



PT Media Nusantara Citra Tbk

Business Update – February 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



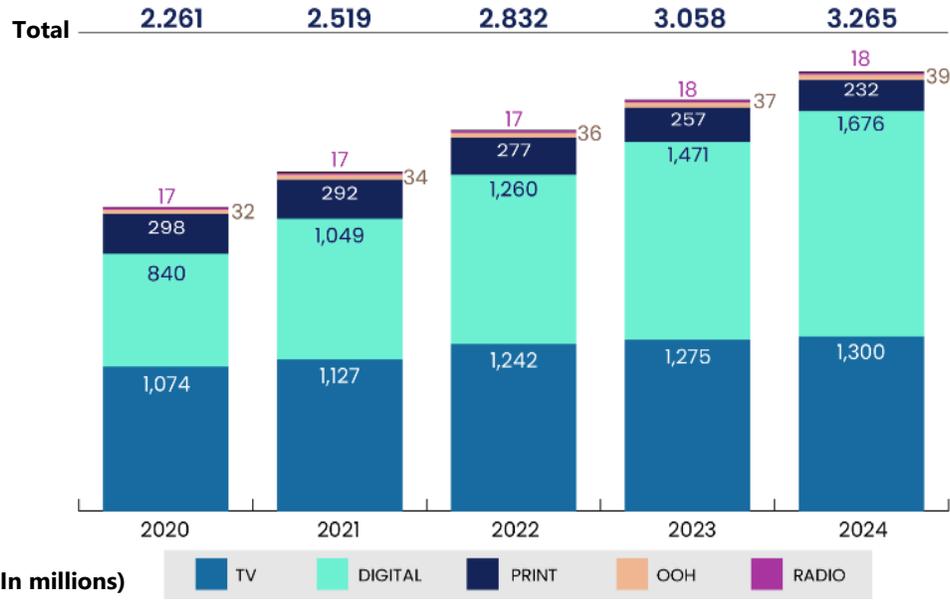
0H 55M
YoY CHANGE **+25.0% (+11 MINS)**

TIME SPENT USING A GAMES CONSOLE

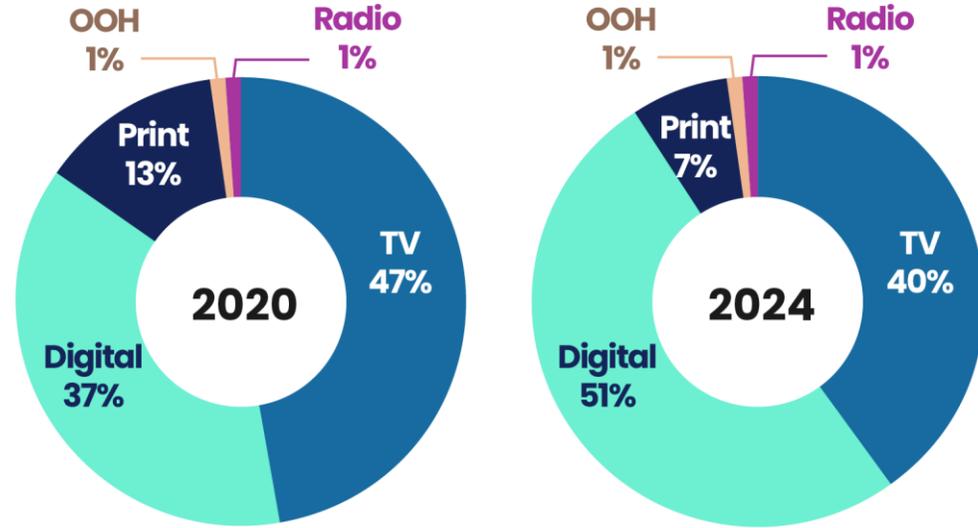


1H 19M
YoY CHANGE **+3.9% (+3 MINS)**

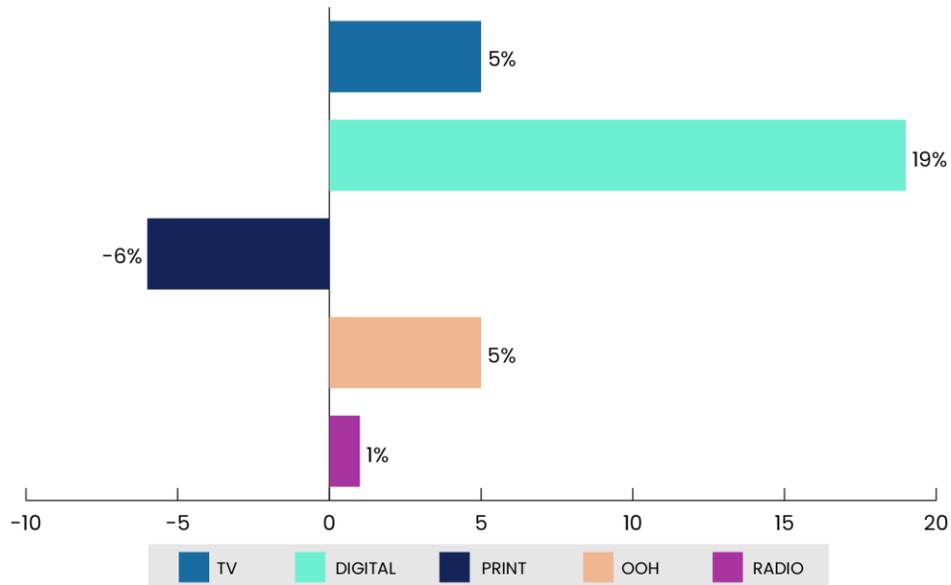
ADS MARKET IN ABSOLUTE TERMS (\$)



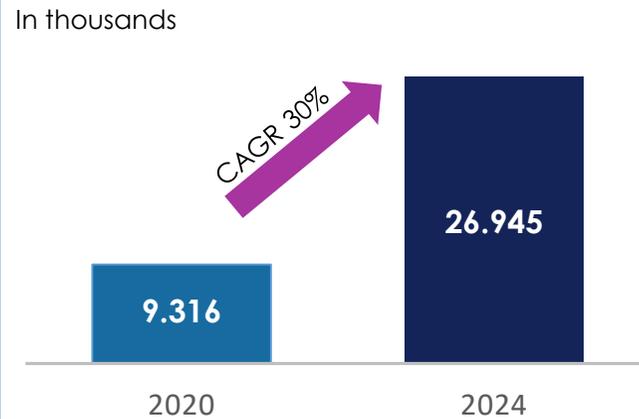
MARKET SHARE ALL MEDIA



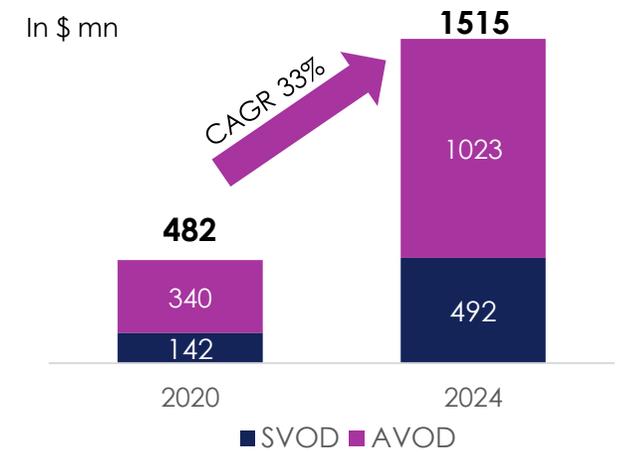
CAGR 2020 - 2024



DIRECT SVOD SUBS



ONLINE VIDEO REVENUE



Corporate 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

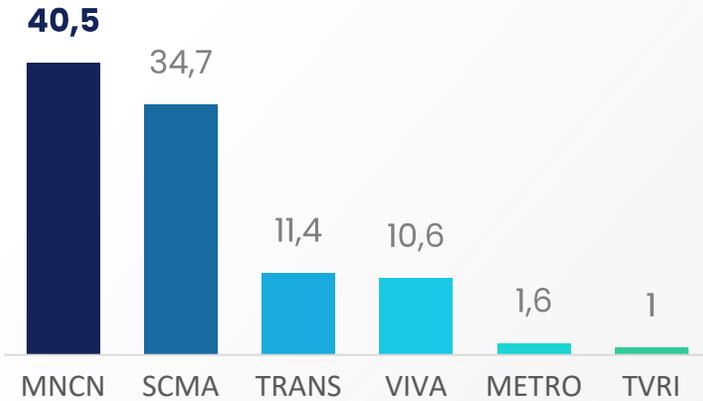
Digital Rights by MNC Digital

MNCN FTA PERFORMANCE



AUDIENCE SHARE

PRIMETIME | FTA TV ALL GROUP
Average 2022



Source: Nielsen

CONTENT PRODUCTION



CONTENT LIBRARY
>300.000
HOURS

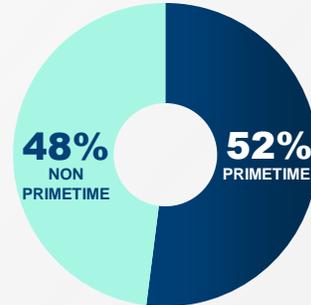


FRESH PRODUCTION
+20.000
ANNUALLY

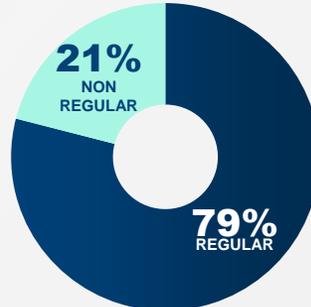
REVENUE CONTRIBUTION

FY 2022

BY DAYPART



BY ADS TYPE



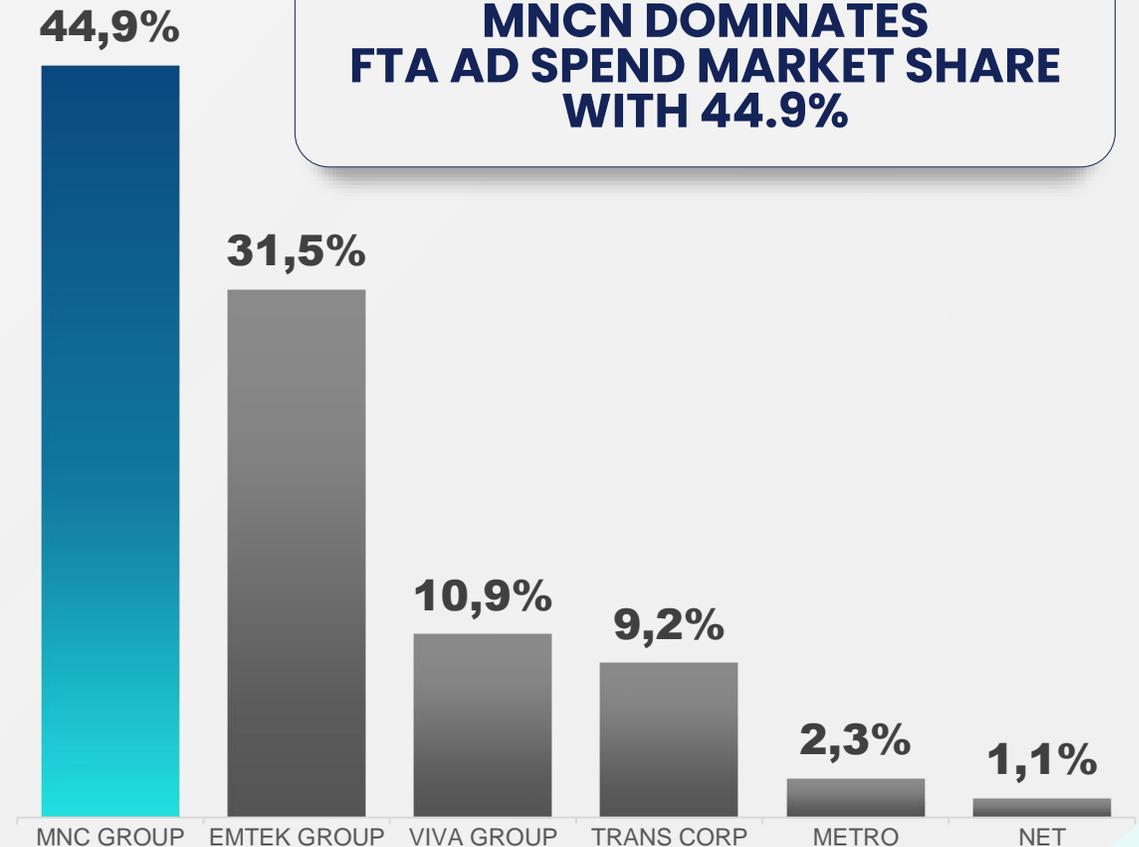
BY PROGRAM



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



CONTENT & IP

PRODUCTION HOUSE

MNC PICTURES | MNC FILM INDONESIA | MNC ANIMATION

STARPRO | ASIA MEDIA PRODUCTIONS | VISION PICTURES

IP & DISTRIBUTION MANAGEMENT

IP MANAGEMENT | MNC Content Distribution

PRODUCTION INFRASTRUCTURE

MOVIELAND LIDO

THE MOST INTEGRATED OUTDOOR PRODUCTION FACILITY

TALENT, SOCIAL MEDIA & LABEL

TALENT MANAGEMENT WITH DIVERSE TALENT SPECIALIZATION

STAR MEDIA NUSANTARA | 400+ Artist

SOCIAL MEDIA & MCN

STARHITS

* 65.2 Billion views	185.5 Million Subs	7 Billion views
		67.1 Million Followers
		285.4 Million Followers

MUSIC LABEL & PUBLISHING

HITSRECORDS | starcipta musikindo | SWARA BINTANG

E-SPORTS & GAMING

ESPORTS STAR INDONESIA

Game Development & Publishing

E-Sports Team Management

Professional E-Sports Competition and Talent Search Program

Games Aggregator

SUPERAPPS & PORTALS

AVOD SUPERAPP

RCTI+ | TREBEL

SVOD SUPERAPP

VISION+

GENERAL AND NEWS PORTAL

okezone | SINDONEWS.com | iNews.id

IDX CHANNEL.COM | celebrities.id | sportstars.id

AI BASED PORTAL

BuddyKu

* Source : MNC Internal Research, January 2023

*All Data Jan-Dec 2022

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

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

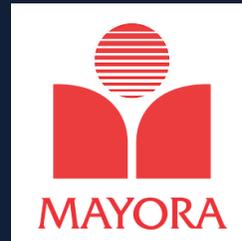
IP MONETIZATION

*Ikatan
Cinta*

Putri untuk
Pangeran KIKO



LICENSEE



NFT MONETIZATION

Content library
>300.000 hours

Celebrities/Talents

Content Characters



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.



Avg engagement time
1h 37m 49s per day

4. UGC Competition



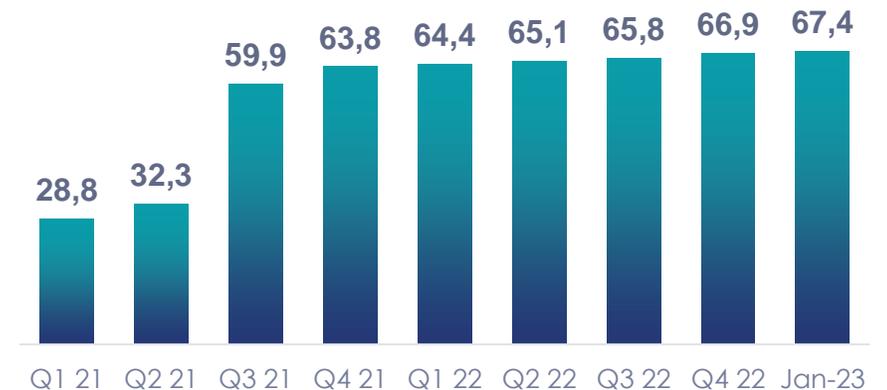
- Capitalizing on the group's 18 years experience on producing and managing talent search format.
- Providing incentive for talents to be managed by Indonesia's biggest talent management unit.

5. Music Streaming



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

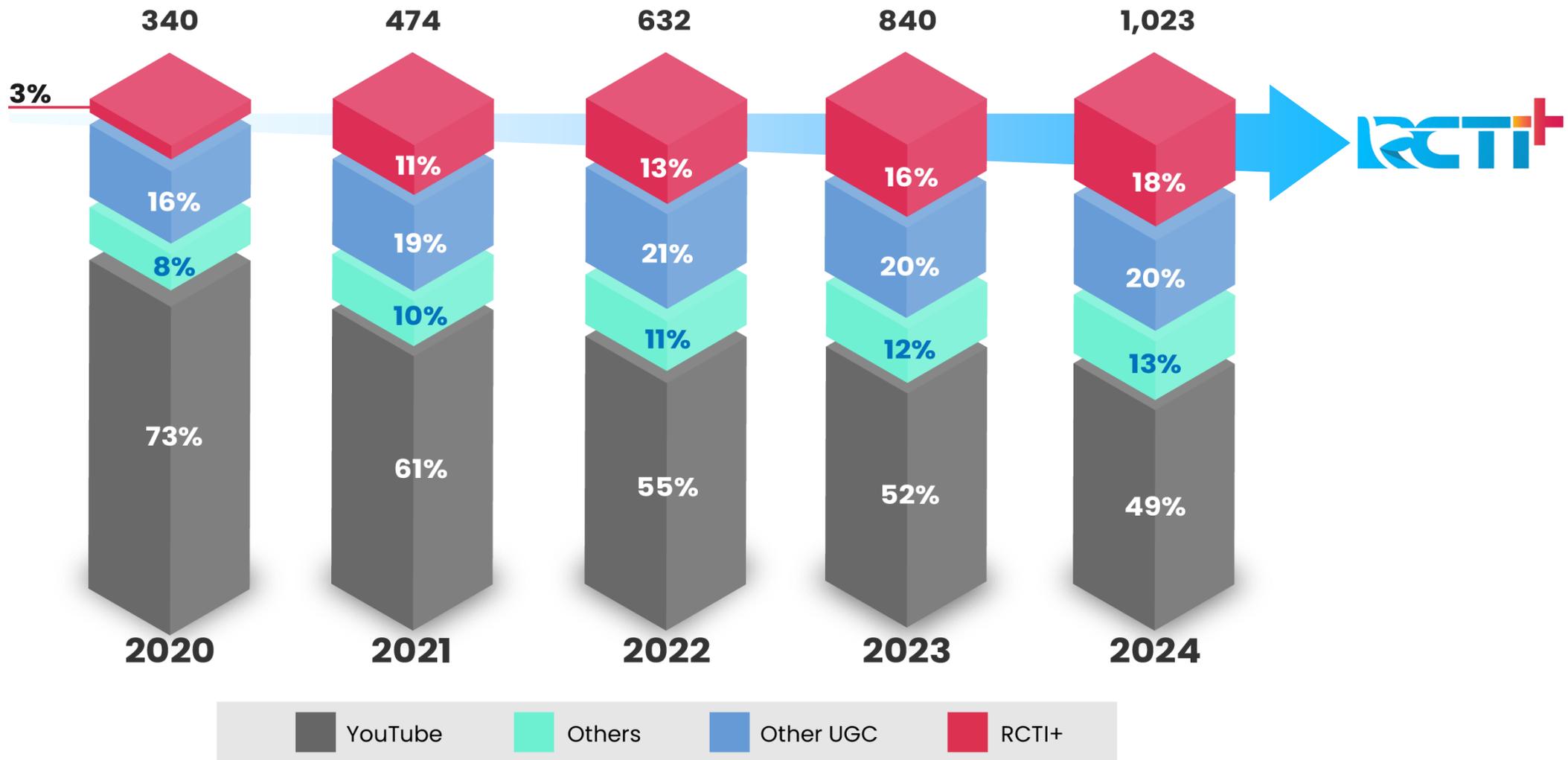
RCTI+ MONTHLY ACTIVE USER (IN MILLION)



Source: Google Analytics

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

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



 **10.6M+**
Registered Users

 **~40M**
Monthly Active Users*

*As of Jan 23

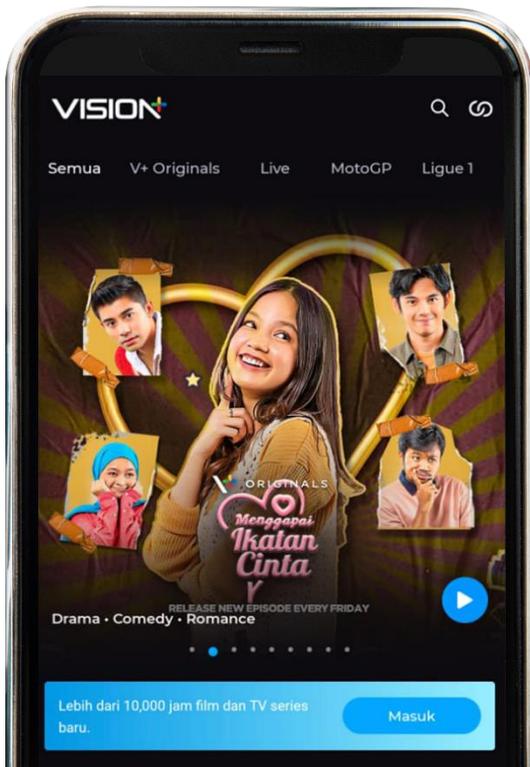
VISION+ TV Anywhere, Anytime

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.

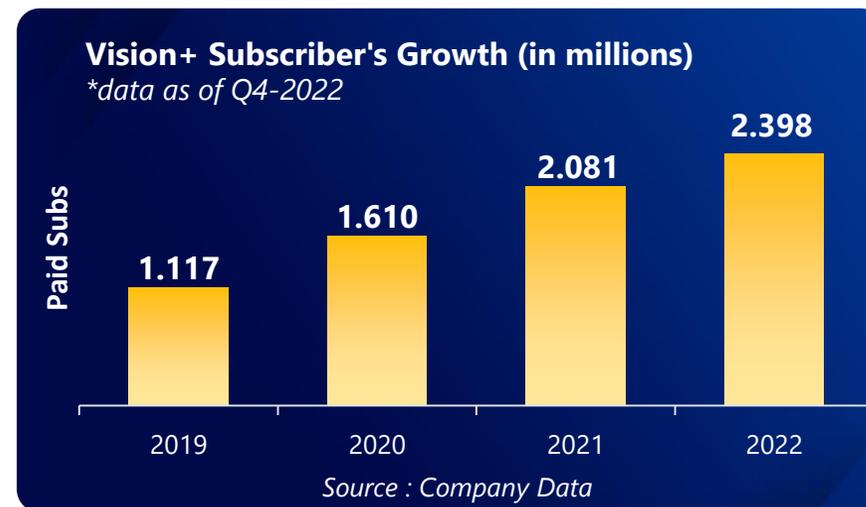
Advertising Video on Demand (AVOD)

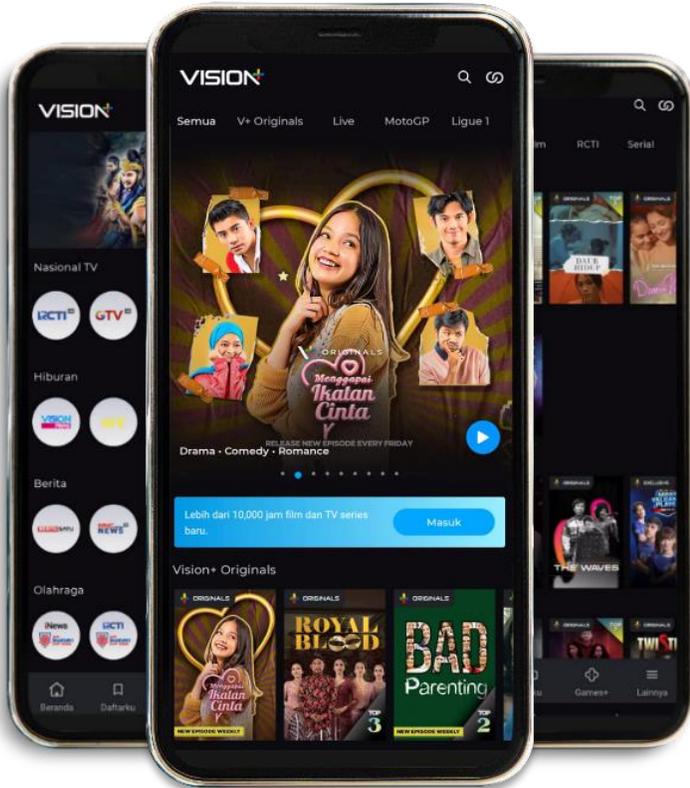
- ✓ Vision+ offers all of the Group's Pay TV subscribers for free viewing with ad support similar to the content packager they subscribe, providing room for upselling.
- ✓ Free users may upgrade to subscription with no ads if they wish to enjoy premium content, available in sachet pricing, starts from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



Future roadmap includes VISION+

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





Video

110+
Linear Channels
Local + Foreign

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

Exclusive
20,000+
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

Shooting Games

Puzzle Games

And many more...

Key Penetration Strategies to Expedite Subs Growth

DTH Pay TV and Fixed Broadband & IPTV



Total Subscribers
12M+
As of Q4-2022



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



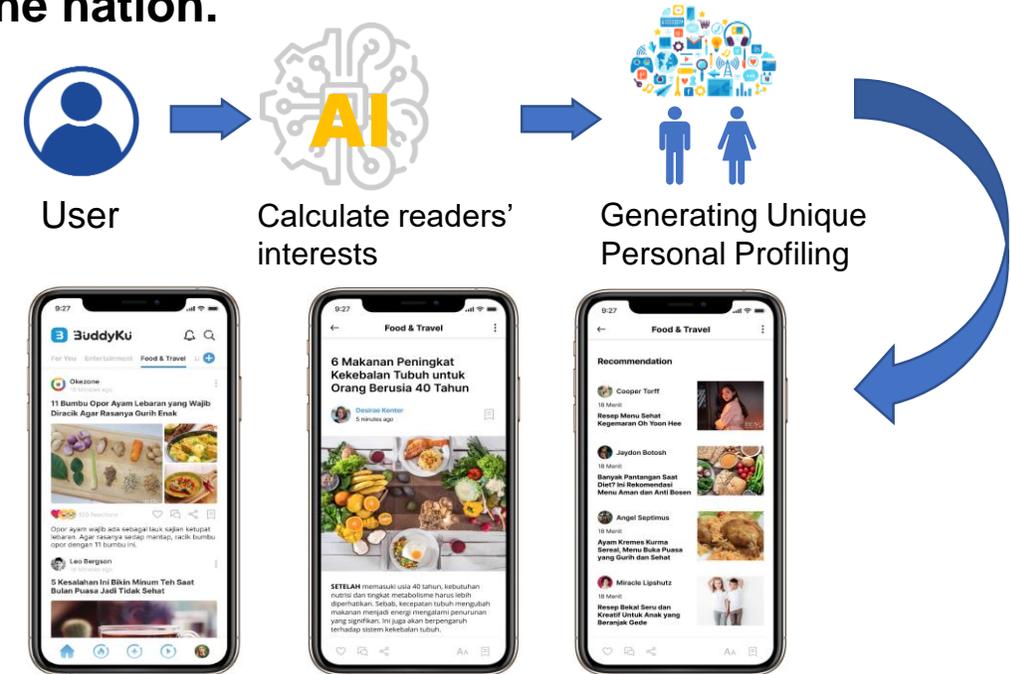
Mobile Operator Partners



Penetrating organic users through Telco partnership



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



Source: Google Analytics, Q3 2022

Optimize personal content & Optimize business reach

TALENT MANAGEMENT

BIGGEST TALENT MANAGEMENT

400+ ARTIST	200+ MCN Channels	IN CONTRACT FOR EFFECTIVELY 10 YEARS
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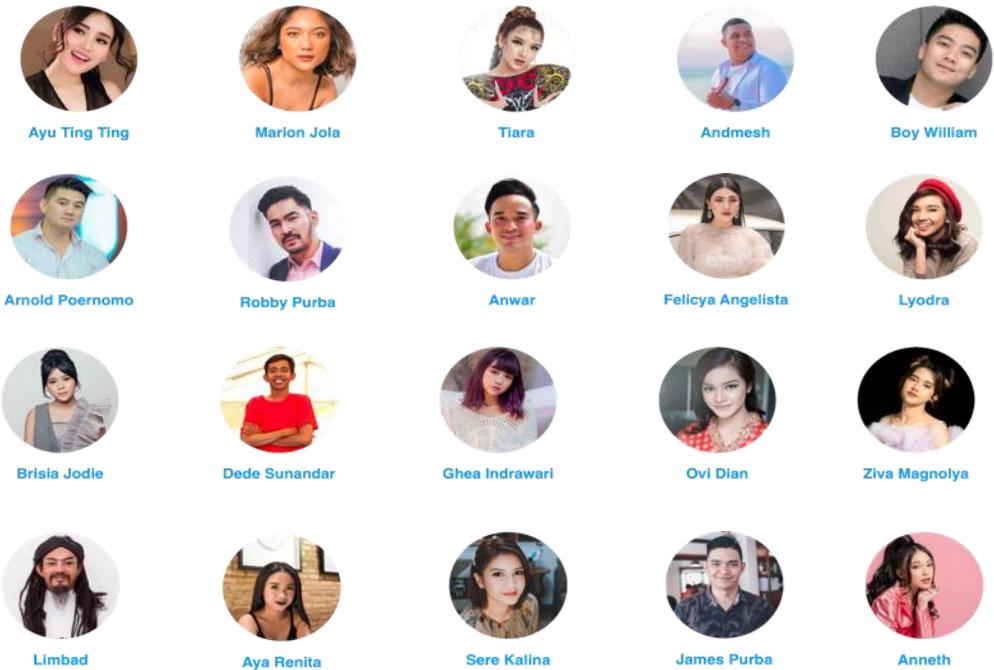
MANAGES TALENT TO PERFORM
ON AIR - OFF AIR - DIGITAL (GROUP OR NON GROUP)
TV SHOWS | RADIOS | ON GROUND EVENTS | OOH/TVC
LIVE CHAT (RCTI+) | CONTENT CREATORS ON MCN

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

ALL MCN STARHITS

65.2
Billion
views

185.5
Million
Subs

18.9
Billion
views

99.5
Million
Subs



FROM 99 FACEBOOK PAGE

7 Billion
views

67.1 Million
Followers

Est. July 2020



FROM 147 TIKTOK'S ACCOUNT

285.4 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

			<p>For Domestic Audience</p>
<p>JAN - MAR 2019</p>	<p>OCT 2019 - FEB 2020</p>	<p>AUG - OCT 2020</p>	<p>JAN - MAR 2021</p>
<p>AUG - OCT 2021</p>	<p>AUG - DEC 2020</p>	<p>OCT - DEC 2021</p>	<p>For Domestic & International Audience</p>

RAPID FIRE

Set to launch in 2023



MOVELAND: *The Most Integrated and One Stop Studios*

- **MOVELAND 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



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	
Revenues	7,335,052	7,072,764	4%	2,060,740	2,209,673	-7%
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%
Gross profit	4,135,734	4,043,903	2%	1,177,645	1,196,666	-2%
<i>Gross profit margin</i>	56%	57%		57%	54%	
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%
EBITDA	3,076,417	2,970,031	4%	879,000	861,558	2%
<i>EBITDA Margin</i>	42%	42%		43%	39%	
Profit Before Tax	2,345,337	2,275,384	3%	670,670	675,948	-1%
Income Tax Expenses	(454,028)	(464,967)	-2%	(122,096)	(130,172)	-6%
<i>Tax ratio</i>	19%	20%		18%	19%	
Net Income	1,891,309	1,810,417	4%	548,574	545,776	1%
<i>Net income margin</i>	26%	26%		27%	25%	

*) : excluding depreciation and amortization



THANK YOU