



PUBLIC EXPOSE TAHUNAN

PT Intermedia Capital Tbk

Jakarta, 14 Desember 2022

Daftar Isi

#4-5	SEKILAS PERSEROAN
#7-9	TINJAUAN INDUSTRI
#11-15	KINERJA PERSEROAN
#17	KINERJA KEUANGAN PERSEROAN
#19	PENGHARGAAN



SEKILAS PERSEROAN

Data Kepemilikan Saham



PT. Visi Media Asia Tbk



Publik

Total Saham

39.215.538.400 saham

Kapitalisasi Pasar

Rp 2,04 triliun (US\$ 129,6 juta)*

*per 30 November 2022

PT Intermedia Capital Tbk. terdaftar di Bursa Saham Indonesia (Bloomberg: MDIA.IJ)

Susunan Pengurus

Dewan Komisaris



Otis Hahijary
Komisaris



Anindya Novyan Bakrie
Komisaris Utama



Raden Mas Djoko Setiotomo
Komisaris Independen



C.F. Carmelita Hardikusumo
Komisaris Independen

Direksi



Raden Mas Harlin Erlianto Rahardjo
Direktur



Arief Yahya
Direktur Utama



Ahmad Zulfikar
Direktur



Arhya Winastu Satyagraha
Direktur

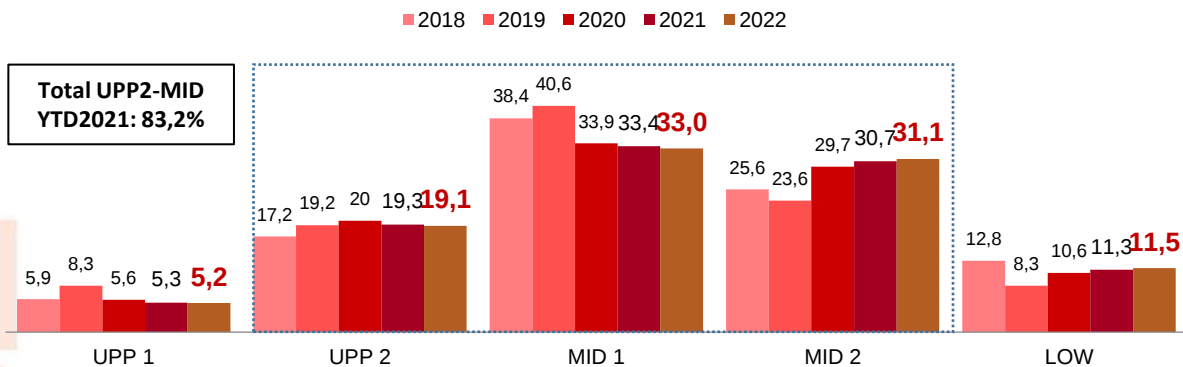


TINJAUAN INDUSTRI

Demografi Penonton TV FTA di Indonesia: Kelas Menengah, Muda, Perempuan



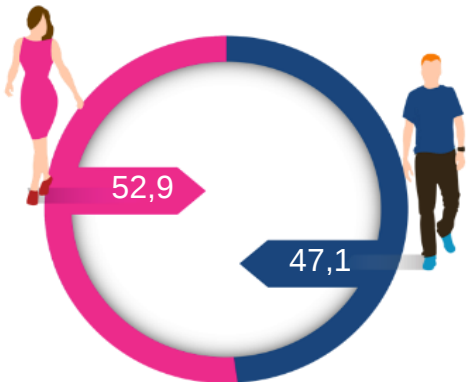
Social Economic Classification (SEC)



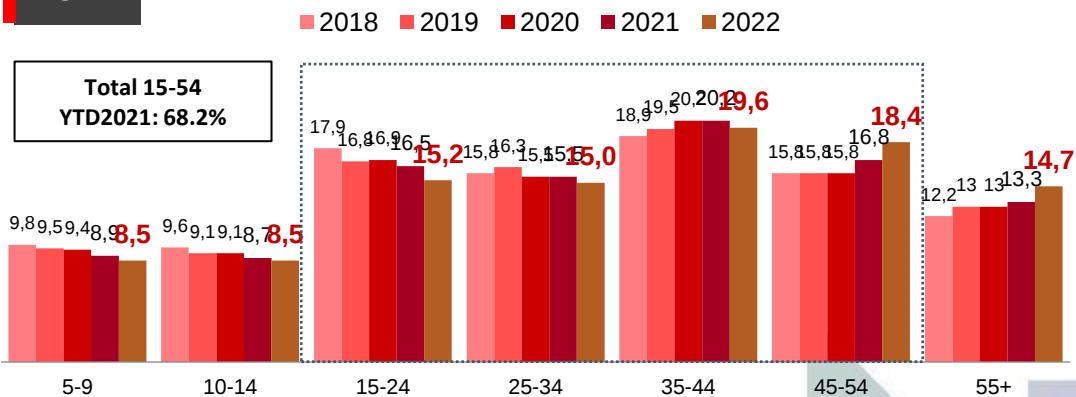
SEC	Routine Expenditure per Capita Average	Source of Drinker Water Modus	Fuel for Cooking Modus
Upper 1	Rp 2,5 mio	Branded gallon water	LPG 12 kg
Upper 2	Rp 1,5 mio	Refilling water or branded gallon water	LPG 12 kg or 3 kg
Middle 1	Rp 1 mio	Refilling water	LPG 3 kg
Middle 2	Rp 0,7 mio	Artesian well/pump or protected well	LPG 3 kg
Lower 1	Rp 0,4 mio	Protected well	LPG 3 kg or firewood
Lower 2	Rp 0,2 mio	Protected well or well spring	Firewood

Sex (2021)

Female ■ Male

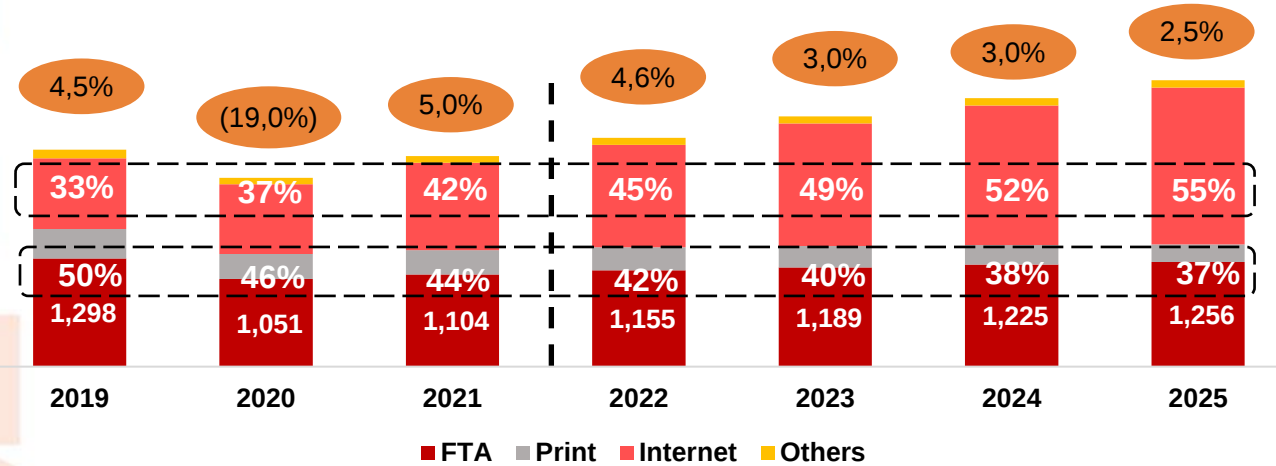


Age



Sumber: 2018 – 2022 *up to 30 Nov 2022, Total TV, 11 Cities, Based on % of Audience Reach 000s (Jangkauan Penonton)

TV FTA tetap menjadi pilihan utama bagi pengiklan untuk memasarkan produknya



Internet Market Share

FTA Market Share

50% dual screening

Internet

2017

2022

3 Jam 14 Menit

4 Jam 37 Menit

TV

2017

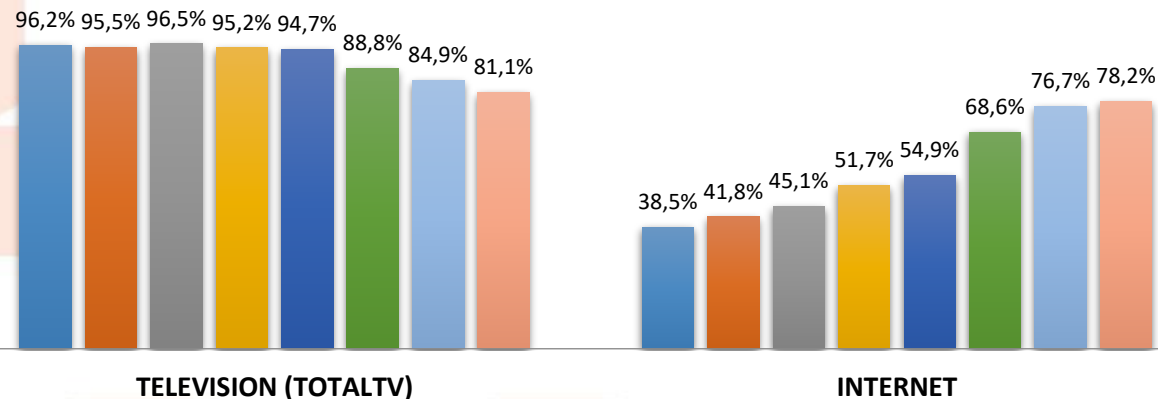
2022

4 Jam 54 Menit

4 Jam 35 Menit

Media Penetration 2015 - 2022

■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ Q32022



Sumber: Media Partners Asia, "Asia Pacific Advertising Trends 2022"

Catatan: IDR:USD = 14,300.

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

Masyarakat Indonesia menghabiskan rata-rata waktu di internet selama 8H 36M dan menonton TV selama 2H 50M



Durasi Rata-rata Akses Harian Berdasarkan Media

Pengguna internet umur 16-64 tahun



Waktu yang
dihabiskan untuk
menggunakan internet

8H 36M

YoY Change -3%



Waktu yang dihabiskan
untuk menonton tv
(broadcast & streaming)

2H 50M

YoY Change -0,6%



Waktu yang
dihabiskan untuk
menggunakan sosial
media

3H 17M

YoY Change +1,5%



Waktu yang dihabiskan
untuk membaca berita
(online & print)

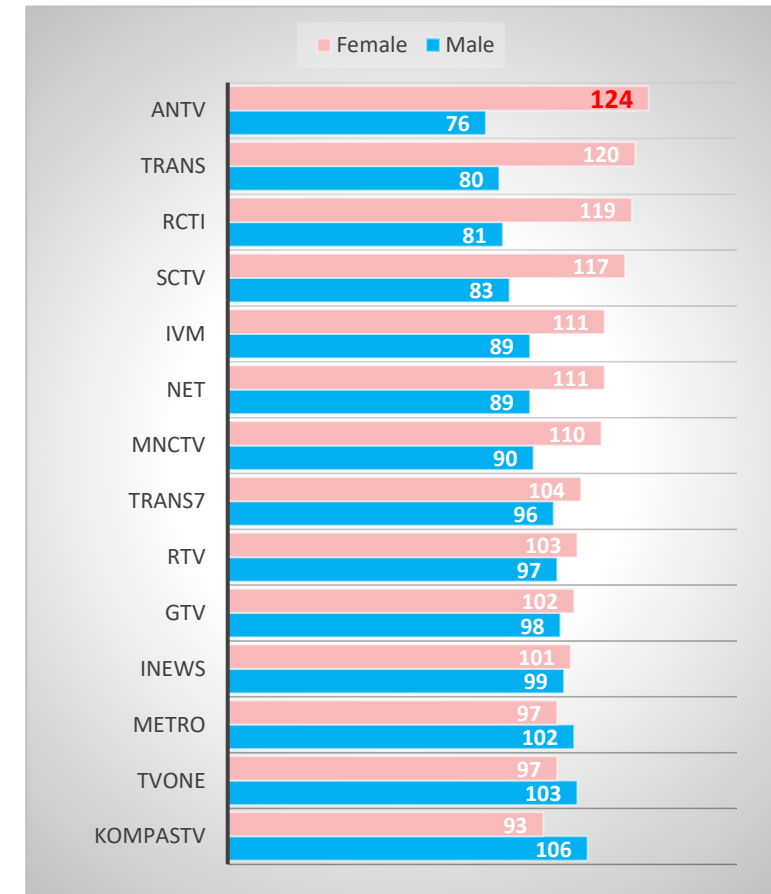
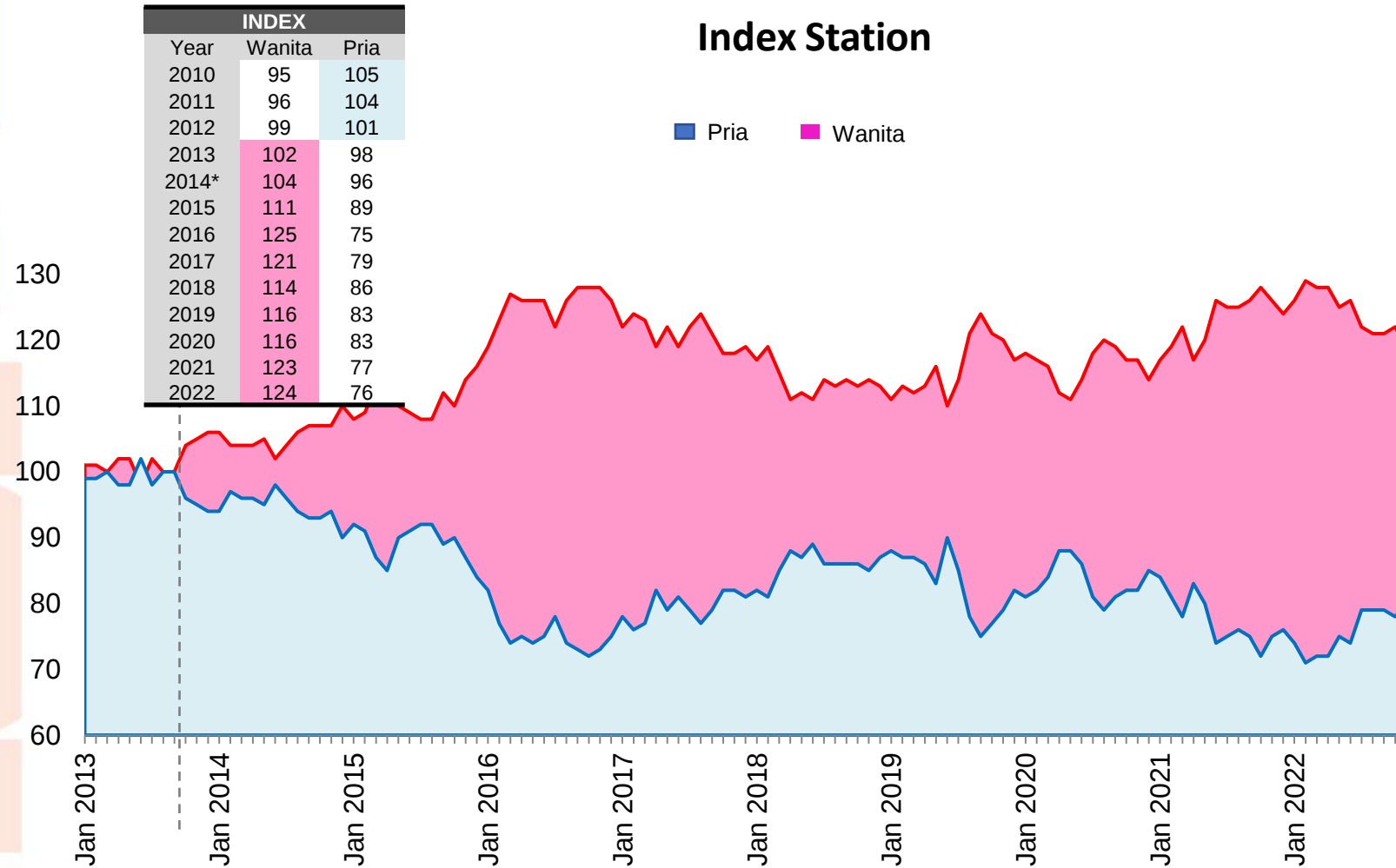
1H 47M

YoY Change +9,2%



KINERJA PERSEROAN

ANTV Kuat Dalam Menjangkau Pemirsa Wanita



Sumber: AGB Nielsen Media Research, 11 Cities, Index by Month, 1 Jan 2013 – 30 November 2022

*) without World Cup 2014

Sumber: AGB Nielsen Media Research 1 Jan – 30 Nov 2022,
All People, 11 Cities

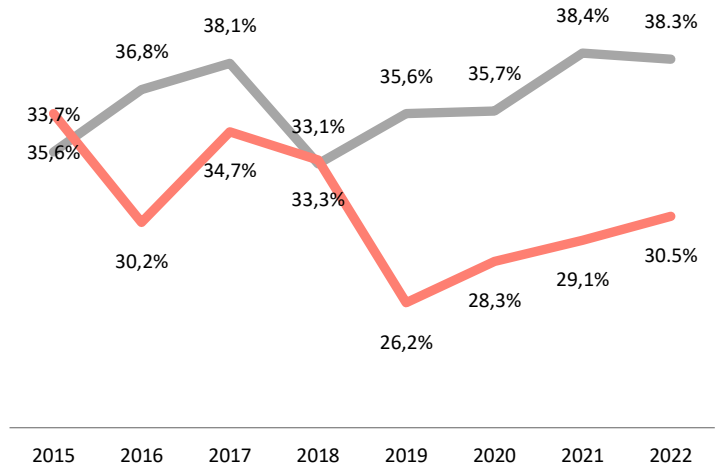
ANTV Menjadi *Top of Mind* Untuk Seri Asing

Program India = Uniqueness ANTUV

Series india masih diminati penonton ANTUV dengan daya tahan menonton (ATV %) yang cenderung stabil

ATV%

— ATV% Indian Series —●— ATV% Local Series



2019

No.	Description (grouped)	Channel	TVR	Share
1	ISHQ MEIN MARIJAWAN	ANTV	1,6	13,4
2	SALIM ANARKALI	ANTV	1,5	7,2
3	WHAT'S WRONG WITH SECRETAR	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	ISHQ 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

2021

No.	Description (grouped)	Channel	TVR	Share
1	RADHA KRISHNA	ANTV	1.8	6.9
2	MAHABHARATA	ANTV	1.7	13.9
3	NAZAR	ANTV	1.5	7.6
4	KULFI	ANTV	1.4	10.6
5	BALIKA VADHU	ANTV	1.4	12.0
6	UTTARAN	ANTV	1.4	11.7
7	PARAMAVATAR SHRI KRISHNA	ANTV	1.4	6.4
8	MOHABBATEIN	ANTV	1.3	12.4
9	BEPANAH PYAARR	ANTV	1.2	4.7
10	GOPI	ANTV	1.2	10.8

2020

No.	Description (grouped)	Channel	TVR	Share
1	LEGEND OF THE BLUE SEA	IVM	3,0	13,8
2	RADHA KRISHNA	ANTV	2,2	9,0
3	CHANDRAGUPTA MAURYA	ANTV	1,7	11,7
4	FAITH	IVM	1,7	9,2
5	WHILE YOU WERE SLEEPING	IVM	1,6	9,4
6	MUTIARA RAMA SHINTA LAVA &	ANTV	1,6	9,9
7	NAZAR	ANTV	1,6	7,6
8	JODHA AKBAR	ANTV	1,6	12,4
9	MAHABHARATA	ANTV	1,5	12,5
10	NAAGIN	ANTV	1,4	11,3

2022

No.	Description (grouped)	Channel	TVR	Share
1	BALIKA VADHU	ANTV	1.5	13.6
2	NAAGIN 3	ANTV	1.3	9.4
3	GANGAA	ANTV	1.3	10.5
4	ISHQ MEIN MARIJAWAN 2	ANTV	1.2	10.9
5	YEHH JADU HAI JINN KA!	ANTV	1.1	9.7
6	CHANDRAGUPTA MAURYA(R)	ANTV	1.0	9.1
7	RADHA KRISHNA(R)	ANTV	1.0	8.0
8	SILSILA(R)	ANTV	0.9	7.8
9	GOPI	ANTV	0.9	8.5
10	SUFYANA	ANTV	0.7	7.3

Performance TVS ANTV masih terjaga sepanjang 2022



Performa ANTV berdasarkan Daypart

Morning Slot



Time slot
(Target audience)

05.00 – 07.59
(Mom With Kids <5 UM)

15,9%

#2

Movie India
Slot



08.00 – 11.29
(M/F 25-34 ML)

11,0%

#2

Series India
Slot



11.00 – 17.59
(F 15-49)

14,0%

#1

Prime time
Local Series
Slot



18.00 – 21.59
(M/F 25+ ML)

9,8%

#5

Night Time
Slot

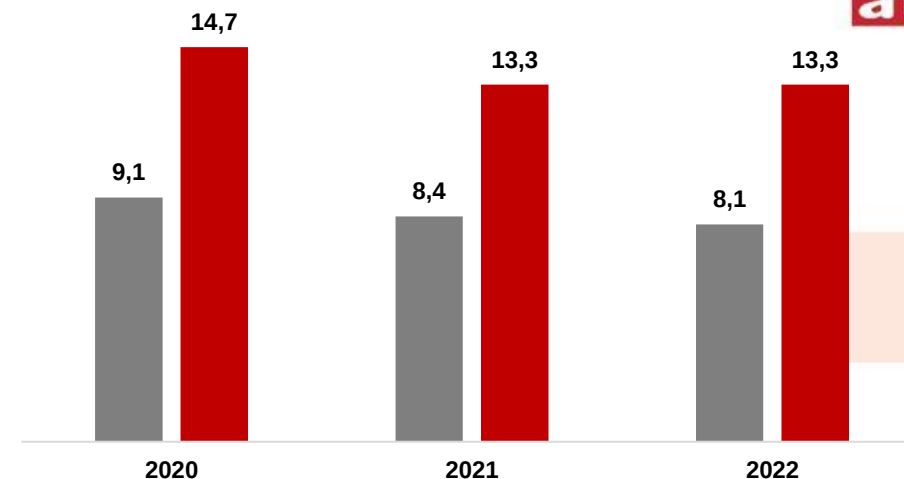


22.00 – 24.59
(M/F 20-34)

7,5%

#4

TVS 2020-2022



■ Jakarta ■ Non Jakarta

SLOT POSITION CHANNEL, 2020						SLOT POSITION CHANNEL, 2021						SLOT POSITION CHANNEL, 2022					
ALL MARKET			NON JAKARTA			ALL MARKET			NON JAKARTA			ALL MARKET			NON JAKARTA		
Chnl	TVR	Share	Chnl	TVR	Share	Chnl	TVR	Share	Chnl	TVR	Share	Chnl	TVR	Share	Chnl	TVR	Share
IVM	1.8	13.9	ANTV	1.7	14.7	RCTI	2.6	22.9	RCTI	2.2	20.4	RCTI	1.9	17.0	RCTI	1.6	14.6
SCTV	1.7	13.7	IVM	1.6	13.4	SCTV	1.6	14.0	SCTV	1.6	14.4	IVM	1.7	15.3	SCTV	1.5	14.2
RCTI	1.7	13.5	SCTV	1.5	12.4	IVM	1.3	11.6	ANTV	1.5	13.3	SCTV	1.6	14.4	ANTV	1.4	13.3
MNCTV	1.3	10.1	RCTI	1.4	12.1	MNCTV	1.1	9.6	IVM	1.2	11.3	MNCTV	1.0	9.3	IVM	1.3	12.6
ANTV	1.1	9.1	MNCTV	1.1	9.4	ANTV	0.9	8.4	MNCTV	1.1	9.7	ANTV	0.9	8.1	MNCTV	1.0	9.8
TRANS7	0.9	7.4	GTV	0.8	7.1	GTV	0.7	6.4	GTV	0.7	6.7	GTV	0.7	6.7	GTV	0.7	6.9
TRANS	0.8	6.7	TRANS	0.8	6.8	TRANS7	0.7	5.9	TRANS	0.6	5.9	TRANS7	0.7	6.6	TRANS	0.7	6.6
GTV	0.8	6.5	TRANS7	0.6	5.4	TRANS	0.6	5.6	TRANS7	0.5	5.0	TRANS	0.6	5.5	TRANS7	0.7	6.2
RTV	0.4	3.2	RTV	0.4	3.0	RTV	0.5	4.7	RTV	0.4	3.2	RTV	0.4	4.0	TVONE	0.3	3.0
NET	0.4	2.9	TVONE	0.3	2.8	NET	0.3	2.6	TVONE	0.3	2.6	NET	0.3	2.7	RTV	0.3	2.6
TVONE	0.4	2.9	NET	0.3	2.3	TVONE	0.3	2.4	NET	0.2	1.8	TVONE	0.3	2.7	NET	0.2	2.1
INEWS	0.2	1.4	METRO	0.2	1.5	INEWS	0.2	1.5	METRO	0.1	1.2	INEWS	0.2	2.1	INEWS	0.2	1.8
METRO	0.2	1.3	INEWS	0.1	1.2	METRO	0.1	1.0	INEWS	0.1	1.2	KOMPAS	0.2	1.4	METRO	0.2	1.5
KOMPAS	0.1	1.1	KOMPAS	0.1	1.2	KOMPAS	0.1	1.0	KOMPAS	0.1	1.0	METRO	0.1	1.2	KOMPAS	0.2	1.5

Strategi ANTV memperluas jangkauan pemirsa dengan menayangkan variasi program baru



Entertainment PROGRAMS



LOCAL SERIES PROGRAMS



SPORT PROGRAMS



Talent Search PROGRAMS



Special Music PROGRAMS



Sejalan dengan pertumbuhan industri digital, ANTV terus memperkuat bisnis digitalnya



Portal

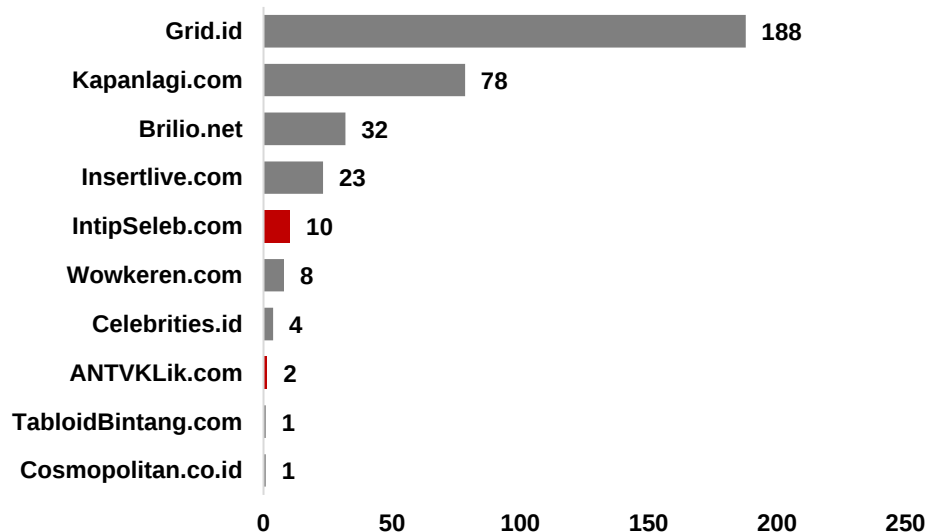


Entertainment - Lifestyle
21.8 Juta
Rata-rata PV/bulan



Entertainment - Lifestyle
600 ribu
Rata-rata PV/bulan

TOP 10 ENTERTAINMENT PUBLISHER (PAGEVIEWS BULANAN DALAM JUTA)



Sumber: Similarweb

Video streaming



2 Juta Subscribers
Laki-Laki : 76% | Female : 24%



3.3 M | Subscribers
Perempuan : 57% | Male : 43%

Social Media



@antv_official

2,1 jt

@intipseleb

120 rb



@antv_official

1 jt

@intipseleb

298 rb



ANTVLOVERS

5,9 jt

Intipseleb.com

5,7 rb



antvofficial_

1,1 jt

Intipseleb.com

6,2 rb



KINERJA KEUANGAN PERSEROAN

Kinerja Keuangan MDIA 9M 2021 vs 9M 2022

(IDR miliar)



Keterangan	9M 2021	9M 2022	Peningkatan (Penurunan) (%)
Pendapatan	986,4	992,5	0,6%
Beban Program dan Penyiaran	(469,5)	(447,1)	-4,8%
Beban Umum dan Administrasi	(318,7)	(329,2)	3,3%
Beban Penyusutan	(43,4)	(40,3)	-7,3%
EBITDA	198,3	216,3	9,1%
<i>EBITDA Marjin (%)</i>	<i>20,1%</i>	<i>21,8%</i>	
Laba (Rugi) Bersih*	40,3	89,7	122,8%
<i>Laba (Rugi) Bersih terhadap Pendapatan (%)</i>	<i>4,1%</i>	<i>9,0%</i>	

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



PENGHARGAAN

Penghargaan



PT. Cakrawala Andalas Televisi (ANTV)

- KPID Awards 2022 Sulawesi Selatan
Lembaga Penyiaran Peduli Siaran Lokal
- Anugerah LSF 2022
Lembaga Penyiaran Televisi Peduli Sensor Mandiri 2022
- KPID Lampung Award 2022
Penyiar Terbaik Televisi (Nevia Arzhan)
- Anugerah Penyiaran KPID Jawa Tengah
Sistem Stasiun Jaringan (SSJ) Terbaik





**THANK
YOU**