



# PT Media Nusantara Citra Tbk

Business Update – September 2023

### TOTAL POPULATION



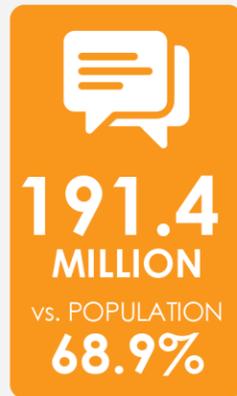
### CELLULAR MOBILE CONNECTION



### 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



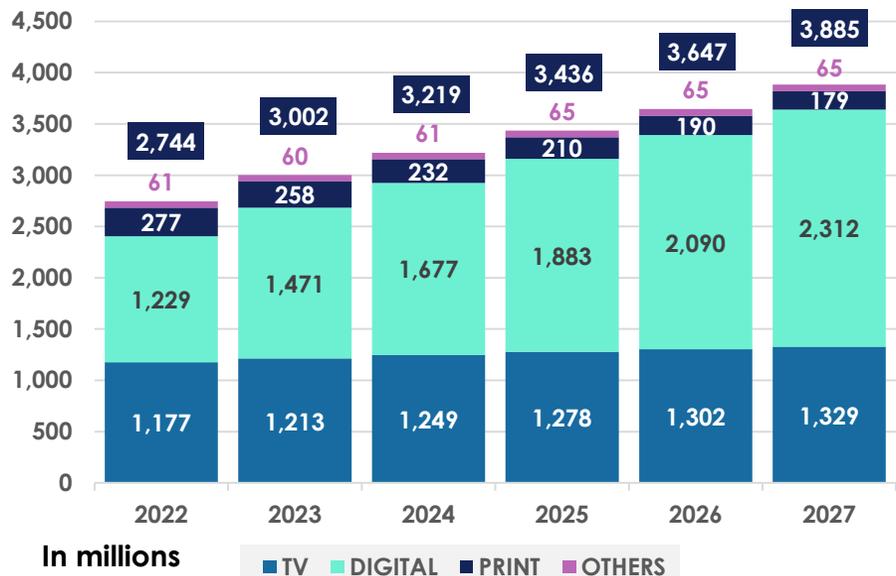
**0H 55M**  
YoY CHANGE **+25.0% (+11 MINS)**

TIME SPENT USING A GAMES CONSOLE

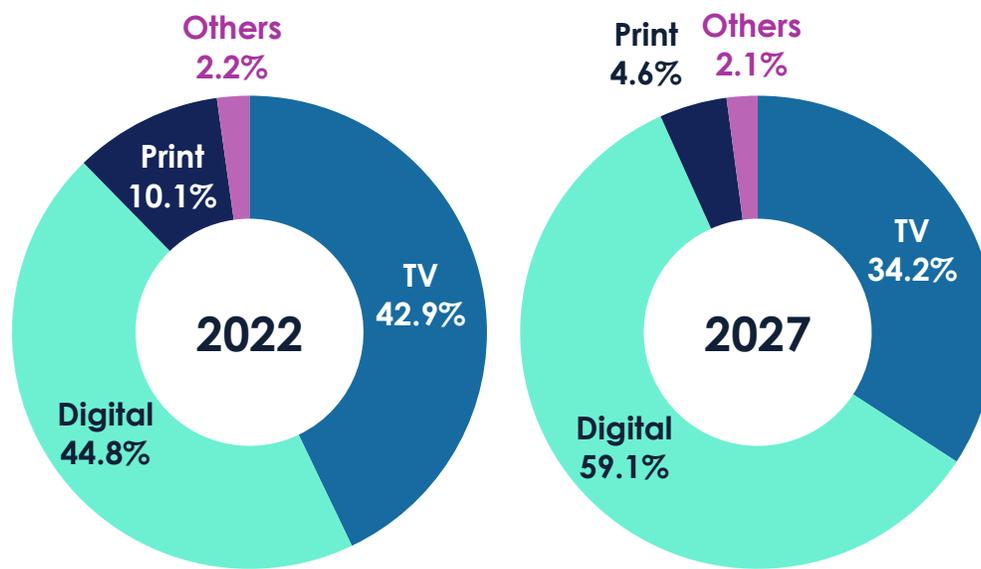


**1H 19M**  
YoY CHANGE **+3.9% (+3 MINS)**

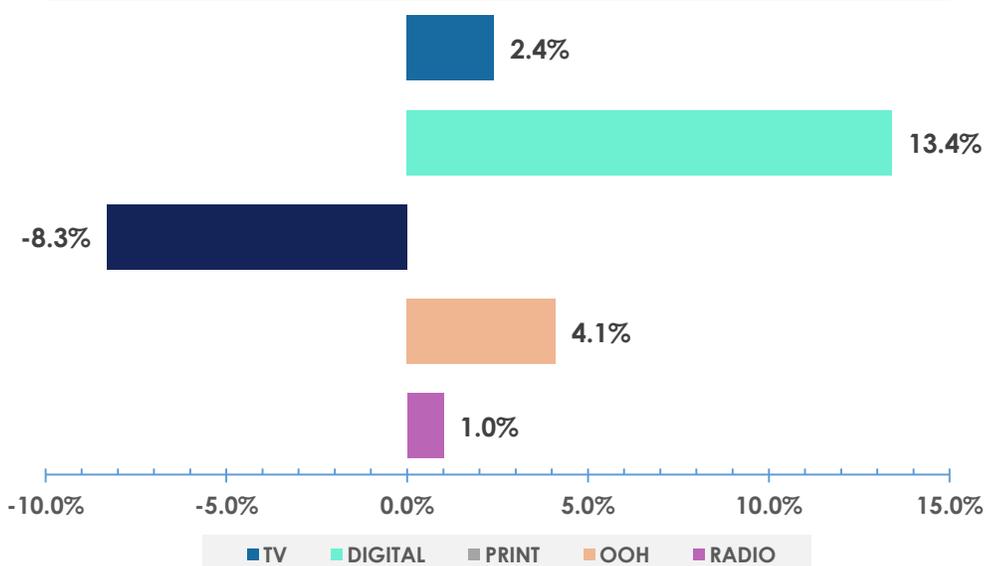
## ADS MARKET IN ABSOLUTE TERMS (\$)



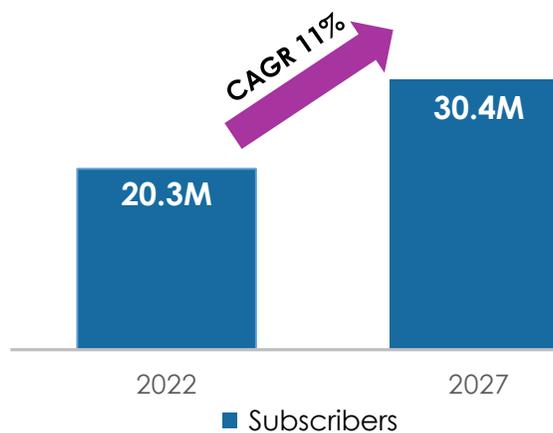
## MARKET SHARE ALL MEDIA



## CAGR 2022 - 2027



## 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

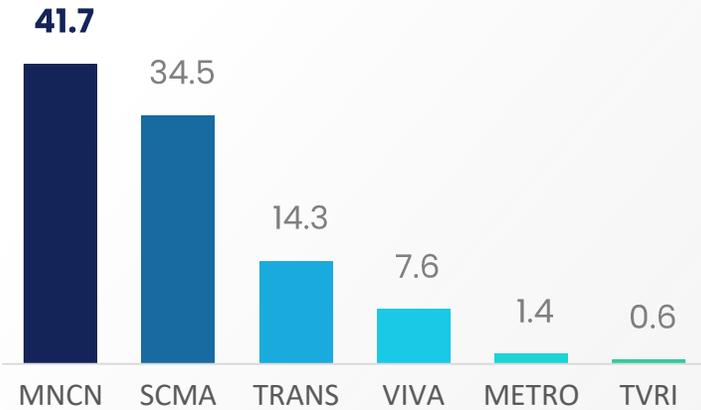
Fresh Production  
**+20,000Hrs**  
Annually

Digital Rights by MNC Digital

# MNCN FTA PERFORMANCE

## AUDIENCE SHARE

PRIMETIME | FTA TV ALL GROUP  
YTD AUGUST 2023



Source: Nielsen

## CONTENT PRODUCTION



CONTENT LIBRARY  
**>300.000**  
HOURS

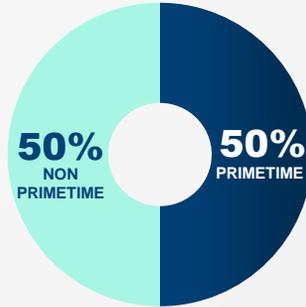


FRESH PRODUCTION  
**+20.000 Hrs**  
ANNUALLY

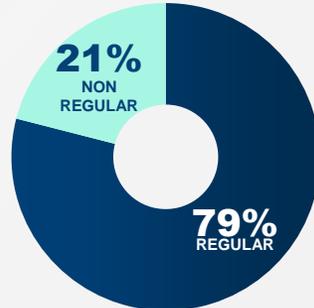
## REVENUE CONTRIBUTION

H1 2023

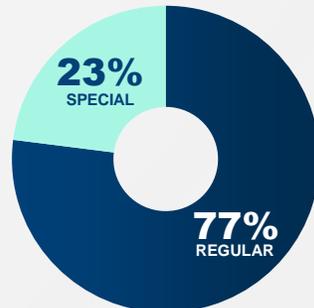
BY DAYPART



BY ADS TYPE



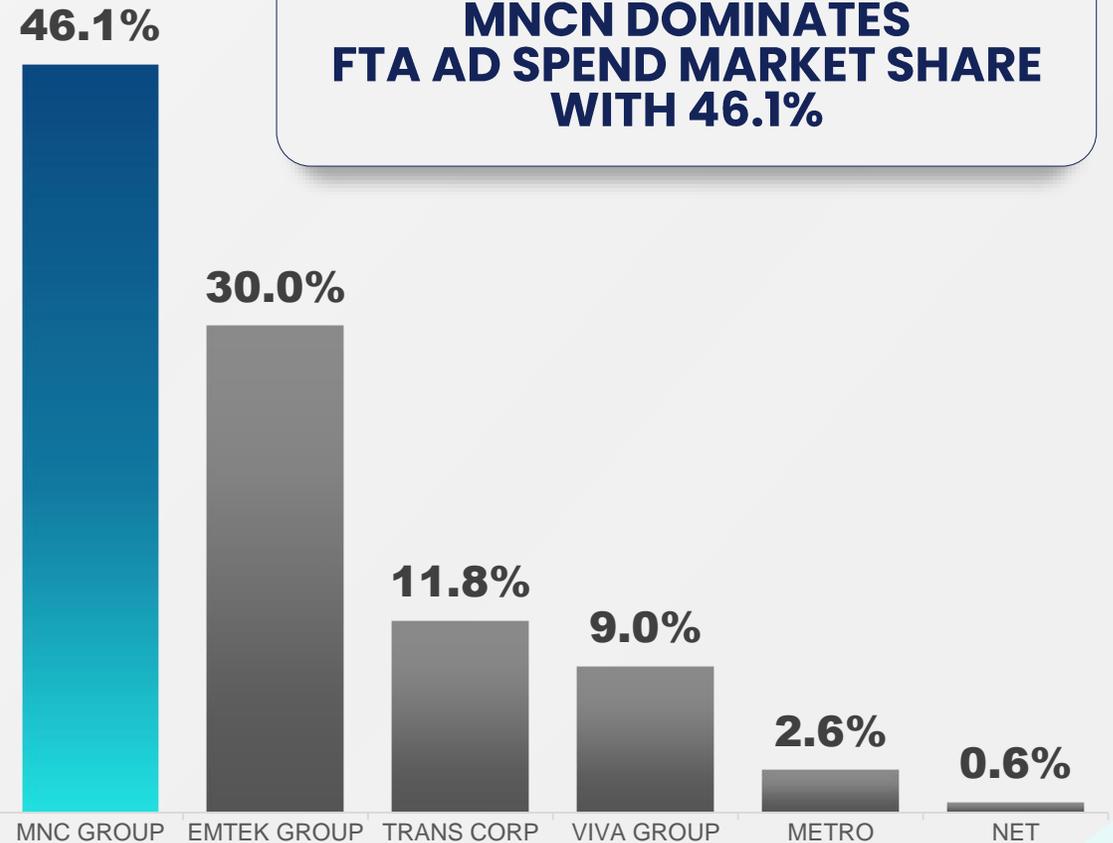
BY PROGRAM



## AD SPEND SHARE BY MEDIA GROUP

H1 2023

**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

**STARHITS** **224+**  
MCN Channels

*78B 👁	7.9B 👁	299.4M 👤
206M 👤	70.2M 👤	

\* : MNC Internal Research, August 2023

### Music Label & Publishing



## iNews Media Group

### Portal & Apps



### Linear Free/ Pay Channels



### Social Media

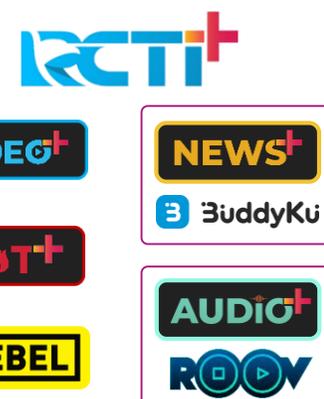


### Radio Platform



## AVOD & SVOD Superapps

### Extension of FTA



### Pay TV Authenticated & OTT



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.



ELITE HOUSE A BACKLOT



CAFÉ BACKLOT



TOWNHOUSES BACKLOT



RESTO BACKLOT



CONVENIENCE STORE



RUMAH MENTENG (CONVENTIONAL HOUSE BACKLOT)



TITLE/  
FORMAT



SCRIPT/  
CHARACTER

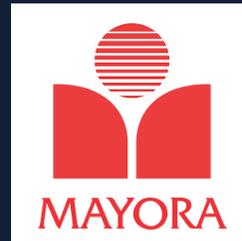
## IP MONETIZATION

*Ikatan  
Cinta*

Putri untuk  
**Pangeran KIKO**



## LICENSEE



## NFT MONETIZATION

Content library  
**>300.000** hours

Celebrities/Talents

Content Characters

# DEDICATED GAMING ARM



▶ Trailer Fight of Legends



Launched in  
23 Nov 2022



SEA Launch in  
2023



## E-SPORTS PRODUCTION & BROADCASTING INVOLVEMENT

PARTNERS				Broadcast Involvement <b>GTV</b> For Domestic Audience			
						For Domestic & International Audience <b>RCTI+</b>	
EVENTS	JAN - MAR 2019	OCT 2019 - FEB 2020					AUG - DEC 2020

## FIGHT OF LEGENDS SCHOOL COMPETITION SERIES



# TALENT MANAGEMENT

## BIGGEST TALENT MANAGEMENT

**400+**  
ARTIST

**224+**  
MCN Channels

IN CONTRACT  
FOR EFFECTIVELY  
**10 YEARS**

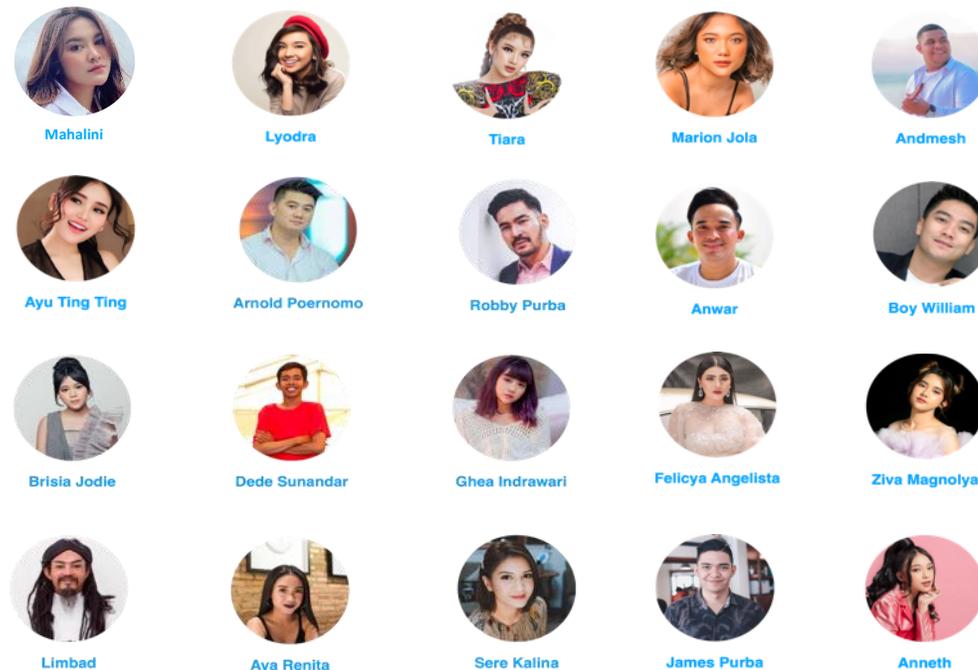
**MANAGES TALENT TO PERFORM**  
ON AIR - OFF AIR - DIGITAL (GROUP OR NON GROUP)  
TV SHOWS | RADIOS | ON GROUND EVENTS | OOH/TVC  
LIVE CHAT (RCTI+) | CONTENT CREATORS ON MCN

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



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



FROM 99 FACEBOOK PAGE

**7.9 Billion** views  
**70.2 Million** Followers

Est. July 2020



FROM 224 TIKTOK'S ACCOUNT

**299.4 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.

## 1. Library Clips

 4:48	 4:29	 3:09	 12:03	 6:57	 3:45
Ada Surga Dimata Ibuku - Gawatt Mau Dibawa Kema...	BINTANG DI HATIKU - Gawatt 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 - Kasihan 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 <b>SOCIAL MEDIA CONTRIBUTION</b> (YOUTUBE ONLY)	<b>224+</b> MCN CHANNELS	<b>28.5 Billion</b> VIEWS	<b>115.6 Million</b> SUBS
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# 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	  					    
	Total FTA Audience Share: 26.6		Total Pay Channels Audience Share: 17.3			
Digital/OTT Viewing	 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



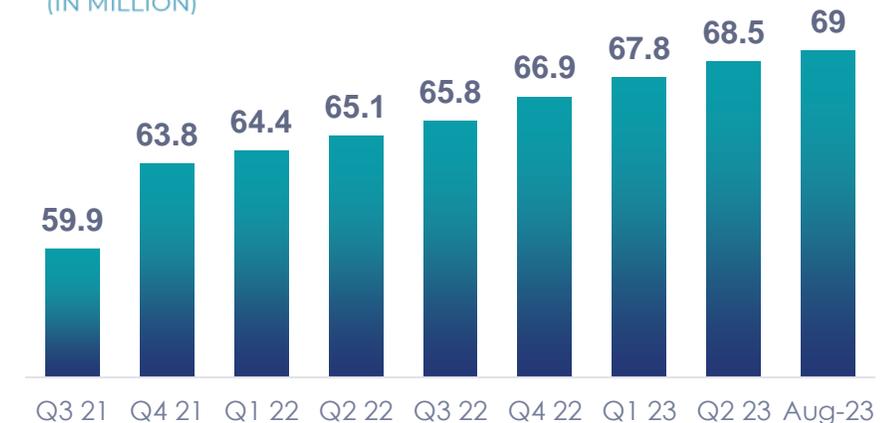
- Capitalizing on the group's 18 years experience on producing and managing talent search format.
- Providing incentive for talents to be managed by Indonesia's biggest talent management unit.

### 5. Music Streaming



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

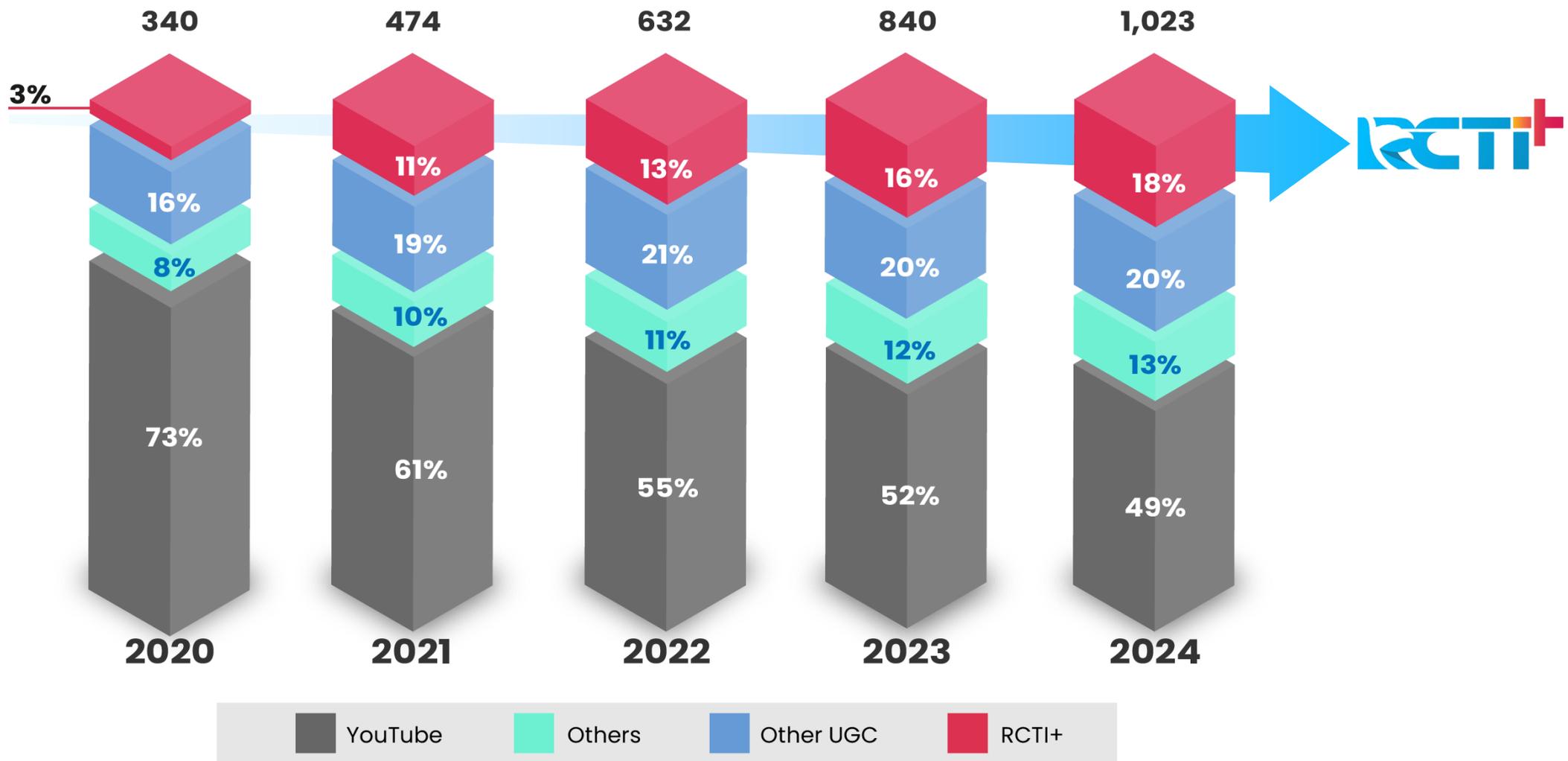
RCTI+ MONTHLY ACTIVE USER (IN MILLION)



Source: Google Analytics

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

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



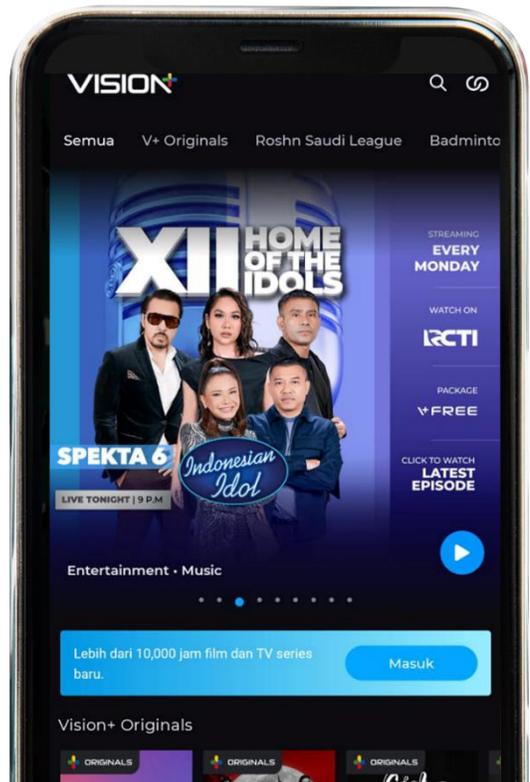


**12M**  
Registered  
Users



**41.1M**  
Monthly Active  
Users\*

\*As of 2023



# VISION+ TV Anywhere, Anytime

## Subscription Video on Demand (SVOD)

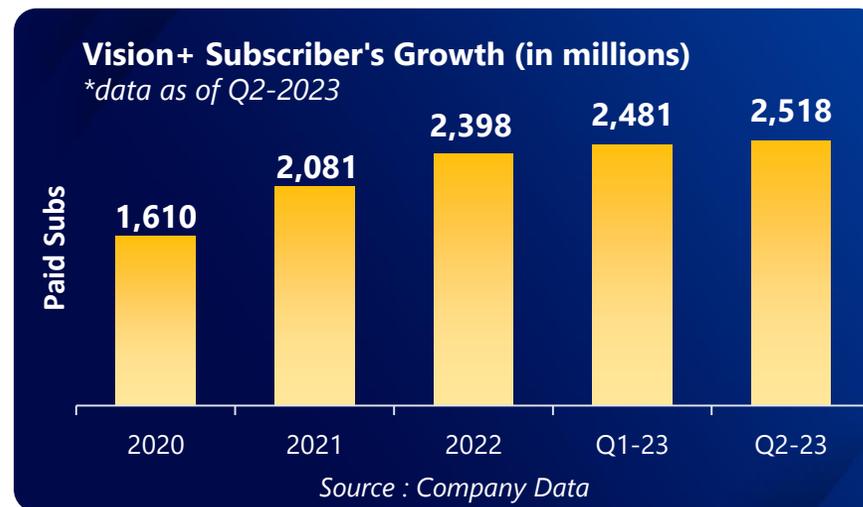
- ✓ Vision+ provides extensive original content, thousands hours of VOD, and hundreds of linear channels with catch up features, which are offered independently and through bundling with the packages offered by MNC Vision, K-Vision, and MNC Play.

## 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

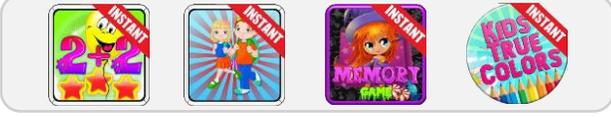
Puzzle Games



Adventure Games



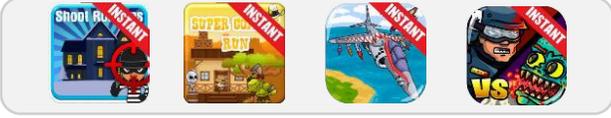
Word & Trivia Games



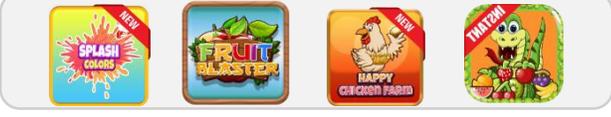
Action Games



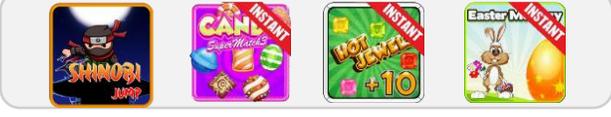
Shooting Games



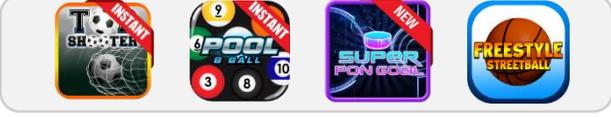
Casual Games



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 Iktan 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



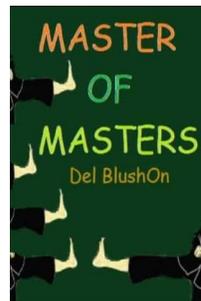
## STORY

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



## 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 (H1-2023)



Income Statements In IDR mio	YoY		Variance
	H1-2023	H1-2022	YoY
<b>Revenues</b>	<b>4,446,018</b>	<b>5,274,312</b>	<b>-16%</b>
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%
<b>Gross profit</b>	<b>2,147,241</b>	<b>2,958,089</b>	<b>-27%</b>
<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%
<b>EBITDA</b>	<b>1,489,902</b>	<b>2,197,417</b>	<b>-32%</b>
<i>EBITDA Margin</i>	<i>34%</i>	<i>42%</i>	
<b>Net Income</b>	<b>829,823</b>	<b>1,342,735</b>	<b>-38%</b>
<i>Net income margin</i>	<i>19%</i>	<i>25%</i>	

\*) : excluding depreciation and amortization



**THANK YOU**