



# VIVA Group Corporate Presentation

December 2018

A Group member of VIVA



[viva.co.id](http://viva.co.id)

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1	Our Company
2	Industry Overview
3	Our Performance
4	ANTV
5	tvOne
6	Our Digital

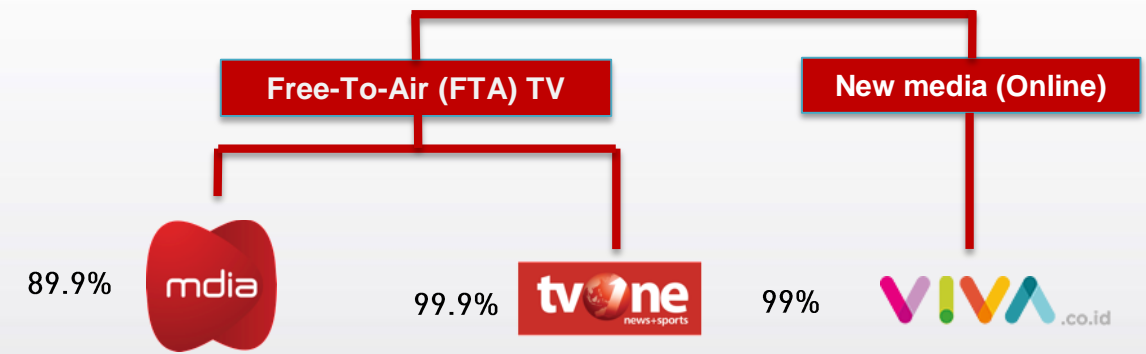




# VIVA Corporate Structure, lean and focused on core businesses



(PT Visi Media Asia Tbk.)



(PT Intermedia Capital Tbk.)



(PT Lativi Mediakarya)

#1 News and Sport TV Station for eight consecutive years focusing on content for a male audience.

(PT Viva Media Baru)

Leading digital multiplatform portal focusing on news and lifestyle content.

(PT Cakrawala Andalas Televisi)

#1 Entertainment TV Station in FY2017, focusing on entertainment content for families and children.

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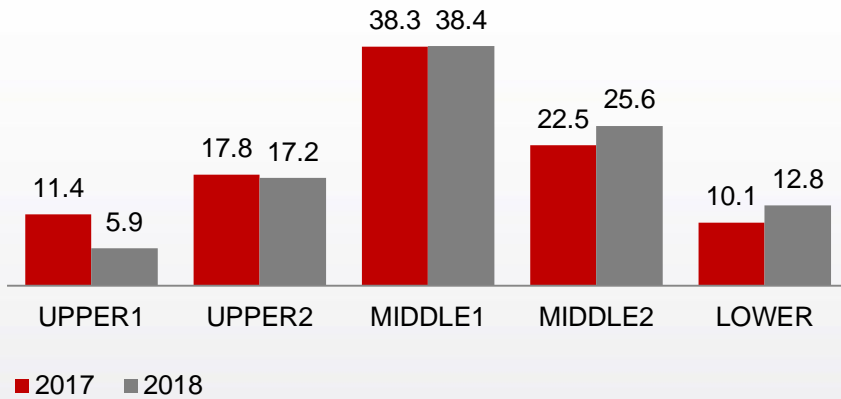




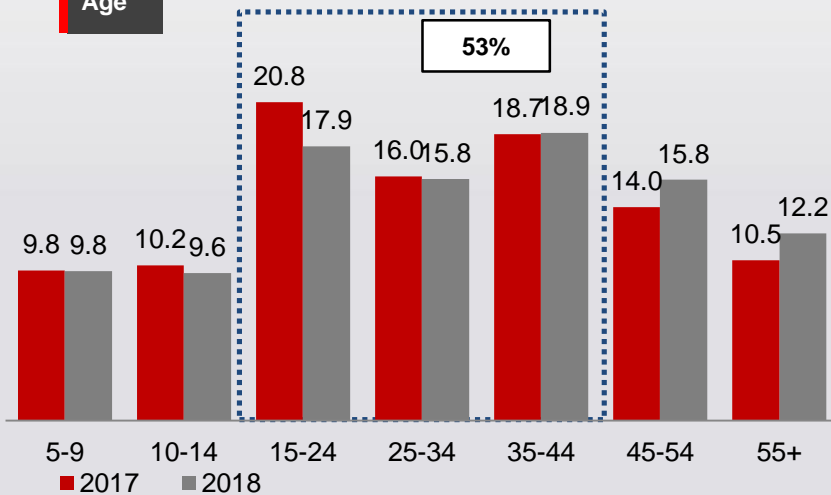


# **INDUSTRY OVERVIEW**

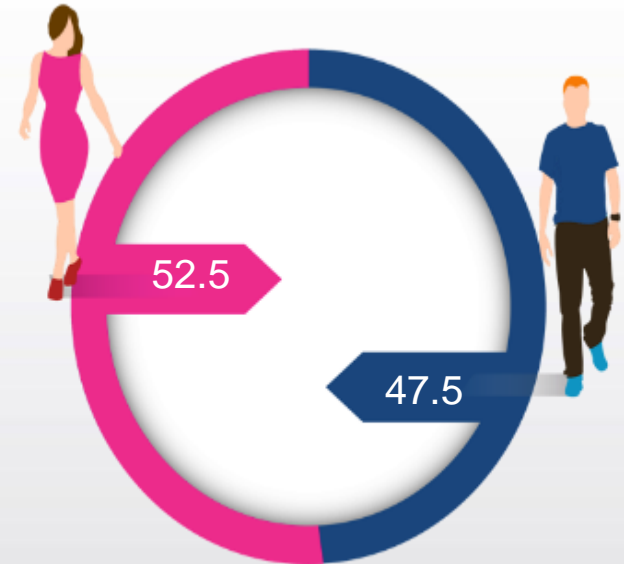
## Social Economic Classification (SEC)



## Age



Female ■ Male ■



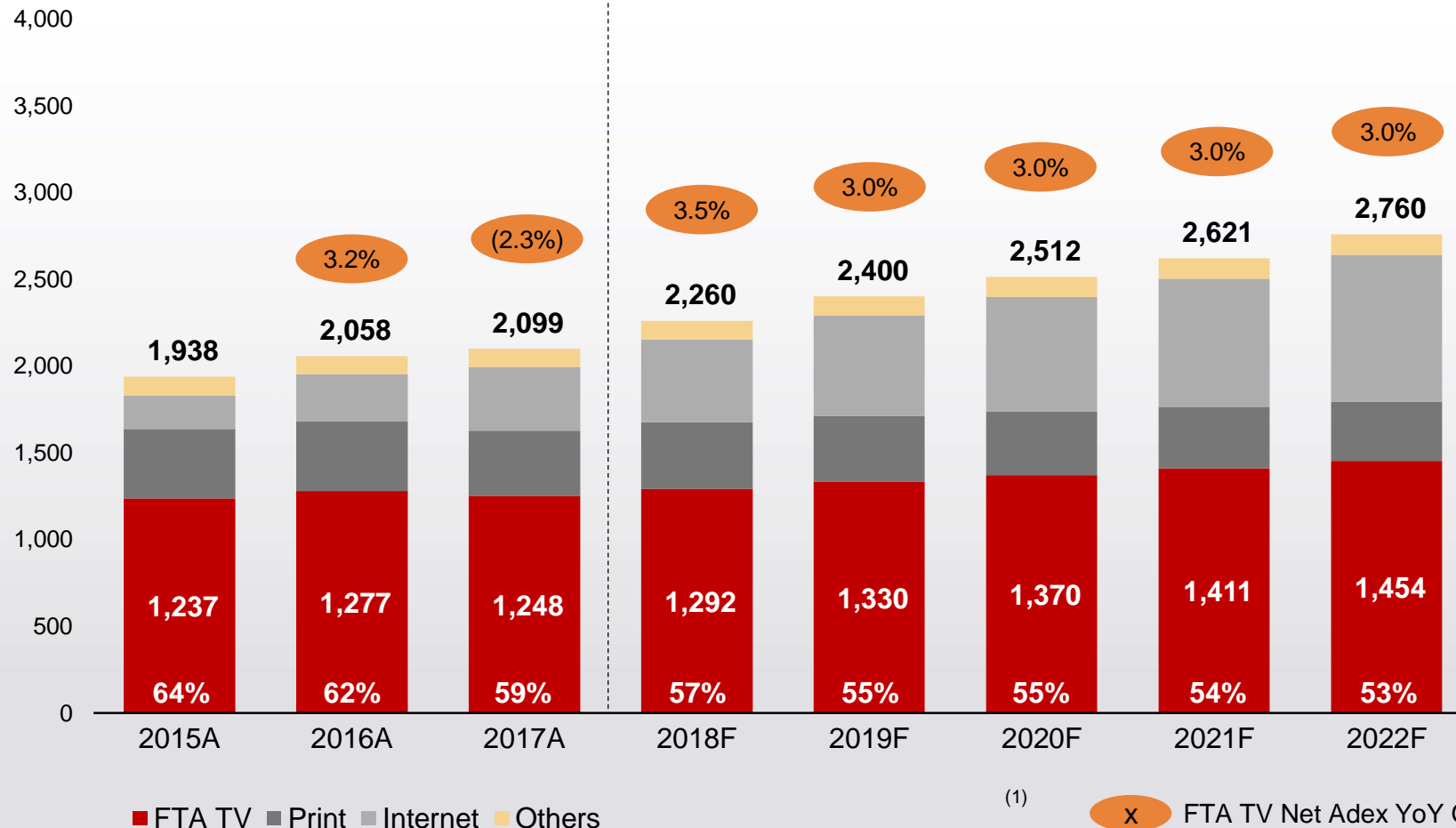
2017 — 2018

Female — 51.4 — 52.6

Male — 48.6 — 47.4

Source: 1 Jan – 31 Dec 2017 & 1 Jan – 31 Dec 2018, Total TV, 11 Cities, Reach 000's

(in USD mn)



Source: Media Partners Asia, "Asia Pacific Advertising Trends 2018"

Note: IDR:USD = 13,500.

(1) Others include Pay TV, Radio, Out-of-home and other advertising mediums.

## Audience Profile by Index

TARGET AUDIENCE		VIVA		MNC			EMTEK		TRANS CORP		MEDIA
		ANTV	TVONE	RCTI	GTV	MNCTV	SCMA	IVM	TRANS	TRANS7	METRO
GENDER	MALE		111								
	FEMALE	114									
AGE	5-9	103									
	10-15	106									
	15-24										
	25-34										
	35-44	114	101								
	45-54	115	146								
	55+	103	213								
SEC	UPPER 1		140								
	UPPER 2		100								
	MIDDLE 1	109	102								
	MIDDLE 2	106	101								
	LOWER	113									

Effective → More Effective

Effective → More Effective

Source: AGB Nielsen Media Research 11 cities, index, 1 Jan – 31 Dec 2018

A large red graphic element consisting of two overlapping squares. The top-left square is slightly offset to the left and top, while the bottom-right square is offset to the right and bottom. The text 'OUR PERFORMANCE' is centered within the overlapping area in white, bold, uppercase letters.

**OUR  
PERFORMANCE**

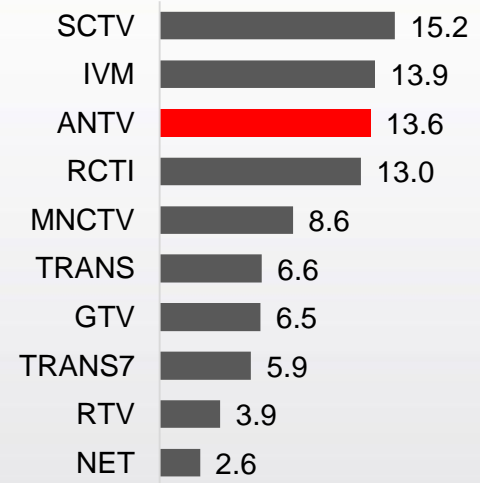


# VIVA is the fastest growing media group by far, increased TV share by 68% since 2011

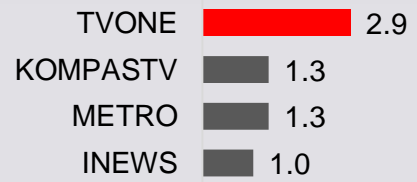
## MEDIA GROUP SHARE PERFORMANCE 2011 – 2018



## ENTERTAINMENT TV



## NEWS TV

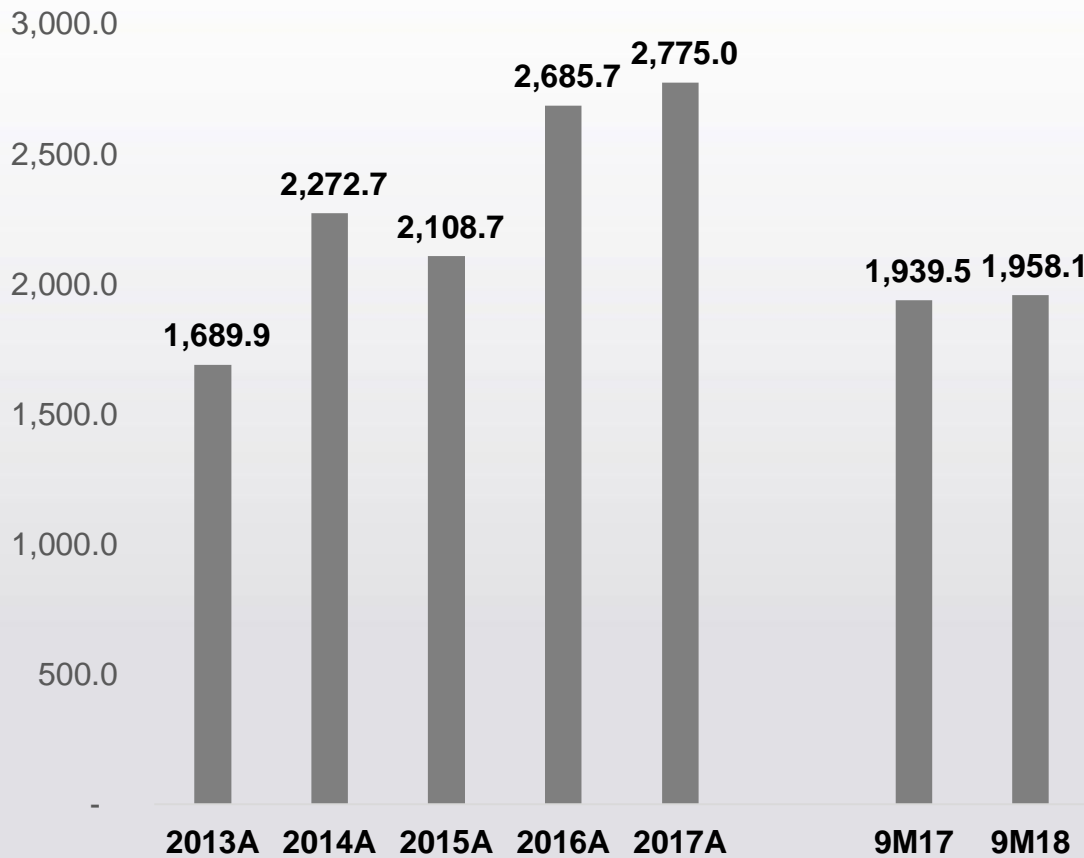


Source: Nielsen TA All People, 1 Jan 2011 – 31 Dec 2018

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(IDR bn)



## Revenue Contribution Prime Time (PT) vs. Non-Prime Time (NPT)

		9M17	9M18
ANTV	PT	37.3%	39.5%
	NPT	62.7%	60.5%
tvOne	PT	33.5%	31.3%
	NPT	66.5%	68.7%

## Competitors Revenue and Growth

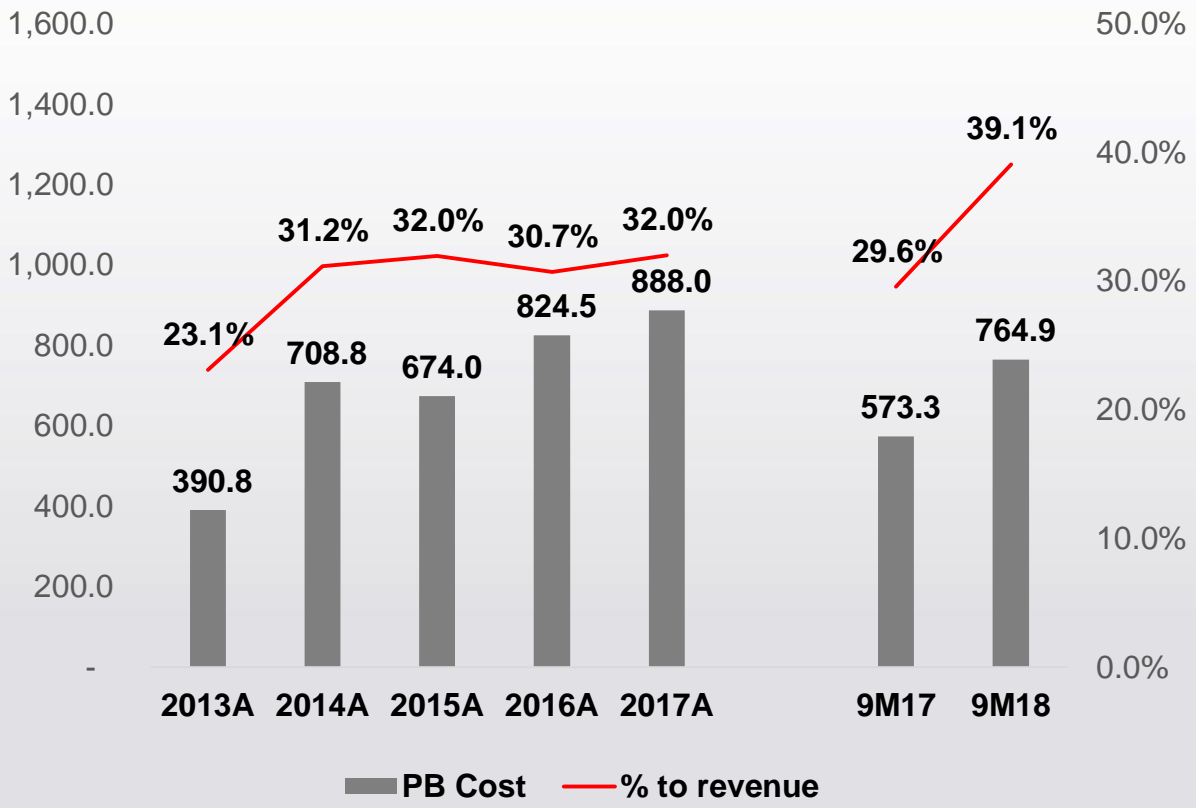
(IDR bn)	9M17	9M18	Y-o-Y
MNCN	5,382	5,530	2.8%
SCMA	3,425	3,796	10.8%
<b>Listed Media Competitors</b>	<b>8,807</b>	<b>9,326</b>	<b>5.9%</b>
VIVA	1,940	1,958	1.0%
<b>Listed Media</b>	<b>10,747</b>	<b>11,284</b>	<b>5.0%</b>

Source: IDX, Company Financial Report



# Programming & Broadcasting (PB) cost has risen due to top line pressure, this rise is in-line with peers

(IDR bn)



## % PB Cost to revenue VIVA vs. Peers

(%)	9M17	9M18
VIVA	29.6%	39.1%
MNCN	37.2%	38.1%
SCMA	39.1%	41.9%

Source: IDX, Company Financial Report

## PB Cost per Hour VIVA vs. Peers

(IDR mn/hr)	9M17	9M18
VIVA	43.8	58.4
MNCN	76.3	80.3
SCMA	102.3	121.4

Source: IDX, Company Financial Report

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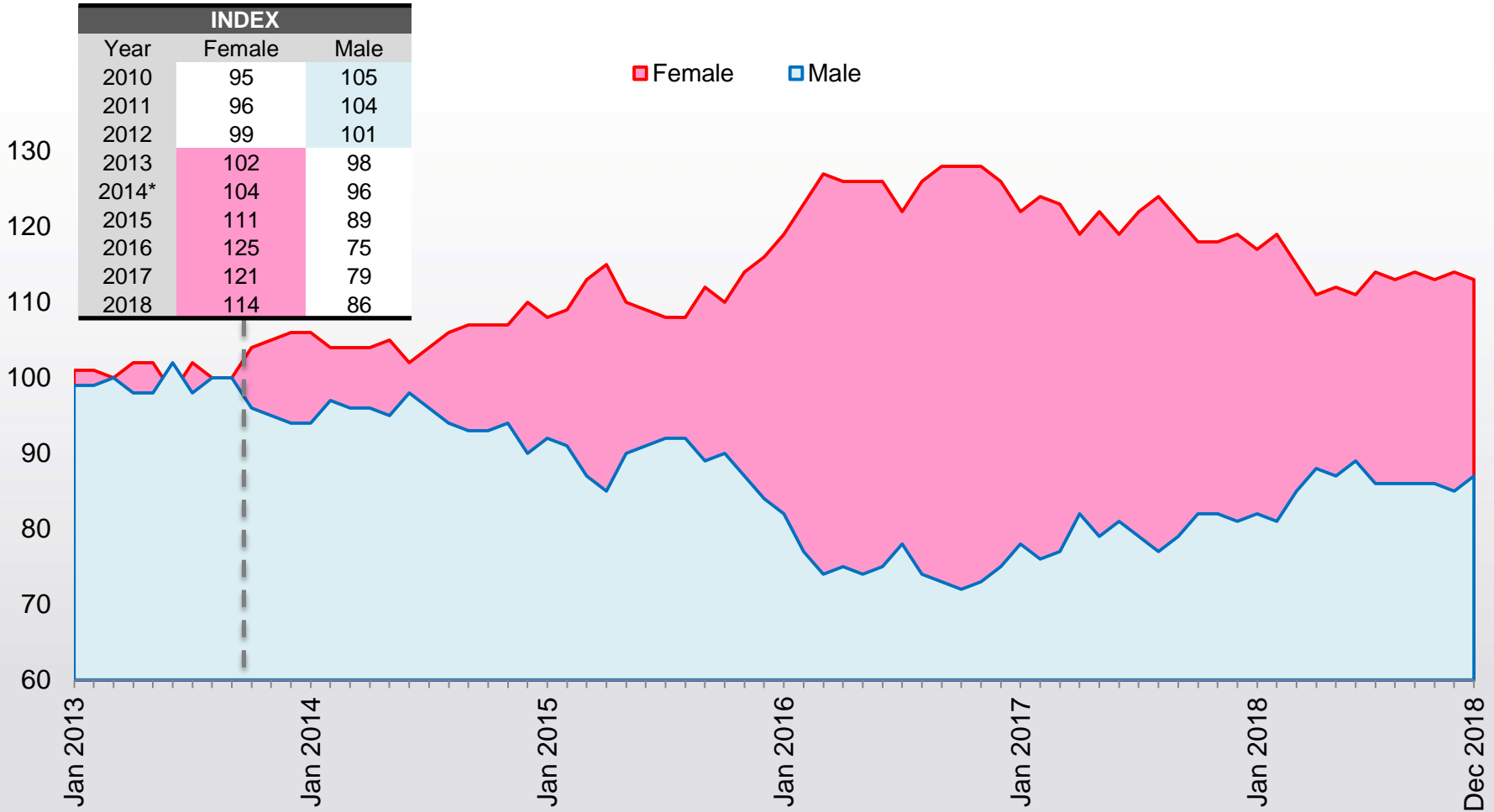
# Seasonality factors drove revenue to increase slightly by 1.0% in 9M18 paired with rising costs, led to 52.0% YoY Decrease in EBITDA

<i>(IDR bn)</i>	9M17	9M18	Y-o-Y (%)
<b>Revenue</b>	<b>1,939.5</b>	<b>1,958.1</b>	<b>1.0%</b>
PB Cost	573.3	764.9	33.4%
Op Expense	795.3	919.1	15.6%
Depreciation	72.7	72.7	0.1%
<b>EBITDA</b>	<b>570.9</b>	<b>274.0</b>	<b>-52.0%</b>
<i>EBITDA Margin (%)</i>	<i>29.4%</i>	<i>14.0%</i>	
<b>Net Income (Loss)</b>	<b>31.0</b>	<b>(498.0)</b>	<b>NM</b>
<i>Net Margin (%)</i>	<i>1.6%</i>	<i>-25.4%</i>	

The logo consists of a large red square with a white border. The square is divided into four quadrants by a diagonal line from the top-left to the bottom-right. The top-left and bottom-right quadrants are a darker shade of red, while the top-right and bottom-left quadrants are a lighter shade of red. The text 'ANTV' is centered in the white area.

**ANTV**

Female ADEX is about 60% of total ADEX in 2015 and is growing in each year



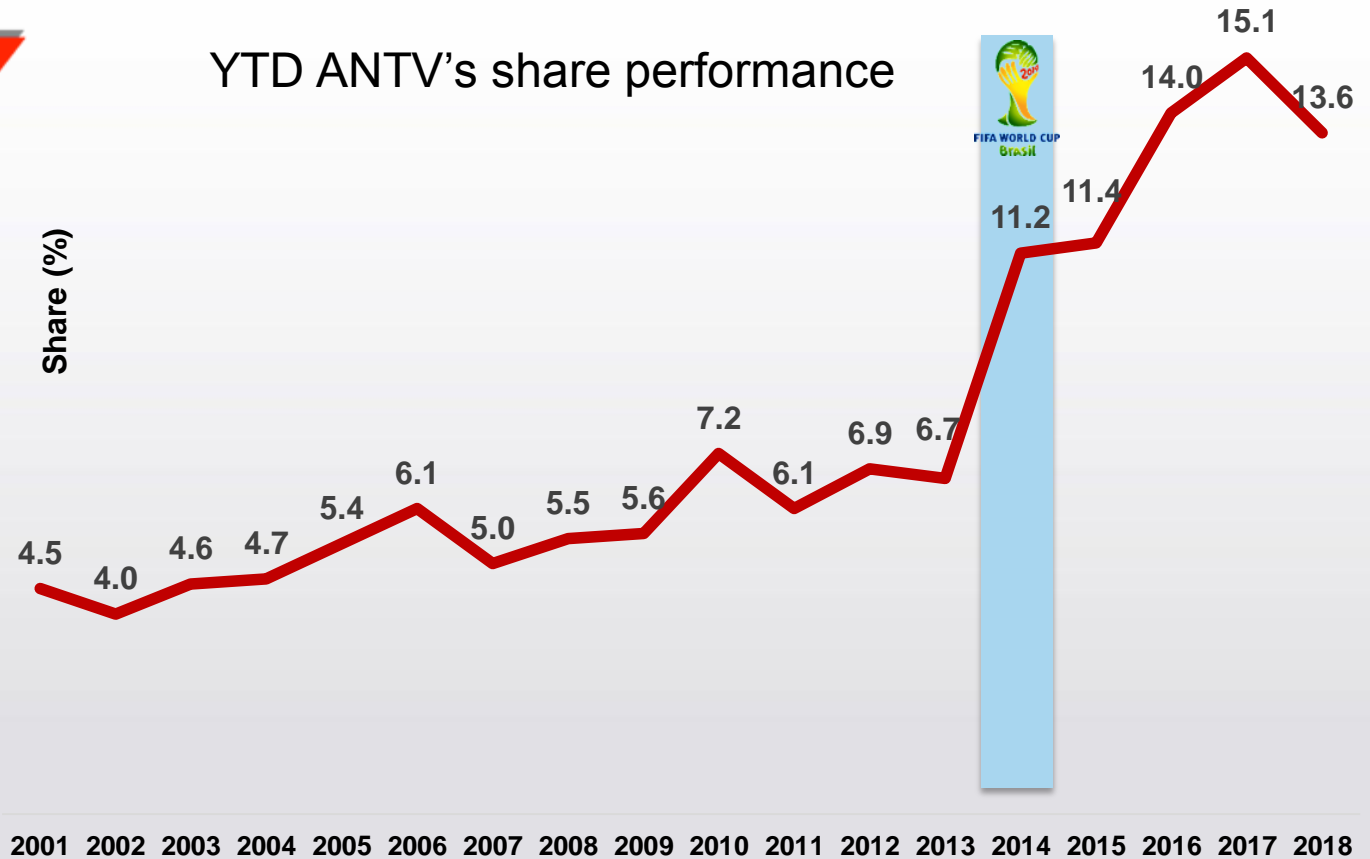
Source: AGB Nielsen Media Research, 11 Cities, Index by Month, 1 Jan 2013 – 31 Dec 2018  
 \*) without World Cup 2014 \*\*) update to 31 Dec 2018



# ANTV's average TV Share 2018 of 13.6% ranks #3 amongst FTA TV stations

Channel	Variable	TVR	SHARE
SCTV	1.9	15.2	
IVM	1.7	13.9	
<b>ANTV</b>	<b>1.7</b>	<b>13.6</b>	
RCTI	1.6	13.0	
MNCTV	1.1	8.6	
TRANS	0.8	6.6	
GTV	0.8	6.5	
TRANS7	0.7	5.9	
RTV	0.5	3.9	
TVONE	0.4	2.9	
NET	0.3	2.6	
METRO	0.2	1.3	
KOMPASTV	0.2	1.3	
INEWS	0.1	1.0	

### YTD ANTV's share performance



Source: AGB Nielsen Media Research, all people, 1 Jan 2001 – 31 Dec 2018. All People

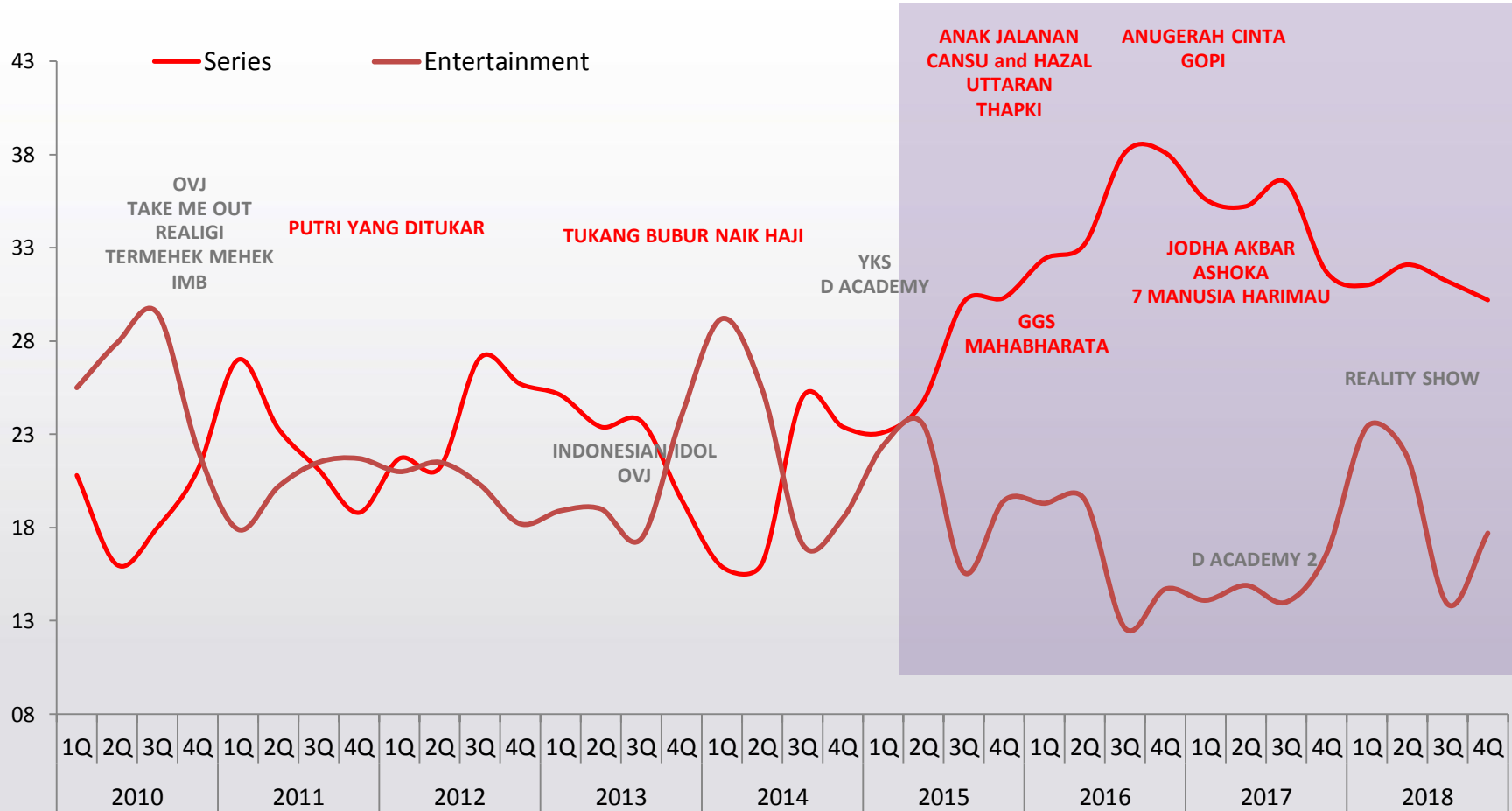
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# At ANTV we treat every daypart as a Prime Time



Sumber: AGB Nielsen Media Research, 11 Cities, 1 Jan – 31 Dec 2018. All People

Cumulative TV Share (%)



Source: Nielsen as of 31 Dec 2018..

## ANTV's Top Series Program

2015				
No	Program's name	Genre	TVR	TVS
1	JODHA AKBAR	Series:Drama	4.1	17.7
2	MAHABHRATA	Series:Drama	3.1	16.2
3	CANSU & HAZAL	Series:Drama	3.0	13.9

2016				
No	Program's name	Genre	TVR	TVS
1	UTTARAN	Series:Drama	3.9	22.7
2	LONCENG CINTA	Series:Drama	3.2	15.8
3	GOPI	Series:Drama	3.1	22.4

2017				
No	Program's name	Genre	TVR	TVS
1	JODOH WASIAT BAPAK	Series:Drama	3.7	16.5
2	GOPI	Series:Drama	2.9	19.0
3	GEET	Series:Drama	2.9	21.3

2018				
No	Program's name	Genre	TVR	TVS
1	CHANDRA NANDINI	Series:Drama	3.9	16.0
2	KARMA THE SERIES	Series:Drama	3.3	15.0
3	JODOH WASIAT BAPAK	Series:Drama	2.7	11.4

## ANTV's Top Entertainment Program

2015				
No	Program's name	Genre	TVR	TVS
1	BOLLYVAGANZA	Entertainment:Variety Show	2.3	10.9
2	ASIA'S GOT TALENT	Entertainment:Talent Search	2.1	9.8
3	SUPER DEAL	Entertainment:Quiz	1.8	9.0

2016				
No	Program's name	Genre	TVR	TVS
1	TAKE ME OUT INDONESIA	Entertainment:Reality Show	2.0	12.8
2	SUPER FAMILY 100	Entertainment:Quiz	2.0	8.9
3	PESBUKERS	Entertainment:Comedy	1.9	10.7

2017				
No	Program's name	Genre	TVR	TVS
1	BIKIN MEWEK	Entertainment:Reality Show	3.9	28.0
2	BOLLYVAGANZA	Entertainment:Variety Show	2.8	18.9
3	PESBUKERS	Entertainment:Comedy	2.4	18.7

2018				
No	Program's name	Genre	TVR	TVS
1	KARMA	Entertainment:Reality Show	2.9	22.1
2	BIKIN MEWEK	Entertainment:Reality Show	2.2	16.5
3	BOLLY MASUK DESA	Entertainment:Reality Show	2.1	16.7

Source: Nielsen as of 31 Desember 2018



# Our foreign programs have done well, and dominate Top 10 Foreign Program performance

## 2015

No.	Description (grouped)	Channel	TVR	Share
1	JODHA AKBAR	ANTV	4.1	17.7
2	MAHABHARATA	ANTV	3.1	16.2
3	ELIF SEASON 2	SCTV	3.1	15.4
4	CANSU & HAZAL	ANTV	3.0	13.9
5	CHAKRAVARTIN ASHOKA SAMRAT	ANTV	2.8	13.0
6	SHAKUNTALA	ANTV	2.8	11.1
7	THE ADVENTURES OF HATIM	ANTV	2.7	11.3
8	ELIF	SCTV	2.6	19.4
9	SHEHRAZAT 1001 MALAM	ANTV	2.6	15.1
10	RAMAYANA	ANTV	2.5	17.4

## 2017

No.	Description (grouped)	Channel	TVR	Share
1	GOPI	ANTV	2.9	19.0
2	GEET	ANTV	2.8	15.8
3	ARCHANA MENCARI CINTA	ANTV	2.7	20.7
4	THAPKI	ANTV	2.7	21.4
5	ANANDHI	ANTV	2.6	19.7
6	LONCENG CINTA	ANTV	2.5	11.1
7	MOHABBATEIN	ANTV	2.5	10.1
8	NAKUSHA	ANTV	2.4	19.4
9	DEV & SONA	ANTV	2.3	16.0
10	PANGAKO SA'YO(JANJIKU)	MNCTV	2.3	9.5

## 2016

No.	Description (grouped)	Channel	TVR	Share
1	UTTARAN	ANTV	3.9	22.6
2	LONCENG CINTA	ANTV	3.2	15.8
3	GOPI	ANTV	3.1	22.5
4	THAPKI	ANTV	3.1	23.2
5	MOHABBATEIN	ANTV	2.9	12.3
6	ARCHANA MENCARI CINTA	ANTV	2.7	20.6
7	ANANDHI	ANTV	2.4	17.9
8	ELIF SEASON 2	SCTV	2.2	11.4
9	CHAKRAVARTIN ASHOKA SAMRAT	ANTV	2.1	9.8
10	VEERA	ANTV	2.0	16.0

## 2018

No.	Description (grouped)	Channel	TVR	Share
1	CHANDRA NANDINI	ANTV	3.9	16.0
2	PARDES	ANTV	2.2	11.9
3	SHANI	ANTV	2.1	12.3
4	LONCENG CINTA	ANTV	1.5	12.5
5	METEOR GARDEN	SCTV	1.4	11.4
6	TAKDIR LONCENG CINTA	ANTV	1.3	13.0
7	MUTYA THE MERMAID PRINCESS	ANTV	1.3	12.1
8	AIR MATA ANAKKU	RCTI	1.3	10.0
9	MAHAKAALI	ANTV	1.2	9.5
10	INIKAH CINTA ?	SCTV	1.2	11.9



No.	Program Title	Channel	Genre/Sub-genre	TVR	Share
1	CINTA SUCI	SCTV	Series:Drama	5.1	19.8
2	CINTA YANG HILANG	RCTI	Series:Drama	4.2	17.0
3	ANAK LANGIT	SCTV	Series:Drama	4.0	16.1
4	ORANG KETIGA	SCTV	Series:Drama	3.7	19.7
5	DUNIA TERBALIK	RCTI	Series:Drama	3.7	16.6
6	SIAPA TAKUT JATUH CINTA	SCTV	Series:Drama	3.4	15.3
<b>7</b>	<b>KARMA THE SERIES</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>3.3</b>	<b>15.0</b>
8	AMANAH WALI 2	RCTI	Series:Drama	2.7	20.0
9	CATATAN HARIAN AISHA	RCTI	Series:Drama	2.7	11.7
<b>10</b>	<b>JODOH</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>2.7</b>	<b>11.4</b>
11	RAHMAT CINTA	SCTV	Series:Drama	2.7	13.9
<b>12</b>	<b>CINTA TIADA AKHIR</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>2.6</b>	<b>11.9</b>
<b>13</b>	<b>ROY KIYOSHI ANAK INDIGO</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>2.6</b>	<b>18.8</b>
14	SELEB	SCTV	Series:Drama	2.6	15.7
15	HAFIZAH	RCTI	Series:Drama	2.5	10.5
16	TOP TUKANG OJEK PENGKOLAI	RCTI	Series:Drama	2.5	14.5
<b>17</b>	<b>ROY KIYOSHI ANAK INDIGO(R)</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>2.5</b>	<b>19.2</b>
<b>18</b>	<b>JALAN HIDUP</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>2.4</b>	<b>17.4</b>
19	ADA DUA CINTA	RCTI	Series:Drama	2.4	10.0
20	GANTENG GANTENG SERIGALA	SCTV	Series:Drama	2.4	16.0

Source: Nielsen, 1 Jan – 31 Dec 2018. 11 Cities



## LOCAL SERIES PROGRAMS



## FOREIGN SERIES PROGRAMS



## ENTERTAINMENT PROGRAMS



## MORNING ANIMATION



## NEWS and SPORT PROGRAMS



**ANTV brings together a complete portfolio of programs for our targeted viewer segments**

**Meet and Greet Veera  
(All People)**



21 Feb 2016

**Ketemu Uttaran  
(All People)**



5 Jun 2016

**Meet and Greet Lonceng Cinta  
(All People)**



27 Nov 2016

**Meet and Greet Thapki  
(All People)**



5 Feb 2017

**Show Spektakuler Mahabharata  
(All People)**



19 Nov 2017

**Meet and Greet Baalveer  
(All People)**



20 Dec 2015

**Meet and Greet Gopi  
(All People)**



25 Dec 2016

**Rahasia Hati Cansu and Hazal  
(All People)**



4 Aug 2016

**Melodi Lonceng Cinta  
(All People)**



22 Apr 2017

**Bollyvaganza Meet and Greet Jamai Raja  
(All People)**



24 Aug 2017

**Takdir Lonceng Cinta Show  
(All People)**



28 Sep 2018



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## Cinta Di Langit Taj Mahal 1 and 2



## Roro Jonggrang



## Malaikat Kecil Dari India



Mahabharata:  
Shaheer Sheikh



Jodha Akbar:  
Ravi Bhatia



Jodha Akbar:  
Ravi Bhatia



Veera:  
Bhavesh Balchandani  
Harshita Ojha



Uttaran:  
Vaishali Thakkar



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## SAJIAN UTAMA

### INDONESIA

# MOST CREATIVE COMPANIES 2017

## KATEGORI PERUSAHAAN UMUM

**1** **PT. KERETA API INDONESIA (PERSERO)**  
TOTAL **95,00**

- INOVASI & KREATIVITAS**
- Melakukan revolusi pelayanan KRL Jabodetabek menggunakan tiket elektronik sehingga mempercepat layanan, menghilangkan penunpang tanpa tiket, dan ujunnya meningkatkan jumlah penumpang yang bisa diangkut
  - Memberlakukan reservasi online tiket KA jarak jauh untuk menghapus percaloan
  - Melakukan transformasi manajemen KA commuter line dan jarak jauh untuk meningkatkan layanan
  - Memberlakukan sistem check in dan boarding pass bagi para penumpang kereta api jarak jauh yang telah membeli tiket secara online
  - Menyediakan E-Kiosk, yaitu mesin untuk pemesanan tiket secara mandiri tanpa harus mengantre di loket
  - Melakukan pembenahan di setiap stasiun baik bangunan fisik maupun manajemen untuk meningkatkan pelayanan
  - AC-nisasi seluruh KA Ekonomi
  - Larangan merokok di stasiun dan di atas KA

**2** **PT PRODIA UTAMA**  
TOTAL **93,00**

- INOVASI & KREATIVITAS**
- Mengelola jasa laboratorium kesehatan dengan manajemen modern untuk meningkatkan daya saing dan pelayanan kepada konsumen
  - Mengembangkan laboratorium Molekular Diagnostik
  - Menghadirkan Prodia Health Care yang berkonsep Wellness Clinic dengan semboyan Brining Wellness to Your Life
  - Terus meningkatkan jumlah cabang untuk mendekati konsumen. Memiliki 128 cabang (261 outlet) di 104 kota

**3** **PT ASTRA DAIHATSU MOTOR**  
TOTAL **91,50**

- INOVASI & KREATIVITAS**
- Meluncurkan mini MPV berpenumpang 7 (yang diberi merek Daihatsu Sigra & Toyota Calya), yang merupakan mobil hasil penelitian Astra Daihatsu yang dirancang dan di-desain untuk pasar Indonesia. Sigra & Calya merupakan mo LCGC (Low Cost Green Car) yang merupakan kelanjutan dari Aya & Agya. Sigra & Calya mencatat prestasi gemilang di pasar, masing-masing terjual sebanyak 31.939 unit dan 47.267 unit selama 2016.

**4** **PT HARTONO ISTANA TEKNOLOGI (POLYTRON)**  
TOTAL **91,00**

- INOVASI & KREATIVITAS**
- Mempunyai perusahaan elektronik lokal yang konsisten membangun merek
  - Salah satu produk andalannya, Home Theatre Polytron, cukup berhasil di pasar
  - Meluncurkan mesin cuci berteknologi (Zenomatic Belleza), yakni mesin cuci yang dipoperasikan dengan satu sentuhan untuk memudahkan konsumen. Produk ini cukup berhasil di pasaran
  - Meluncurkan Polytron Prime 7s: Smartphone premium dengan harga terjangkau yang dilengkapi sistem operasi buatan dalam negeri (Fira OS)

**5** **PT. TELEKOMUNIKASI INDONESIA, TBK. (INDIHOME)**  
TOTAL **90,00**

- INOVASI & KREATIVITAS**
- Menghadirkan Telkom IndiHome, yang merupakan layanan triple play, meliputi telepon, internet dan TV interaktif.
  - Sejak diluncurkan pada tahun 2015 IndiHome berhasil menjangkau banyak pelanggan, kini jumlah pelanggannya mencapai 1,7 juta

**6** **PT PERTAMINA LUBRICANTS**  
TOTAL **88,00**

- INOVASI & KREATIVITAS**
- Menghasilkan berbagai varian pelumas mobil dan motor dengan kualitas yang tidak kalah dengan merek asing
  - Meluncurkan berbagai merek pelumas untuk membidik segmen pasar yang berbeda-beda dari berbagai merek
  - Menjadi market leader pasar pelumas di Indonesia

**10** **PT CAKRAWALA ANDALAS TELEVISI (ANTV)**  
TOTAL **85,50**

- INOVASI & KREATIVITAS**
- Sukses melakukan reposisi menjadi TV yang fokus menggarap segmen wanita

**7** **PT PPP PROPERTI TBK**  
TOTAL **87,50**

- INOVASI & KREATIVITAS**
- Fokus menggarap mass market dengan kisaran harga Rp 10-20 juta per meter persegi untuk produk residensial (apartemen)
  - Mengembangkan desain-desain inovatif seperti apartemen 2 kamar untuk dihuni sendiri dan disewakan
  - Menjalin kerja sama dengan pemain lain untuk mempercepat penetrasi (baik untuk residensial, mall maupun hotel)

**8** **PT. D&V INTERNATIONAL MAKMUR GEMILANG (DV MEDIKA)**  
TOTAL **87,00**

- INOVASI & KREATIVITAS**
- Membuat tempat tidur pasien yang ergonomis sehingga pasien bisa tetap nyaman dalam waktu yang lama
  - Revolusi layanan kepada pelanggan dalam tempo 80 menit sejak call, teknisi sudah hadir, serta siaga non stop 24 jam
  - Melayani konsumen dengan sepenuh hati dan menjadikan konsumen yang puas sebagai marketer yang akan merekomendasikan kepada konsumen lain

**9** **ERHA CLINIC**  
TOTAL **86,00**

- INOVASI & KREATIVITAS**
- Menjadi pelopor klinik modern untuk kesehatan kulit di Indonesia yang didukung tim dokter ahli kulit serta produk dan layanan inovatif
  - Jasa yang ditawarkan terus berkembang mulai dari Personal Rejuvenation Program, Personal Acne Cure Program, Personal Hair Growth Program, Personal Body program, Children Dermatology, Senior Dermatology, General Dermatology

- Menjadi trend setter dalam penayangan sinetron India
- Meningkatkan engagement pelanggan/pemirs dengan acara off air yang menghadirkan bintang-bintang sinetron asli (dari India) yang juga ditayangkan ANTV
- Membuat sinetron re-make tahun 90-an misalnya Jinny oh, Jinny, Tuyul & Mbak Yul

## PT CAKRAWALA ANDALAS TELEVISI (ANTV)

Repositioning the television station to focus on Female Segment

#1 Most Creative Company (MEDIA)  
#10 Most Creative Company



**09** XXXII  
27 APRIL - 9 MEI 2017  
RP 38.000

- Kiat Unsat Membruk Peluang Menggunakan Bisnis Satelit
- Strategi Perguruan Tinggi Unggulan Merjawab Kebutuhan Pasar
- Sajian Khusus: Terobosan & Solusi Merespon Era Disruption

**INDONESIA BEST INNOVATION + CREATIVITY IN BUSINESS 2017**

SIAPA JUARA OCI (OUTSTANDING CORPORATE INNOVATOR) INDONESIA

SIAPA MASUK DALAM INDONESIA 35 MOST CREATIVE COMPANIES

ISSN 2339-1885  
9 772339 185505  
WWW.SWA.CO.ID





# TOP 3 EMPLOYERS OF CHOICE 2017

Based on Employee Effectiveness Index survey by Korn Ferry



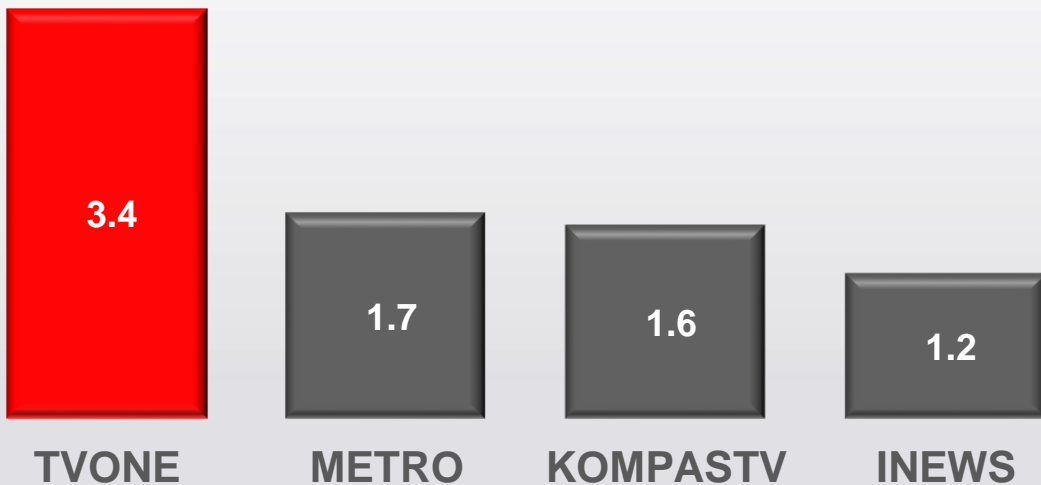


A red square graphic with a white shadow on the left side. The square is split diagonally from the top-left to the bottom-right. The text 'TVONE' is centered in white. The top-left and bottom-right corners of the square are slightly offset, creating a layered effect.

**TVONE**

## NEWS TV AUDIENCE SHARE

Jan—Dec 2018 ; TA 15+UM1, 11 Cities



Source: Nielsen - 11 Cities; Share; 15+ UpperMiddle1; 1 Jan—31 Dec 2018; 4 News Channels

# tvOne #1 for Breaking News "Always"

Earthquake 6.1 SR  
23 Jan '18  
14:00-15:30

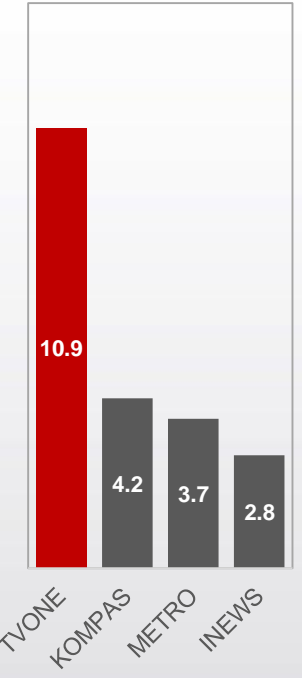
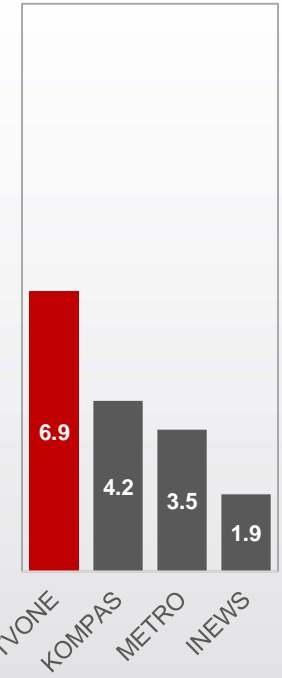
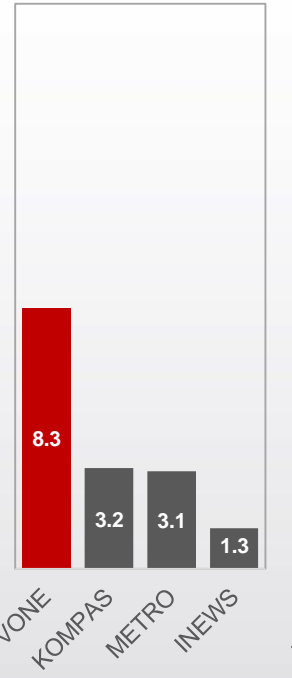
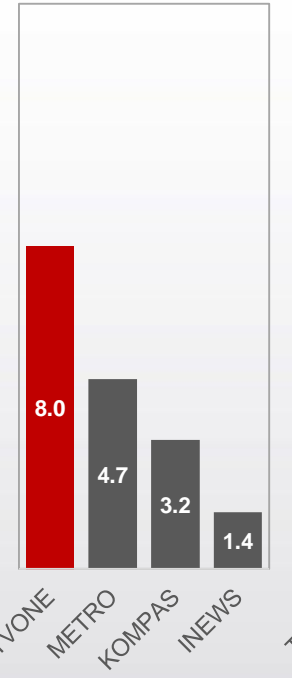
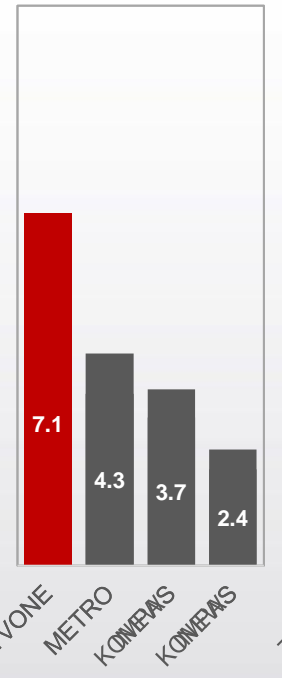
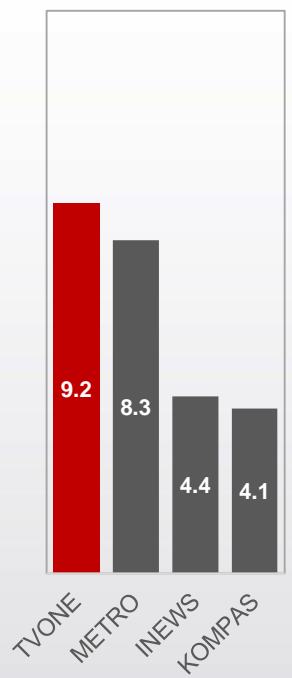
Bomb Explosion  
in Surabaya  
13 May '18 08:00-25:01

Isbat Ramadan 1439 H  
15 May '18 17:31-18:58

Registration of  
Presidential Candidates  
10 Aug '18  
06:30—16:29

The Tragedy of  
Lion Air JT-610  
29 Oct '18  
08:59-25:59

Indonesia Sunda Stait  
Tsunami  
23 Dec '18 07:22-19:30



Source: Nielsen - 11 Cities; Share; 15+ UpperMiddle1.



# tvOne the #1 source for global coverage by International media

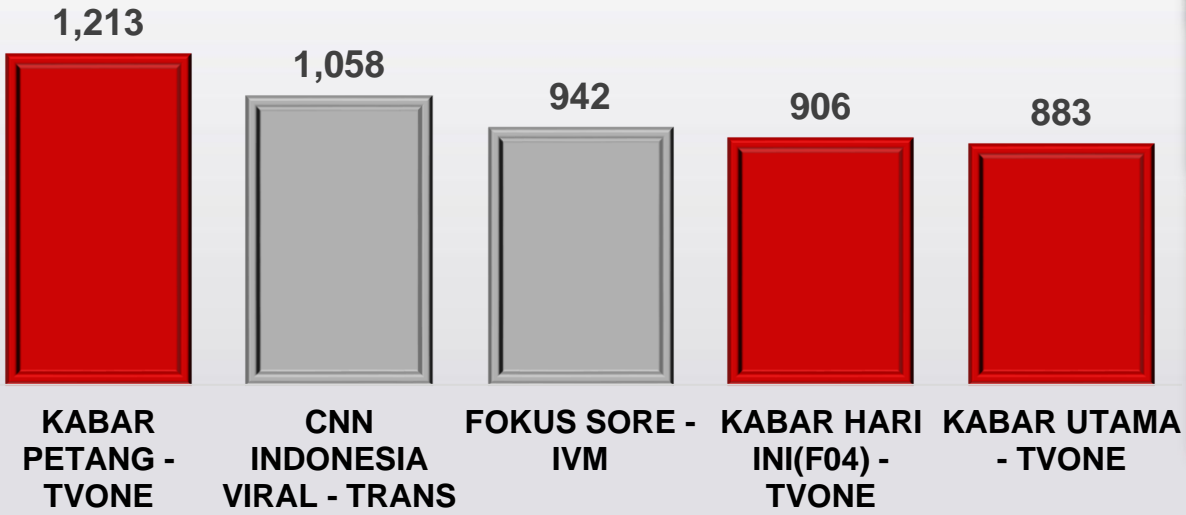


tvOne's credibility, quick and in-depth coverage of major news resulted in a strong brand name that is trusted by major international media



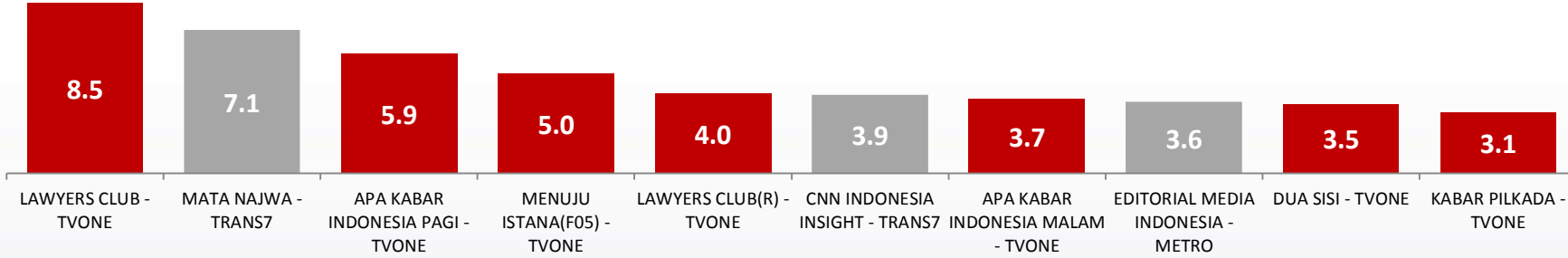
## PRIME TIME NEWS PROGRAM

REACH 000s



Source: Nielsen 11 Cities; Jan 1 – Dec 31, 2018; 15+ UpperMiddle1  
 \*Excluding Special Program

## TV Share (%) for leading talk show programs



Source: Nielsen; 11 Cities; 20+ Upper; 1 Jan—31 Dec 2018  
\*Excluding Election and Special Program



14 Aug '18 TVR 2.9 TVS 16.0



6 Nov '18 TVR 2.8 TVS 14.0



9 Oct '18 TVR 2.8 TVS 13.1



18 Sep '18 TVR 2.4 TVS 13.1

**INDONESIA LAWYERS CLUB**

Talkshow unggulan tvOne dikemas secara apik dan kolosal untuk memberikan pembelajaran hukum bagi para pemirsanya. Dipandu seorang jurnalis senior bertatar belakang sarjana hukum, maka bahasan diskusi hukum menjadi lebih mudah dicerna dan ditonton, jauh dari kesan menjenuhkan.

**SETIAP SELASA  
PKL. 19.30 WIB**



## TOP LIVE WORLD BOXING

(Audience Share in %)



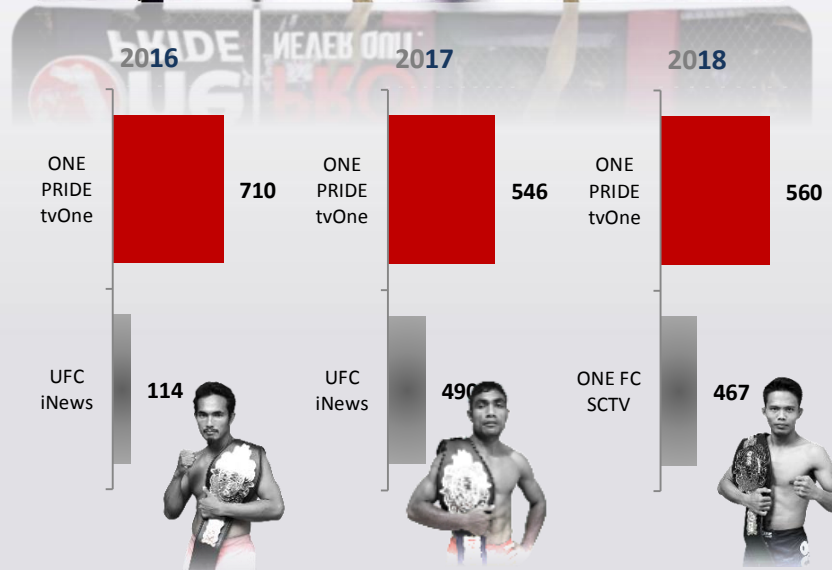
Ramirez vs Ahmed 04/02/2018, Garcia vs Rios 18/02/2018, Wangek vs Estrada 25/02/2018, Wilder vs Ortiz 04/03/2018, Garcia vs Lipinets 11/03/2018, Lara vs Hurd 08/04/2018, Jacobs vs Sulecki 29/04/2018, Golovkin vs Martirosyan 06/05/2018, Stevenson vs Jack 20/05/2018, Glovkin vs Canelo 16/09/2018, Jacobs vs Derevyachenko 28/10/2018



Source: Nielsen 11 Cities; M 35+ Upper Middle 1; Share

## ONE PRIDE PRO NEVER QUIT

(Audience Reach in 000s)



Source: Nielsen 11 Cities; M 35+ Upper Middle 1; Reach 000s; (20 May 2016—31 Dec 2018) All Live Matches

A Group member of viva



As of 2017, UFC is aired by Fox, ESPN, BT Sport and other major TV stations across 150 countries



Multibillion Dollar Enterprise



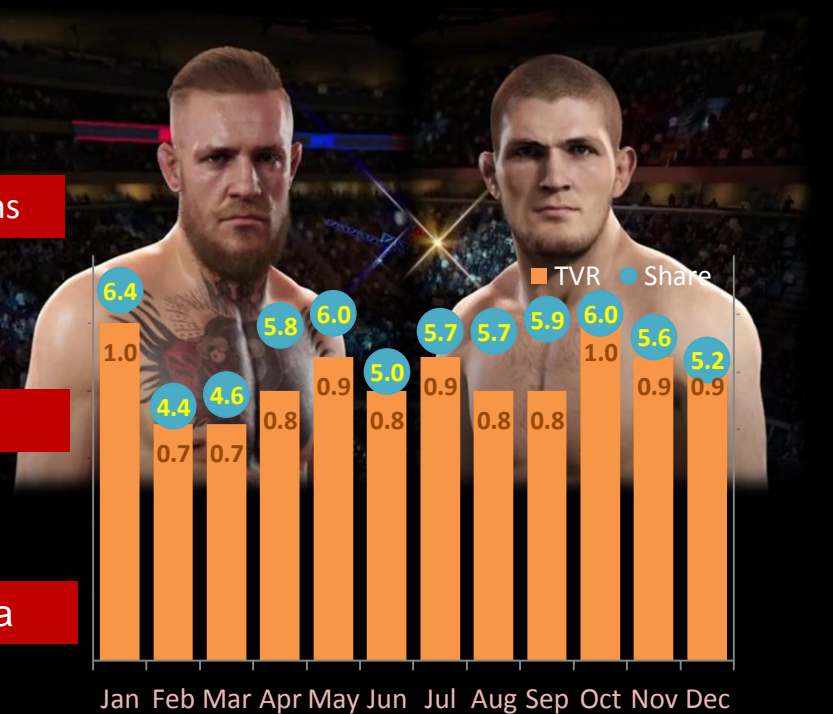
Produces events worldwide, showcasing 11 weight divisions



Biggest and fastest growing sports event in the world



TV deal and expansion in Europe, Australia, and Asia



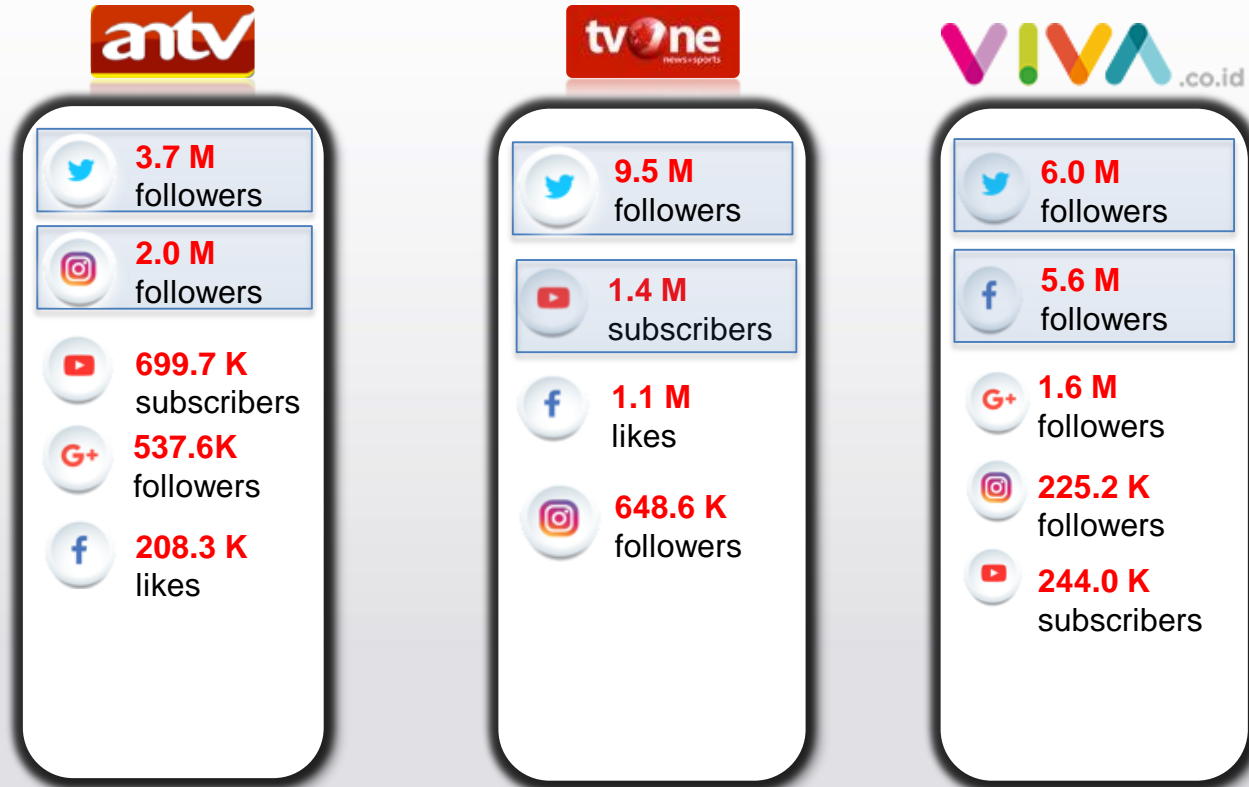
Source: Nielsen 11 Cities; M 35+ Upper Middle1; 000s; (1 Jan—31 Dec 2018)





**OUR DIGITAL**

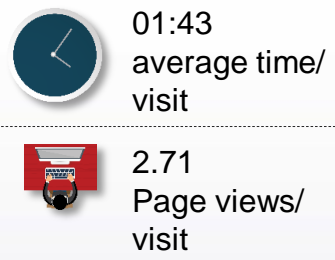




\*All Social Media Data as of 31 Dec 2018



# Viva.co.id Portal generated 89.7 Mio Monthly (avg) Pageviews and 16.1 Mio Monthly (avg) Unique Visitors



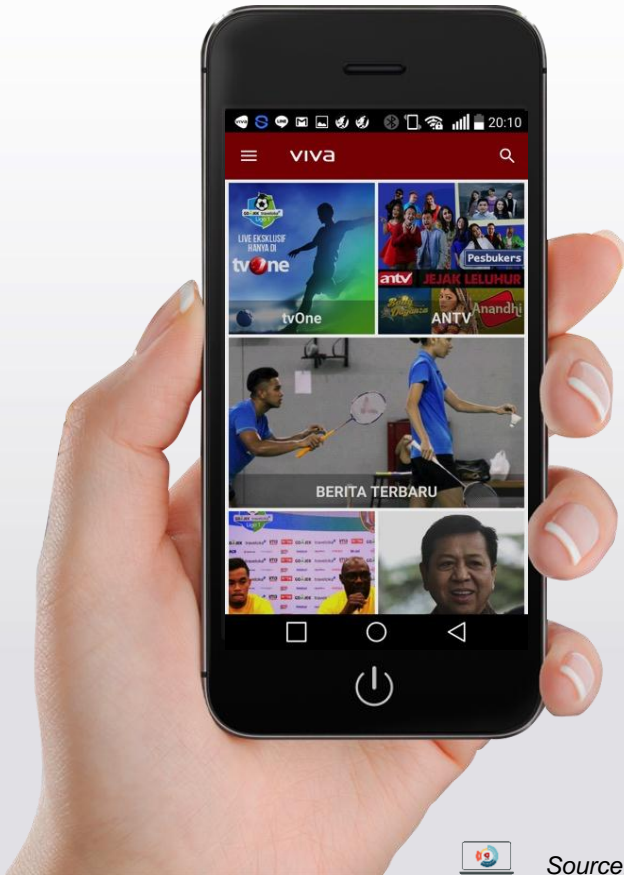
Source: Google Analytics, 1 January – 31 December 2018

A Group member of viva





# VIVA App is a mobile app that holds a bouquet content of VIVA group (articles, live stream & VOD)



**1,439,863 DOWNLOAD** (per 31 Dec 2018)  
**14.5 MN SCREEN VIEW** (avg/mo)  
**2,280,868 VIDEO VIEW** (avg/mo)



### LIVE STREAMING

Pesbukers, Bollyvaganza, News, ILC, Liga Indonesia, One Pride MMA, 100, Damai Indonesiaku



### VIDEO ON DEMAND

Curated Video Content From tvOne, ANTV and VIVA.CO.ID Media Partners.



### UP TO DATE ARTICLES

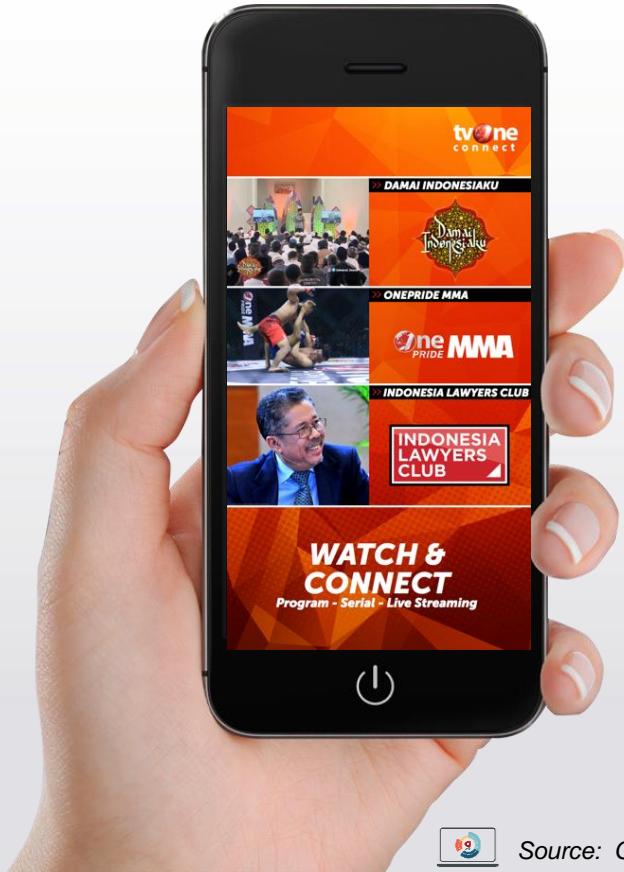
Wide Ranging Articles From News, Entertainment, Lifestyle and Sport.



Source:  
Google Analytics, 1 Jan – 31 December 2018

A Group member of VIVA





## WATCH & CONNECT



**814.019 DOWNLOAD**  
**4.7 MN SCREEN VIEW (avg/mo)**  
**145 K VIDEO VIEW (avg/mo)**



**LIVE STREAMING**  
 News, ILC, Liga Indonesia, One Pride MMA, Super Family 100, Damai Indonesiaku



**VIDEO ON DEMAND**  
 News, ILC, Liga Indonesia, One Pride MMA, Super Family 100, Damai Indonesiaku



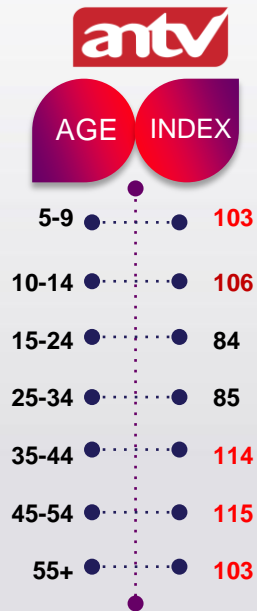
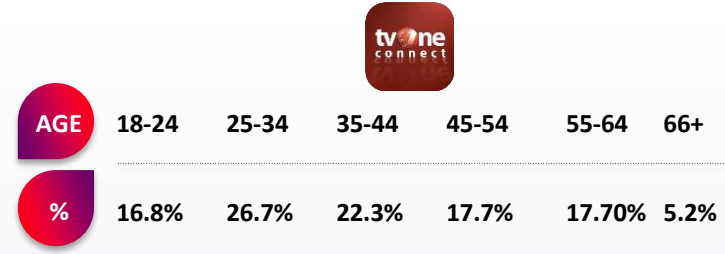
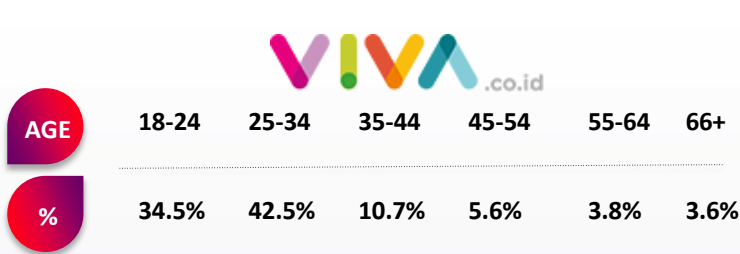
**INTERACTIVE CONTENT**  
 User generated content : Quiz, polling, video upload



Source: Google Analytics, , 1 Jan – 31 Dec 2018



## DIGITAL REACH

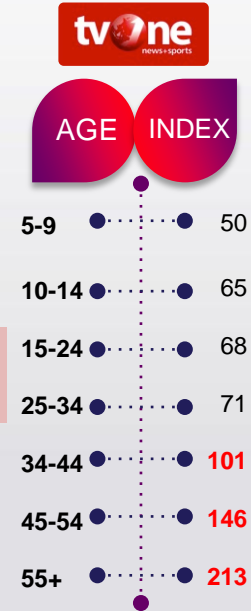


New target segment



Pesbukers

SUPER FAMILY 100



New target segment





Thank you

A Group member of VIVA





A large red geometric graphic consisting of two overlapping squares. The top-left square is slightly offset to the left and top, while the bottom-right square is offset to the right and bottom. The word "APPENDIX" is centered in white, bold, uppercase letters within the intersection of the two squares.

# APPENDIX

<i>(IDR bn)</i>	2012A	2013A	2014A	2015A	2016A	2017A
<b>Revenue</b>	<b>1,241.4</b>	<b>1,674.4</b>	<b>2,272.7</b>	<b>2,108.7</b>	<b>2,685.7</b>	<b>2,775.0</b>
<i>Revenue Growth (%)</i>	25.1%	34.9%	35.7%	-7.2%	27.4%	3.3%
PB Cost	428.8	390.8	708.8	674.0	824.5	888.0
Operating Expense	486.9	629.0	697.7	806.4	1,003.0	1,083.2
Depreciation	66.9	67.7	94.3	105.8	101.8	97.6
<b>EBITDA</b>	<b>325.8</b>	<b>654.5</b>	<b>866.2</b>	<b>628.4</b>	<b>858.1</b>	<b>803.8</b>
<i>EBITDA Margin (%)</i>	26.2%	39.1%	38.1%	29.8%	32.0%	29.0%
<i>EBITDA Growth (%)</i>	38.7%	100.9%	32.3%	-27.5%	36.6%	-6.3%
<b>Net Income (Loss)</b>	<b>72.9</b>	<b>107.4</b>	<b>144.3</b>	<b>(511.8)</b>	<b>408.6</b>	<b>151.7</b>
<i>Net Margin (%)</i>	5.9%	6.4%	6.4%	-24.3%	15.2%	5.5%
<i>Net Income Growth (%)</i>	177.2%	47.3%	34.4%	NM	NM	-62.9%

# Media penetration, TV & internet simultaneous consumption

## 96%, our strategy is to operate in both platforms

