



VIVA

# VIVA GROUP PRESENTATION

June 1<sup>st</sup>, 2016

A Group member of VIVA

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viva.co.id



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Our Entertainment

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Our News

# Our Company



# VIVA is the fastest growing media company

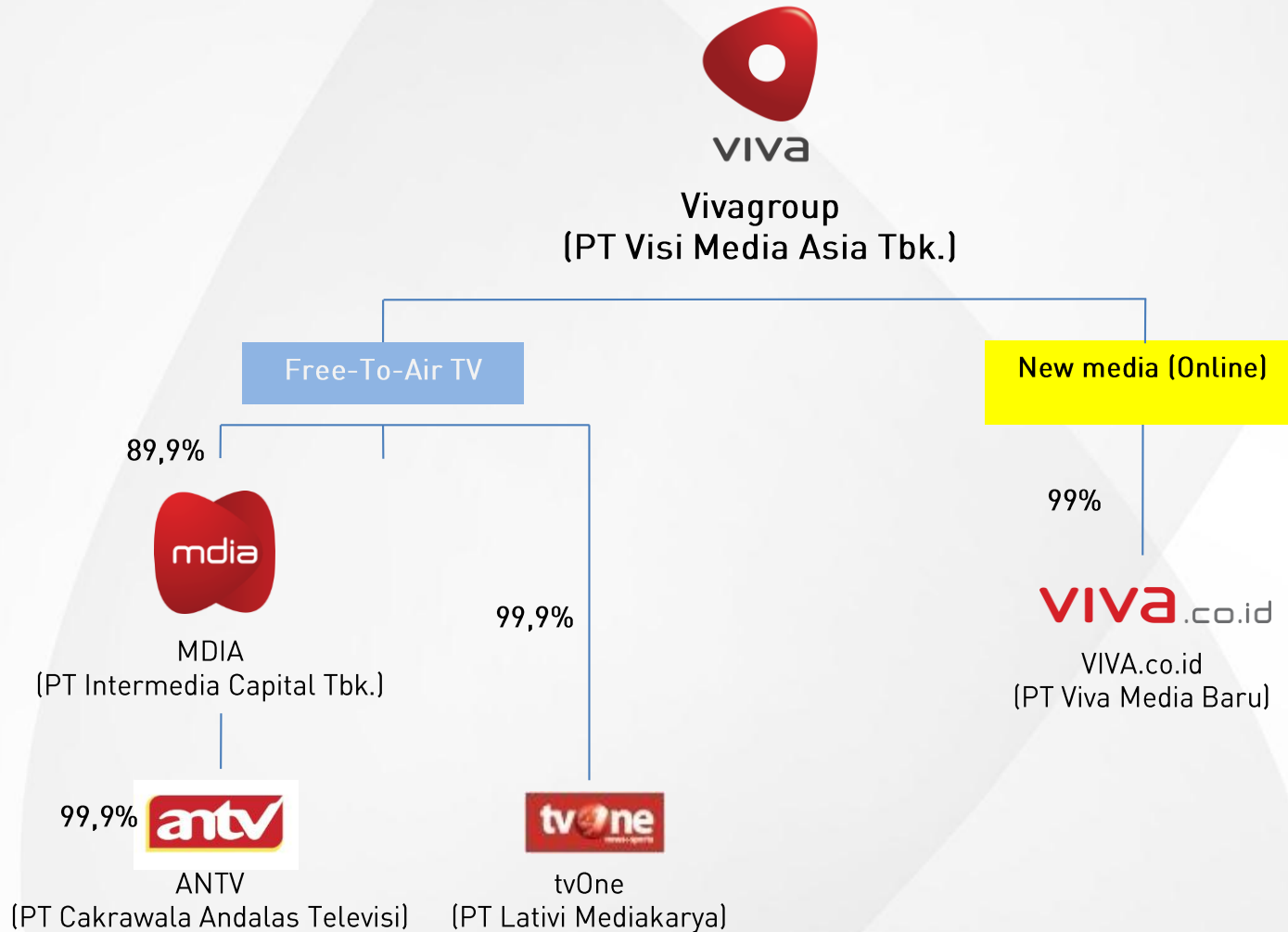
- Operating in a young and growing Indonesian population that will be empowered by a growing domestic economy
- VIVA's key management team has extensive experience in the media industry, with deep understanding of local habits and strong belief in New Media convergence
- Free to Air (FTA) TV is the most influential media platform to reach and acquire audience in Indonesia. VIVA is aggressively developing opportunities in new media by leveraging its extensive FTA audience and integrating New Media content partnerships.
  - VIVA reaches nearly 170mn audience through two Top FTA TV stations and is looking for opportunities in regional/local network
  - Over 70% of content produced in-house
  - Incubated top online news portal (viva.co.id), demonstrating growth synergies between FTA TV & online.

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# VIVA's Corporate Structure and Business Segment



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# VIVA's key management personnel has helped in turning around the company

## Key Management Profiles

### Anindya N. Bakrie

Gained his MBA degree from Stanford Graduate School of Business in 2001. Elected as CEO of VIVA in 2014.

### Erick Thohir

Gained his MBA degree from National University, California in 1993. Elected as CEO of MDIA and ANTV in 2014, previously CEO of VIVA and tvOne.

### Robertus B. Kurniawan

Gained his MBA degree from University of Wisconsin in 1995. Held position of Vice President Director of VIVA since 2011.

### Otis Hahijari

Gained his Master of Arts in Management from San Diego State University in 1995 and Master of Science in Finance from Lancaster University, England, in 1996. He is the Chief of Programming in ANTV and tvOne.

### Anindra Ardiansyah Bakrie

Gained his MBA degree from Bentley, McCallum Graduate School of business in 2005. Held position of Director of VIVA since 2011 and also serves as President Director of tvOne and viva.co.id

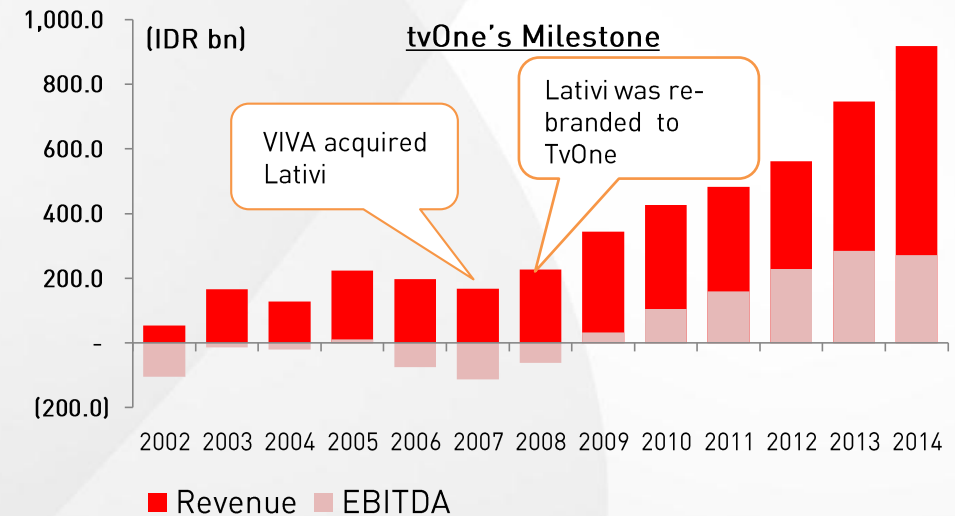
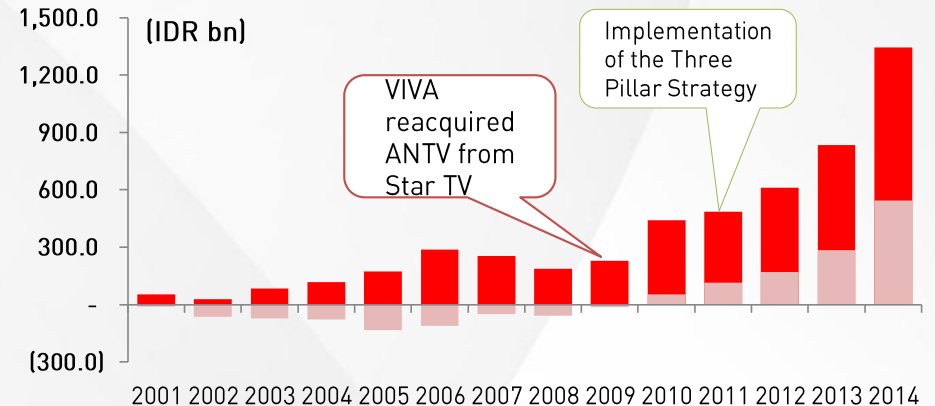
### David Eric Burke

Gained his Degree in Business Economics from London School of Economics. Elected as Chief of Operating Officer of VIVA in 2015.

### Karni Ilyas

Graduated with a Law degree from University of Indonesia in 1986. Has held the positions of Vice President Director and Editor in Chief of tvOne.

## ANTV's Milestone



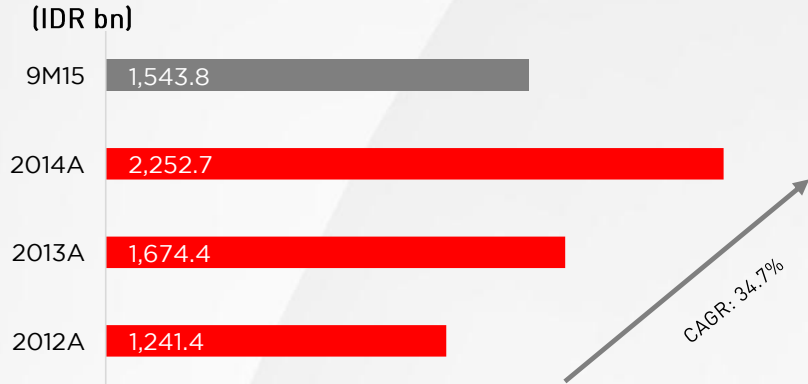
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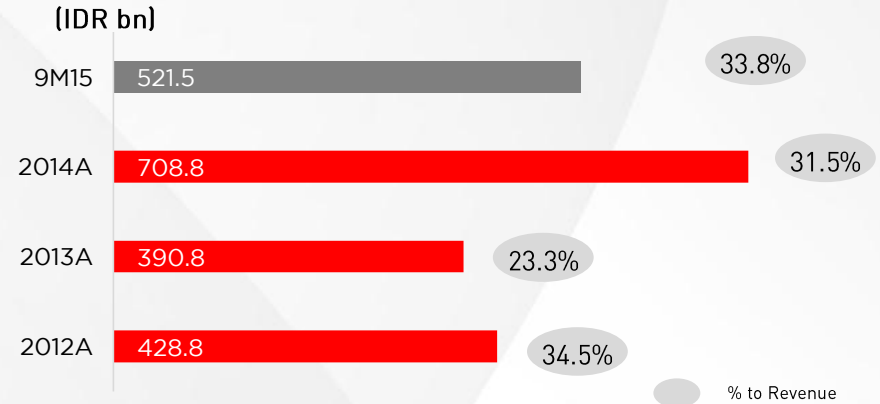


# VIVA Consolidated: Summary of Financial Performance 2012-9M2015A

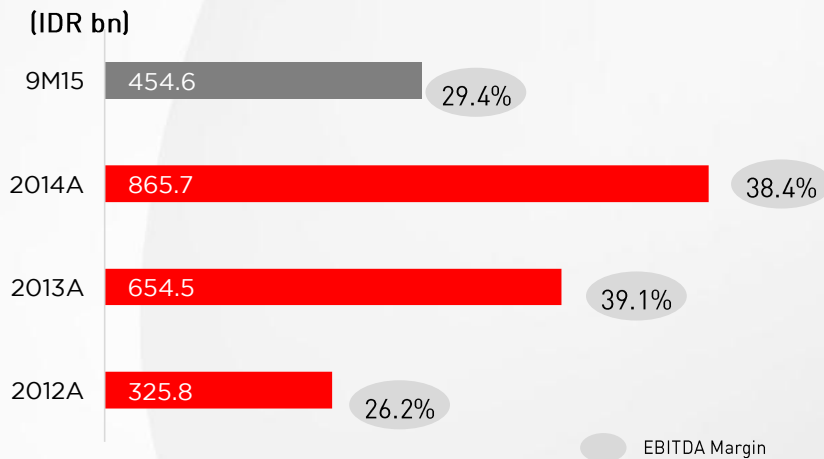
## Revenue



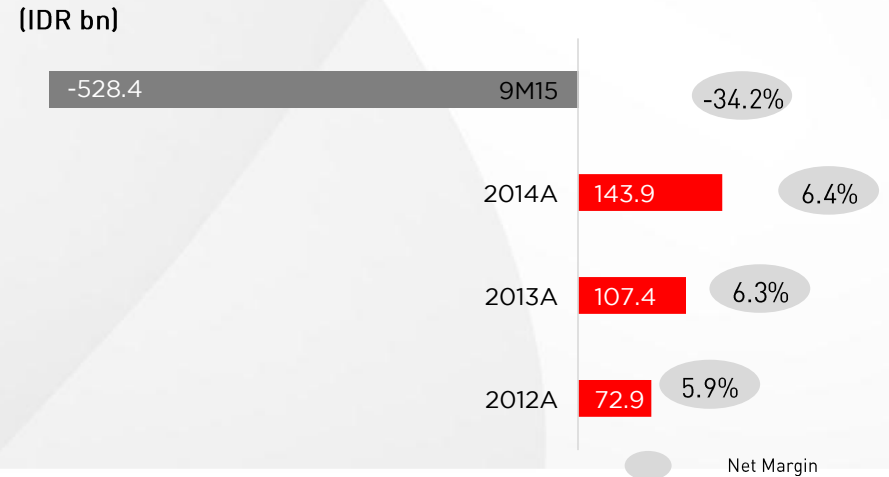
## P&B Cost



## EBITDA



## Net Income\*



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\*Notes: Net Income figures attributable to owners of the parent and non-controlling interest





# MDIA Consolidated: Summary of Financial Performance 2012-2015A

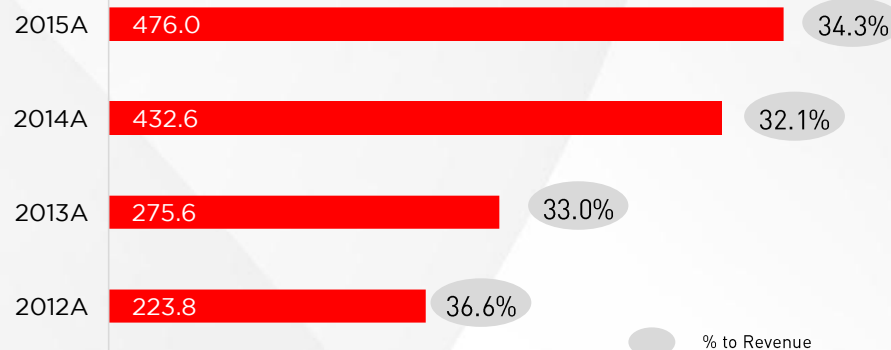
## Revenue

(IDR bn)



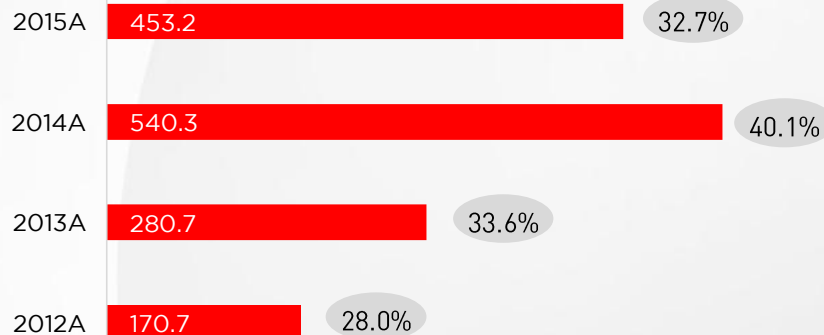
## P&B Cost

(IDR bn)



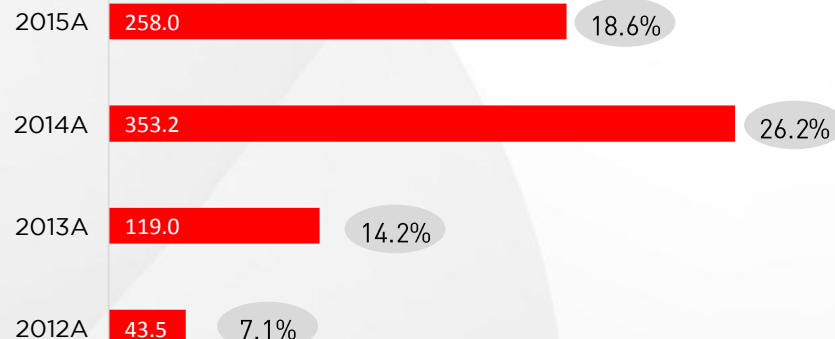
## EBITDA

(IDR bn)



## Net Income\*

(IDR bn)



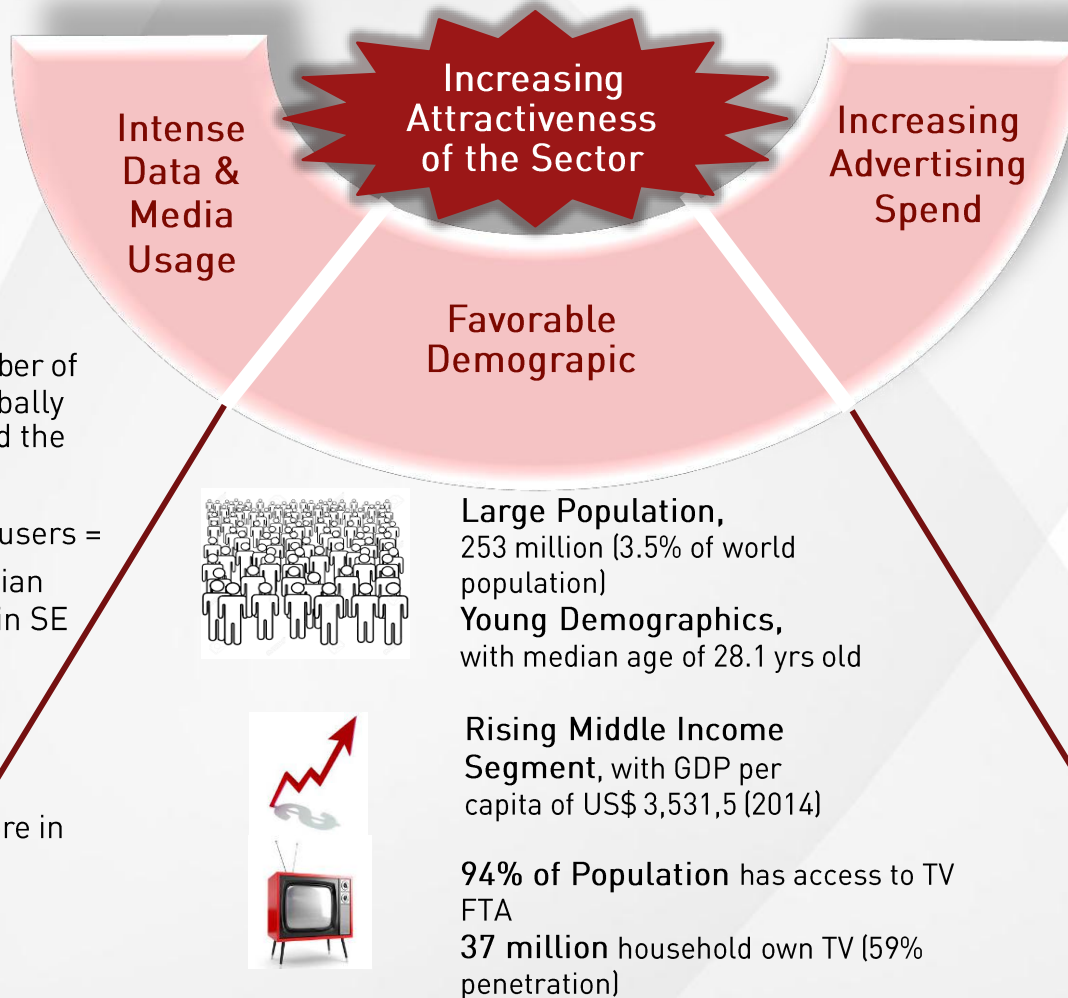
EBITDA Margin

Net Margin

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\*Notes: Net Income figures attributable to owners of the parent and non-controlling interest

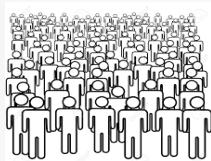
# Our Industry



 **6<sup>th</sup>** highest number of Twitter users globally (Jakarta is ranked the 13<sup>th</sup> tweet-city)

 **41m** Facebook users = **90%** of Indonesian online users (#1 in SE Asia)

 **78%** Internet-enabled phone penetration (#2 after Singapore in SEA)



**Large Population**, 253 million (3.5% of world population)  
**Young Demographics**, with median age of 28.1 yrs old



**Rising Middle Income Segment**, with GDP per capita of US\$ 3,531,5 (2014)  
**94% of Population** has access to TV FTA  
**37 million** household own TV (59% penetration)

**9,1% yoy** growth in FY14  
 Estimated Net AdSpend



**40,7%** growth in online advertising



**7,2%** growth in TV advertising



Source: AGB Nielsen Media Research , PWC Media, MPA database 2014-2015, BPS

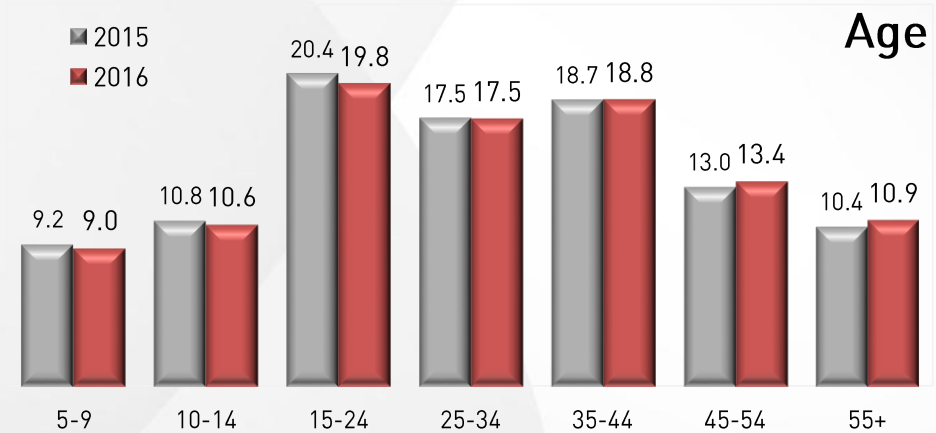
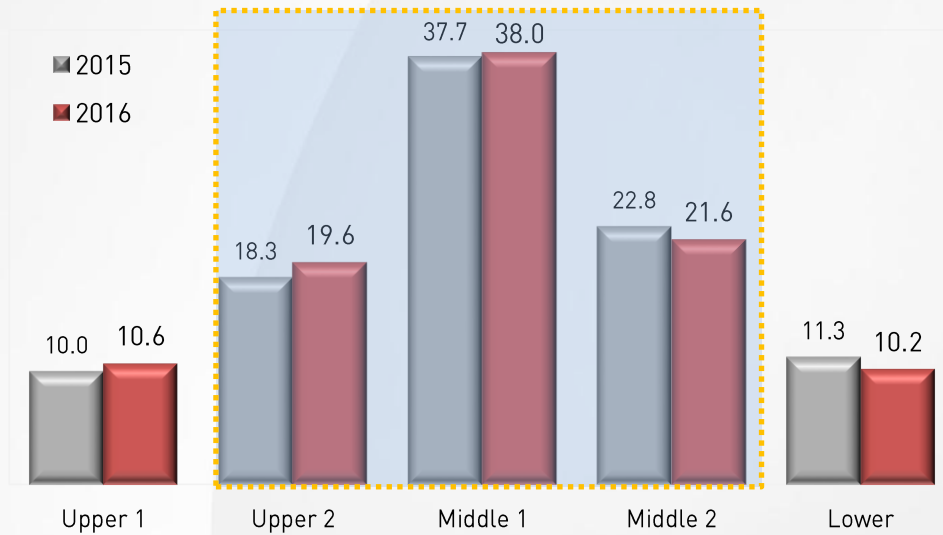
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# Indonesia's demographic is characterized by a young population and growing middle class

## Social Economic Classification (SEC)

79.2%

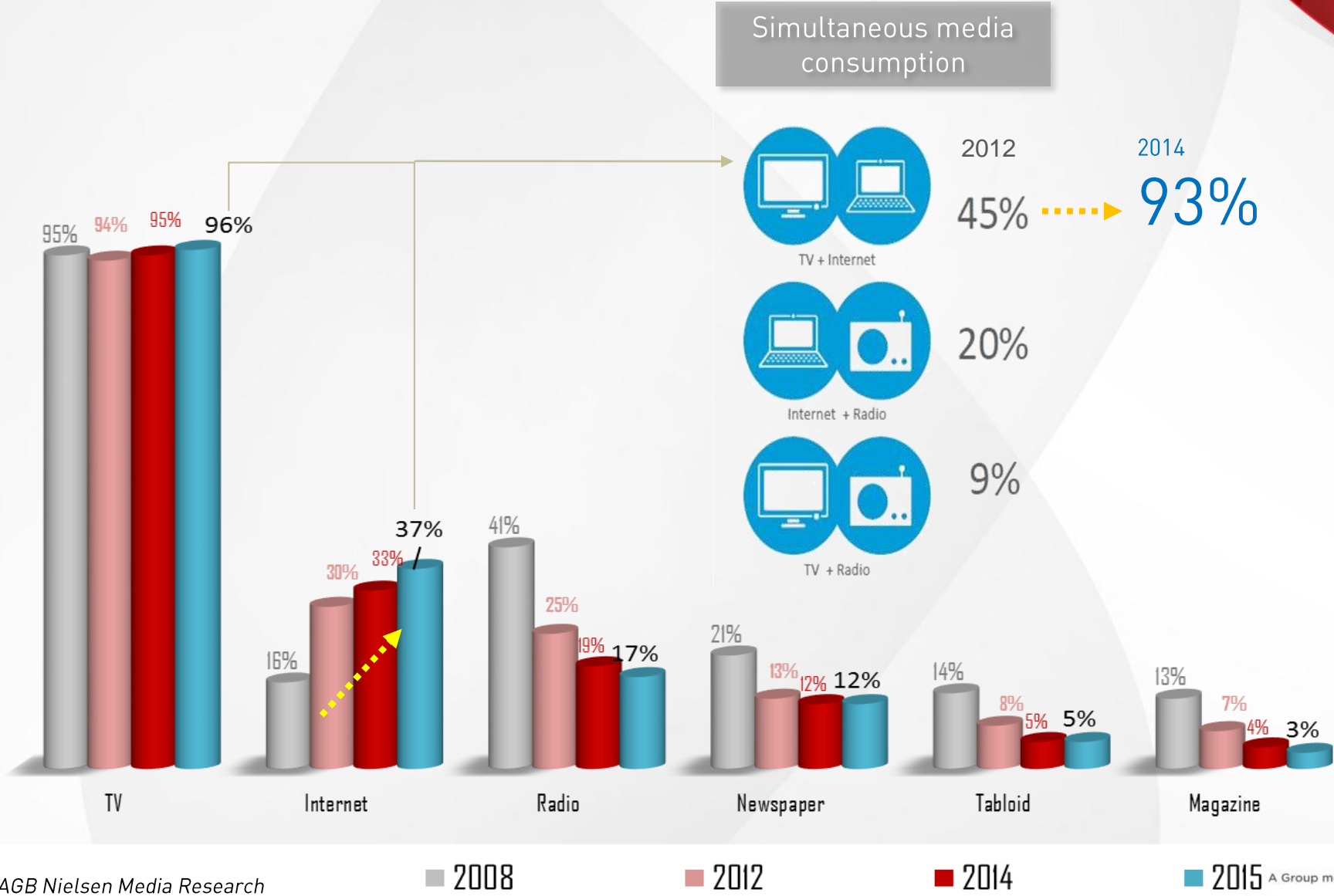


Source: 01 Jan 2015– 30 Apr 2016, All Channel, 10 Cities, Reach 000's

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# Media penetration 2015



Source: AGB Nielsen Media Research

■ 2008

■ 2012

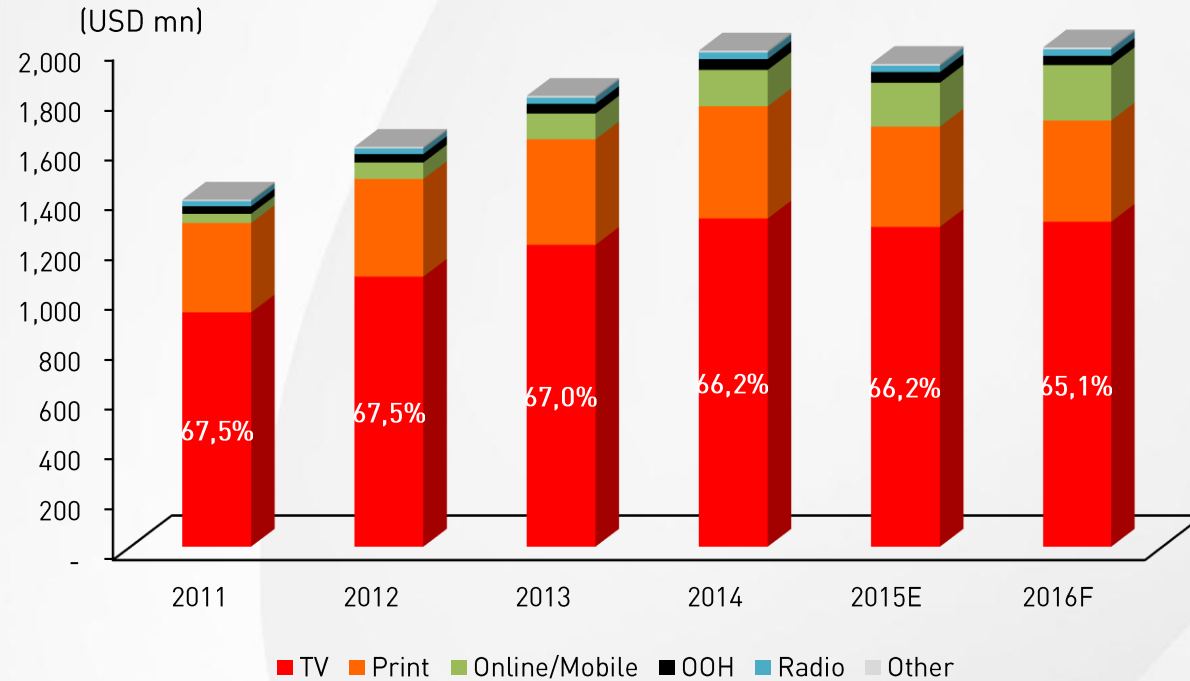
■ 2014

■ 2015 A Group member of VIVA

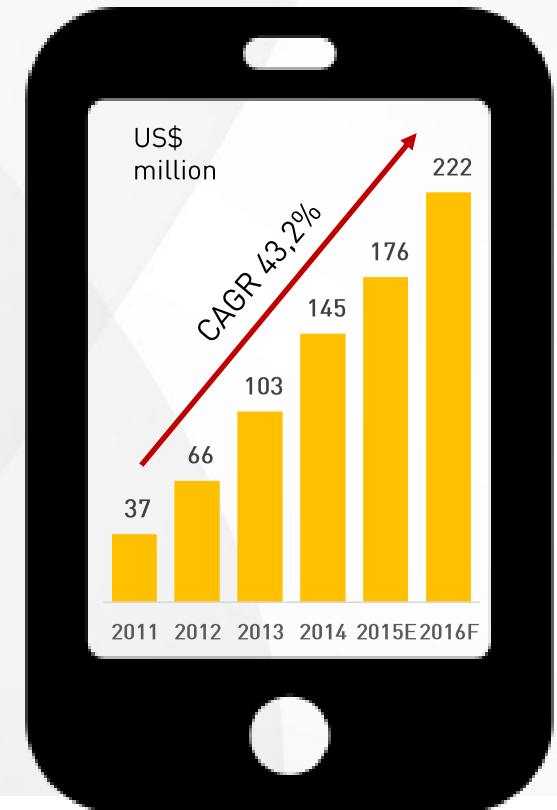


**FTA TV is the preferred advertising platform, capturing 66.2% of advertising market. Online is the fastest growing platform taking adshare from print and radio media.**

### Indonesia's Net Advertising Revenues



### Online/Mobile Segment's Net Adex



Source: Asia Pacific Advertising Trends 2015

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# VIVA groups' FTA TV stations specifically target different audiences

Target Audience		Audience Profile by Index									
		VIVA		MNC			EMTEK		TRANS CORP		MEDIA
		ANTV	TVONE	RCTI	GTV	MNCTV	SCTV	IVM	TRANS	TRANS7	METRO
Gender	Male	76	107	93	105	91	88	85	89	96	102
	Female	124	93	107	95	110	112	115	111	104	98
Age	5-9	109	42	81	114	170	73	67	57	71	45
	10-14	93	65	107	123	125	113	93	93	101	66
	15-24	81	74	92	81	71	98	81	95	91	77
	25-34	97	83	89	99	94	85	90	110	106	83
	35-44	114	118	105	117	117	108	106	99	110	119
	45-54	104	145	119	96	81	118	137	113	110	144
	55+	117	192	117	83	81	108	143	123	107	181
SEC	UPPER 1	68	134	79	86	55	71	89	108	77	162
	UPPER 2	95	105	81	110	99	94	99	106	104	128
	MIDDLE 1	113	96	102	105	112	108	99	97	104	90
	MIDDLE 2	102	98	114	95	103	114	111	100	109	75
	LOWER	97	69	127	87	105	88	93	91	87	58

Index < 100 less effective  
 Index > 100 more effective  
 Index = 100 effective

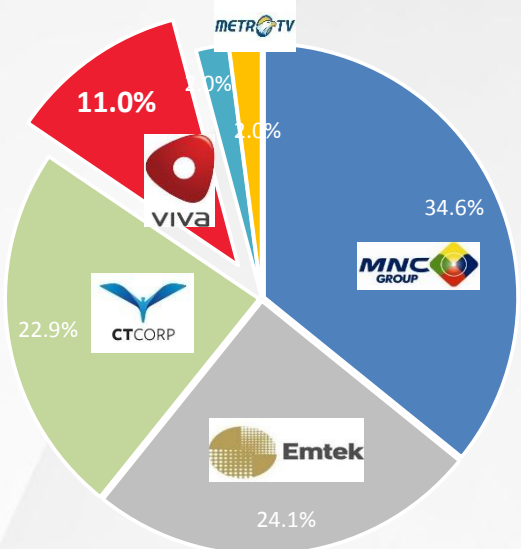
Source: AGB Nielsen Media Research 11 cities, index, 01 Jan – 31 May 2016

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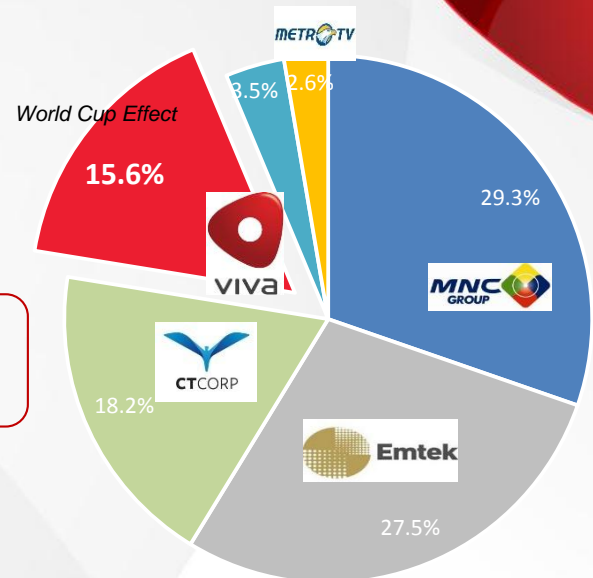
# VIVA manage to continuously improve its combined TVS



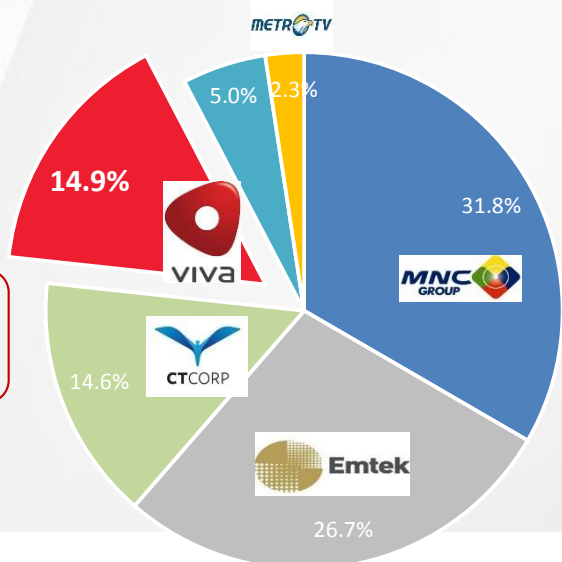
2013



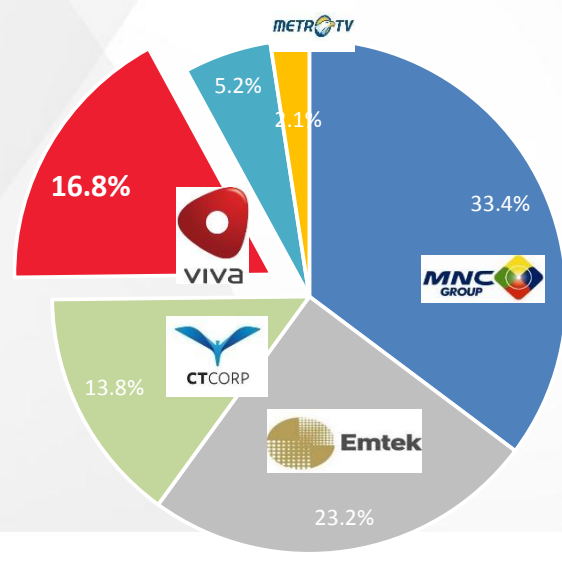
2014



2015



2016



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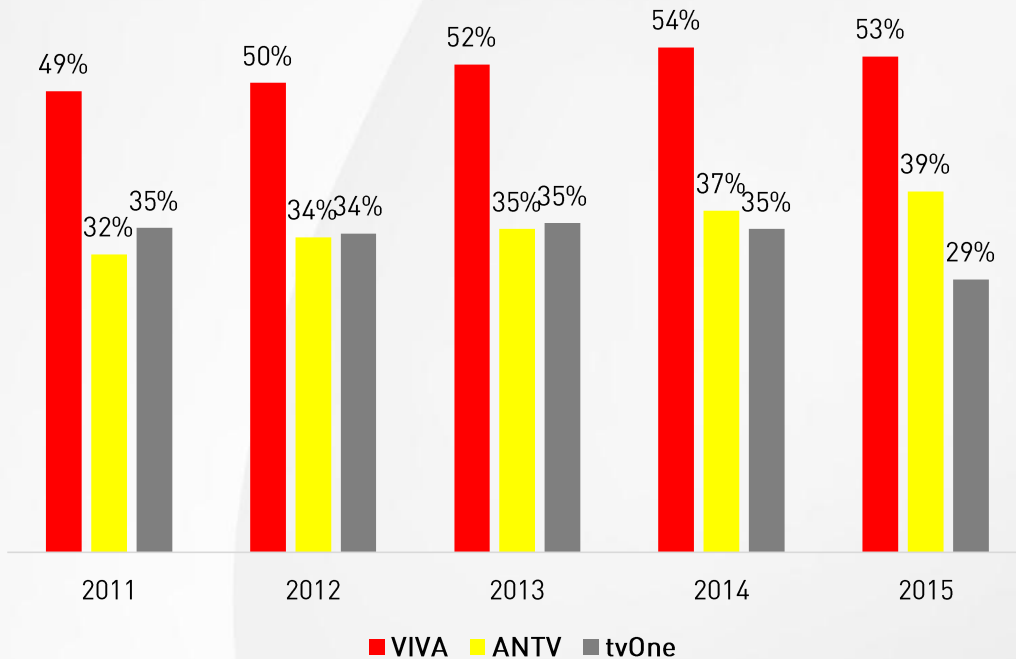
Source: AGB Nielsen Media Research 10 cities, Share, all people 2012 – May 2016



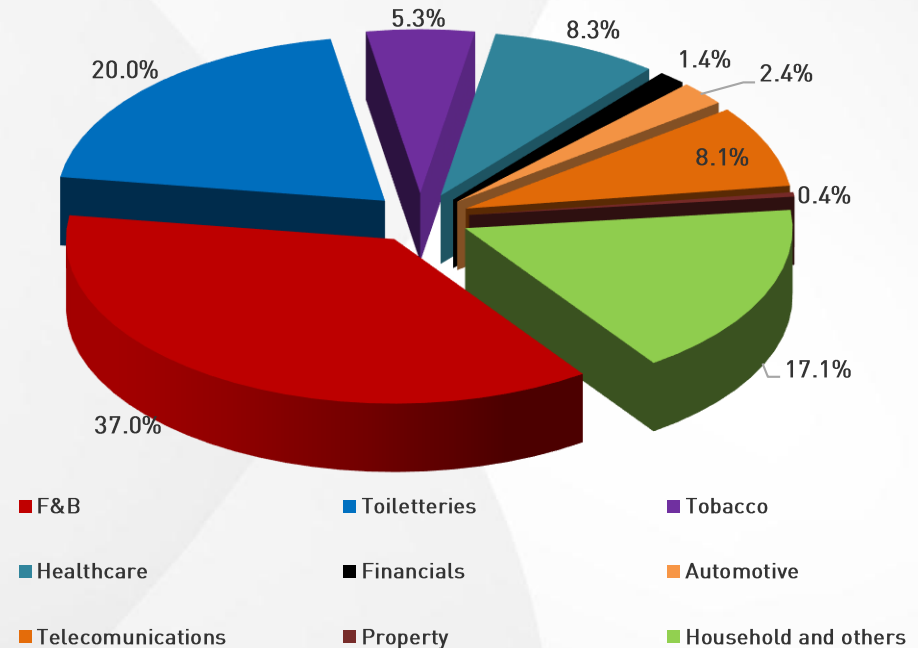


# Number of brands advertising through VIVA reach 53% of total brand in Industry. F&B products are the biggest contributor.

% of number of brand advertising in VIVA, ANTV, tvOne vs industri (2011-2015)



Advertising Expenditure by Industry's Segment FY 2015



Source: AGB Nielsen Media Research

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# Our Entertainment

# ANTV Share Performance

## All Daypart



Source: AGB Nielsen Media Research 11 cities, 1 Jan 2013 – 31 May 2016, TA : ALL PEOPLE

### FY 2013

Channel / Variable	TVR	SHARE
--------------------	-----	-------

RCTI	2.1	16.9
SCTV	2.0	15.9
TRANS	1.5	12.0
TRANS7	1.3	10.9
MNCTV	1.3	10.7
IVM	1.0	8.2
GTV	0.9	7.0
<b>ANTV</b>	<b>0.8</b>	<b>6.7</b>
TVONE	0.5	4.3
METRO	0.3	2.0
BCHANNEL	0.1	0.8
NET	0.1	0.7
KOMPASTV	0.1	0.5

+67%



### FY 2014

Channel / Variable	TVR	SHARE
--------------------	-----	-------

SCTV	1.9	15.8
RCTI	1.7	14.4
IVM	1.4	11.3
<b>ANTV</b>	<b>1.3</b>	<b>11.2</b>
TRANS	1.2	10.2
MNCTV	1.1	8.9
TRANS7	0.9	7.9
GTV	0.7	6.0
TVONE	0.6	4.6
METRO	0.3	2.7
NET	0.2	1.6
BCHANNEL/RT	0.1	1.1
KOMPASTV	0.1	0.6

+2.0%



### FY 2015

Channel / Variable	TVR	SHARE
--------------------	-----	-------

RCTI	1.8	15.2
SCTV	1.7	14.4
IVM	1.4	12.3
<b>ANTV</b>	<b>1.3</b>	<b>11.4</b>
MNCTV	1.2	10.3
TRANS7	0.9	7.5
TRANS	0.8	7.1
GTV	0.7	6.3
TVONE	0.4	3.5
NET	0.3	2.9
METRO	0.3	2.3
RTV	0.1	1.2
KOMPASTV	0.1	0.9

+19.3%



### YTD 2016

Channel / Variable	TVR	SHARE
--------------------	-----	-------

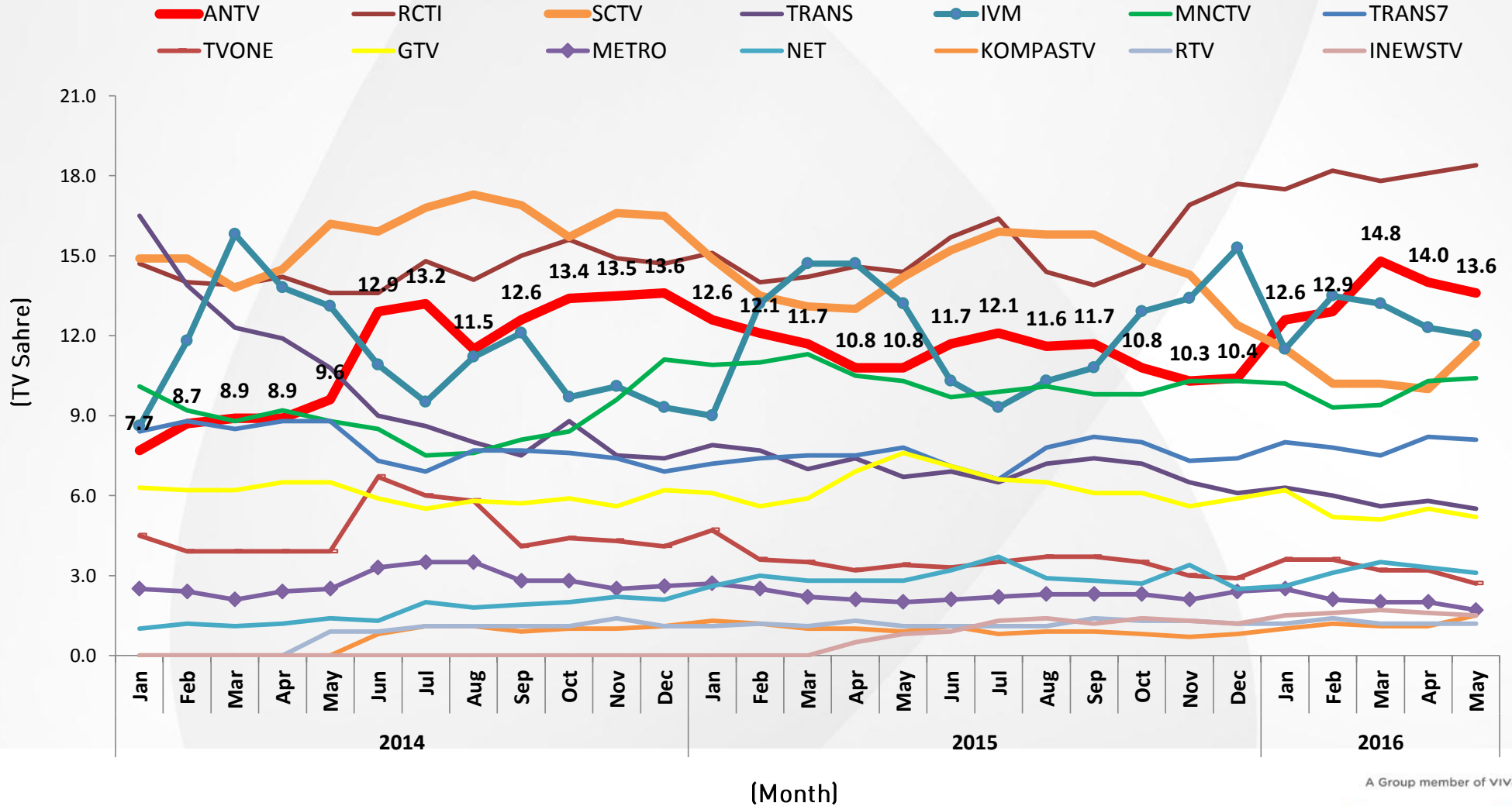
RCTI	2.1	18.0
<b>ANTV</b>	<b>1.6</b>	<b>13.6</b>
IVM	1.5	12.5
SCTV	1.3	10.7
MNCTV	1.2	9.9
TRANS7	0.9	7.9
TRANS	0.7	5.9
GTV	0.6	5.4
TVONE	0.4	3.2
NET	0.4	3.1
METRO	0.2	2.1
RTV	0.1	1.2
KOMPASTV	0.1	1.2

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# Share Trend Performance (2014 - 2016\*)

## All Daypart

### All Station

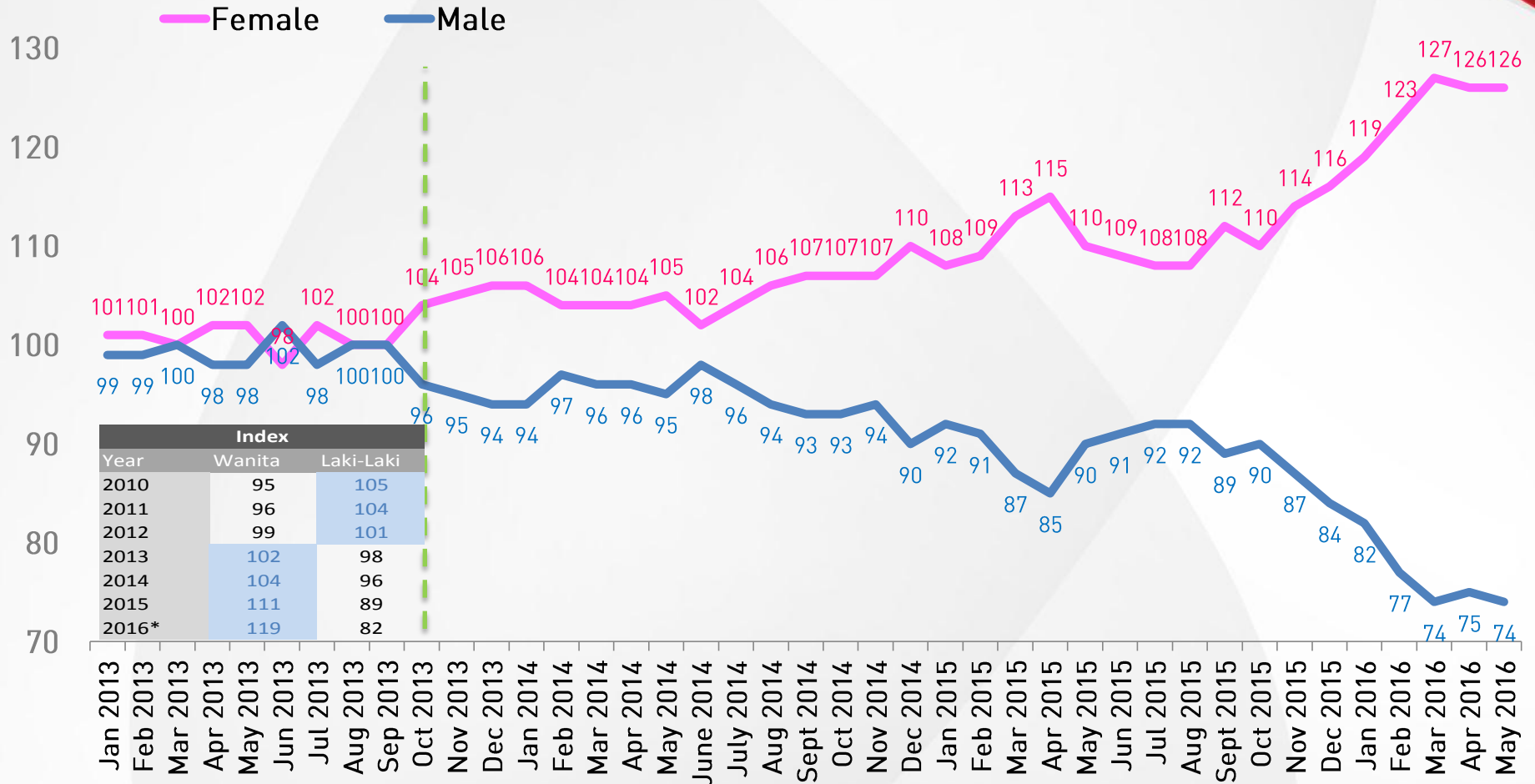


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Source: AGB Nielsen Media Research 11 cities, 1 Jan 2014- 31 May 2016,  
TA : All People SEC



# ANTV's with new strategy proving to be a splash among female audience

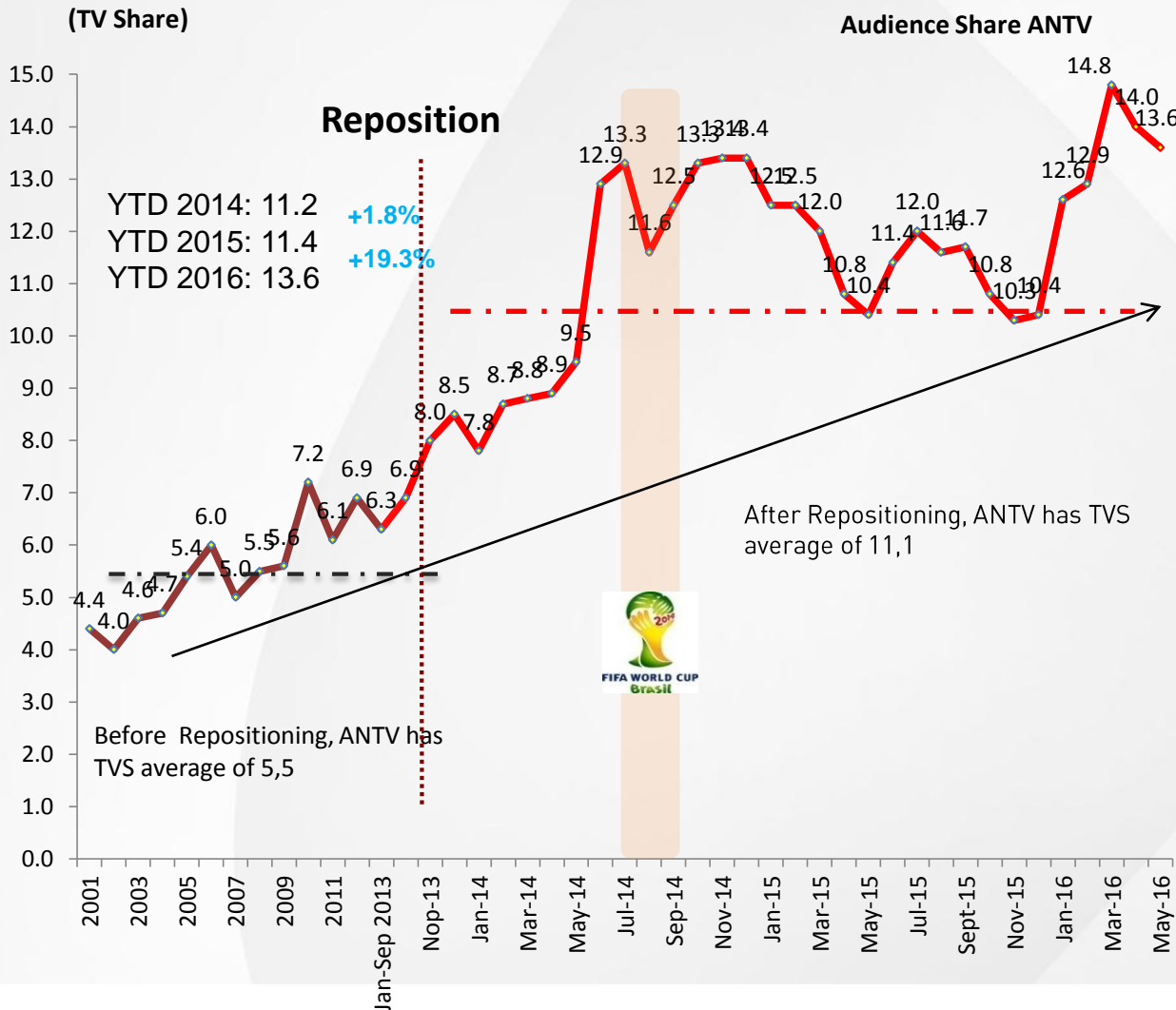


Source: AGB Nielsen Media Research, 11 Cities, Index by Month, 1 Jan 2013 – 31 May 2016, \*without World Cup 2014

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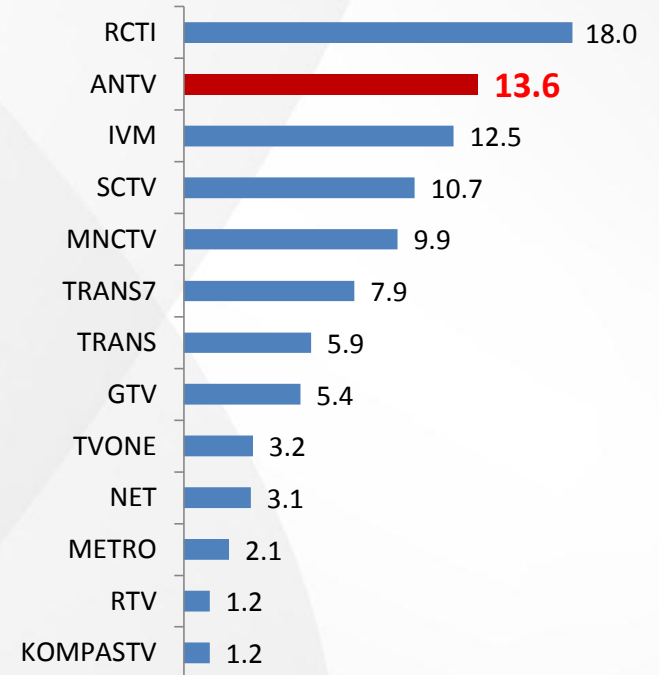


# ANTV's strategy and repositioning indicate share increase



## ANTV latest TVS position in 2016 (Jan 01 – May 31, 2016)

### All Daypart



# ANTV manage to contribute more programs into Top 15 Program Industry

Period : (01 Jan – 30 Jun 2015)

Top Program Industry (All People)

No	Program	Channel	Level 2 <sup>Variable</sup>	TVR	Share
1	D ACADEMY 2	IVM	Entertainment:Talent	4.3	21.5
2	JODHA AKBAR	ANTV	Series:Drama	4.3	18.1
3	PREMAN PENSIUN 2	RCTI	Series:Drama	4.3	22.9
4	7 MANUSIA HARIMAU	RCTI	Series:Drama	4.3	18.7
5	BINTANG PANTURA 2015	IVM	Entertainment:Talent	4.1	21.4
6	TUKANG BUBUR NAIK HAJI THE SEF	RCTI	Series:Drama	4.1	17.3
7	MADUN	SCTV	Series:Drama	3.7	16.4
8	XFI AUDITION 2015	RCTI	Entertainment:Talent	3.5	18.6
9	SAKINAH BERSAMAMU	RCTI	Series:Drama	3.3	18.8
10	SAMSON & DAHLIA	SCTV	Series:Drama	3.2	15.5
11	CINTA DI LANGIT TAJ MAHAL	ANTV	Series:Drama	3.2	14.5
12	AKU ANAK INDONESIA	RCTI	Series:Drama	3.0	14.0
13	AISYAH PUTRI THE SERIES JILBAB	RCTI	Series:Drama	3.0	15.6
14	GANTENG GANTENG SERIGALA	SCTV	Series:Drama	3.0	13.5
15	3 SEMPRUUUL MENGEJAR SURGA	SCTV	Series:Drama	3.0	20.6

Period : (01 Jan – 31 May 2016)

Top Program Industry (All People)

No	Program	Channel	Level 2 <sup>Variable</sup>	TVR	Share
1	ANAK JALANAN	RCTI	Series:Drama	8.0	34.5
2	TUKANG BUBUR NAIK HAJI THE SEF	RCTI	Series:Drama	4.6	21.3
3	UTTARAN	ANTV	Series:Drama	4.2	26.5
4	TOP TUKANG OJEK PENGKOLAN	RCTI	Series:Drama	3.5	19.4
5	SASUKE NINJA WARRIOR INDONESIA	RCTI	Entertainment:Game	3.4	19.6
6	D ACADEMY 3	IVM	Entertainment:Talent	3.4	17.8
7	CATATAN HATI SEORANG ISTRI 2	RCTI	Series:Drama	3.3	17.7
8	THE VOICE INDONESIA	RCTI	Entertainment:Talent	3.1	18.5
9	MERMAID IN LOVE	SCTV	Series:Drama	2.6	11.3
10	SENANDUNG	MNCTV	Series:Drama	2.6	11.1
11	D'CELEBRITY	IVM	Entertainment:Talent	2.6	13.9
12	ANANDHI	ANTV	Series:Drama	2.4	19.4
13	ASISTEN RUMAH TANGGA	RCTI	Series:Drama	2.4	17.3
14	DORAEMON	RCTI	Children:Series Anim	2.3	20.1
15	UPIN & IPIN	MNCTV	Children:Series Anim	2.3	16.1

Source: Nielsen, 11 Cities, All People (Existing Program – First Run)

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## Top Program Foreign – All Genre

No	Program	Channel	Type	(r) TVR	Share
1	UTTARAN	ANTV	Series:Drama	4.2	26.5
2	ANANDHI	ANTV	Series:Drama	2.4	19.4
3	DORAEMON	RCTI	Children:Series Anim/Puppe	2.3	20.1
4	UPIN & IPIN	MNCTV	Children:Series Anim/Puppe	2.3	16.1
5	VEERA	ANTV	Series:Drama	2.2	17.8
6	KAALI & GAURI	ANTV	Series:Drama	2.2	17.5
7	ELIF SEASON 2	SCTV	Series:Drama	2.2	11.3
8	CHAKRAVARTIN ASHOKA SAMRAT	ANTV	Series:Drama	2.1	9.1
9	ANTARA NUR & DIA	ANTV	Series:Drama	2.0	9.5
10	ROBIN HOOD	MNCTV	Children:Series Anim/Puppe	1.9	13.9
11	ALVINNN!!! AND THE CHIPMUNKS	MNCTV	Children:Series Anim/Puppe	1.9	15.2
12	THE NEW ADVENTURES OF PETERP	MNCTV	Children:Series Anim/Puppe	1.8	12.7
13	BERNARD BEAR	MNCTV	Children:Series Anim/Puppe	1.7	14.9
14	GANGAA	SCTV	Series:Drama	1.7	12.0
15	FATMAGUL	ANTV	Series:Drama	1.6	9.8

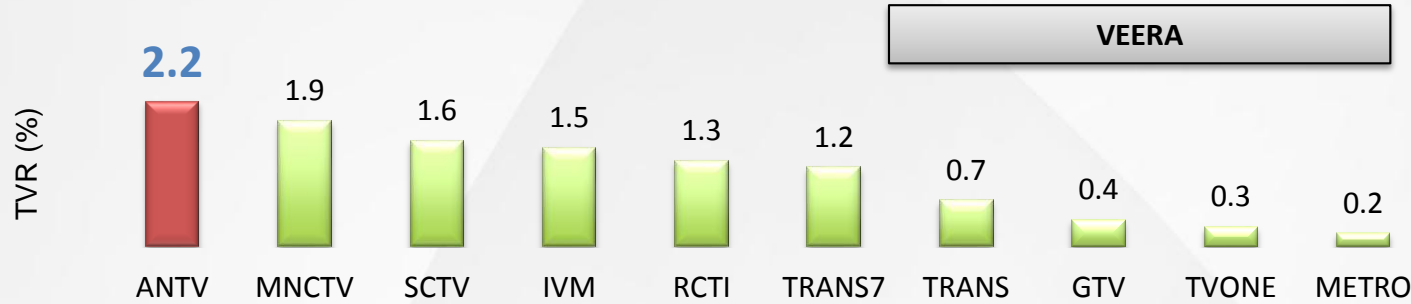
Source: AGB Nielsen, 11 Cities, 01 Jan – 31 May 2016, TA: All People

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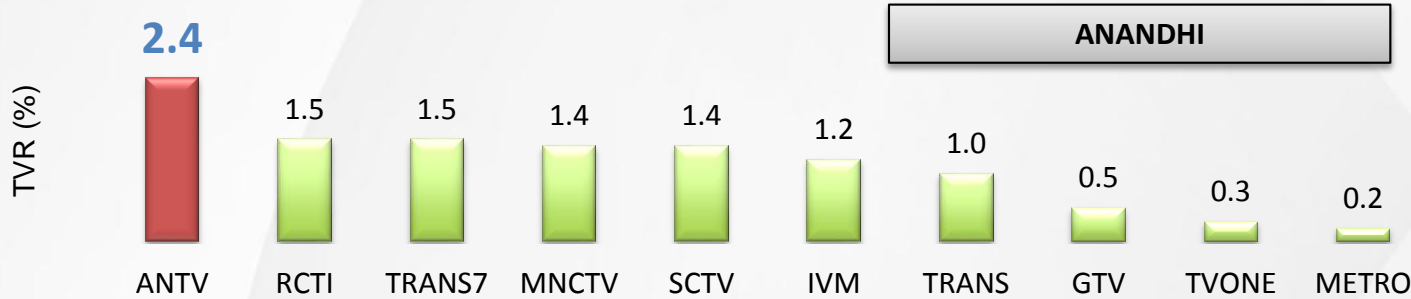


# ANTV's Top Program series #1 in Slot time

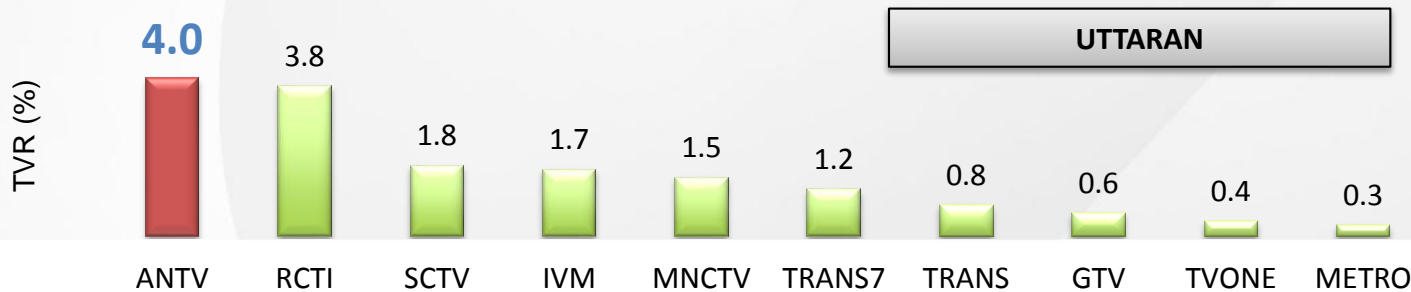
## Series Performance:



Source: AGB Nielsen Media Research, 11 Cities, 18 Jan – 31 May 2016, All People



Source: AGB Nielsen Media Research, 11 Cities, 01 Apr – 31 May 2016, All People



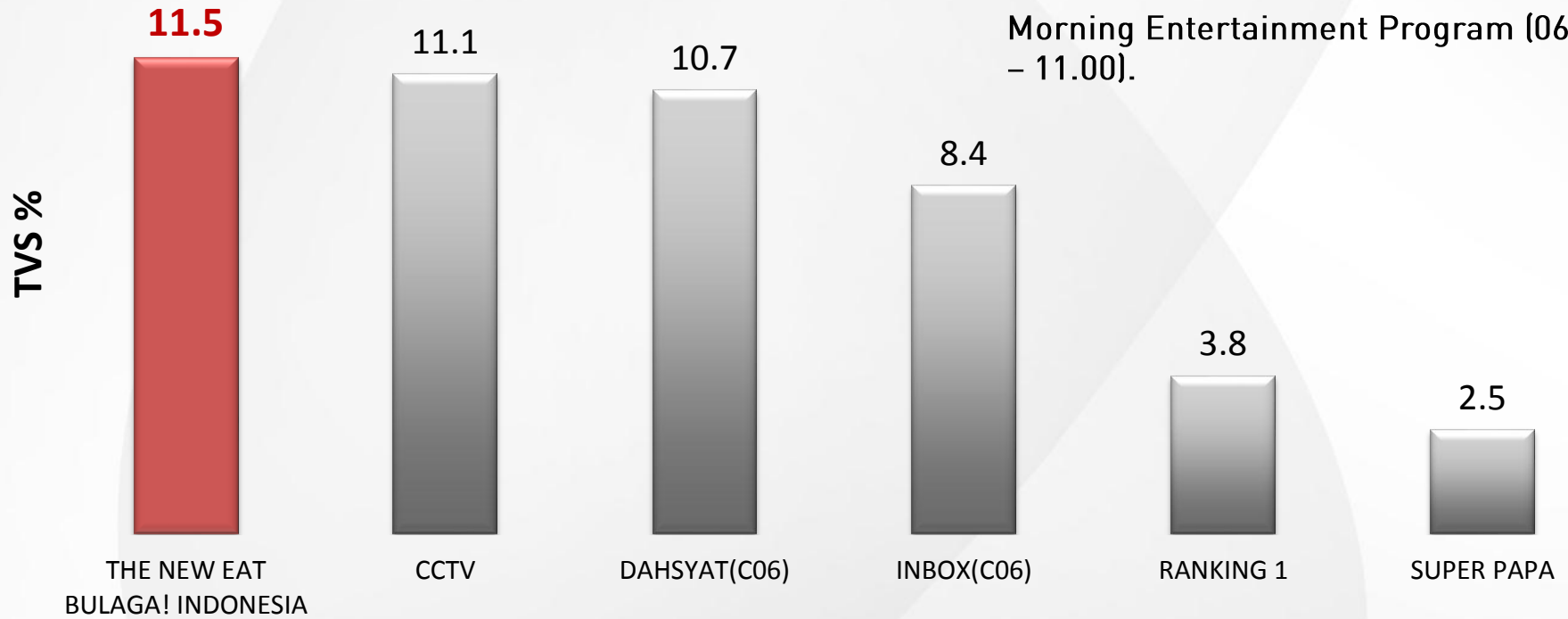
Source: AGB Nielsen Media Research, 11 Cities, 01 – 31 May 2016, All People





TA : MF 30-44 MIDDLE

The New Eat Bulaga Indonesia **#1** in Morning Entertainment Program (06.00 – 11.00).



Source: AGB Nielsen Media Research, 11 Cities, 01 Mar - 31 May 2016 (Weekdays) slot Time 06.00-11.00

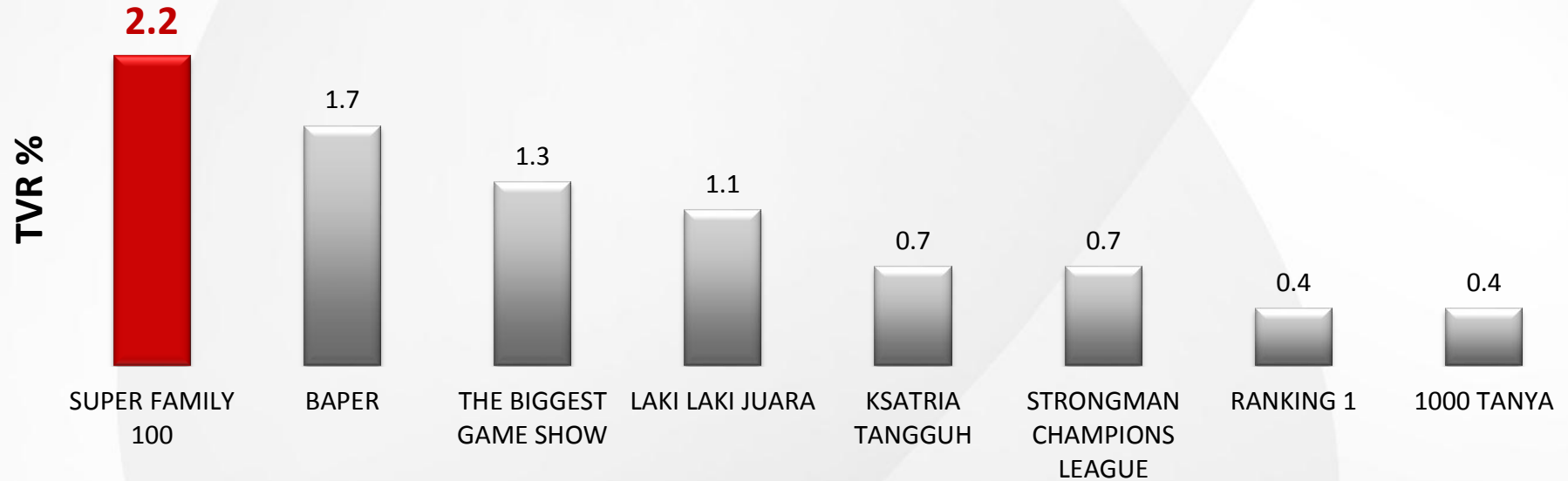
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TA : ALL PEOPLE

Super Family 100

**No. #1** di Top Program Entertainment Quiz & Game Show



Source: AGB Nielsen Media Research, 11 Cities, 01 Apr – 31 May 2016 (Weekdays)

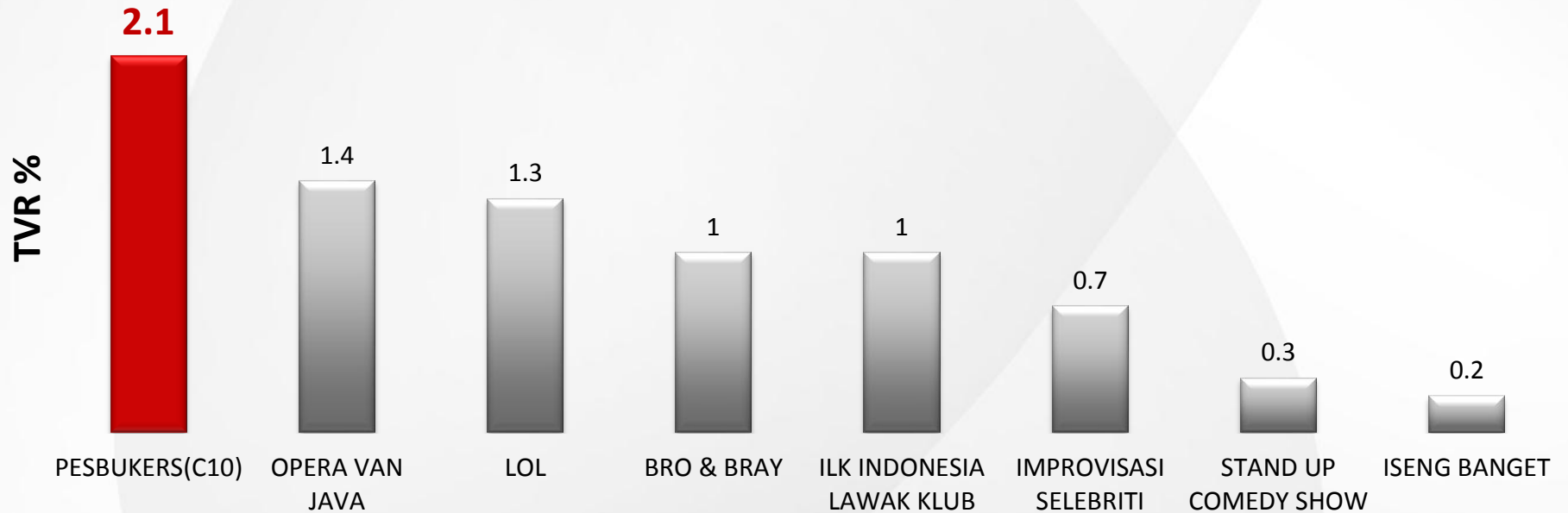
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TA : ALL PEOPLE

## PESBUKERS

1<sup>st</sup> Position on Top Entertainment Comedy Program

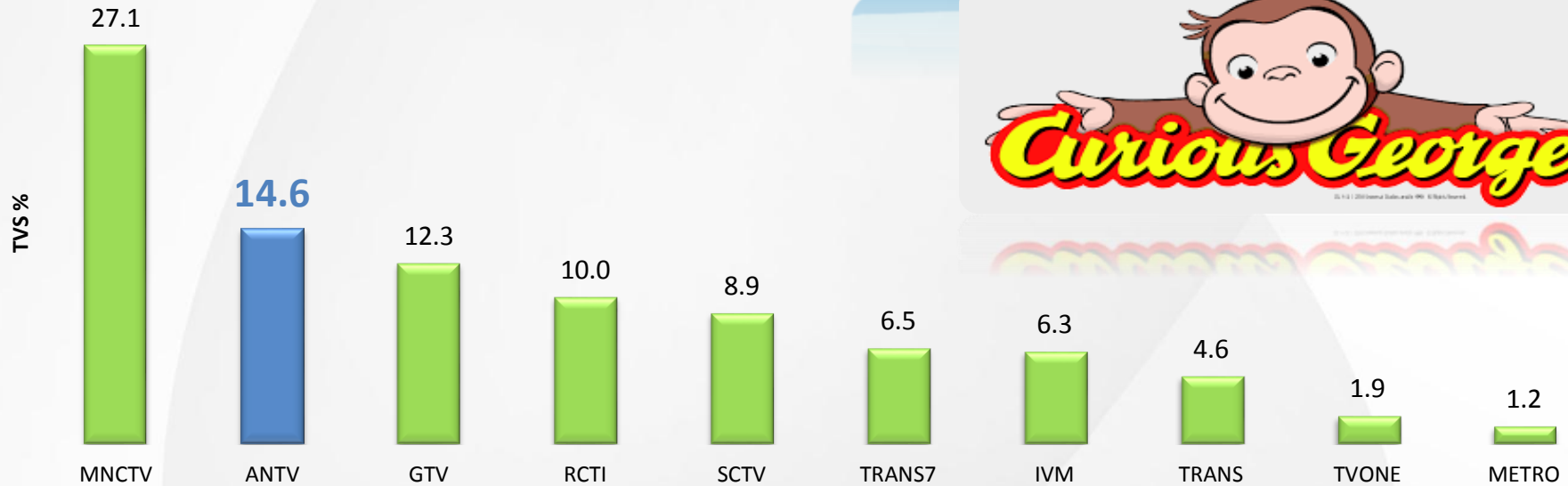


Source: AGB Nielsen Media Research, 11 Cities, 01 Apr – 31 May 2016

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# ANTV #2 with Animation Program

TA : KIDS 05-14



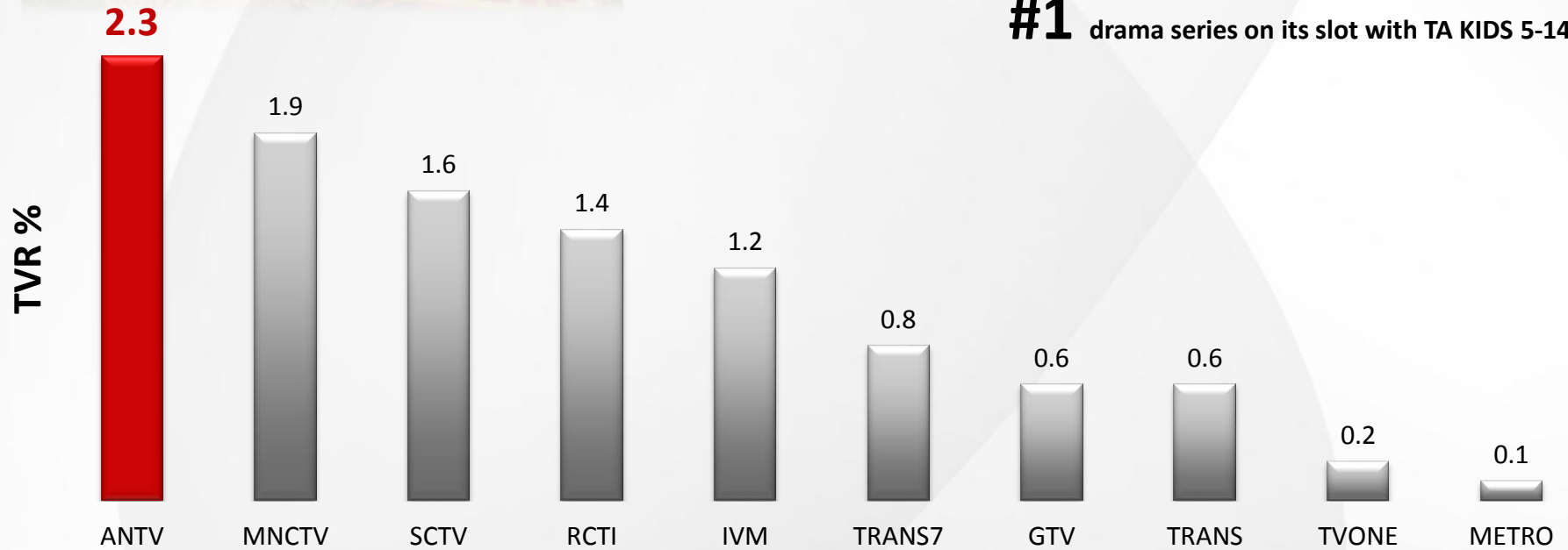
ANTV has increased its time slot on children animated program, Curious George has reached 1<sup>st</sup> position in industry on target audience Kids 05-14



TA: KIDS 5-14

**BAALVEER**

**#1** drama series on its slot with TA KIDS 5-14



Source: AGB Nielsen Media Research, 11 Cities, 01 Jan – 31 May 2016, TA: Kids 5-14

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## TURKEY



## INDIA



## CHINA



## PHILIPINES



## JAPAN



## USA



Unparalleled know-how in discovering global content

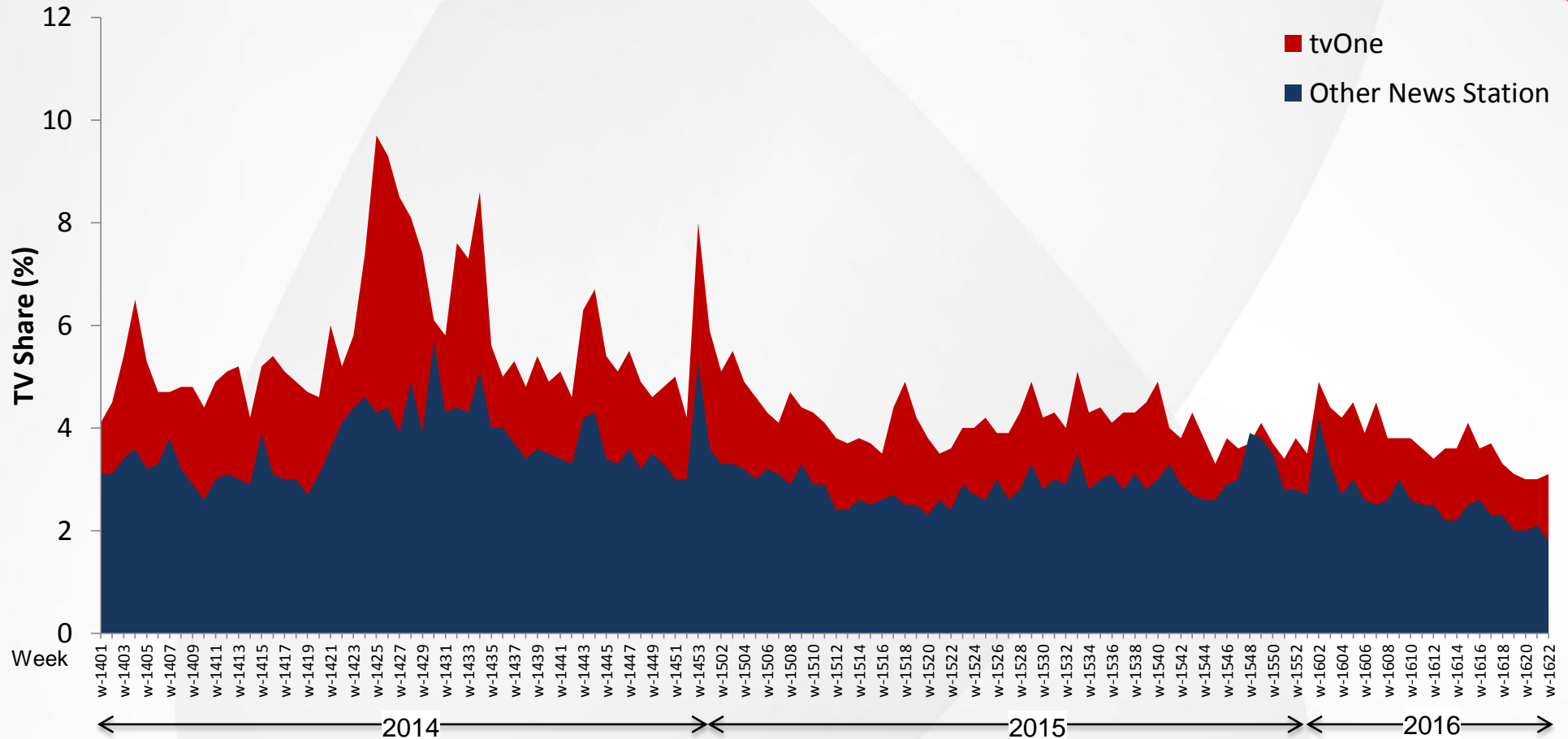
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# Our News



**tvOne has dominated the news segment since its inception and continues to extend its dominance**



Source: Nielsen 10 Cities (Jan 1, 2014 – May 31, 2016), TA 15+ Upper Middle 1

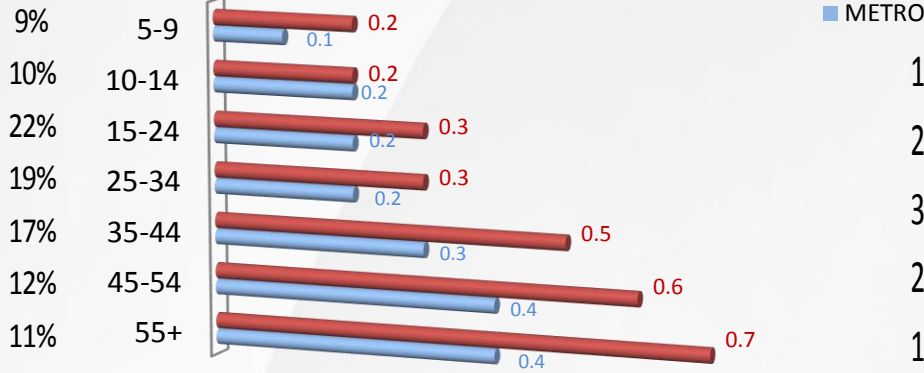
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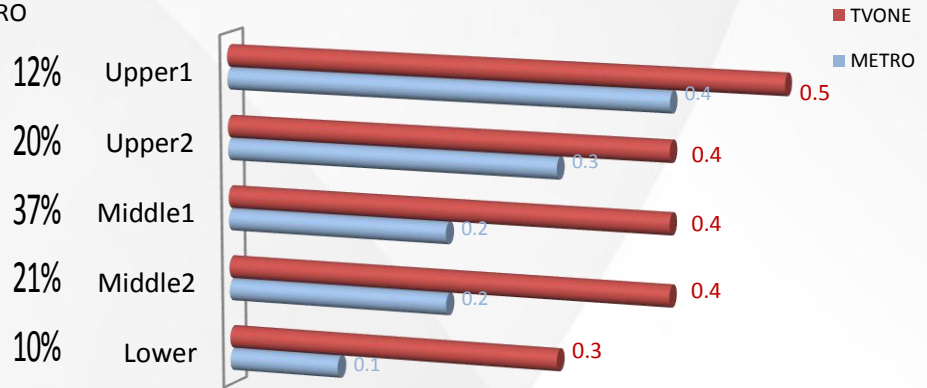
# tvOne lead in terms of number of viewers in all categories



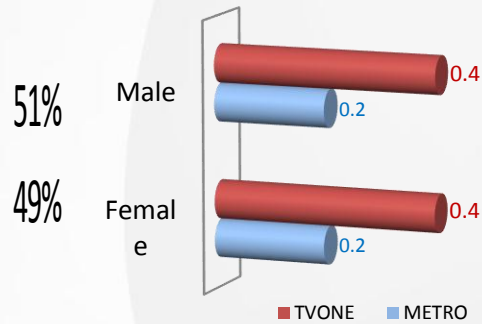
## Age



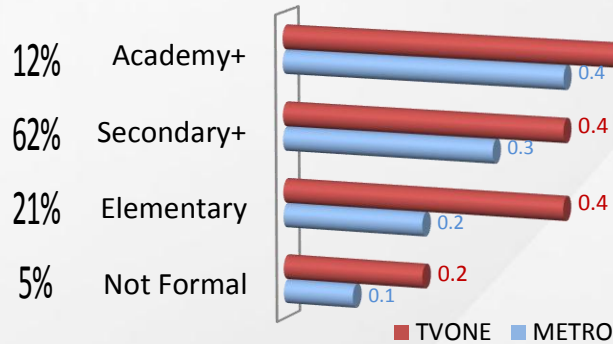
## Socio Economic Classification (SEC)



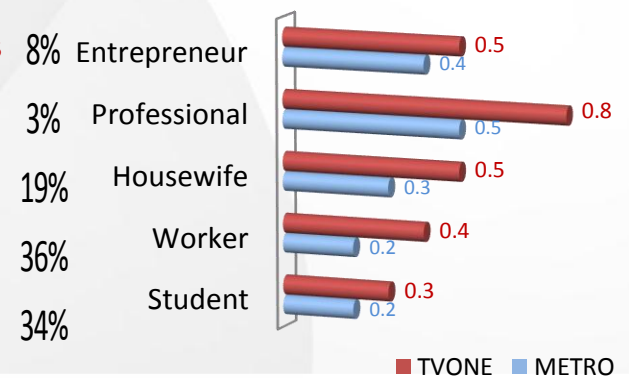
## Gender



## Education



## Occupation



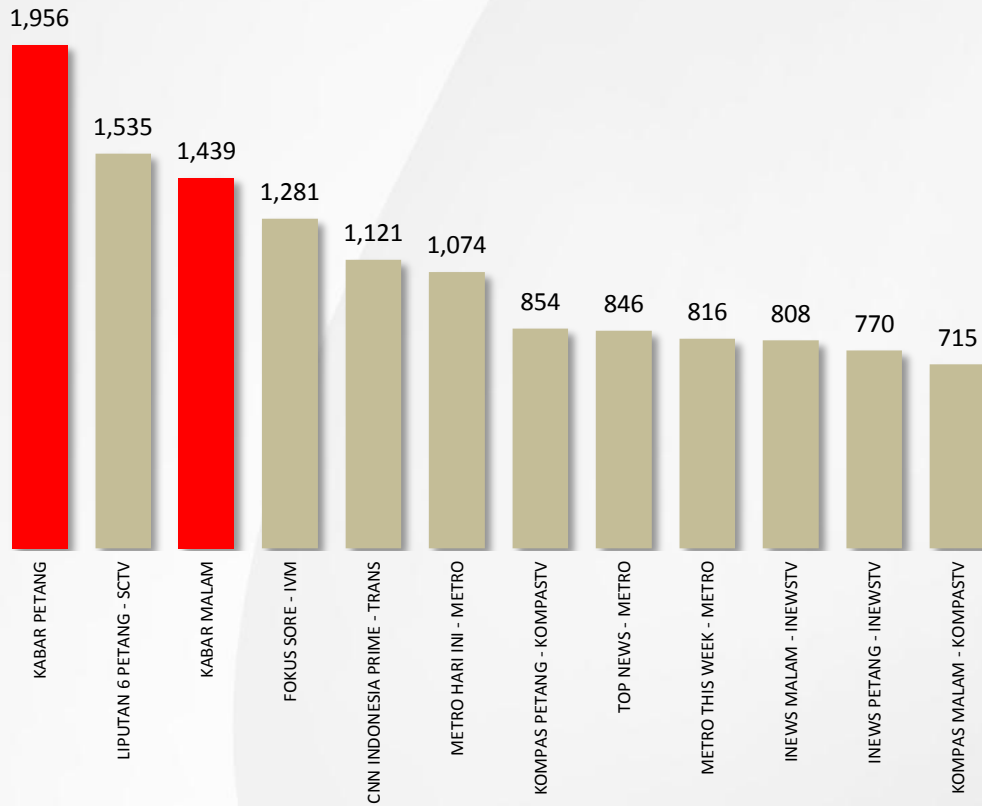
Source: Nielsen 10 Cities TV Rating (%) Jan 1 – May 31, 2016

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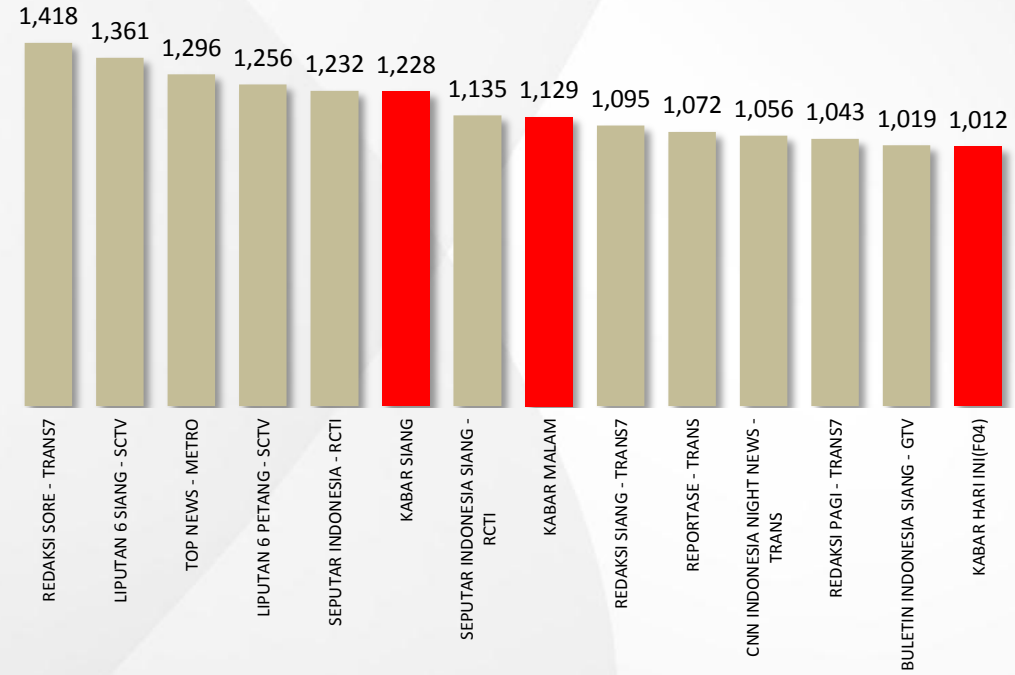


# Leader in Primetime News Program

## Primetime News Program (reach 000's)



## NonPrimetime News Program (reach 000's)



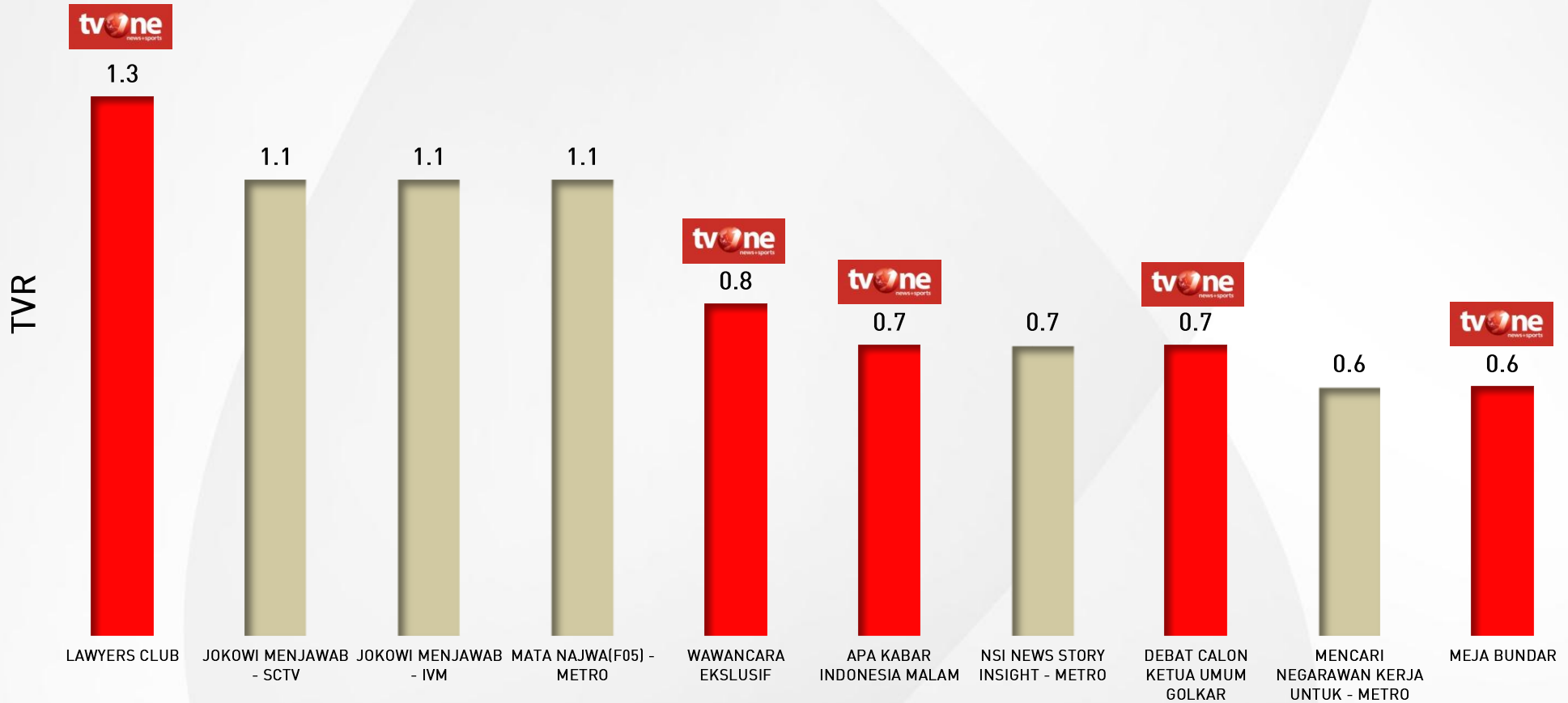
Source: Nielsen 10 Cities Jan 1 – May 31, 2016 TA 15+ Upper Middle 1

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# tvOne dominates TOP 10 Talkshow Program



Source: Nielsen 10 Cities Jan 1 – May 31, 2016 TA 15+ Upper Middle 1

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No	Program	Genre	TVR	Share
1	APA KABAR INDONESIA PAGI (F03)	Special News	2.5	12.8
2	LAWYERS CLUB	News TalkShow	1.3	6.2
3	7TAHUN MILAD DAMAI INDONESIAKU	Religious Preach/Dialog	1.3	9.3
4	BREAKING NEWS (F03)	News Special News	1.2	8.1
5	WORLD BOXING (L)	Sport Match	1.1	9.0
6	MENYINGKAP TABIR	News Feature	0.8	5.0
7	DAMAI INDONESIAKU (G04)	Religious Preach/Dialog	0.8	5.4
8	WAWANCARA EKSKLUSIF	News TalkShow	0.8	3.4
9	KABAR MALAM	Hard News	0.7	4.0
10	ONE PRIDE MMA INDONESIAN MIX (L)	Sport Match	0.7	5.3



Source: Nielsen 10 Cities Jan 1 – May 31, 2016 TA 15+ Upper Middle 1

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# Thank You

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