD, and hundreds of linear channels with catch up features, which are offered independently and through bundling with the packages offered by MNC Vision, K-Vision, and MNC Play.

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

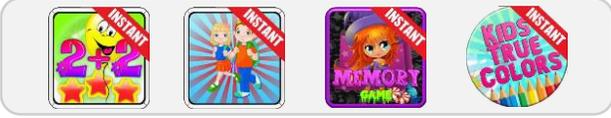
Puzzle Games



Adventure Games



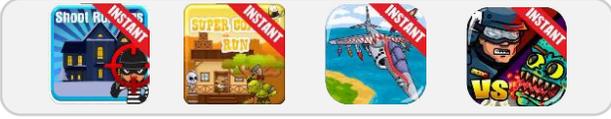
Word & Trivia Games



Action Games



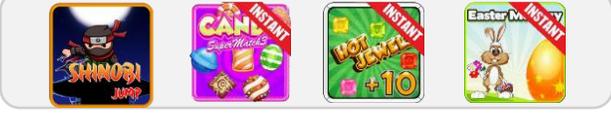
Shooting Games



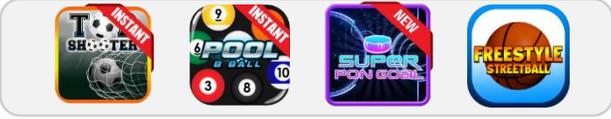
Casual Games



Arcade Games



Sport Games



74

OWNED CASUAL GAMES

and other publisher games

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

Future Monetization: In App Purchase

Future Plan: **Games+ 2.0** (New UI, Watch Streaming)

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

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



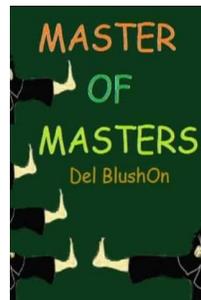
STORY

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
12M+
As of 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



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 (Q1-2023)



(All amount in millions of Rupiah)

Income Statements In IDR mio	Q1-22/23		Variance
	Q1-2023	Q1-2022	
Revenues	2,441,993	2,604,550	-6%
Advertisement	2,225,177	2,369,366	-6%
Digital	714,328	648,703	10%
Non-digital	1,510,849	1,720,663	-12%
Content	345,258	400,103	-14%
Subscription	124,039	123,857	0%
Others	23,721	22,903	4%
(Elimination)	(276,202)	(311,679)	-11%
Direct Cost *)	920,160	975,384	-6%
Depreciation and amortization	97,243	91,189	7%
Gross profit	1,424,590	1,537,977	-7%
<i>Gross profit margin</i>	<i>58%</i>	<i>59%</i>	
General & Administrative expense *)	464,843	494,890	-6%
Depreciation and amortization	105,541	106,782	-1%
EBITDA	1,056,990	1,134,276	-7%
<i>EBITDA Margin</i>	<i>43%</i>	<i>44%</i>	
Net Income	676,977	696,960	-3%
<i>Net income margin</i>	<i>28%</i>	<i>27%</i>	

*) : excluding depreciation and amortization



THANK YOU