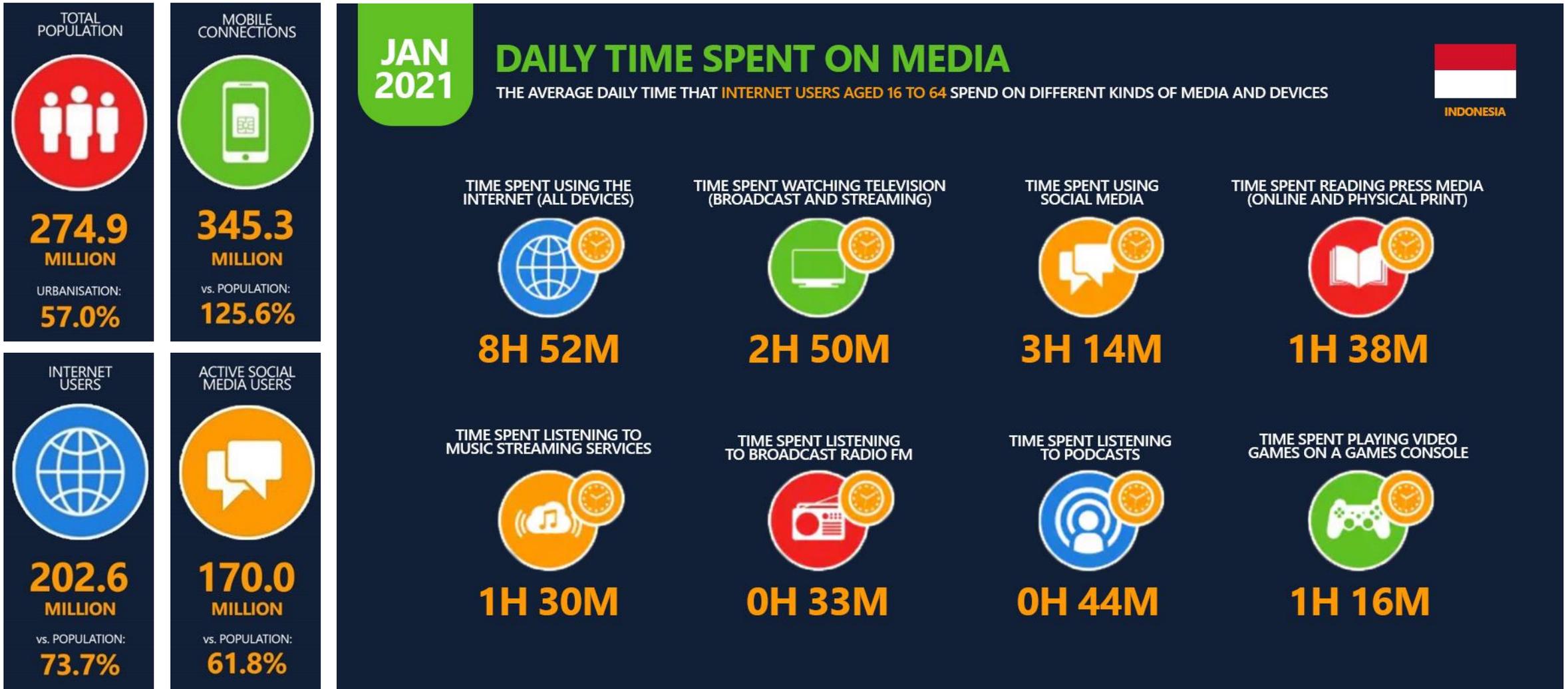




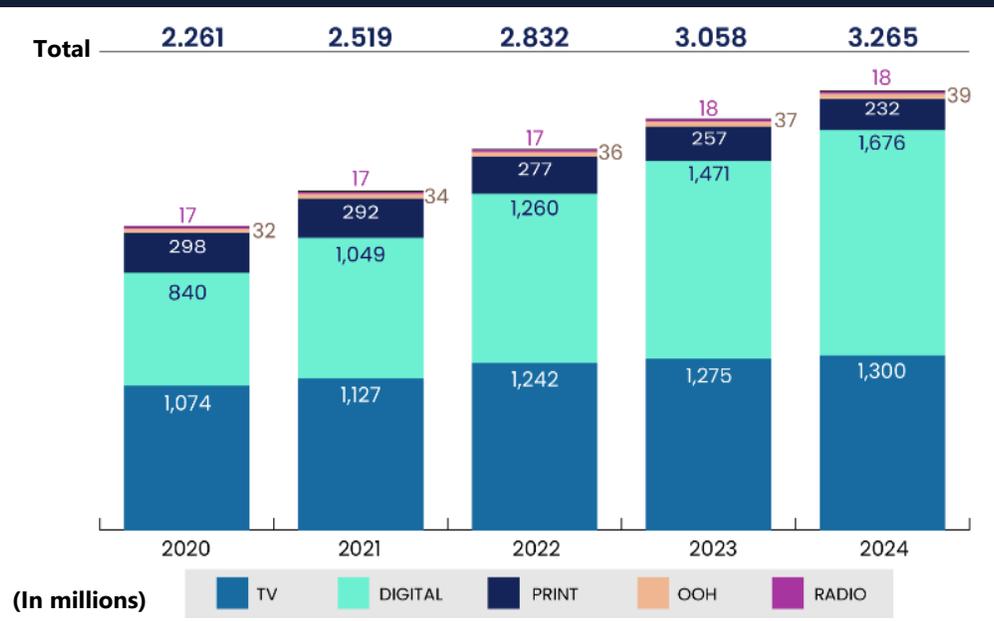
# PT Media Nusantara Citra Tbk

Business Update – January 2023

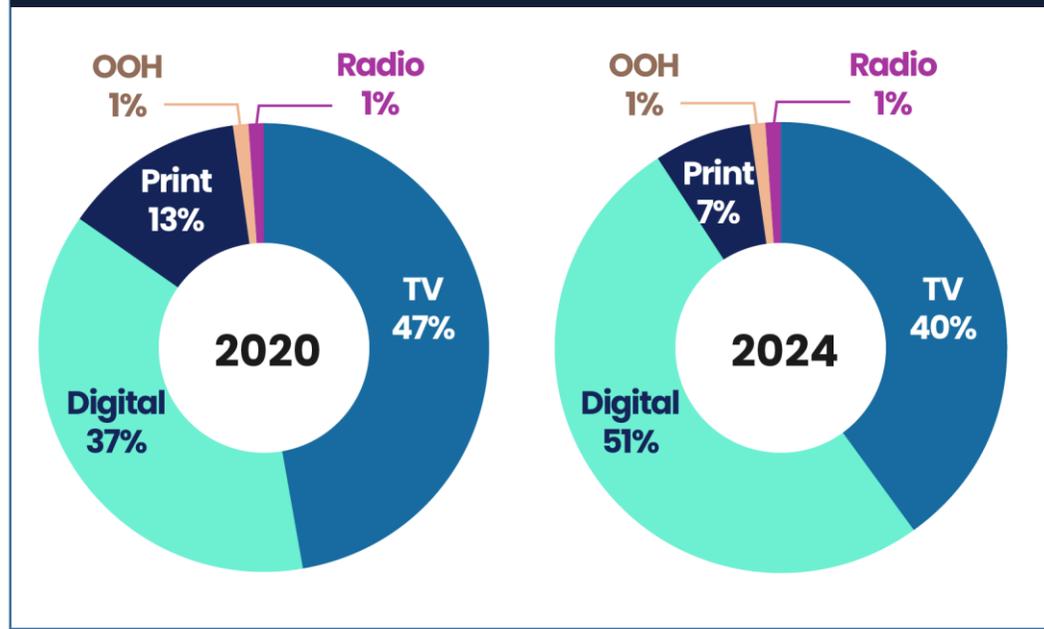


\*Indonesia has 176 million citizens under 40 years old

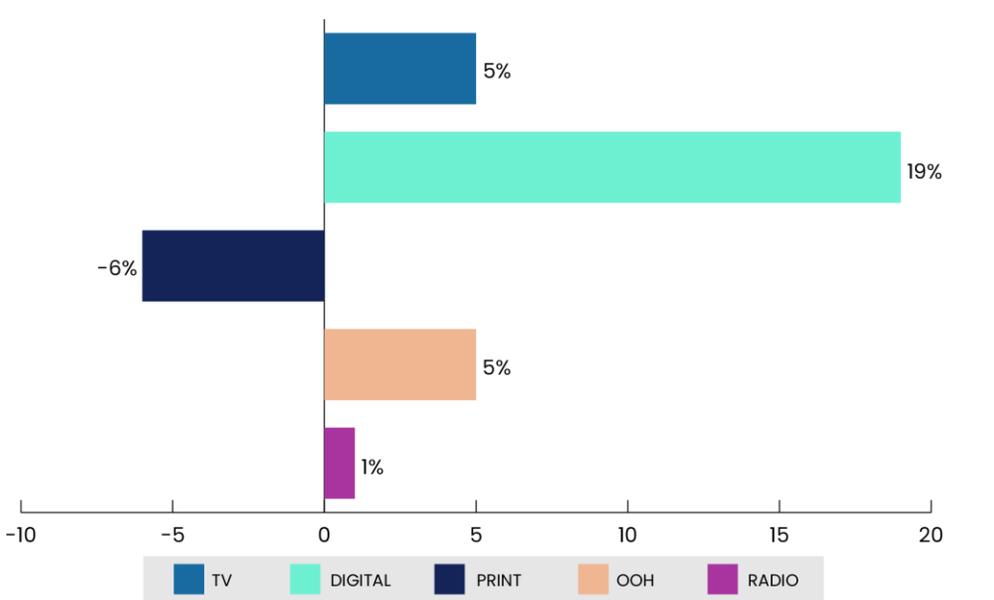
### ADS MARKET IN ABSOLUTE TERMS (\$)



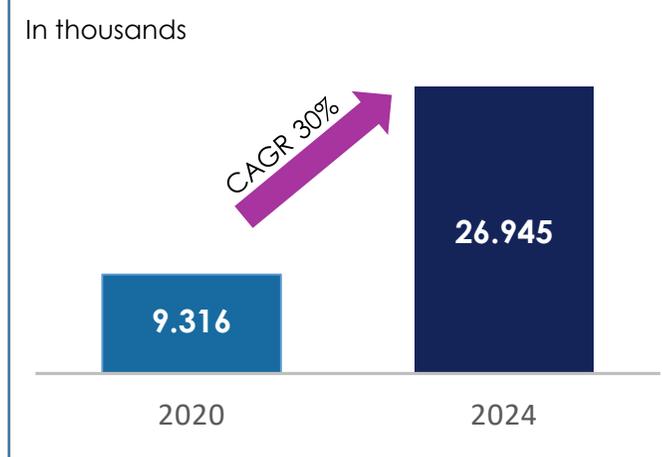
### MARKET SHARE ALL MEDIA



### CAGR 2020 - 2024



### DIRECT SVOD SUBS



### ONLINE VIDEO REVENUE



# Corporate Update (MNCN)



## Free to Air (FTA) TV

### Entertainment



Entertainment FTA focusing on family audience

### Information and Sports



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

## Content & Digital Entertainment



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

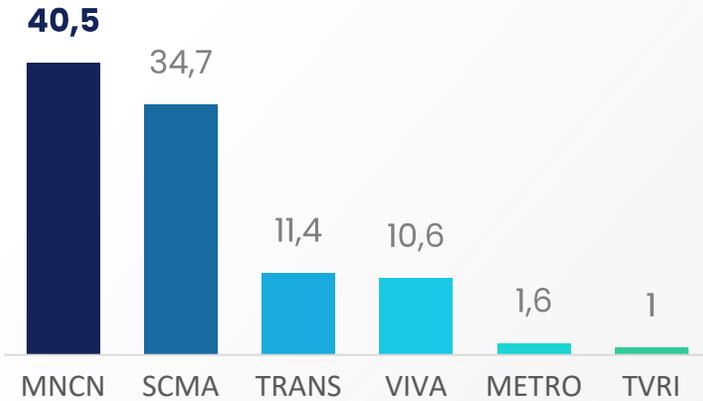
Digital Rights by MNC Digital

# MNCN FTA PERFORMANCE



## AUDIENCE SHARE

PRIMETIME | FTA TV ALL GROUP  
Average 2022



Source: Nielsen

## CONTENT PRODUCTION



CONTENT LIBRARY  
**>300.000**  
HOURS

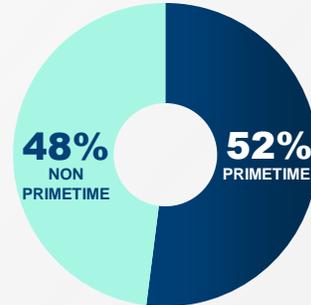


FRESH PRODUCTION  
**+20.000**  
ANNUALLY

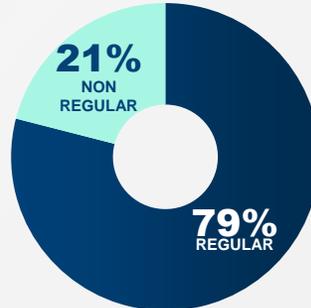
## REVENUE CONTRIBUTION

FY 2022

BY DAYPART



BY ADS TYPE



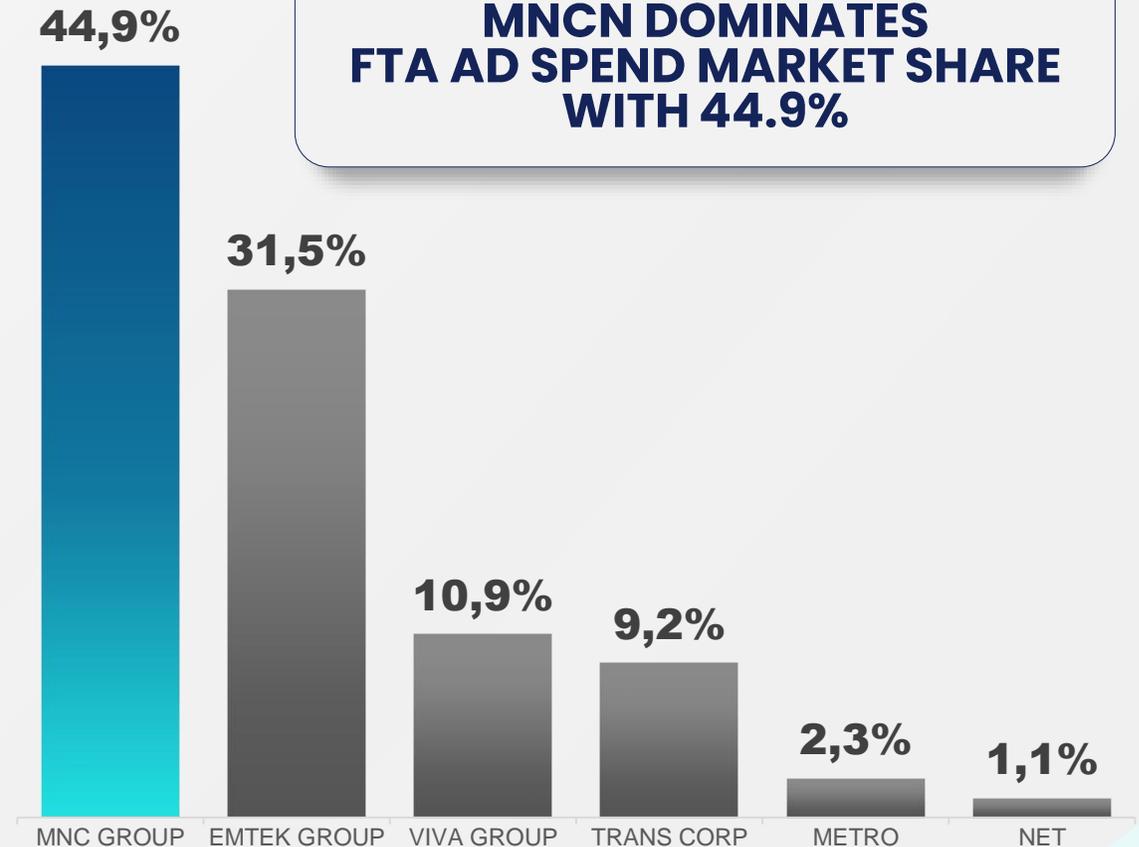
BY PROGRAM



## 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

* 63.7 Billion views	183.5 Million Subs	7 Billion views
	66.1 Million Followers	281.5 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+

**SVOD SUPERAPP**

VISION+

**GENERAL AND NEWS PORTAL**

okezone.com | SINDO NEWS.com | iNews.id

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

**AI BASED PORTAL**

BuddyKu

\* Source : MNC Internal Research, December 2022

\*All Data Jan-Dec 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

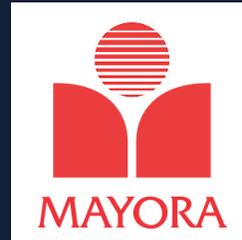
## IP MONETIZATION

*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 26m 1s 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.

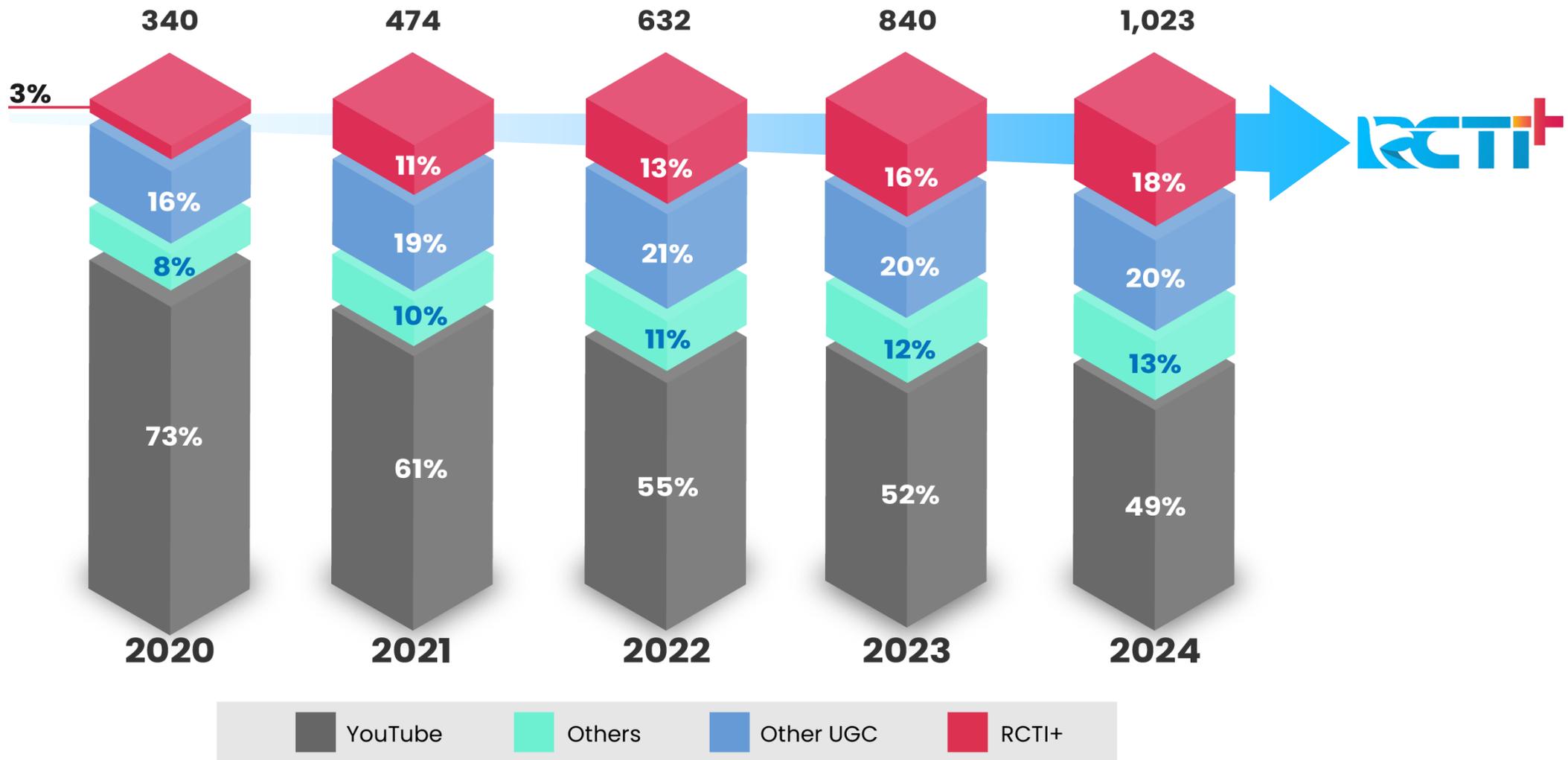
## RCTI+ MONTHLY ACTIVE USER (IN MILLION)



Source: Google Analytics

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

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



**10.4M+**  
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)

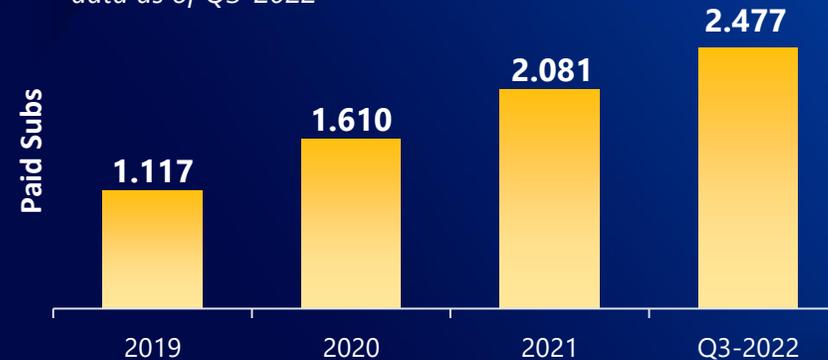
- ✓ Vision+ offers all of the Group's Pay TV subscribers for free viewing with ad support similar to the content packager they subscribe, providing room for upselling.
- ✓ Free users may upgrade to subscription with no ads if they wish to enjoy premium content, available in sachet pricing, starts from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

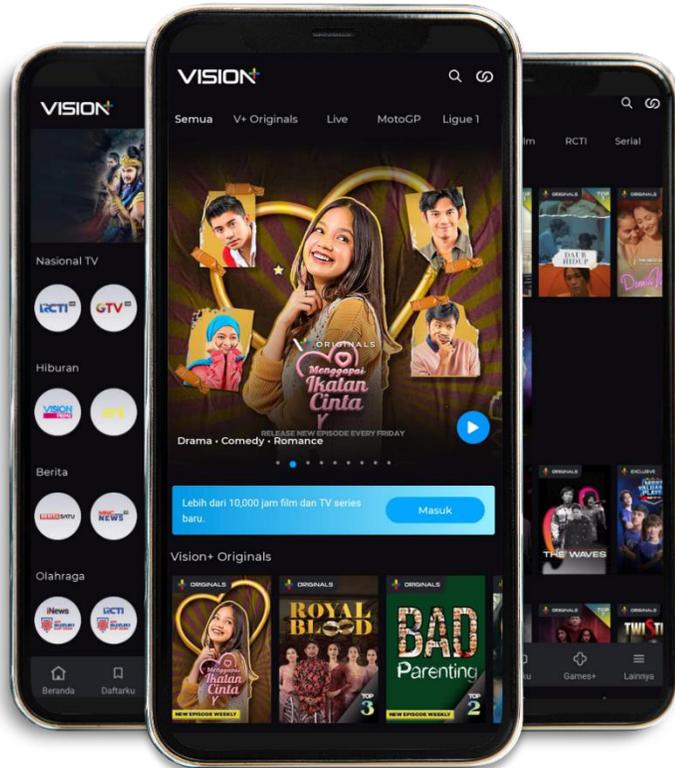
\*data as of Q3-2022



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  
Shooting Games

Puzzle Games  
And many more...

UGC Content

**klaklik** 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



## Major Strategic Collaboration With Telkom Indonesia



**IndiHome**

The largest broadband Provider in Indonesia with

**9M**

Internet subscribers

**30%**

Video service subscribers



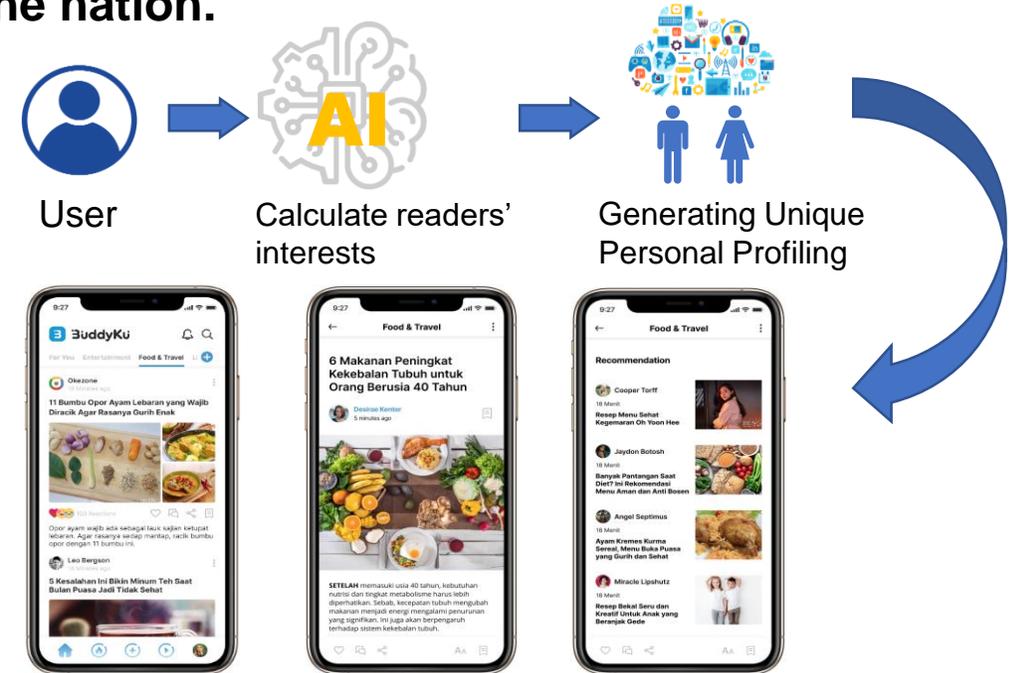
## Mobile Operator Partners



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

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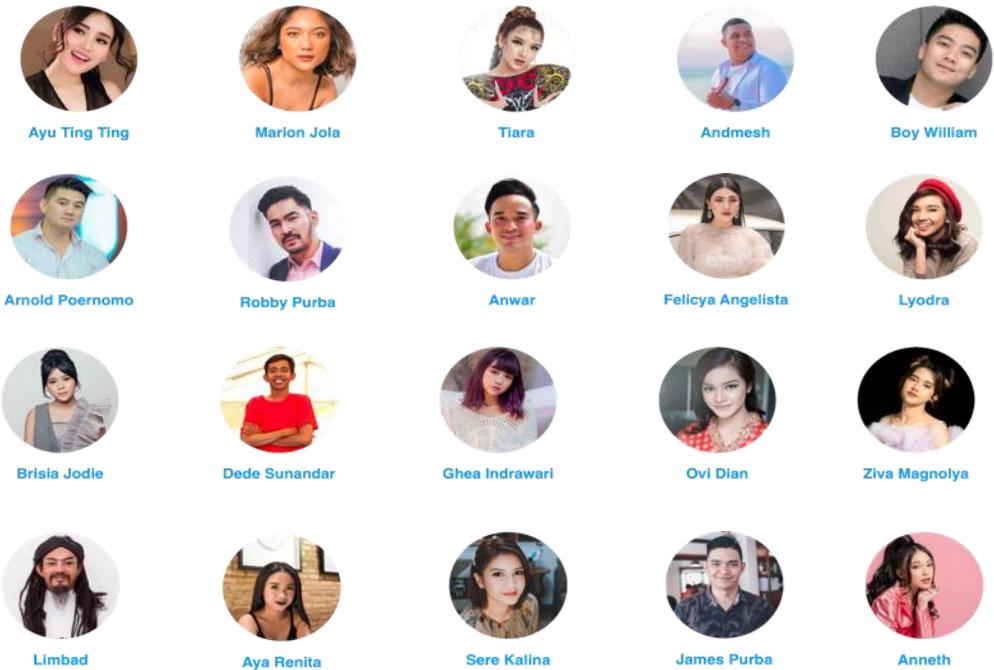
**MANAGES TALENT TO PERFORM**  
ON AIR - OFF AIR - DIGITAL (GROUP OR NON GROUP)  
TV SHOWS | RADIOS | ON GROUND EVENTS | OOH/TVC  
LIVE CHAT (RCTI+) | CONTENT CREATORS ON MCN

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

**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

			<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 &amp; 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	
<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>	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%
<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>	42%	42%		43%	39%	
<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>	19%	20%		18%	19%	
<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>	26%	26%		27%	25%	

\*) : excluding depreciation and amortization



**THANK YOU**