



PUBLIC EXPOSE

PT VISI MEDIA ASIA TBK

RABU, 29 MEI 2019 | RUANG NUSANTARA, BAKRIE TOWER JAKARTA

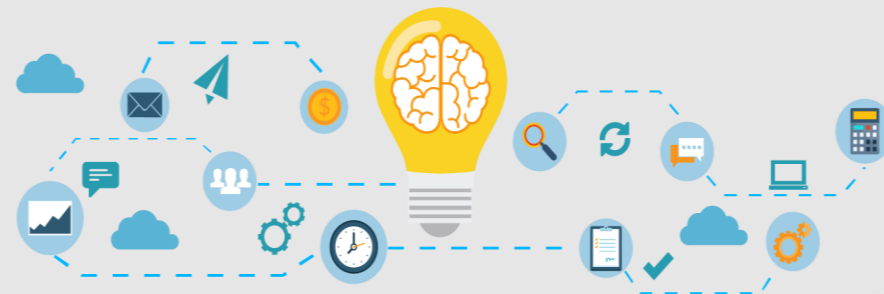
A Group member of VIVA



Agenda



1	Perseroan
2	Industri
3	Kinerja Perseroan
4	ANTV
5	tvOne
6	Digital
7	Pencapaian



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VIVA memiliki dua stasiun TV FTA dan portal berita online terkemuka



(PT Visi Media Asia Tbk.)



(PT Cakrawala Andalas Televisi)

Stasiun TV FTA tetap mempertahankan statusnya sebagai TV Entertainmen Tier 1 sepanjang tahun 2018 dengan membidik segmen perempuan dan anak-anak

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INDUSTRI

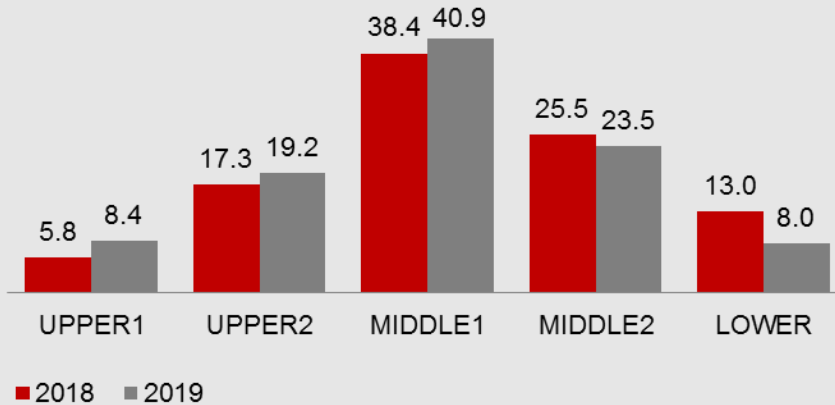
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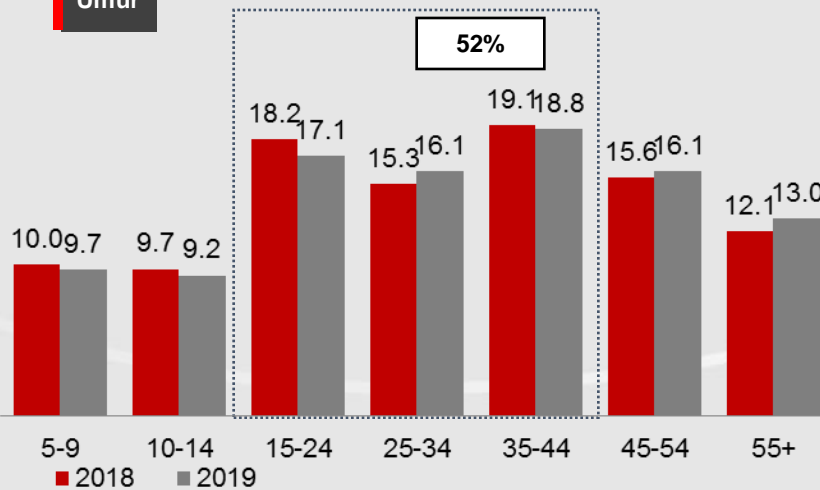
Demografi Indonesia didominasi oleh populasi perempuan, muda serta bertumbuhnya segmen kelas menengah



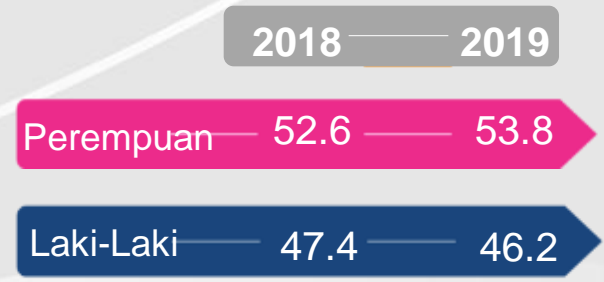
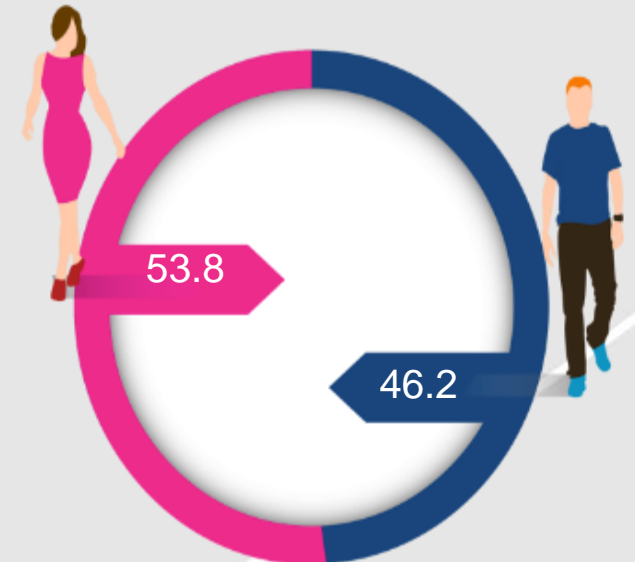
Social Economic Classification (SEC)



Umur



Perempuan ■ Laki-Laki ■



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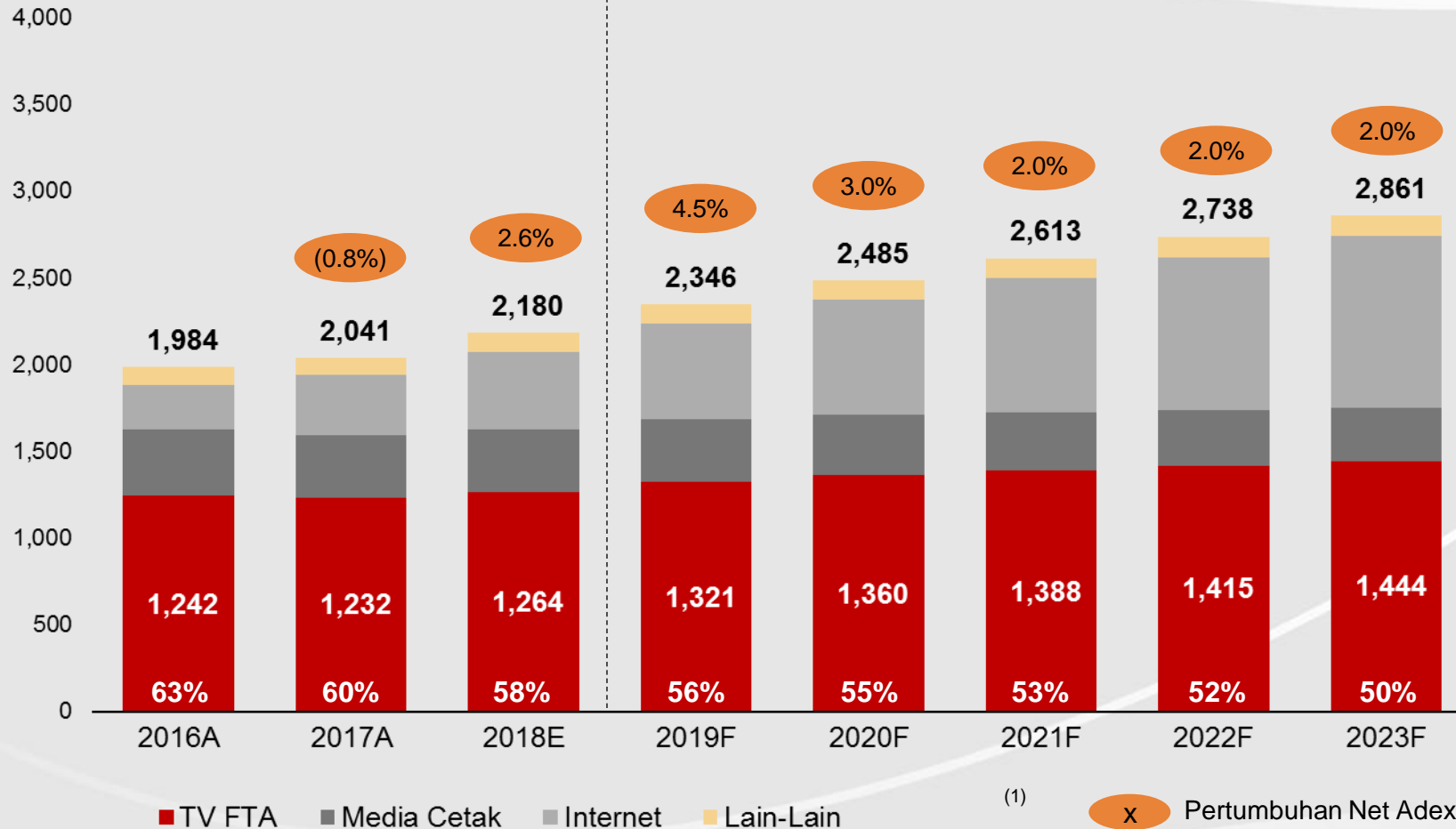


Sumber: 1 Jan – 30 April 2018 & 1 Jan – 30 April 2019, Total TV, 11 Cities, Reach 000's

TV FTA tetap merupakan platform utama untuk beriklan di Indonesia



(USD Juta)



(1) **x** Pertumbuhan Net Adex TV FTA YoY

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

Catatan: IDR:USD = 14,100.

(1) Lain-Lain meliputi Pay TV, Radio, Out-of-home dan advertising mediums lainnya.

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Stasiun TV FTA VIVA terbukti sukses dalam membidik pangsa pemirsa yang berbeda



Target Audience		Audience Profile by Index									
		VIVA		MNC			EMTEK		TRANS CORP		MEDIA
		ANTV	TVONE	RCTI	GTV	MNCTV	SCTV	IVM	TRANS	TRANS7	METRO
Gender	Male		107								
	Female	112									
Age	5-9	126									
	10-14	106									
	15-24										
	25-34										
	35-44		102								
	45-54	114	152								
	55+	115	205								
SEC	Upper 1		164								
	Upper 2		107								
	Middle 1	109									
	Middle 2	112									
	Lower	112									

■ Efektif → Lebih Efektif

■ Efektif → Lebih Efektif

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Sumber: AGB Nielsen Media Research 11 cities, index, 1 Jan – 30 Apr 2019



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KINERJA PERSEROAN

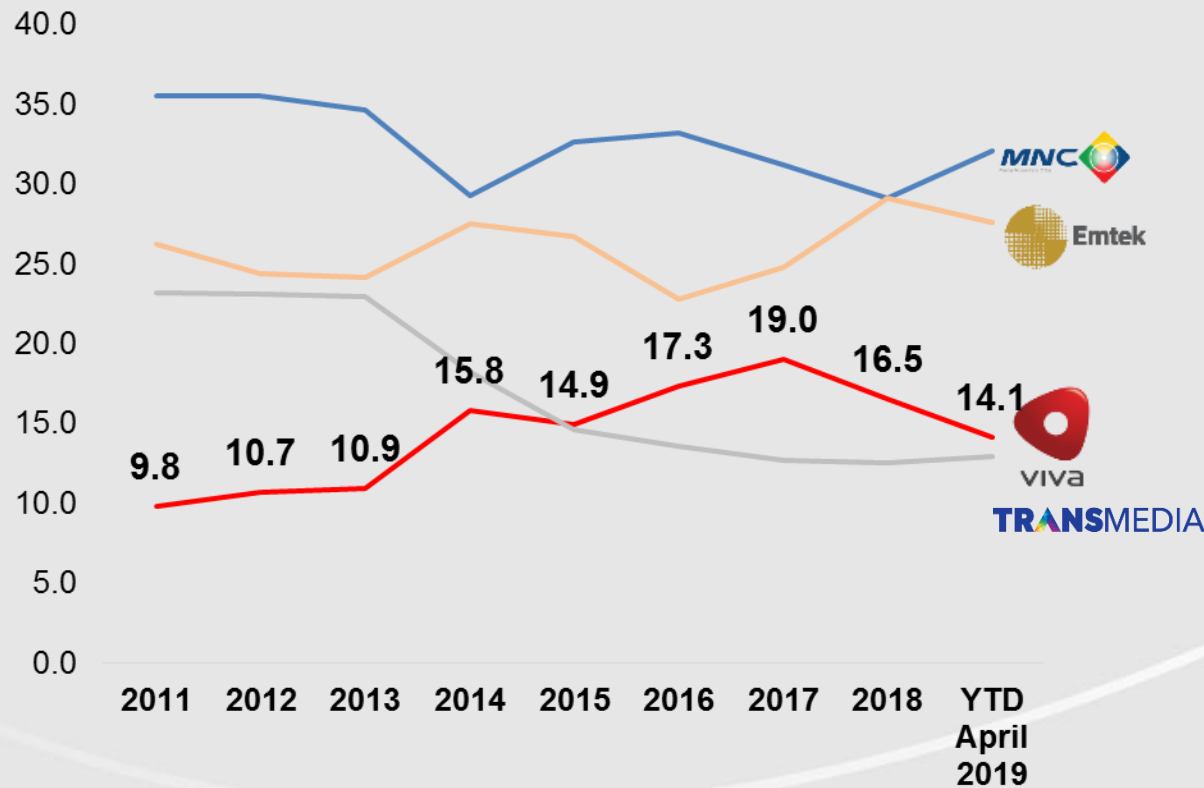
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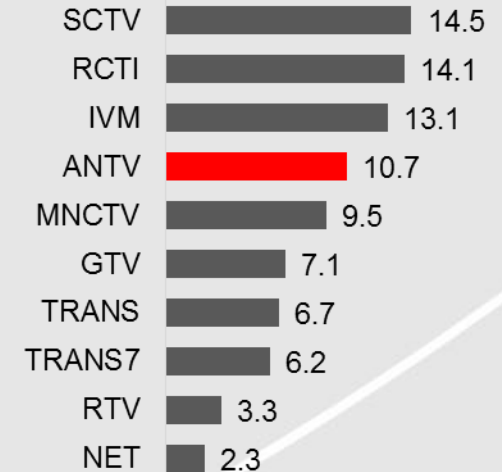
Dengan pertumbuhan TV Share sebesar 44% sejak 2011, VIVA merupakan grup media dengan pertumbuhan tertinggi dalam meningkatkan pangsa pemirsa



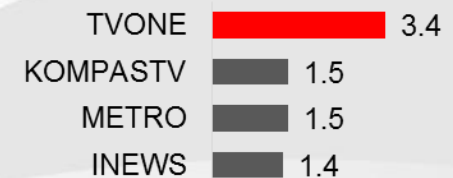
**Pangsa Pemirsa menurut Grup Media
2011 – April 2019**



TV Entertainment



TV Berita



Sumber: Nielsen TA All People, 1 Jan 2011 – 30 April 2019

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Kinerja Keuangan VIVA Kuartal 1/2019



<i>(IDR miliar)</i>	1Q 2018A	1Q 2019A	Peningkatan (Penurunan) (%)
Pendapatan	625,5	523,0	-16,4%
Beban Program dan Penyiaran	(219,6)	(217,9)	-0,7%
Beban Umum dan Administrasi	(277,0)	(279,8)	1,0%
Beban Penyusutan	(24,4)	(23,0)	-4,8%
EBITDA	129,0	25,2	-80,4%
<i>EBITDA Marjin (%)</i>	20,6%	4,8%	
Laba (Rugi) Bersih*	(100,0)	(90,4)	N/A
<i>Laba (Rugi) Bersih terhadap Pendapatan (%)</i>	-16,0%	-17,3%	

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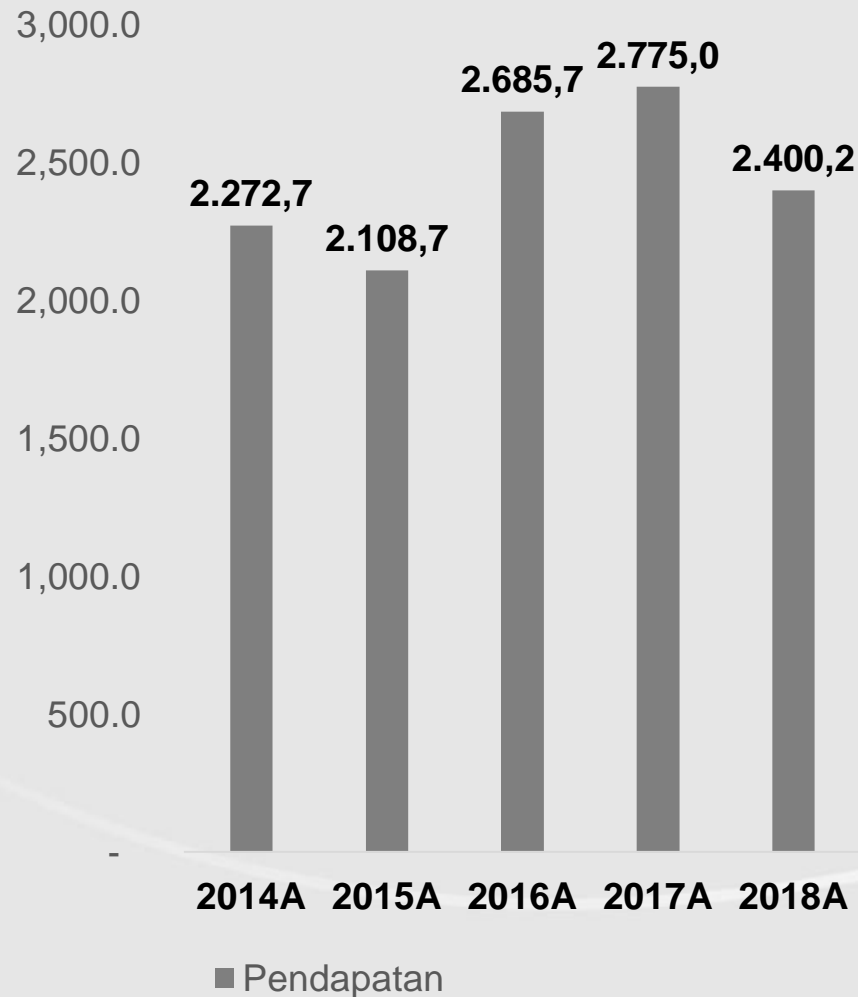
*Laba (Rugi) Bersih yang diatribusikan kepada pemilik Entitas Induk



Kinerja Keuangan Tahunan VIVA 2014A-2018A



(IDR miliar)



Kontribusi Pendapatan Prime Time (PT) vs. Non-Prime Time (NPT)

		2014	2015	2016	2017	2018
ANTV	PT	53,7%	58,2%	36,4%	37,7%	41,4%
	NPT	46,3%	41,8%	63,6%	62,3%	58,6%
tvOne	PT	31,9%	33,4%	34,0%	33,5%	31,8 %
	NPT	68,1%	66,6%	66,0%	66,5%	68,2 %

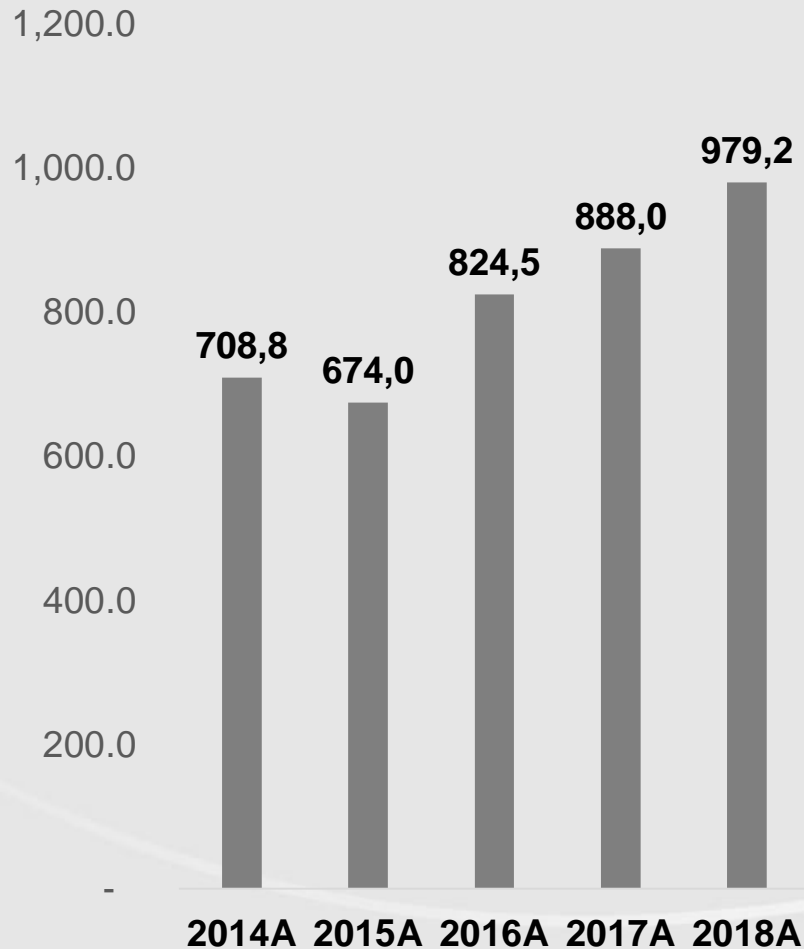
Belanja Iklan Kotor Berdasarkan Segmen Industri

	2014	2015	2016	2017	2018
F&B	39,9%	45,5%	41,8%	39,1%	34,4%
Toiletries	11,0%	12,3%	16,9%	19,7%	30,1%
Healthcare	12,0%	12,2%	11,9%	10,1%	10,6%
Household	5,8%	6,9%	7,1%	5,4%	5,6%
Telco	10,2%	6,7%	6,6%	10,9%	7,8%
Tobacco	4,3%	3,8%	4,6%	2,4%	4,8%
Automotive	3,6%	2,0%	1,2%	1,2%	1,8%
Financials	1,8%	1,6%	1,3%	1,2%	0,3%
Properti	0,4%	0,2%	0,1%	1,0%	0,0%
Lain-Lain	11,1%	8,9%	8,5%	9,0%	10,4%

Beban Program dan Penyiaran VIVA 2014A-2018A



(IDR miliar)



% Beban Program dan Penyiaran terhadap Pendapatan VIVA vs. Kompetitor

(%)	2014	2015	2016	2017	2018
VIVA	31,2%	32,0%	30,7%	32,0%	40,8%
MNCN	40,9%	42,4%	40,4%	35,3%	35,5%
SCMA	36,2%	35,8%	39,2%	40,9%	42,7%

Sumber: IDX, Laporan Keuangan dan Tahunan

Beban Program dan Penyiaran per Jam VIVA vs. Kompetitor

(IDR juta/Jam)	2014	2015	2016	2017	2018
VIVA	40,5	38,5	46,9	50,7	55,9
MNCN	103,6	77,9	77,4	71,0	75,4
SCMA	84,2	86,7	101,0	103,9	122,0

Sumber: IDX, Laporan Keuangan dan Tahunan

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ANTV

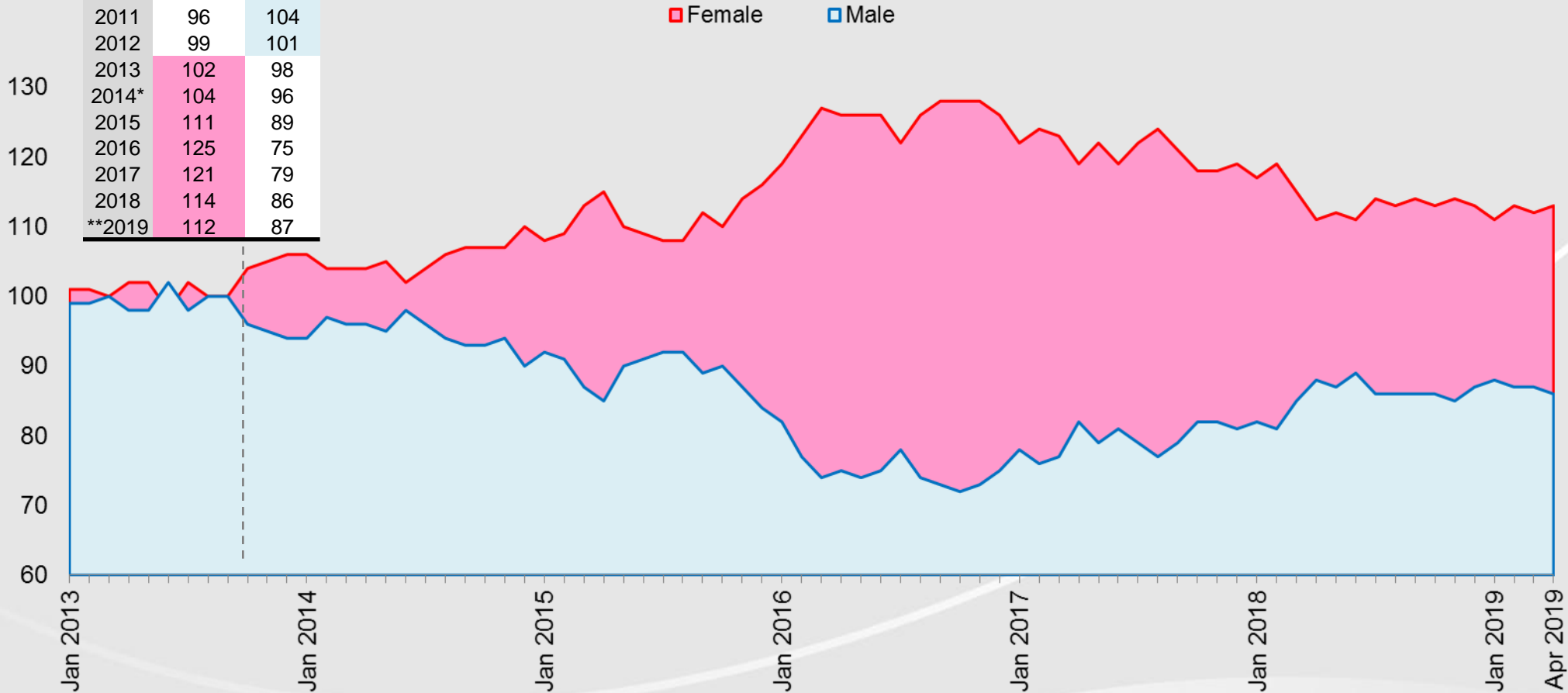
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ANTV sukses menjadi stasiun pilihan pemirsa wanita



INDEX		
Year	Female	Male
2010	95	105
2011	96	104
2012	99	101
2013	102	98
2014*	104	96
2015	111	89
2016	125	75
2017	121	79
2018	114	86
**2019	112	87



Sumber: AGB Nielsen Media Research, 11 Cities, Index by Month, 1 Jan 2013 – 30 April 2019
 *) tanpa World Cup 2014 **) update to 30 April 2019

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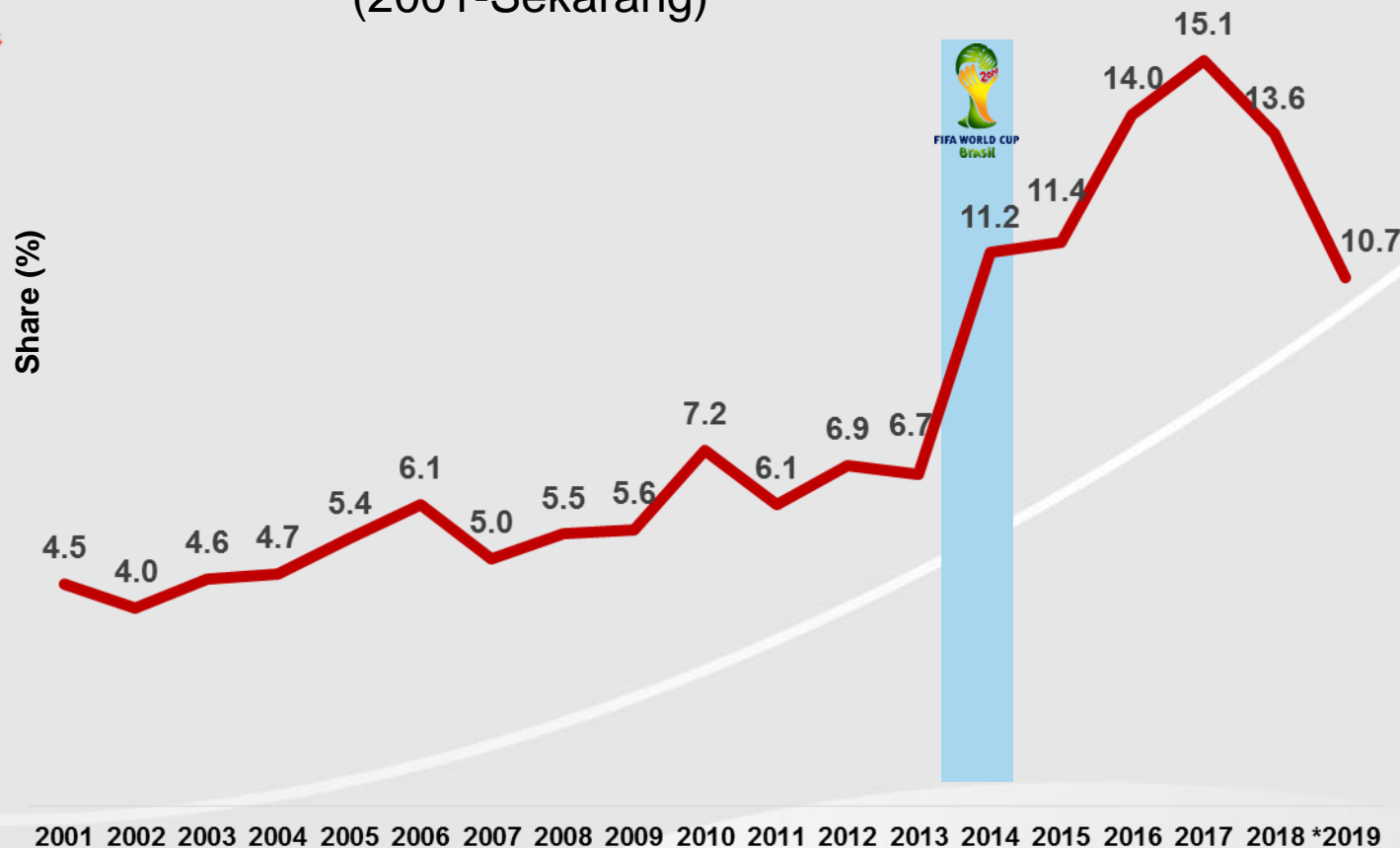


Pencapaian rata-rata pangsa pemirsa selama 2018 sebesar 13,6% dan 10,7% April 2019, ANTV tetap mempertahankan statusnya sebagai TV FTA TIER 1



Rata-Rata Pangsa Pemirsa ANTV (2001-Sekarang)

Channel	Variable	TVR	SHARE
SCTV		1.8	14.5
RCTI		1.8	14.1
IVM		1.7	13.1
ANTV		1.4	10.7
MNCTV		1.2	9.5
GTV		0.9	7.1
TRANS		0.8	6.7
TRANS7		0.8	6.2
TVONE		0.4	3.4
RTV		0.4	3.3
NET		0.3	2.3
METRO		0.2	1.5
KOMPASTV		0.2	1.5
INEWS		0.2	1.4



Sumber: AGB Nielsen Media Research, all people, 1 Jan 2001 – 30 April 2019. All People



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ANTV menerapkan strategi “Setiap jam tayang (*daypart*) merupakan *Prime Time* untuk pemirsa yang dibidik”



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Keberhasilan ini ditopang dengan mengkombinasikan konten lokal dan asing



LOCAL SERIES PROGRAMS

FOREIGN SERIES PROGRAMS

ENTERTAINMENT PROGRAMS

MORNING ANIMATION

NEWS and SPORT PROGRAMS



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Membawa “para bintang” lebih dekat ke pemirsa terbukti sukses meningkatkan loyalitas penonton ANTV



**Viva Youth Festival
Bandung 2018**



21 Feb 2018

**Meet & Greet
Kebumen 2018**



24 Feb 2018

**Goyang Keren
Tasikmalaya 2018**



4 Maret 2018

**Pesbuker Mencari Bakat
Jogja 2018**



23 Sept 2018

**Kejutan Batang 2019
Road To Hut 26**



9 Maret 2019

**Kejutan Cirebon 2019
Road To Hut 26**



10 Maret 2019

**Kejutan Ngawi
Road To Hut 26 2019**



16 Maret 2019

**PGG Subang 2019
Road To Hut 26**



24 Maret 2019

**Jalan Sehat Hut ANTV 26
2019**



24 Maret 2019

**Parade Goyang Gembira
2019**



24 Maret 2019

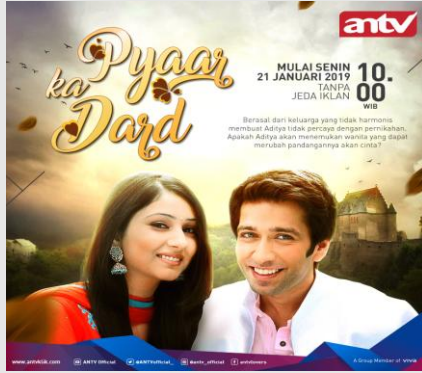


live smart

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Program-program baru ANTV di 2019



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TVONE

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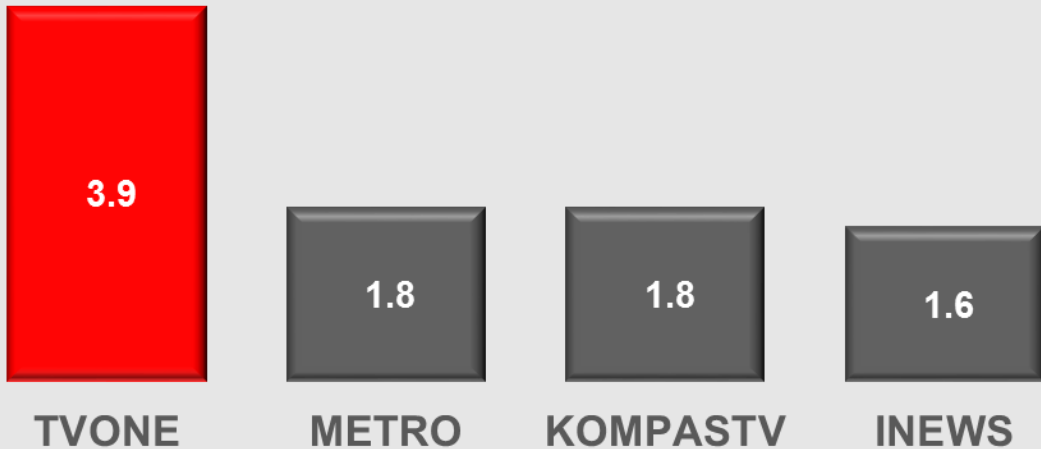


tvOne sebagai TV Berita dan Olahraga #1



NEWS TV AUDIENCE SHARE

Jan-Apr 2019 ; TA 15+UM1, 11 Cities



Sumber: Nielsen - 11 Cities; Share; 15+ UpperMiddle1; 1 Jan—30 Apr 2019; 4 News Channels

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tvOne selalu #1 dalam rangkuman kejadian penting “Breaking News”



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

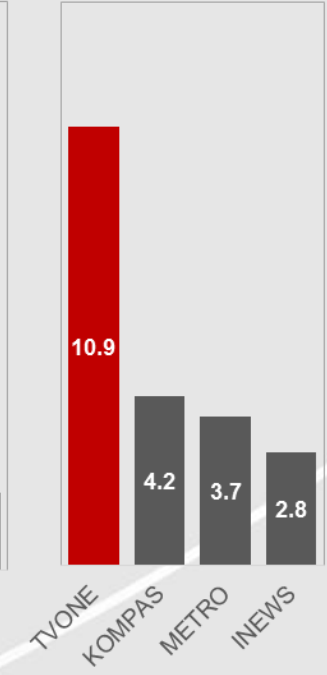
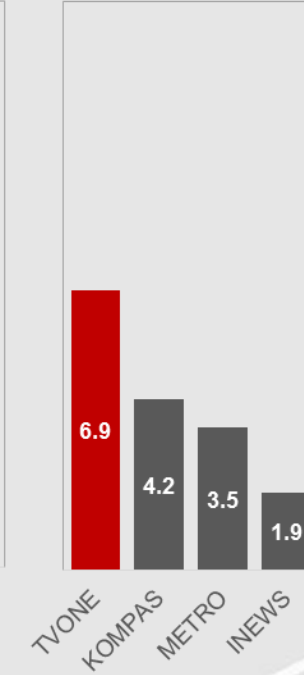
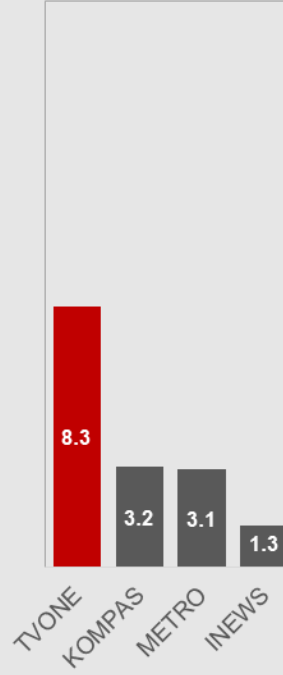
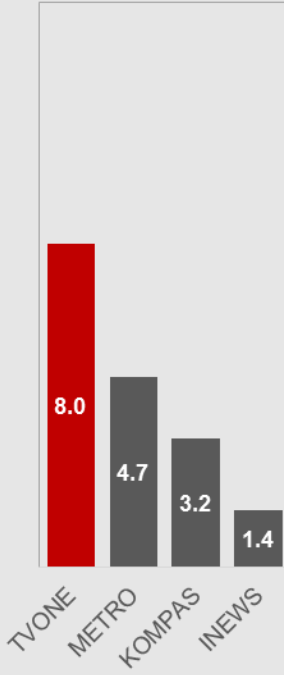
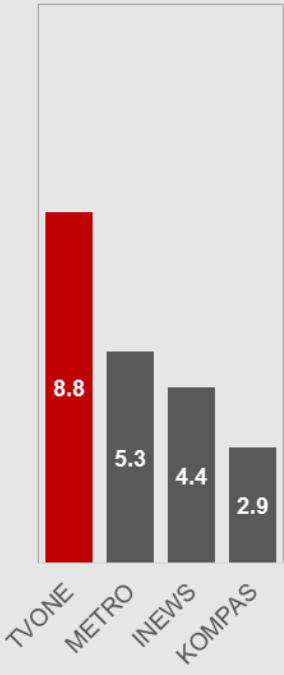
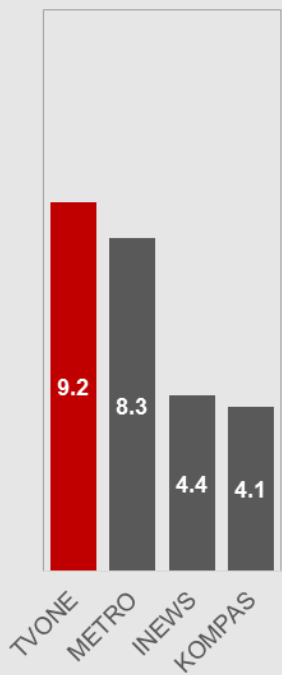
Bomb Explosion
in Surabaya
13 May '18 08:00-25:01

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



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

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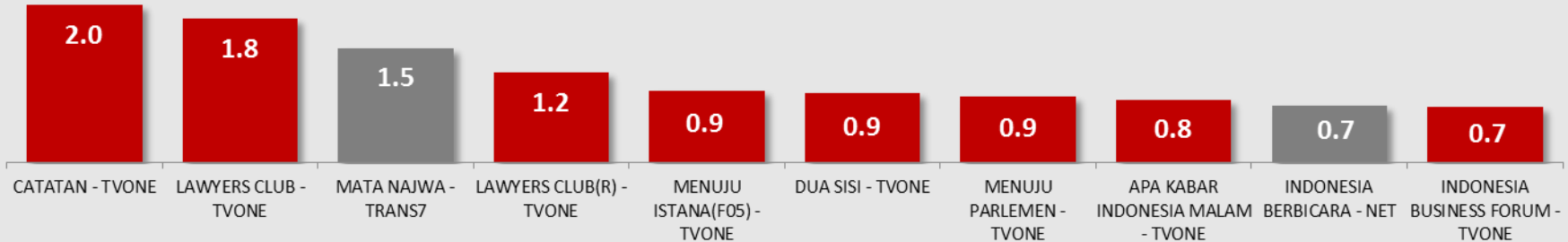
Liputan berita tvOne selalu #1 menjadi referensi pemberitaan oleh stasiun TV asing



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tvOne #1 pada program *Talk Show*



Sumber: Nielsen; 11 Cities; 15+ Upper Middle1; 1 Jan—30 Apr 2019
*Kecuali Election dan Special Programs



19 Mar '19 TVR 2.3 TVS 11.2



26 Feb '19 TVR 2.3 TVS 8.6



9 Apr '19 TVR 2.2 TVS 10.1



16 Apr '19 TVR 1.9 TVS 8.7

INDONESIA LAWYERS CLUB

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

SETIAP SELASA PKL. 19.30 WIB

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tvOne #1 pada program "Fighting Sports"

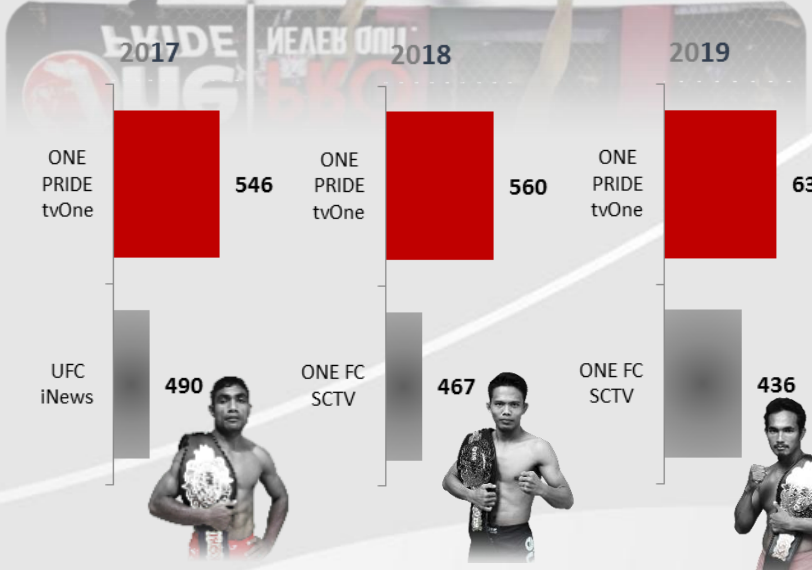


TOP LIVE WORLD BOXING (Audience Share in %)



Sumber: Nielsen 11 Cities; M 35+ Upper Middle1; Share

ONE PRIDE PRO NEVER QUIT (Audience Reach in 000s)



Sumber: Nielsen 11 Cities; M 35+ Upper Middle1; Reach 000s; (1 Jan 2017—30 Apr 2019)

All Live Matches A Group member of VIVA





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DIGITAL

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Portal berita online viva.co.id membukukan 104 juta *Pageviews* dan 17 juta pengunjung unik rata-rata setiap bulannya



01:16
average time/
visit



2.72
Page views/
visit

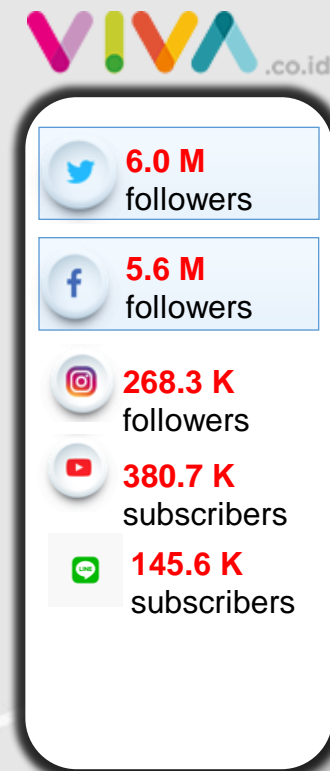
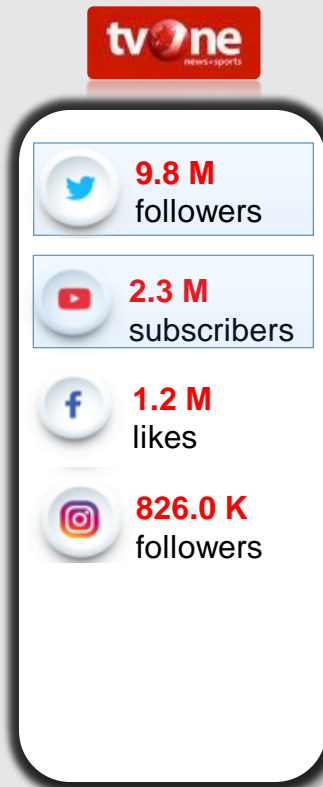
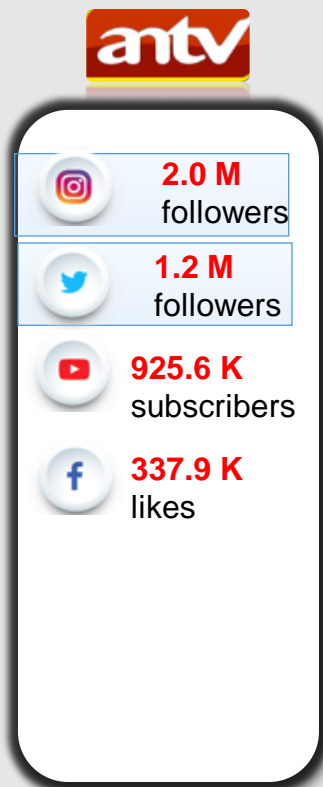


Sumber: Google Analytics, 1 Jan – 30 Apr 2019

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Lebih dari 31 juta *follower* di sosial media



*All Social Media Data as of 30 April 2019

Meluncurkan channel dan microsite baru



VIVA.co.id

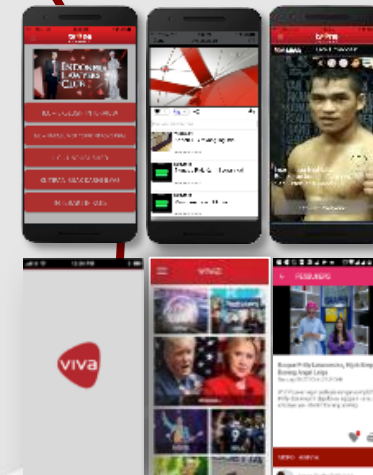
Web Platform



Mobile Web Platform



Mobile Application



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Program Web Series yang hanya ditayangkan di channel YouTube ANTV dan YouTube tvOne



Web Series ANTV



Web Series tvOne



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PENCAPAIAN

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VIVA dan Entitas Anak memperoleh berbagai penghargaan sepanjang tahun 2018



PT VISI MEDIA ASIA TBK. (VIVA)

HR Excellence Award 2018 – SWA Magazine



PT LATIVI MEDIAKARYA (tvOne)

Favorite News Talkshow and Favorite Talk Show Presenter -21st Panasonic Gobel Awards

Anugerah Syiar Ramadhan 1438 H/2018 – KPI dan MUI

2018 DIY Broadcasting Award- KPID DIY



PT CAKRAWALA ANDALAS TELEVISI (ANTV)

The 55th Most Valuable Indonesian Brand 2018 with US\$112 million Brand Value & A- Brand Rating - SWA

Best in Employee Engagement Program of Indonesia Best Companies in Creating Leaders – SWA dan NBOGroup



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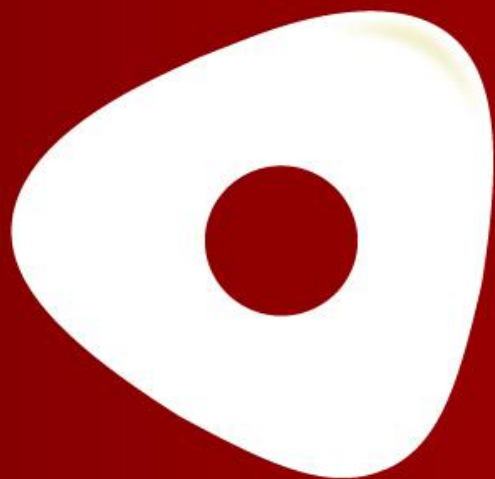


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Terima Kasih

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