



# VIVA Group Corporate Presentation

January 2020

A Group member of VIVA



viva.co.id

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ANTV

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tvOne

6

Our Digital

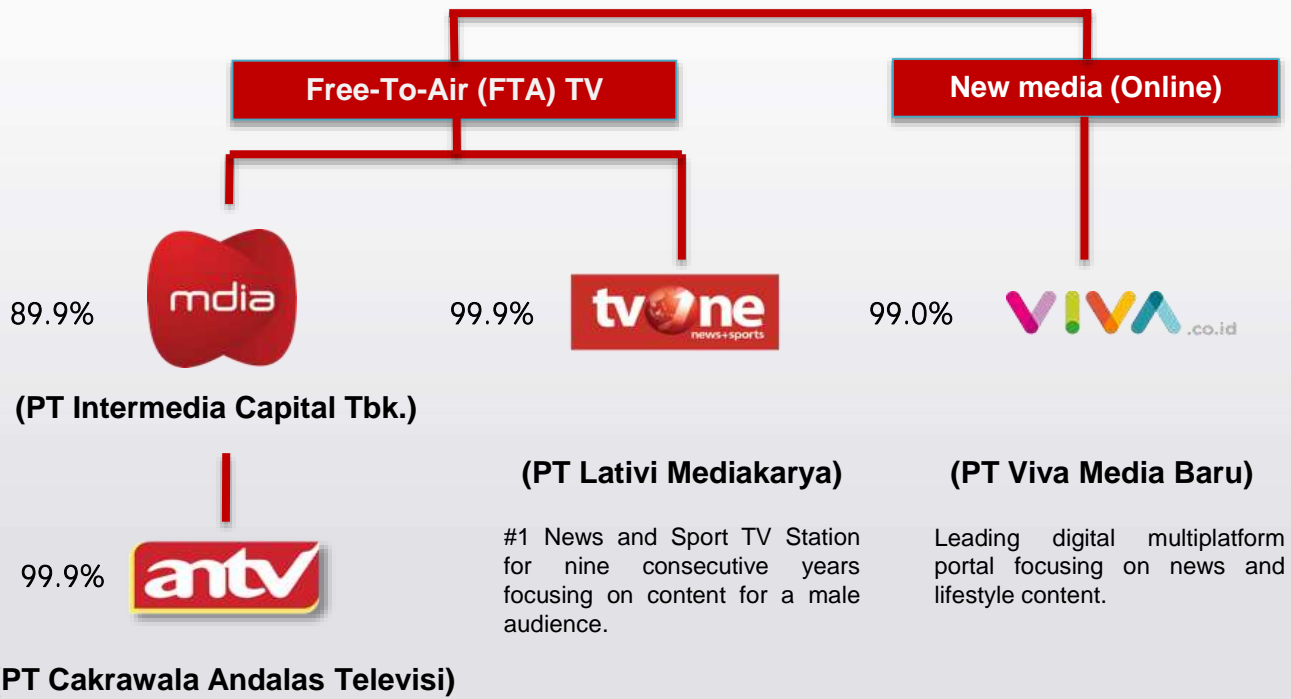




# VIVA Corporate Structure, lean and focused on core businesses



(PT Visi Media Asia Tbk.)



Tier 1 Entertainment TV Station in FY2019, focusing on entertainment content for families and children.

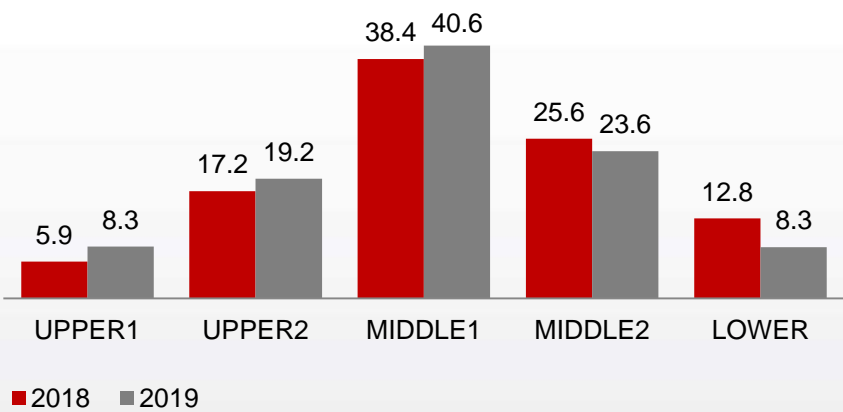


# **INDUSTRY OVERVIEW**

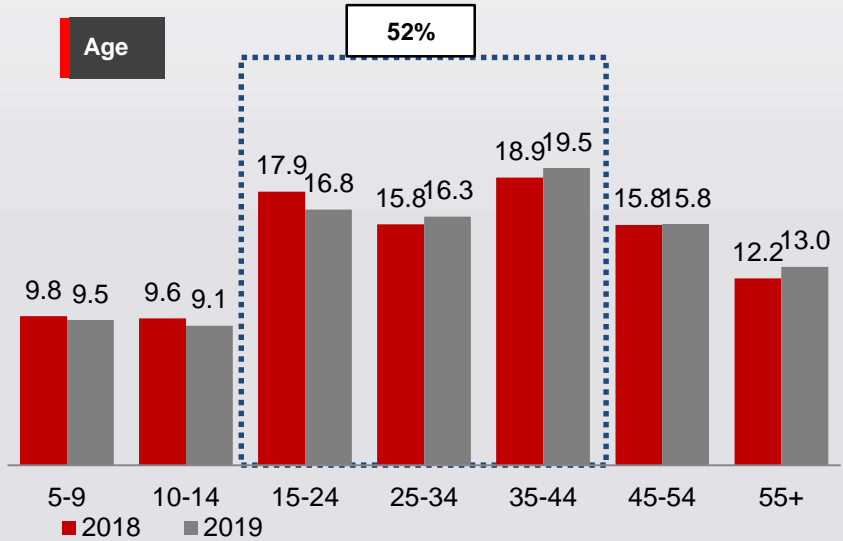


# Indonesia's demography: Female, young, rapidly growing middle class

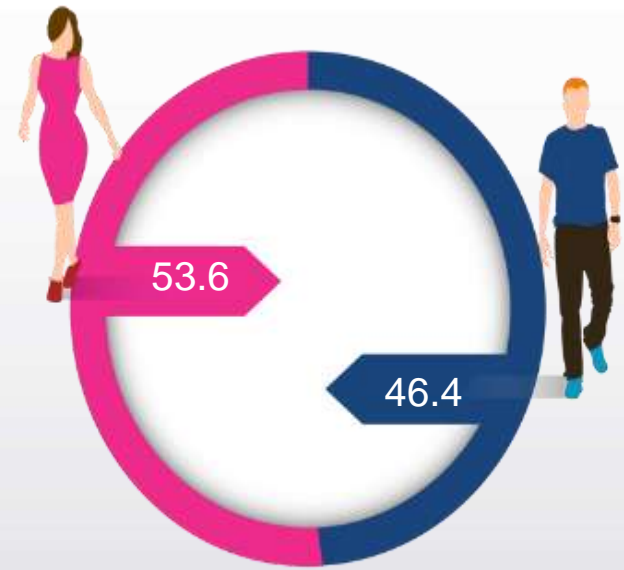
## Social Economic Classification (SEC)



## Age



Female ■ Male ■



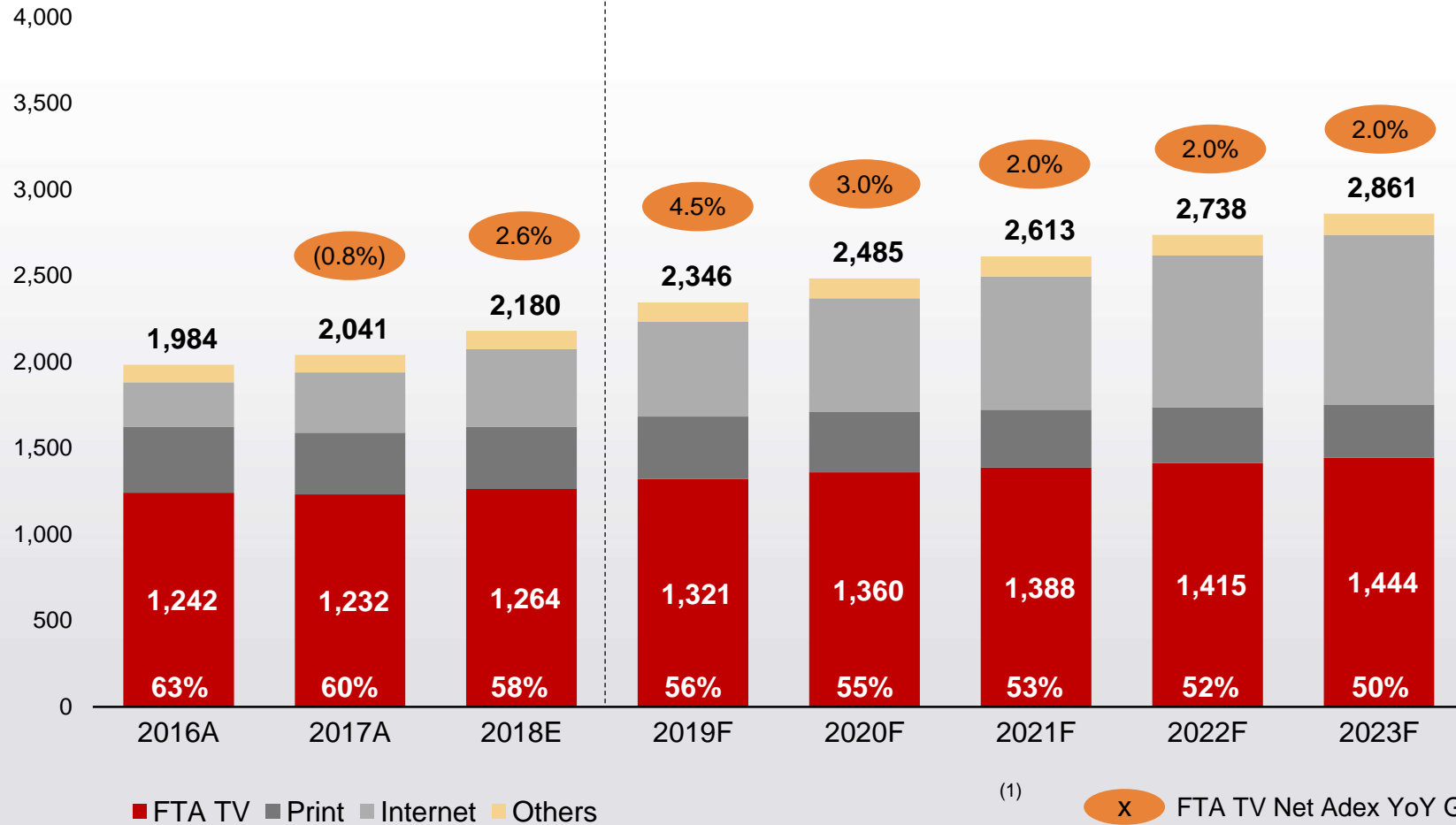
2018 — 2019

Female — 52.5 — 53.6

Male — 47.5 — 46.4

Source: 1 Jan – 31 Dec 2018 & 1 Jan – 31 Dec 2019, Total TV, 11 Cities, Reach 000's

(in USD mn)



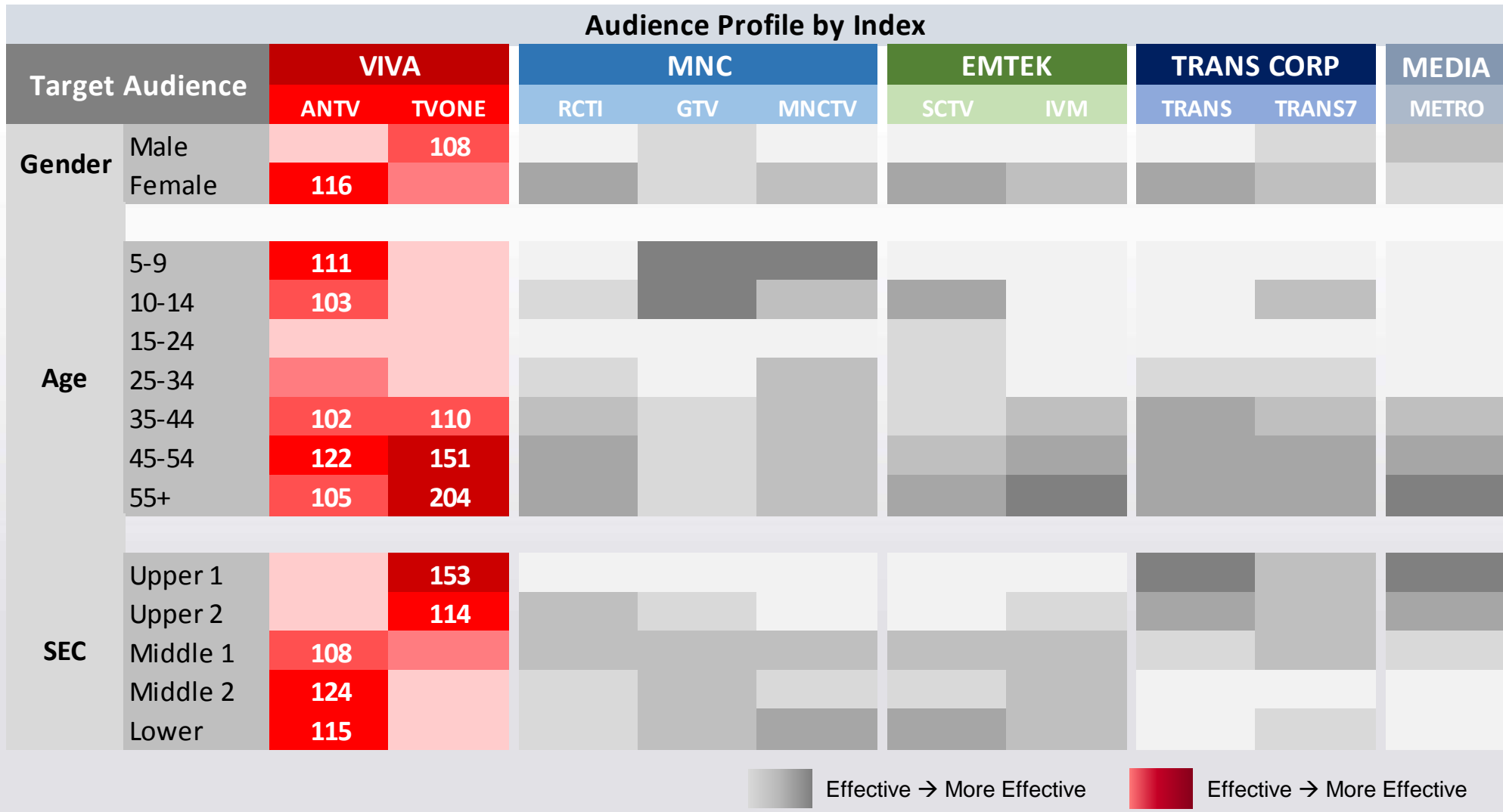
Source: Media Partners Asia, "Asia Pacific Advertising Trends 2019"

Note: IDR:USD = 14,100.

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



# VIVA FTA TV stations focused, specific, targeted and successful



Source: AGB Nielsen Media Research 11 cities, index, 1 Jan – 31 Dec 2019



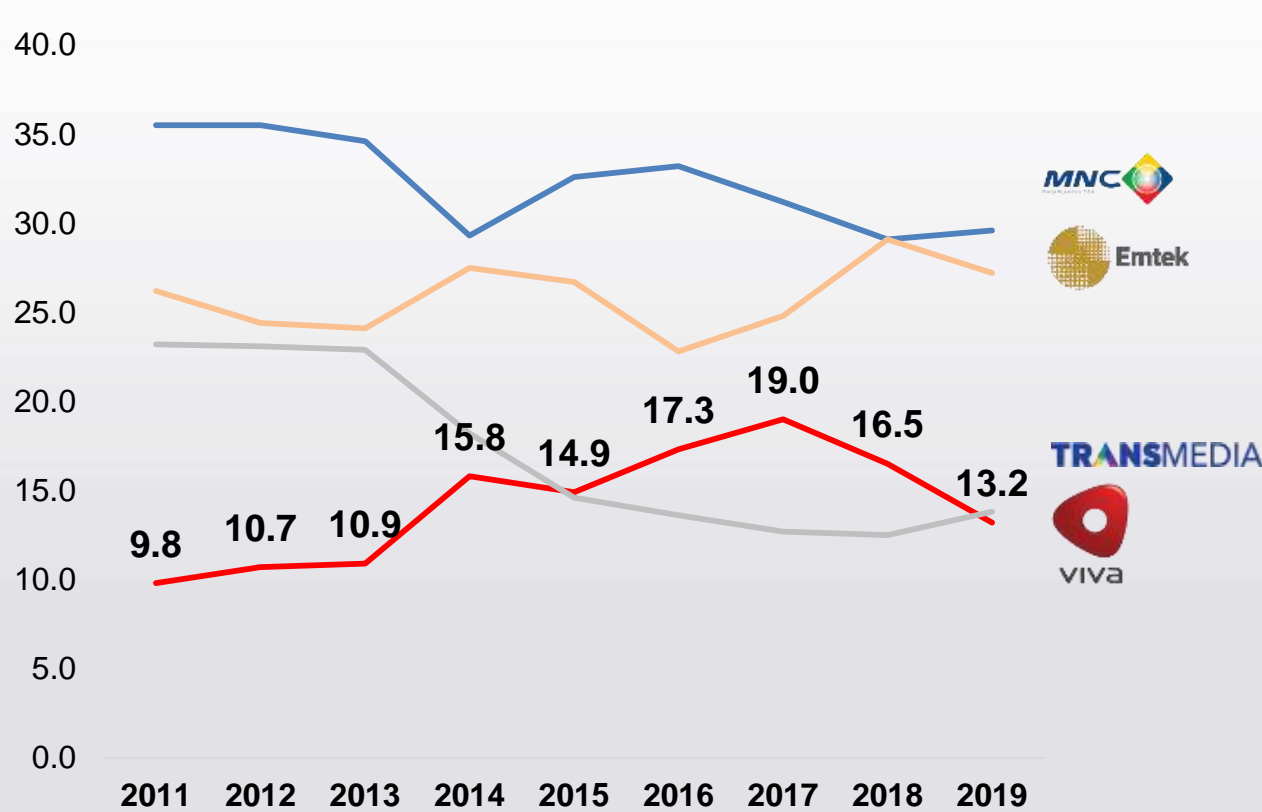


**OUR  
PERFORMANCE**

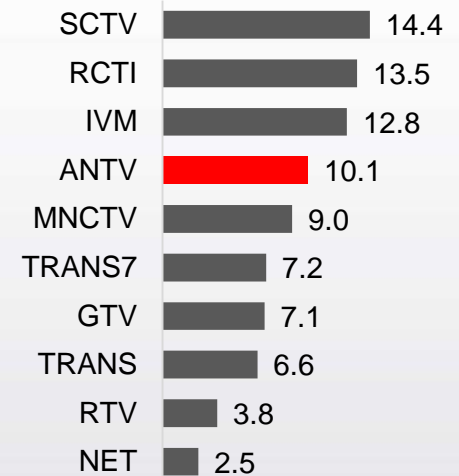


# VIVA is the fastest media group by far, increased TV Share by 35% since 2011

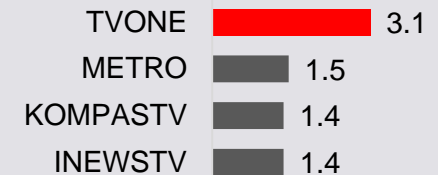
## MEDIA GROUP SHARE PERFORMANCE 2011 – 2019



## ENTERTAINMENT TV



## NEWS TV



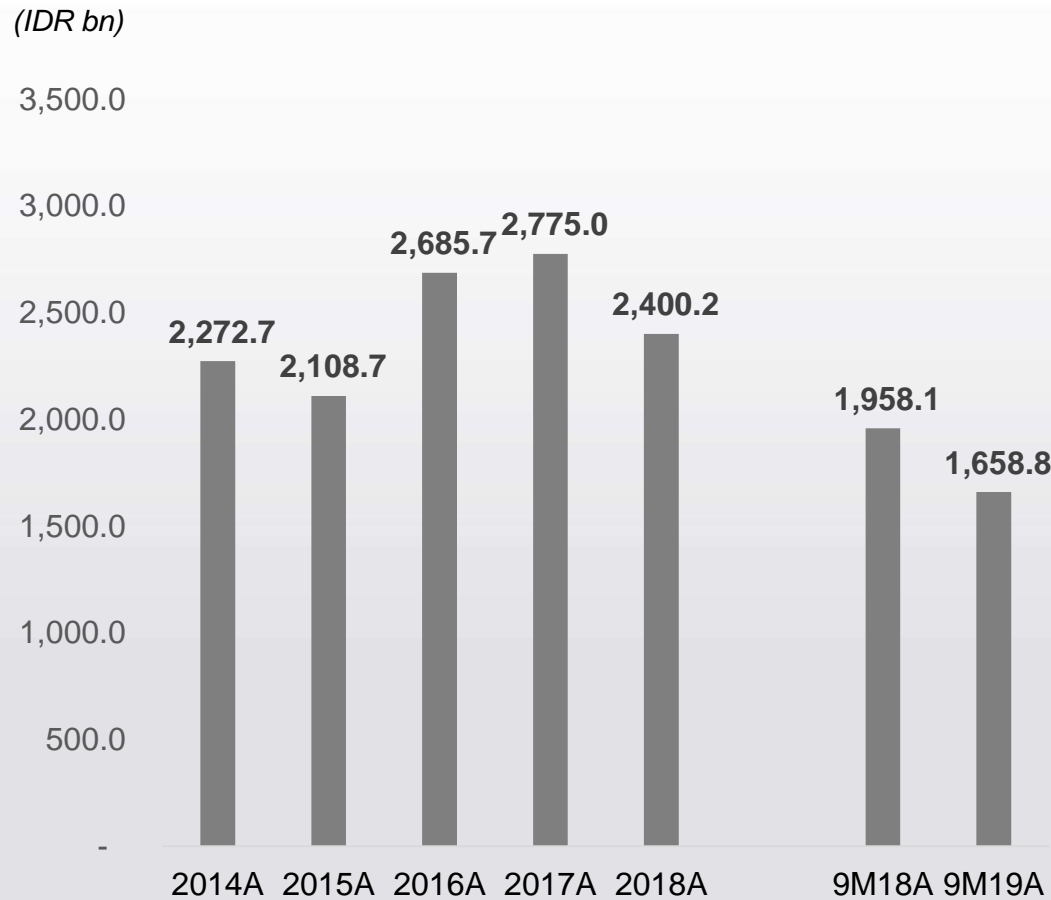
Source: Nielsen TA All People, 1 Jan 2011 – 31 Dec 2019

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# In 9M19 revenues was affected by weak advertising market along with lower TVS



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

		9M18	9M19
ANTV	PT	39.5%	44.5%
	NPT	60.5%	55.5%
tvOne	PT	31.3%	36.6%
	NPT	68.7%	63.4%

## Competitors Revenue and Growth

(IDR bn)	9M18	9M19	Y-o-Y
MNCN	5,530.0	6,271.1	13.4%
SCMA	3,984.2	4,145.3	4.0%
<b>Listed Media Competitors</b>	<b>9,514.2</b>	<b>10,416.4</b>	<b>9.5%</b>
VIVA	1,958.1	1,658.8	-15.3%
<b>Listed Media</b>	<b>11,472.3</b>	<b>12,075.2</b>	<b>5.3%</b>

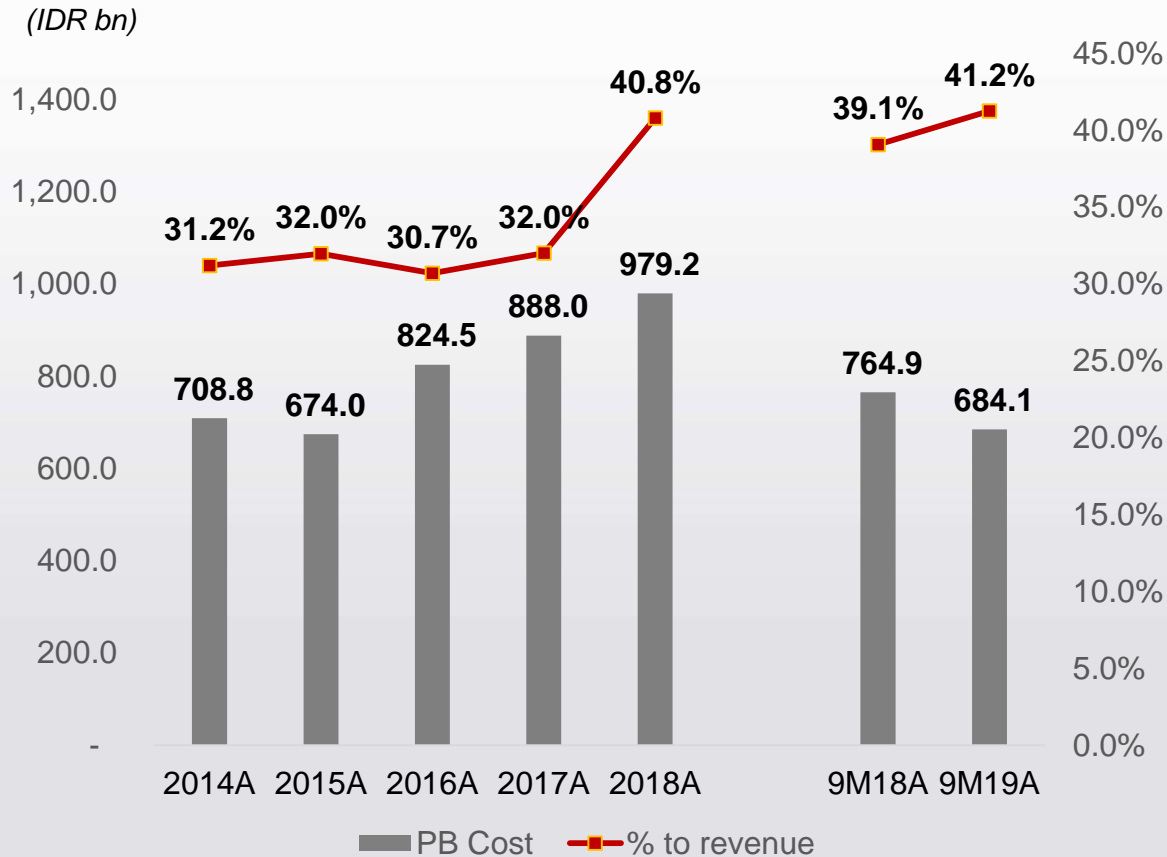
Source: IDX, Company Financial Report

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# Programming & Broadcasting (PB) cost kept under control and remain lowest amongst listed peers



## % PB Cost to revenue VIVA vs. Peers

(%)	9M18	9M19
VIVA	39.1%	41.2%
MNCN	38.1%	35.8%
SCMA	43.9%	48.0%

Source: IDX, Company Financial Report

## PB Cost per Hour VIVA vs. Peers

(IDR mn/hr)	9M18	9M19
VIVA	58.4	52.2
MNCN	80.3	85.6
SCMA	133.5	152.0

Source: IDX, Company Financial Report

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# Despite tight cost management, EBITDA is under pressure from weak 9M19 revenue

<i>(IDR bn)</i>	9M18	9M19	Y-o-Y (%)
<b>Revenue</b>	<b>1,958.1</b>	<b>1,658.8</b>	<b>-15.3%</b>
PB Cost	(764.9)	(684.1)	-10.6%
Op Expense	(919.1)	(903.8)	-1.7%
Depreciation	(72.7)	(68.0)	
<b>EBITDA</b>	<b>274.0</b>	<b>70.8</b>	<b>-74.2%</b>
<i>EBITDA Margin (%)</i>	<i>14.0%</i>	<i>4.3%</i>	
<b>Net Income (Loss)*</b>	<b>(498.0)</b>	<b>(361.6)</b>	<b>N/A</b>
<i>Net Margin (%)</i>	<i>(25.4%)</i>	<i>(21.8%)</i>	

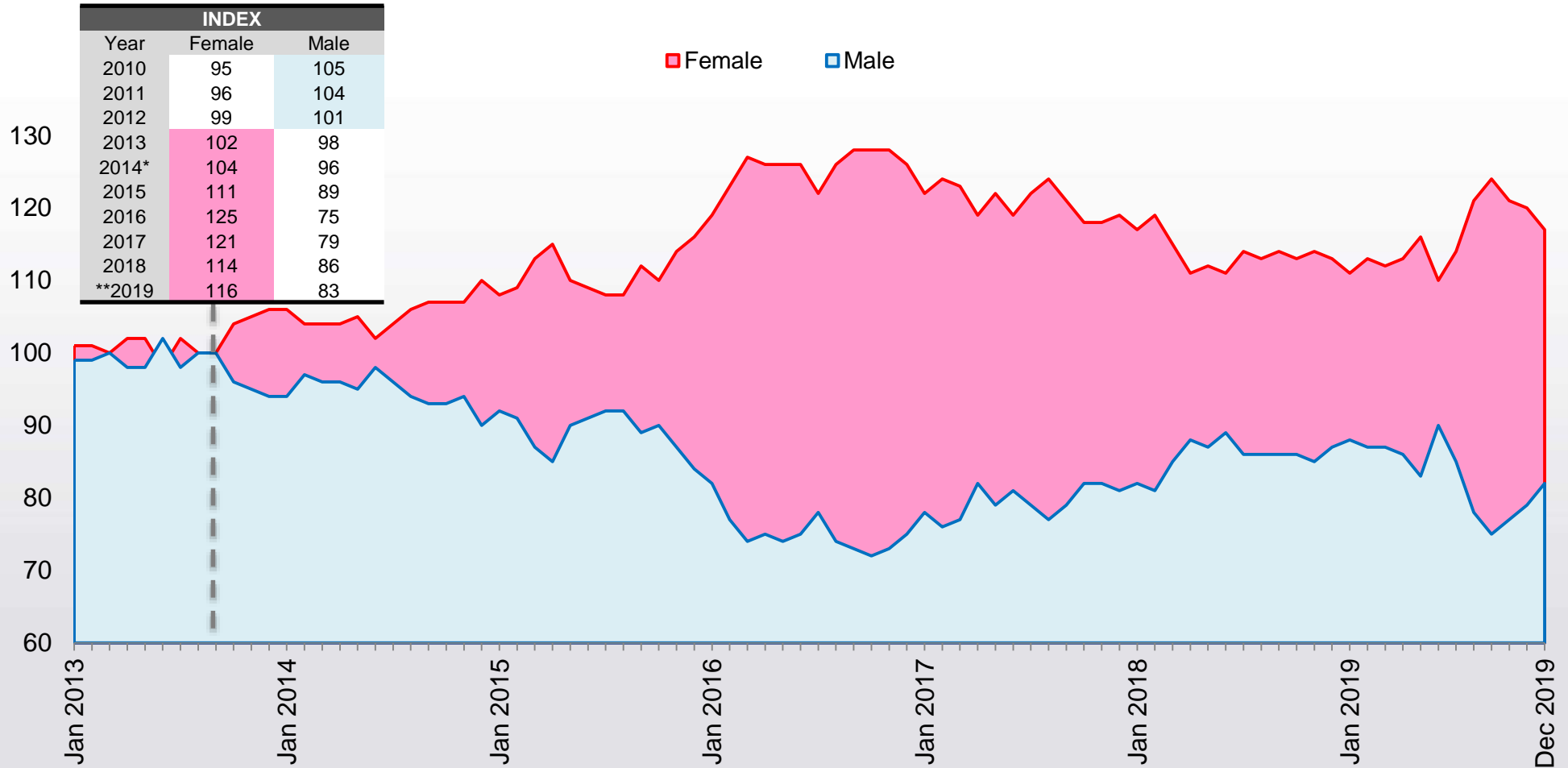
\*Net Income (Loss) Attributable to Owner of the parent

The logo consists of two overlapping red 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 overlapping area in the center is a darker shade of red. The text 'ANTV' is centered within this overlapping area.

**ANTV**

# ANTV is dominant with the female audience

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 2019

\*) without World Cup 2014 \*\*) update to 31 Dec 2019

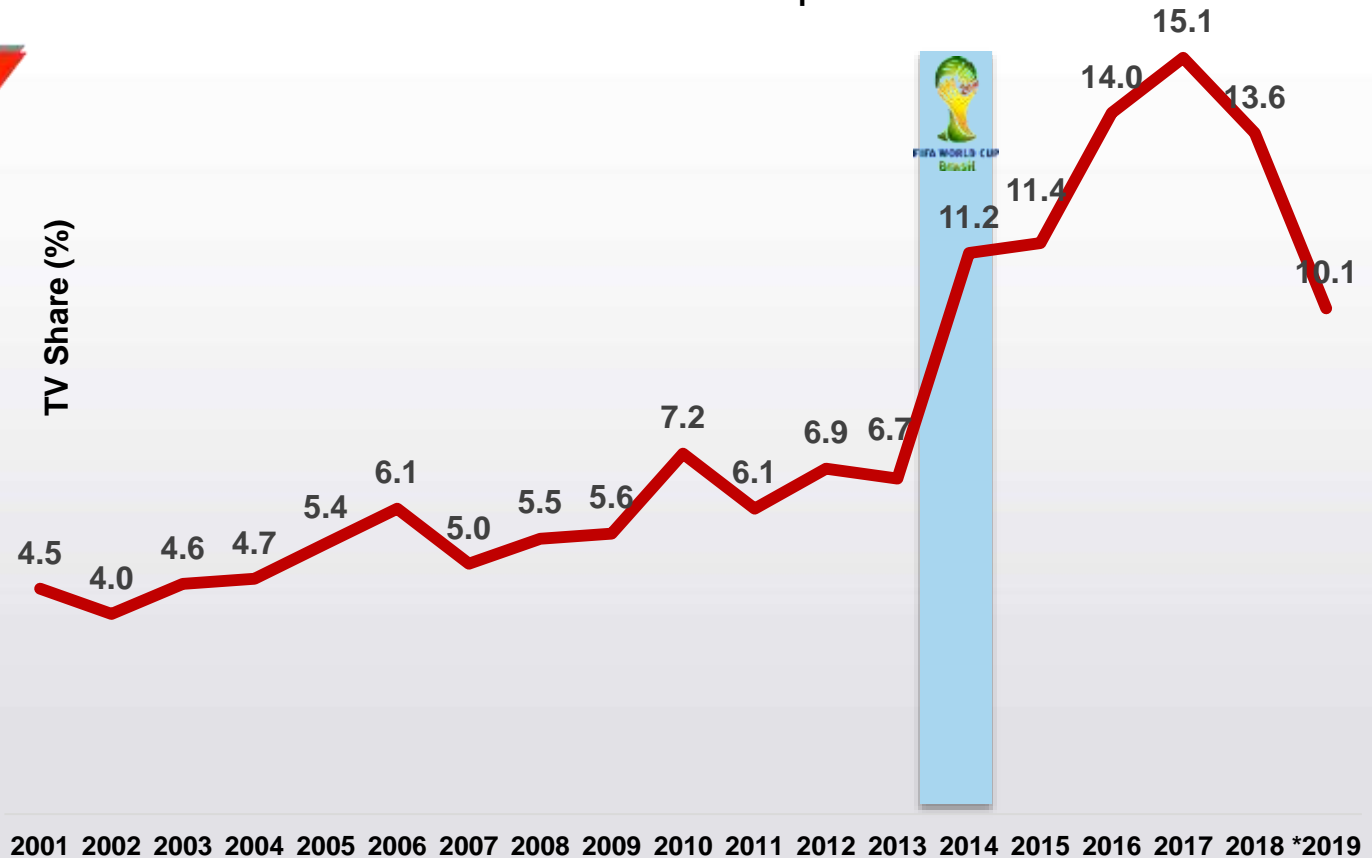
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# ANTV's average TV Share 2019 YTD of 10.2% ranks #4 amongst FTA TV stations

## YTD ANTV's TV Share performance

Channel	Variable	TVR	SHARE
SCTV		1.7	14.4
RCTI		1.6	13.5
IVM		1.6	12.8
<b>ANTV</b>		<b>1.2</b>	<b>10.1</b>
MNCTV		1.1	9.0
TRANS7		0.9	7.2
GTV		0.9	7.1
TRANS		0.8	6.6
RTV		0.5	3.8
TVONE		0.4	3.1
NET		0.3	2.5
METRO		0.2	1.5
KOMPASTV		0.2	1.4
INEWSTV		0.2	1.4



Source: AGB Nielsen Media Research, all people, 1 Jan 2001 – 31 Dec 2019. 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 2019. All People

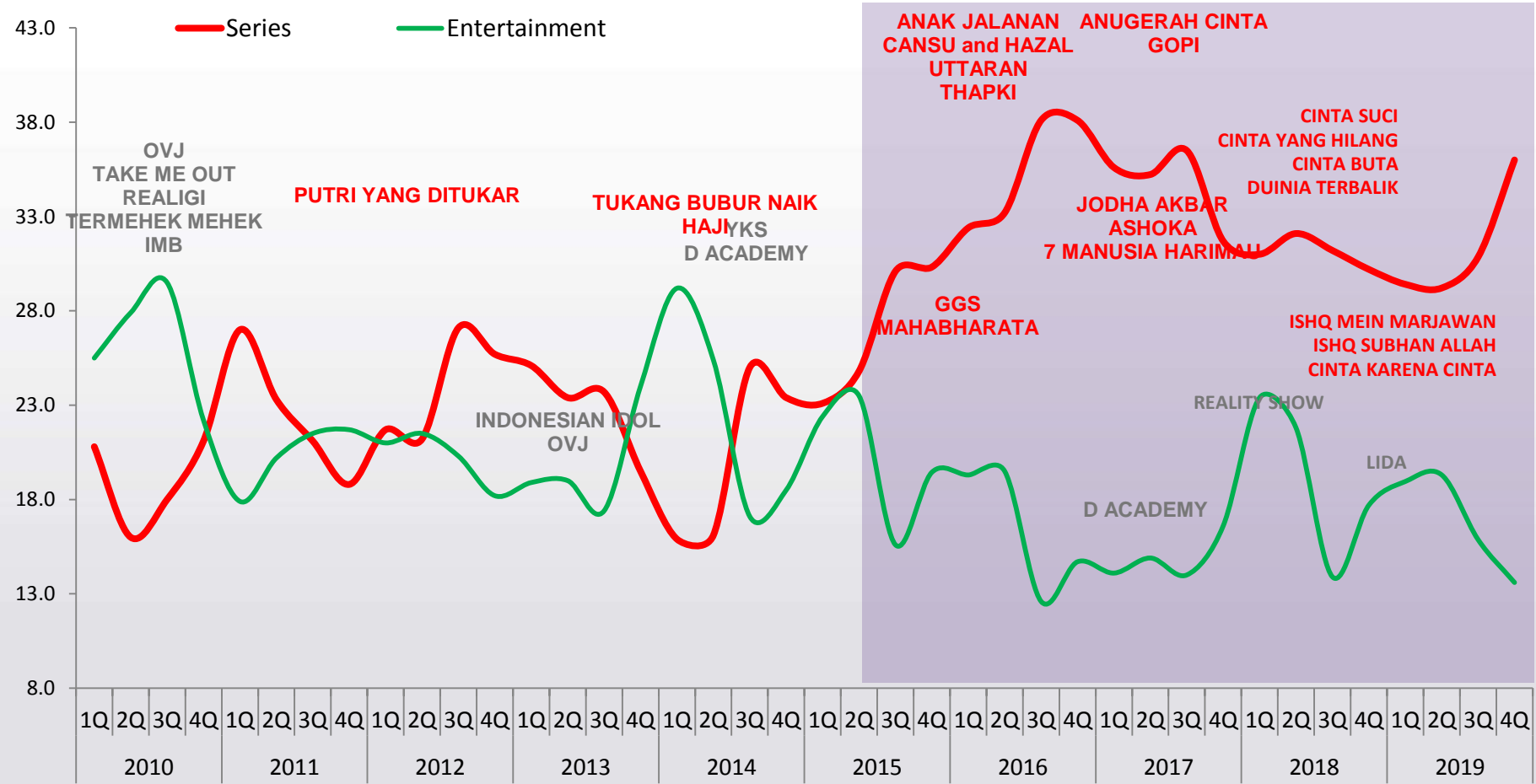
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# The industry consists of mainly Series and Entertainment genres ...

Cumulative TV Share (%)



Source: Nielsen as of 31 Dec 2019. Entertainment Channels

## ANTV's Top Series Program

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

2019				
No	Program's name	Genre	TVR	TVS
1	AISYAH	Series:Drama	2.4	10.2
2	FITRI	Series:Drama	2.3	10.9
3	JODOH WASIAT BAPAK	Series:Drama	2.2	9.3

## ANTV's Top Entertainment Program

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

2019				
No	Program's name	Genre	TVR	TVS
1	GARIS TANGAN	Entertainment:Reality Show	1.5	9.8
2	KILLER KARAOKE INDONESIA	Entertainment:Game Show	1.4	8.4
3	PESBUKERS (C10)	Entertainment:Comedy	1.4	9.1

Source: Nielsen as of 31 Dec 2019



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

## 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

## 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

## 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

## 2019

No.	Description (grouped)	Channel	TVR	Share
1	ISHQ MEIN MARJAWAN	ANTV	1.6	13.4
2	SALIM ANARKALI	ANTV	1.5	7.2
3	WHAT'S WRONG WITH SECRETARY KIM	TRANS	1.5	6.7
4	THE LAST EMPRESS	TRANS	1.4	6.1
5	KASAM	ANTV	1.4	10.5
6	100 DAYS MY PRINCE	TRANS	1.3	5.5
7	IHSQ SUBHAN ALLAH	ANTV	1.3	11.0
8	ENCOUNTER	TRANS	1.2	5.5
9	SILSILA	ANTV	1.2	11.1
10	MY ID IS GANGNAM BEAUTY	TRANS	1.1	4.8

Source: Nielsen as of 31 Dec 2019

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# ANTV is also gaining increasing TV share on our local series

No.	Program Title	Channel	Genre/Sub-genre	TVR	Share
1	SAMUDRA CINTA	SCTV	Series:Drama	4.2	17.2
2	CINTA SUCI	SCTV	Series:Drama	4.1	16.3
3	TOP TUKANG OJEK PENGKOLAN	RCTI	Series:Drama	3.6	16.6
4	CINTA YANG HILANG	RCTI	Series:Drama	3.6	15.2
5	CINTA BUTA	SCTV	Series:Drama	3.5	15.0
6	CINTA ANAK MUDA	SCTV	Series:Drama	3.2	13.8
7	DUNIA TERBALIK	RCTI	Series:Drama	3.1	16.4
8	CINTA KARENA CINTA	SCTV	Series:Drama	3.1	15.0
9	PARA PENCARI TUHAN JILID 12	SCTV	Series:Drama	2.7	19.7
10	ORANG KETIGA	SCTV	Series:Drama	2.6	15.2
11	ANAK LANGIT	SCTV	Series:Drama	2.6	15.1
12	RINDU TANPA CINTA	RCTI	Series:Drama	2.4	11.7
<b>13</b>	<b>AISYAH</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>2.4</b>	<b>10.2</b>
14	GOBER	RCTI	Series:Drama	2.3	14.1
<b>15</b>	<b>FITRI</b>	<b>ANTV</b>	<b>Series:Drama</b>	<b>2.3</b>	<b>10.9</b>
16	KEMBALINYA RADEN KIAN SANTANG	MNCTV	Series:Drama	2.3	10.2
17	CALON PRESIDEN	SCTV	Series:Drama	2.2	12.6
18	DEWI	RCTI	Series:Drama	2.2	10.7
19	FATIH DI KAMPUNG JAWARA	MNCTV	Series:Drama	2.2	8.8
20	KUN ANTA 2	MNCTV	Series:Drama	2.2	8.3

Source: Nielsen, 1 Jan – 31 Dec 2019. 11 Cities



## LOCAL SERIES PROGRAMS

## FOREIGN SERIES PROGRAMS

## ENTERTAINMENT PROGRAMS

## MORNING ANIMATION

## NEWS and SPORT PROGRAMS



*Fitri*



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



# Bringing the stars closer to the audience develops brand loyalty

**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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**antv**  
KEREN

**MAHACINTA SHOW**

**MAHABHARATA SHOW**

**ASHOKA SHOW**

**1001 KISAH**

**ROMANSA CINTA UTTARAN**

**INDONESIA KEREN**

WWW.AN.TV

ANTVLOVERS @WAJIBDARTV ANTKEREN ANTV PROGRAM



**TVONE**

## NEWS TV AUDIENCE SHARE

Jan—Dec 2019 ; TA 15+UM1, 11 Cities



Source: Nielsen - 11 Cities; Share; 15+ UpperMiddle1; 1 Jan—31 Dec 2019; 4 News Channels



# tvOne #1 for Breaking News "Always"

Presidential Election  
17 Apr '19  
05:59-23:00

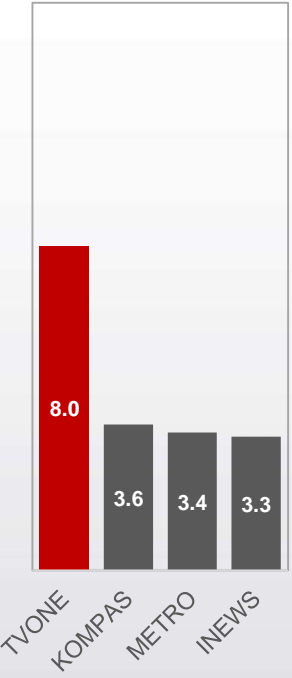
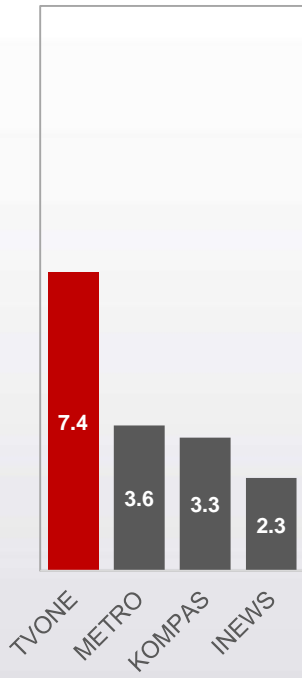
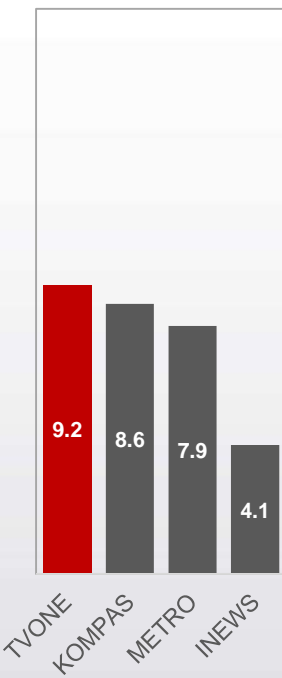
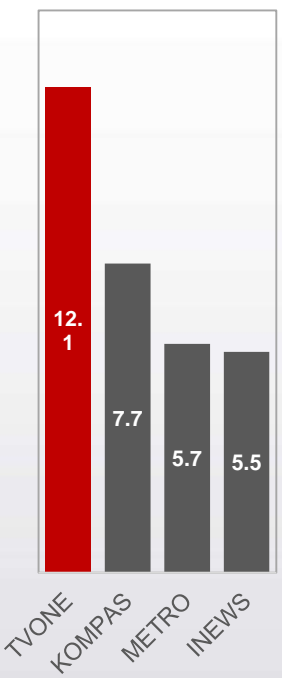
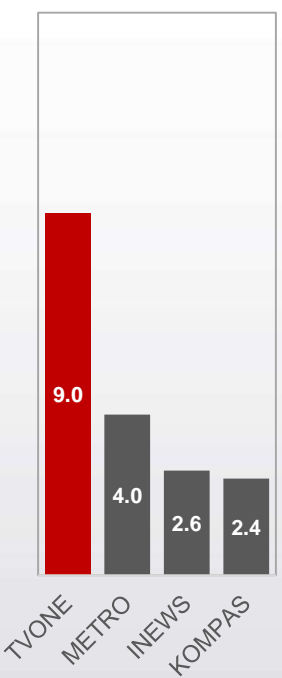
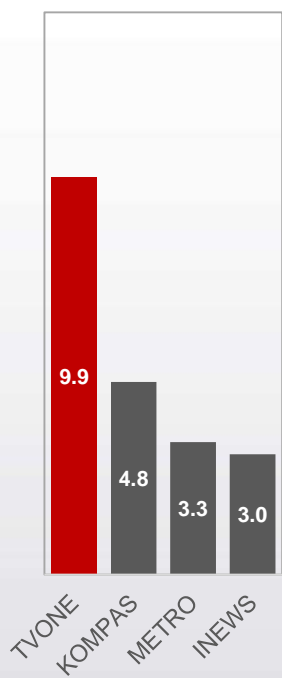
Isbat Ramadan 1440  
5 May '19  
15:00-19:19

Protest in Bawaslu  
22 May '19  
06:09-25:32

Rest in Peace  
Ani Yudhoyono  
2 Jul '19  
06:00-15:34

Banten Earthquake  
Magnitude 7.4 SR  
2 Aug '19 20:04-23:30

Rest in Peace  
BJ Habibie  
12 Sep '19  
02:00-15:30



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



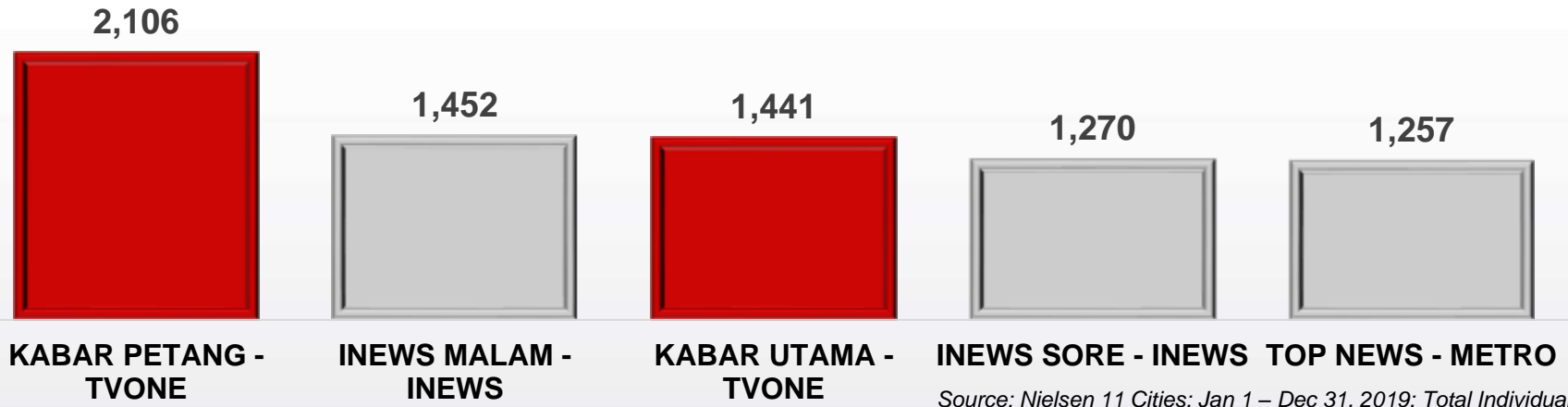
# tvOne the #1 source for global coverage by International media



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

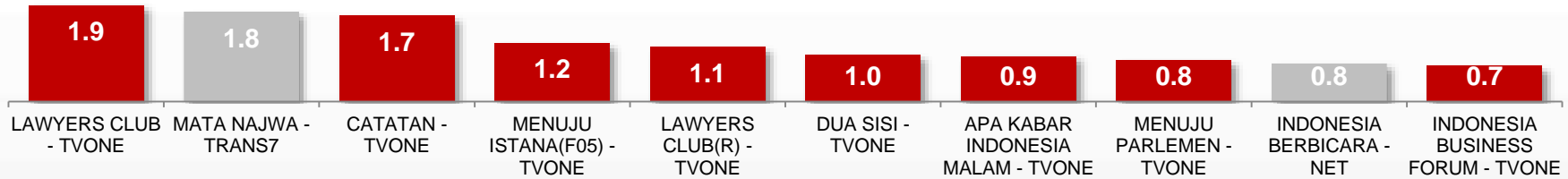


Source: Nielsen 11 Cities; Jan 1 – Dec 31, 2019; Total Individuals  
 \*4 News Channels; Hard News – Excluding Special Program



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



Source: Nielsen; 11 Cities; 20+ Upper; 1 Jan—31 Dec 2019  
\*Excluding Election and Special Programs



26 Feb '19 TVR 3.3 TVS 13.0



9 Apr '19 TVR 3.1 TVS 14.9



16 Apr '19 TVR 3.1 TVS 14.5



19 Mar '19 TVR 3.1 TVS 16.8



## TOP LIVE WORLD BOXING

(Audience Share in %)



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; (1 Jan 2017—31 Dec 2019) All Live Matches

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**OUR DIGITAL**



# Viva Networks: A multi-brand online media platforms serving multiple interest segments

VIVA  
NETWORKS  
LEADING MULTI-HUB CONVERSATION PLATFORM

Jago  
Sangket

100KPIJ.com

Sahijab

SELEB.com

VIVA.co.id  
#1 newstainment

VLIX

vivanews

info@thevivaneetworks.com

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# More than 1.3 billion pageview per year and 28.7 million unique visitors

**1.3  
billion**

**TOTAL PAGEVIEW**

**576.2  
million**

**TOTAL VISIT**

**28.7  
million**

**TOTAL UNIQUE  
VISITOR**



Pageviews <b>1.1B</b>	Sessions <b>438.3M</b>
Users <b>128.5M</b>	Bounce Rate <b>64.2%</b>



Pageviews <b>58.7M</b>	Sessions <b>24.0M</b>
Users <b>9.4M</b>	Bounce Rate <b>31.7%</b>



Pageviews <b>66.1M</b>	Sessions <b>58.5M</b>
Users <b>16.6M</b>	Bounce Rate <b>90.1%</b>



Pageviews <b>46.8M</b>	Sessions <b>42.6M</b>
Users <b>11.7M</b>	Bounce Rate <b>93.6%</b>



Pageviews <b>15.2M</b>	Sessions <b>7.1M</b>
Users <b>3.2M</b>	Bounce Rate <b>17.0%</b>

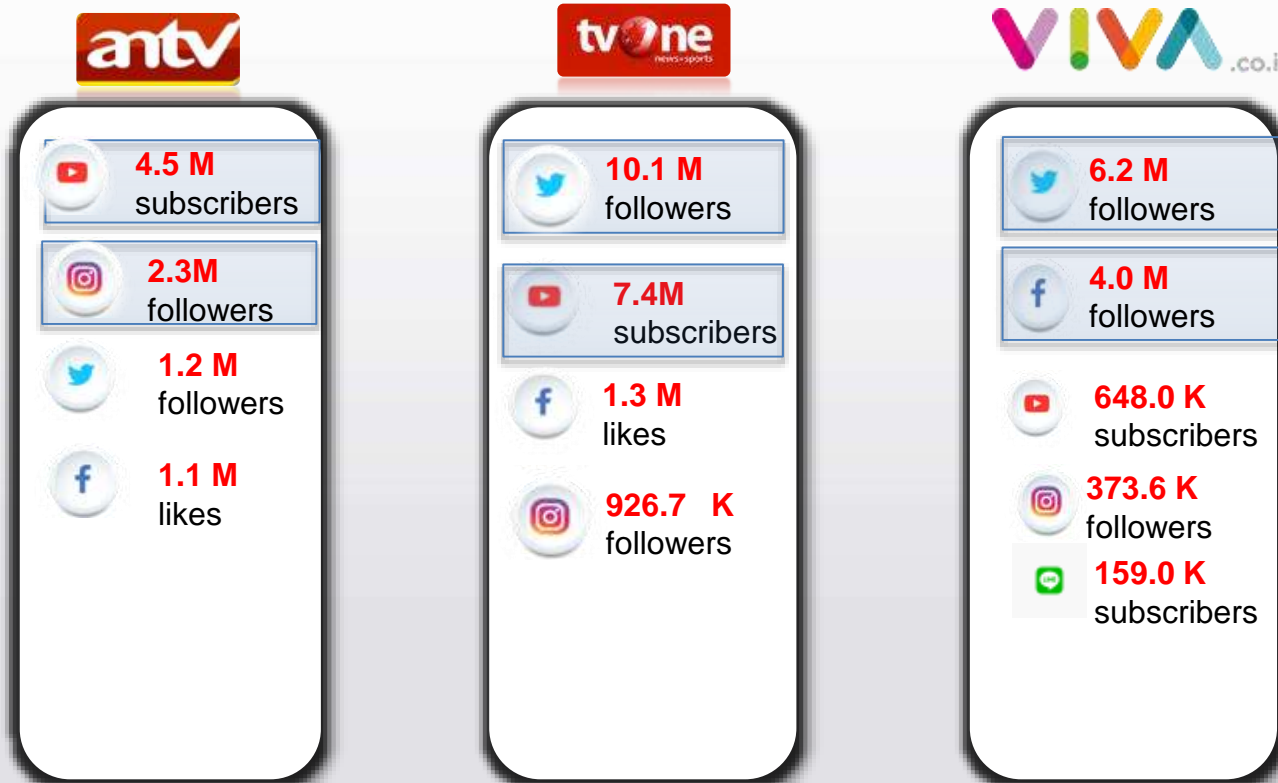


Pageviews <b>11.0M</b>	Sessions <b>5.7M</b>
Users <b>2.4M</b>	Bounce Rate <b>56.9%</b>

Source: Google Analytics, Jan-Dec 2019

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\*All Social Media Data as of 31 Dec 2019



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



**1,419,964 DOWNLOAD (per 31 Dec 2019)**  
**7.55 MN SCREEN VIEW (avg/mo)**  
**3,616,827 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 Dec 2019

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## WATCH & CONNECT



**1,070,000 DOWNLOAD**  
**5.3 MN SCREEN VIEW (avg/mo)**  
**76 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

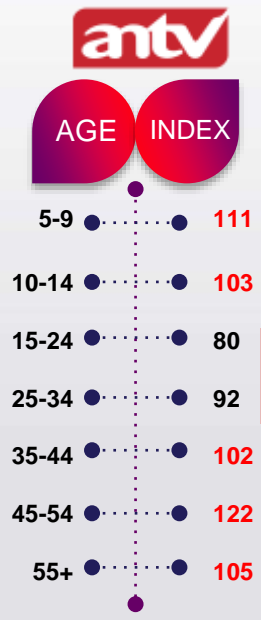
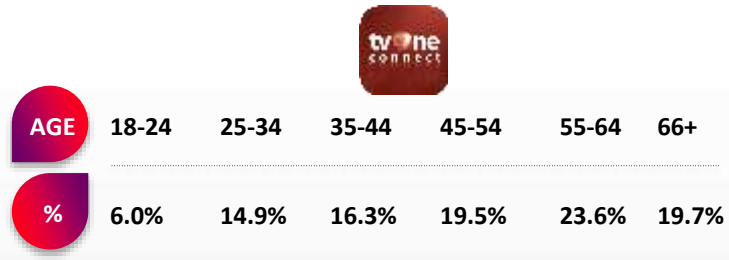


Source: Google Analytics, , 1 Jan – 31 Oct 2019



# Our Digital Products aim to fill the gap of Youth

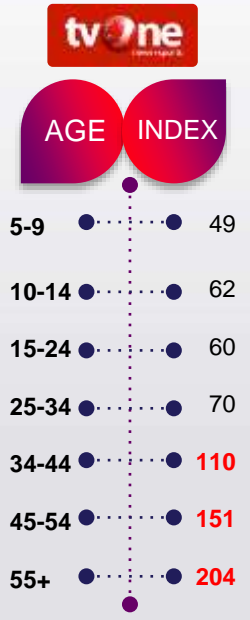
## DIGITAL REACH



New target segment



New target segment



Source: Nielsen Media Research 11 cities, index, 1 Jan – 31 Dec 2019 Viva.co.id Data based on Comscore, 1 Jan – 31 Dec 2019

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Thank you

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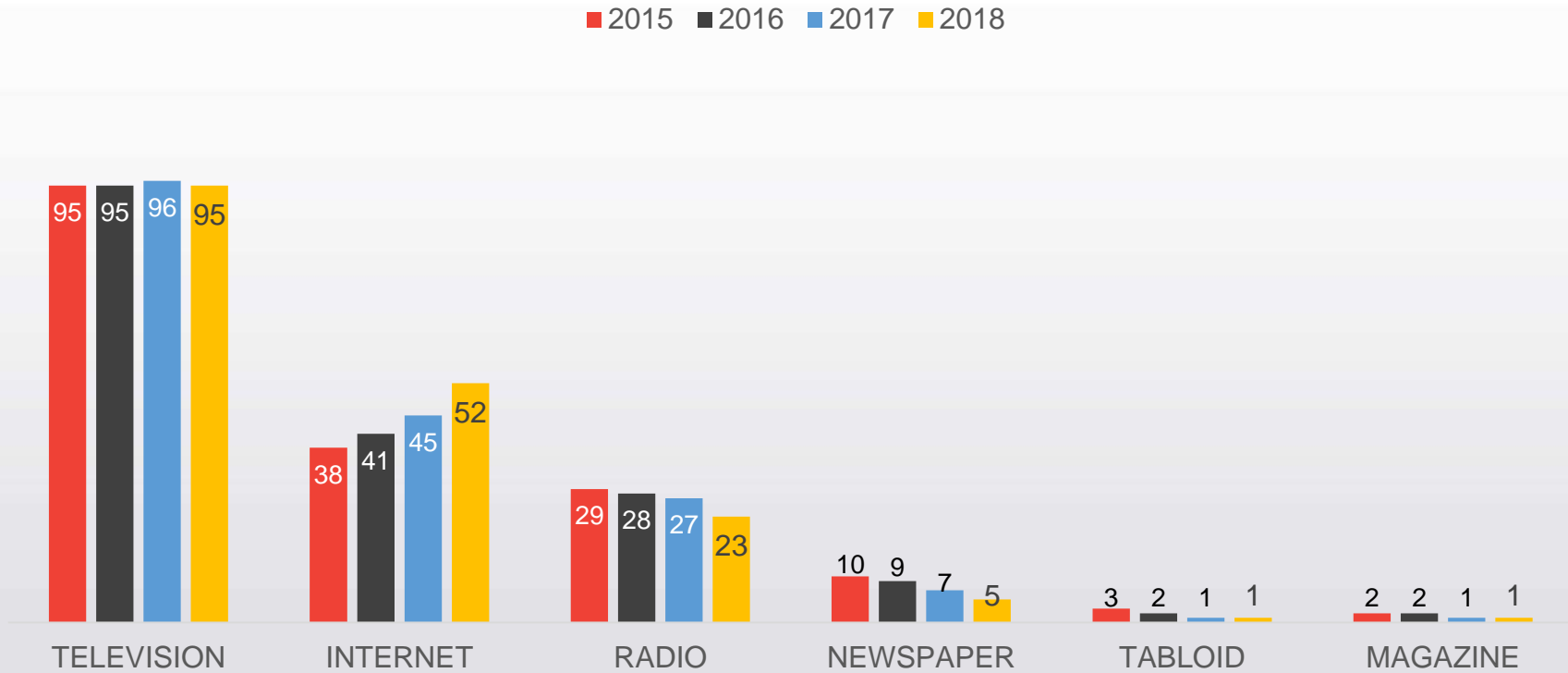




# APPENDIX

<i>(IDR bn)</i>	2012A	2013A	2014A	2015A	2016A	2017A	2018A
<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>	<b>2,400.2</b>
<i>Revenue Growth (%)</i>	25.1%	34.9%	35.7%	-7.2%	27.4%	3.3%	-13.5%
PB Cost	428.8	390.8	708.8	674.0	824.5	888.0	979.2
Operating Expense	486.9	629.0	697.7	806.4	1,003.0	1,083.2	1,269.2
Depreciation	66.9	67.7	94.3	105.8	101.8	97.6	94.4
<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>	<b>151.8</b>
<i>EBITDA Margin (%)</i>	26.2%	39.1%	38.1%	29.8%	32.0%	29.0%	6.3%
<i>EBITDA Growth (%)</i>	38.7%	100.9%	32.3%	-27.5%	36.6%	-6.3%	-81.1%
<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>	<b>(1,101.0)</b>
<i>Net Margin (%)</i>	5.9%	6.4%	6.4%	-24.3%	15.2%	5.5%	-45.9%
<i>Net Income Growth (%)</i>	177.2%	47.3%	34.4%	NM	NM	-62.9%	NM

- TV penetration stayed at 95%, internet reached 52%, while other media continued to go down



Source: AGB Nielsen Media Research