

FACTORY VISIT

Media Gathering MDIA/ANTV

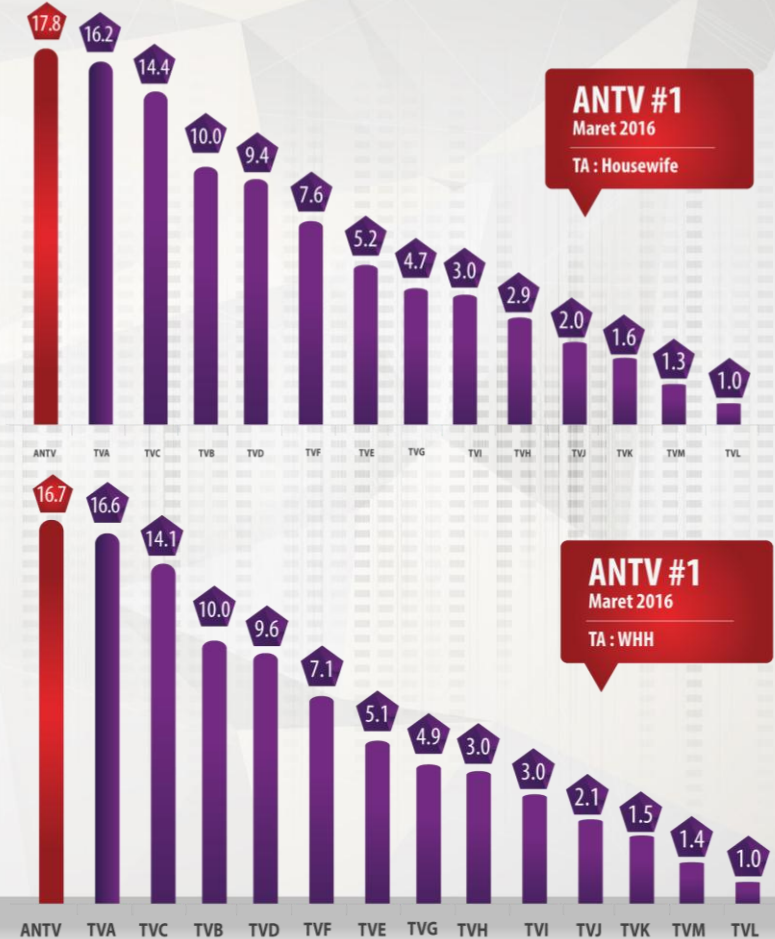
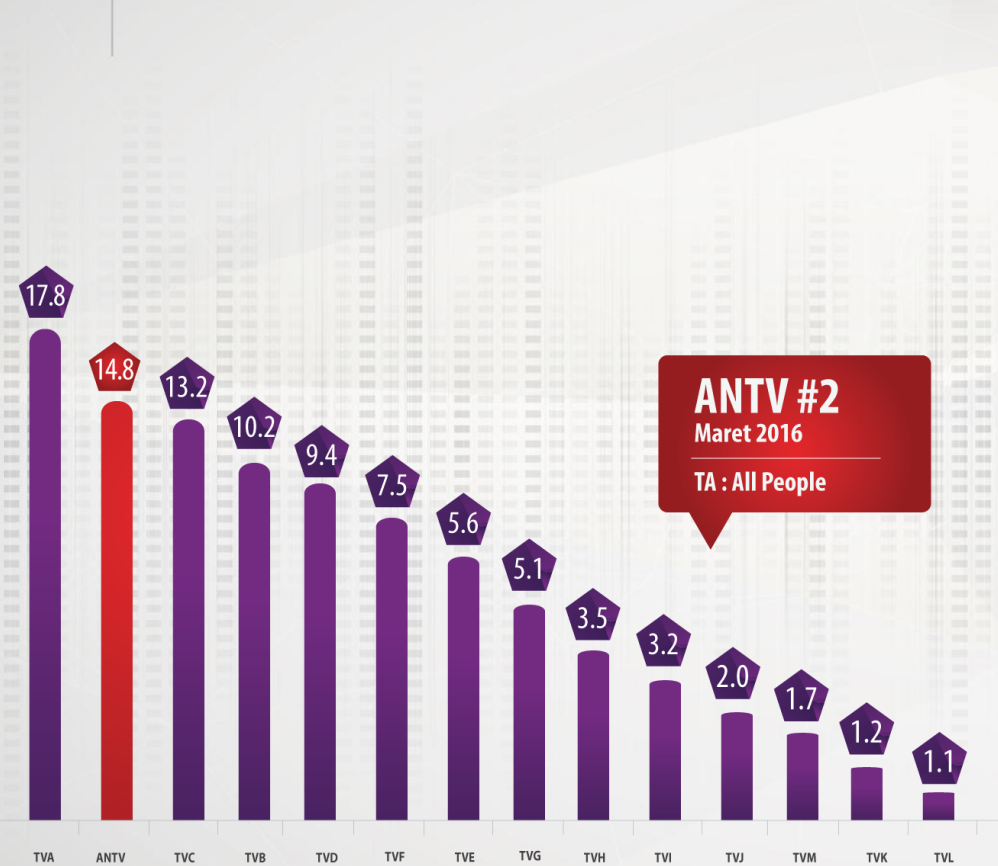
28 April 2016



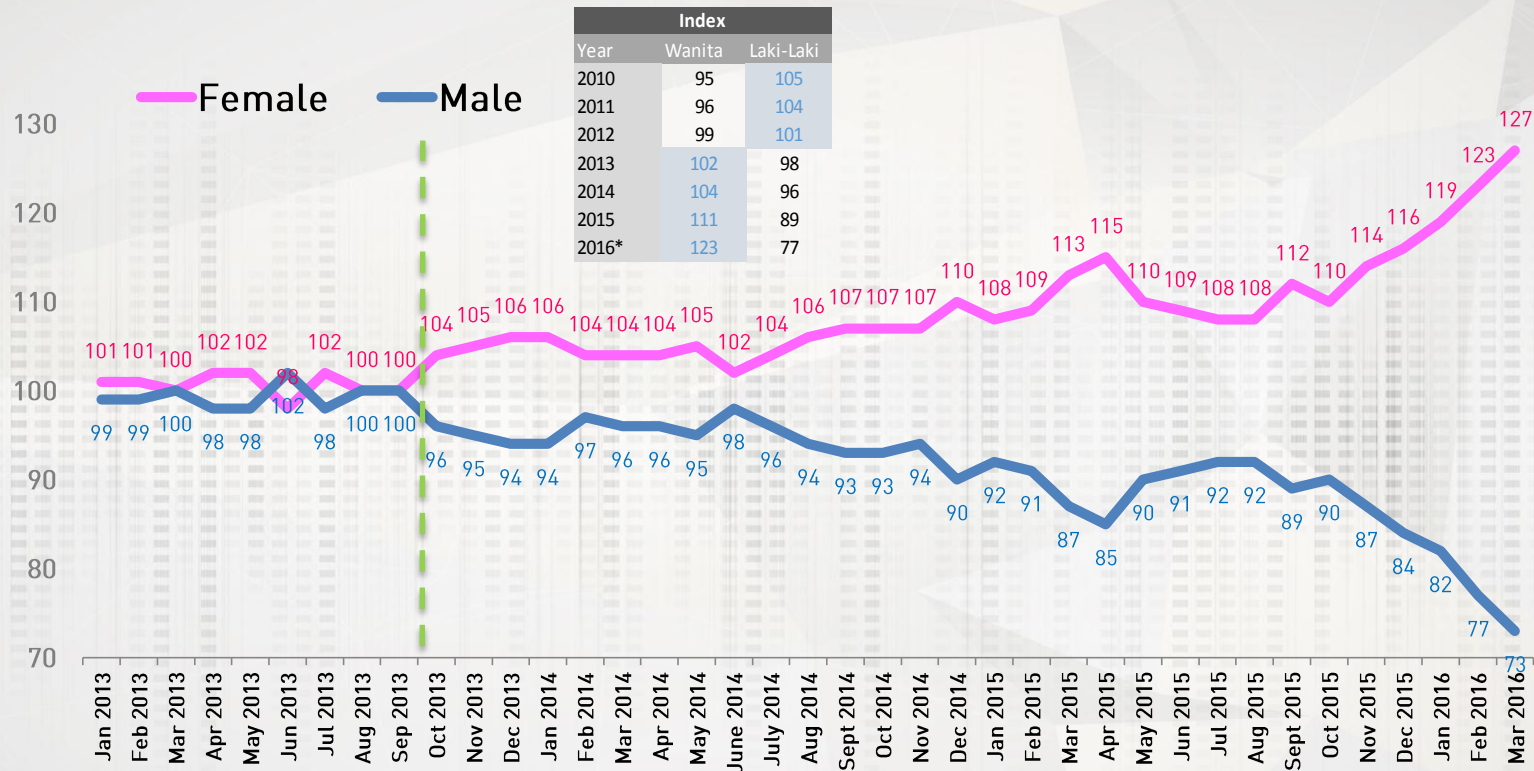




ANTV saat ini telah menjadi stasiun Tier 1 dengan fokus pada konten hiburan keluarga

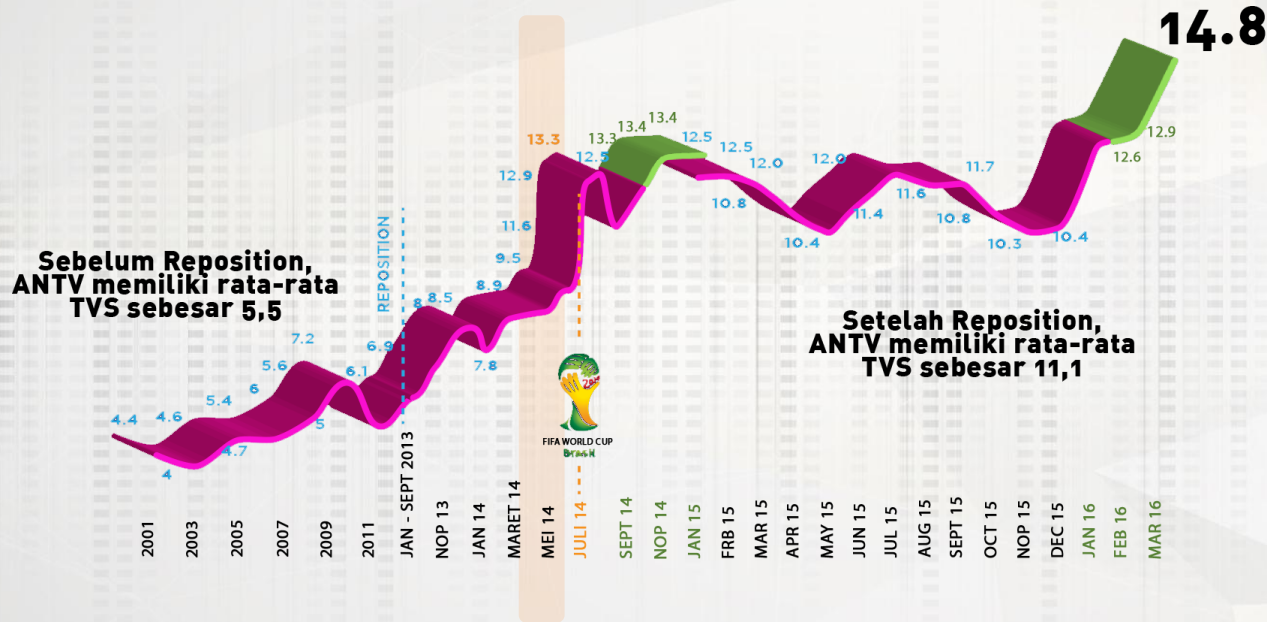


ANTV dengan strategi yang baru sukses menjadi stasiun pilihan pemirsa wanita

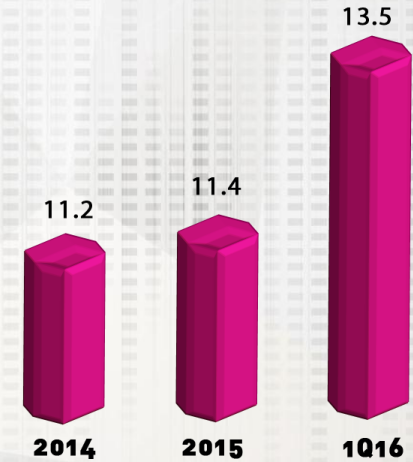


Sumber: AGB Nielsen Media Research, Index by Month, 1 Jan 2013 – 31 Jan 2016,
*without World Cup 2014

ANTV merupakan TV entertainment dengan pertumbuhan terpesat di tengah ketatnya persaingan industri



Kinerja TVS ANTV



January 2001 – 31 Mar 2016, Sumber: Nielsen, based on the target audience All People



Strategy 1 – Setiap *daypart* merupakan *Primetime* untuk target pemirsanya masing-masing



04:00 - 05:30

MALE 25+

TOPIK PAGI

LENSA OLAH RAGA



11:00 - 18:00

HOUSEWIFE & WHH

VEERA

KAALI & GAURI

ANANDHI

UTTARAN



21:00 - 24:00

MF 15+, WHH & HOUSEWIFE

FATMAGUL

EFSUN & BAHAR



05:30 - 11:00

KIDS & FEMALE 25-44

ANIMATION

THE NEW EAT BULAGA INDONESIA

BAALVEER

NINO SI KEPO

DAPUR MAMA SERU



18:00 - 21:00

MF 25+, WHH & HOUSEWIFE

UTTARAN

PESBUKERS

SUPER FAMILY 100

ASHOKA



24:00 - 04:00

MALE 25+

SELAMAT MALAM INDONESIA

TOPIK MALAM

CAKRAWALA

JEJAK PARANORMAL

Strategi 2 – Portfolio lengkap



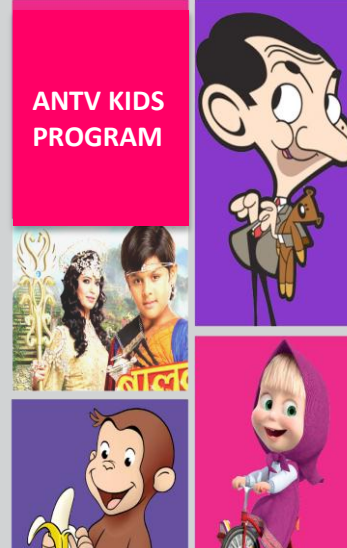
ANTV SERIES PROGRAM



ANTV ENTERTAINMENT PROGRAM



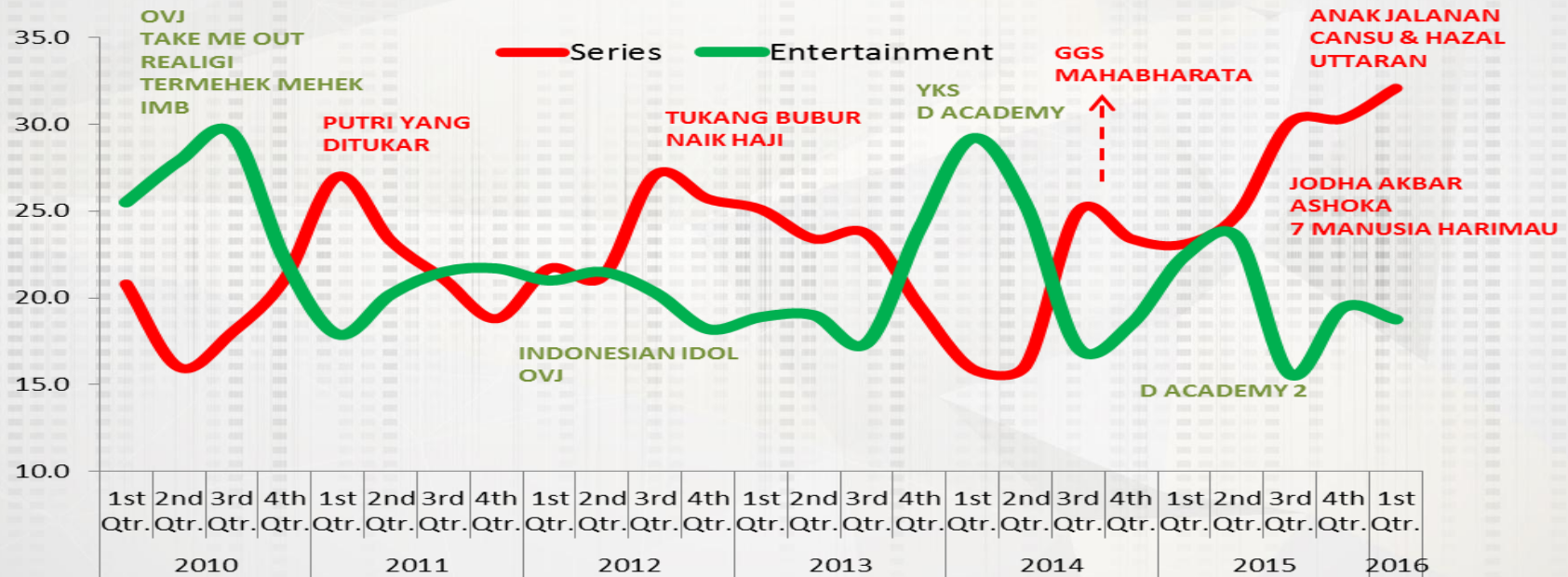
ANTV KIDS PROGRAM



ANTV NEWS, FEATURE & SPORT PROGRAM



Dengan memilih kedua genre utama ini akan memberi jaminan tetap terpeliharanya pemirsa ANTV. Jika salah satu dari genre utama ini turun akan ditopang dengan kenaikan genre dari salah satunya.



Sumber: AGB Nielsen Media Research Update 01 January 2010 – 07 Mar 2016, All People

Strategi 3 – Unique value proposition



MAHABHARATA

TVR 5.2 TV SHARE 21.0

PROGRAM	MAHABHARATA		MAHACINTA		FINAL WORLD CUP 2014	
	TVR	TVSHARE	TVR	TVSHARE	TVR	TVSHARE
ALL PEOPLE	7.5	29.6	5.2	20.5	6.2	44.1
HOUSEWIFE	9.2	32.4	6.7	22.2	5.0	37.8

Sumber: AGB Nielsen Media Research, Oct-Dec 2014 TA: 5+ ABCD

JODHA AKBAR

TVR 4.1 TV SHARE 17.3

Sumber: AGB Nielsen Media Research, 14 Jul 2014 – 3 Sep 2015, All People

UTTARAN

TVR 3.7 TV SHARE 25.4

Sumber: AGB Nielsen Media Research, 21 Sep 2015 – 26 Apr 2016, All People

Trending
Topic



- #MAHABHARATALASTEPISODE - trending topic #1 di Indonesia dan Dunia
- #MAHABHARATASHOWANTV - trending topic #1 di Indonesia dan #2 di Dunia
- #MALAMFINALPAA - trending topic #1 di Indonesia dan #5 di Dunia
- #ANTARASHAHEERAKUDANINDIA – trending topic #1 di Indonesia dan #3 di Dunia
- #BOLLYSTARVAGANZA – trending topic #1 di Indonesia dan #5 di Dunia
- #PANAHASMARAJUNA – trending topic #1 di Indonesia dan #5 di Dunia



TVR 3.4/17.7

HUT ANTV 1001 Kisah



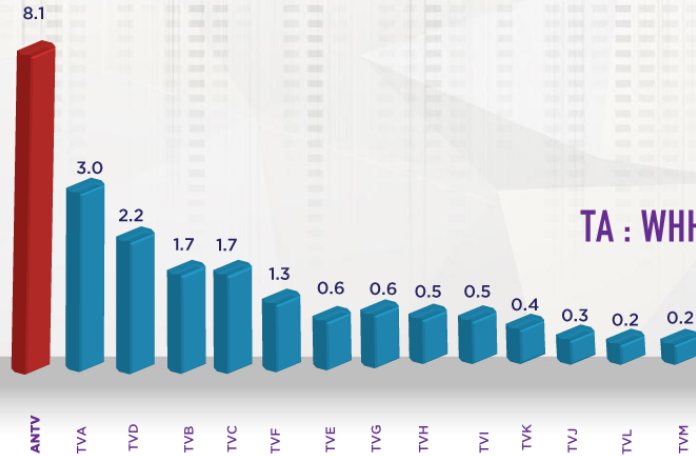
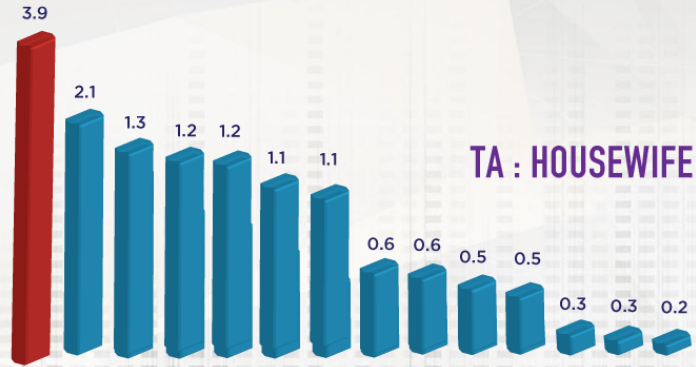
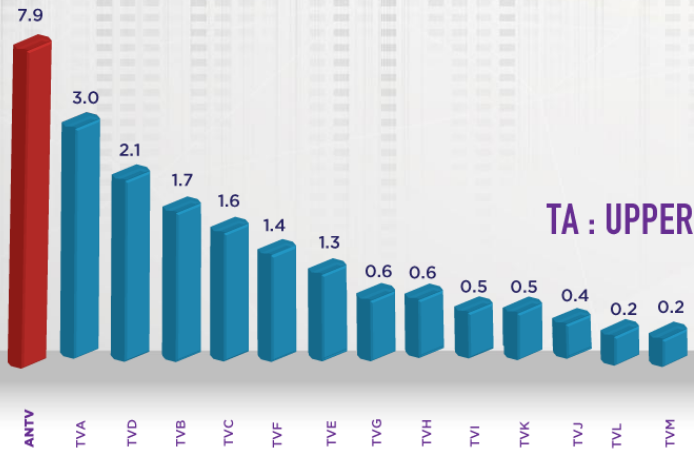
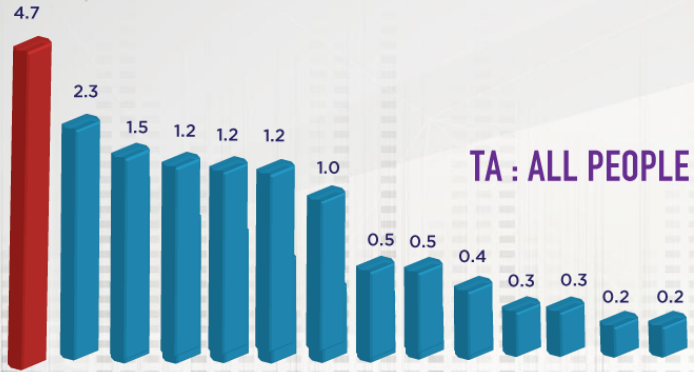
Strategi kami terbukti berhasil, para pesaing mencoba untuk mengikuti menayangkan serial drama India tetapi hanya sedikit yang berhasil



	PROGRAM	CHANNEL	(r)TVR
01	JODHA AKBAR	ANTV	4.1
02	UTTARAN	ANTV	3.6
03	MAHABHARATA	ANTV	3.1
04	SHAKUNTALA	ANTV	2.8
05	THE ADVENTURES OF HATIM	ANTV	2.7
06	ANANDHI	ANTV	2.7
07	KAALI & GAURI	ANTV	2.7
08	CHAKRAVARTIN ASHOKA SAMRAT	ANTV	2.6
09	RAMAYANA	ANTV	2.5
10	VEERA	ANTV	2.5
11	NAVYA	ANTV	2.4
12	KEJAYAAN MAHABHARATA	ANTV	2.3
13	KRISHNA	ANTV	2.2
14	MAHAPUTRA	ANTV	1.8
15	BAALVEER	ANTV	1.7

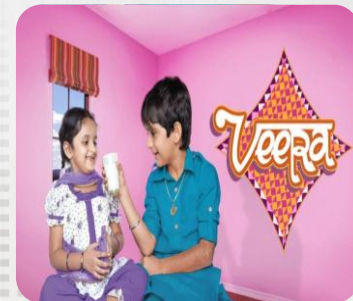
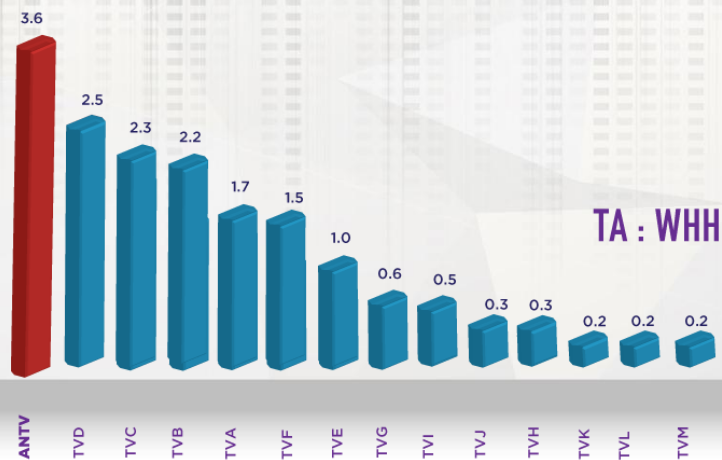
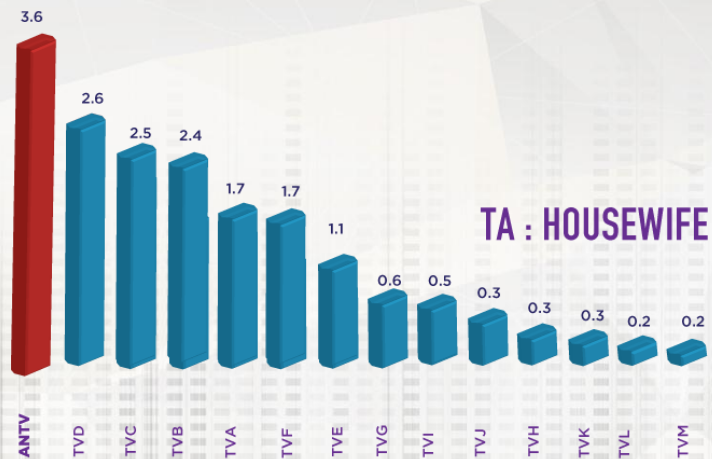
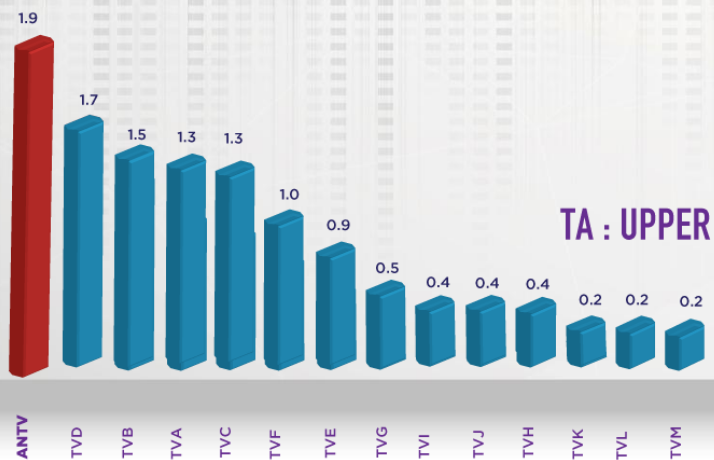
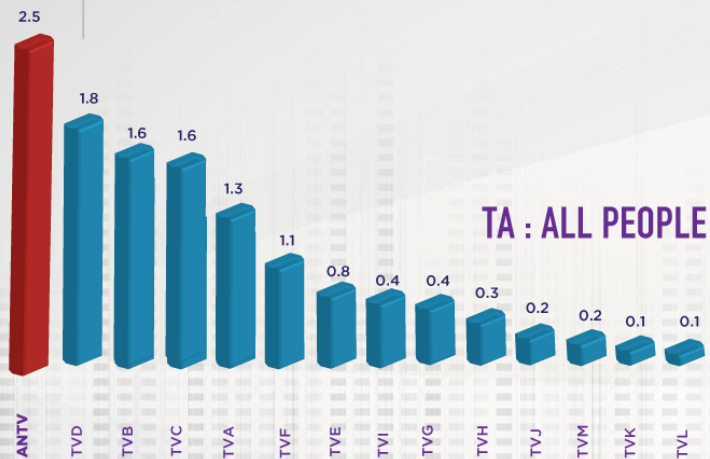
Sumber: AGB Nielsen Jan 2015 – 31 Mar 2016, TA: All People

Uttaran #1 di jam tayangnya



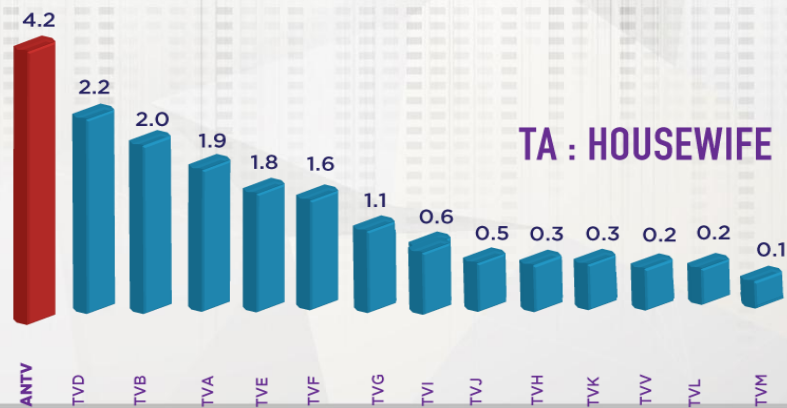
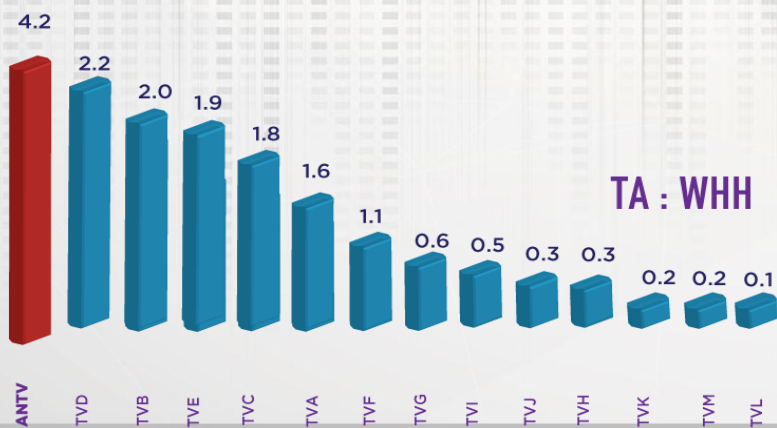
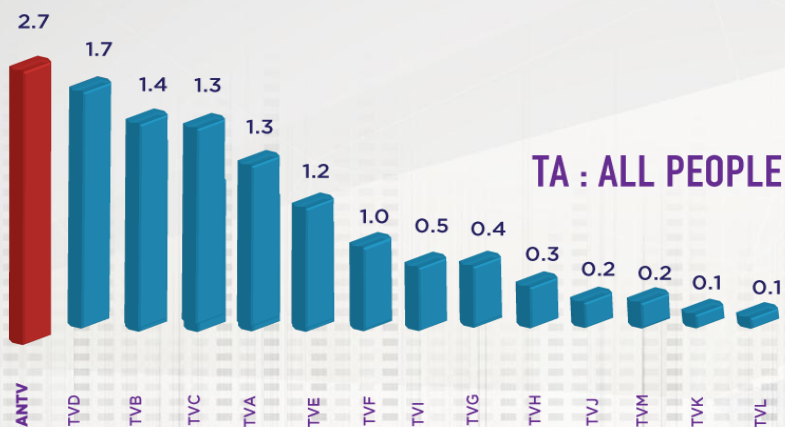
Sumber: Nielsen Media ;
11 Cities; 01 – 31 Mar 2016. TA : All People

Veera #1 di jam tayangnya



Sumber: Nielsen Media ;
11 Cities; 01 Jan - 31 Mar 2016.

ANANDHI #1 di jam tayangnya



Sumber: Nielsen Media ; 11 Cities; 01 Jan – 31 Mar 2016.



ANTV menjadi yang terbaik dalam menayangkan serial drama Turki



No.	Description (Grouped)	Channel	(r)TVR
1	CANSU & HAZAL	ANTV	3.0
2	SHEHRAZAT 1001 MALAM	ANTV	2.6
3	ELIF	TV B	2.5
4	ABAD KEJAYAAN	ANTV	2.1
5	ANTARA NUR & DIA	ANTV	2.0
6	FATMAGUL	ANTV	1.8
7	EFSUN & BAHAR	ANTV	1.8
8	BELAHAN JIWA KAHRAMAN	ANTV	1.5
9	CINTA ELIF	ANTV	1.3
10	GANG DAMAI	TV A	0.9

Sumber AGB Nielsen Jan 2015 – 31 Mar 2016, TA: All People

Program-program komedi, game show dan reality show ANTV



Top Program Comedy

No.	Description (Grouped)	Channel	(r)TVR
1	PESBUKERS(C10)	ANTV	3.0
2	FESTIVAL INDONESIA	TV C	2.6
3	LOL	TV B	2.5
4	STAND UP COMEDY CLUB	TV C	2.1
14	STATUS PALSU	TV B	0.6
15	KEBANGKITAN ERTUGRUL	TV F	0.4

Sumber: AGB Nielsen Media Research, 1 Jan – 31 Mar 2016 (Weekdays)
TA: Female 25-44



Top Program Daily Quiz dan Game Show

No.	Description (Grouped)	Channel/Variable	(r)TVR	Share
1	NINO SI KEPOOO!!!	ANTV	1.6	11.7
2	KATAKAN PUTUS	TV E	1.2	6.3
3	TOLONG!	TV B	1.1	7.7
4	UPS SALAH	TV F	1.0	6.7
14	JANUI SUCI RAFFI & GIGI	TV E	1.0	6.4

Sumber: AGB Nielsen Media Research, 1 Jan – 31 Mar 2016 (Weekdays),
TA: All People



Top Program Reality Show

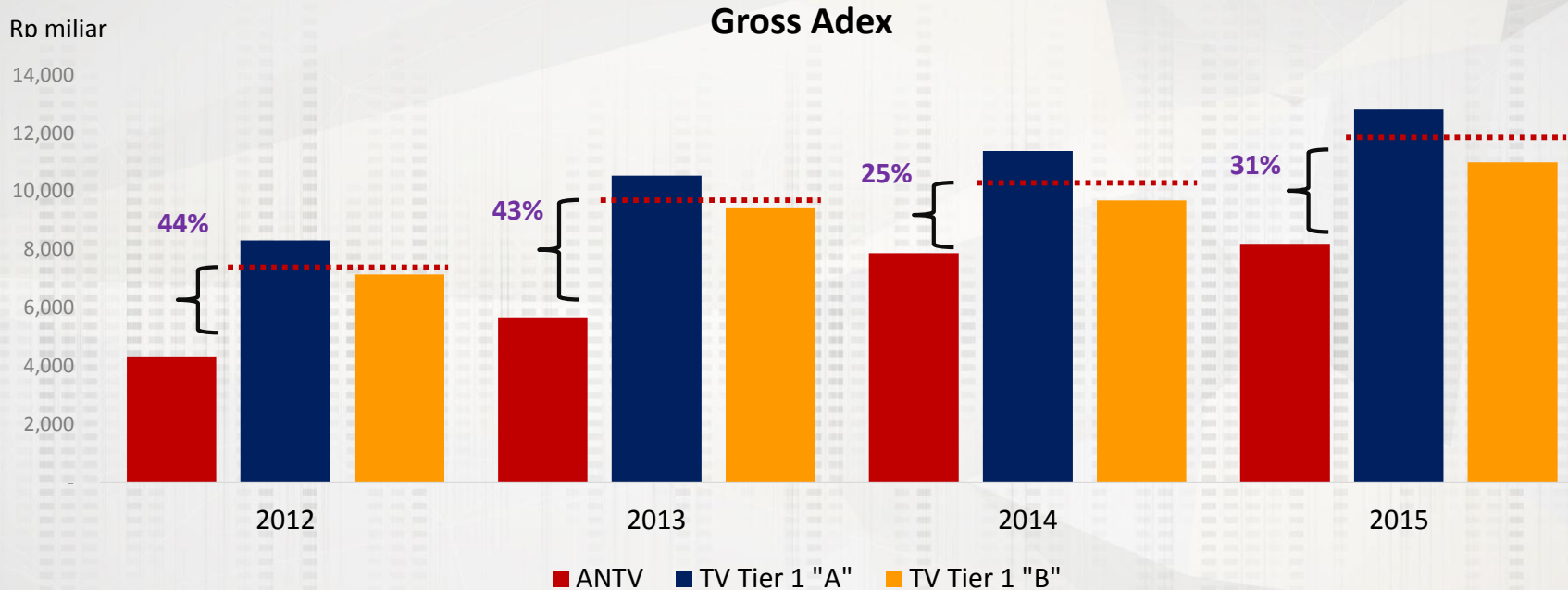
No.	Description (Grouped)	Channel/Variable	(r)TVR	Share
1	SUPER FAMILY 100	ANTV	1.8	7.6
2	BAPER	TV A	1.5	10.9
3	ASAL ASLI ATAU PALSU	TV F	1.4	6.4
4	TV CHAMPION	TV D	1.1	8.2
14	KARAOKE STAR	TV E	0.7	3.2

Source: AGB Nielsen Media Research, 1 Jan – 31 Mar 2016 (Weekend)
TA: Kids 5-9 Upper Middle





Masih ada ruang untuk bertumbuh bagi ANTV, belum seluruh kinerja operasional tercermin pada kinerja keuangan

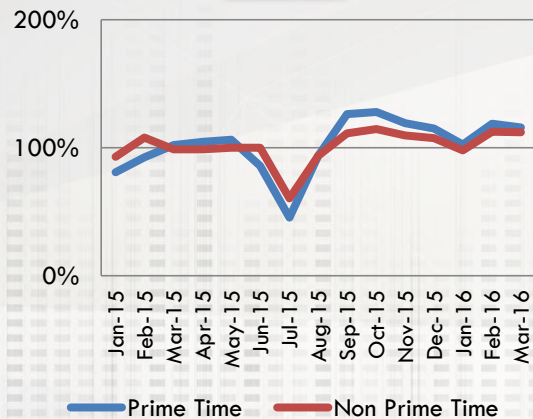


Masih terdapat *gap* yang cukup besar antara gross adex ANTV dan rata-rata gross adex TV pesaing

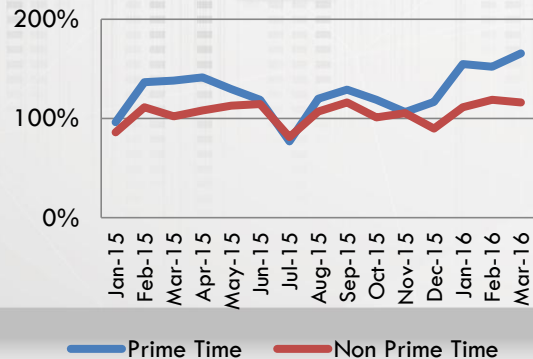
Occupancy level



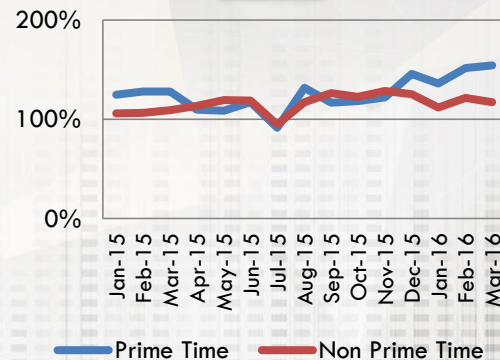
ANTV



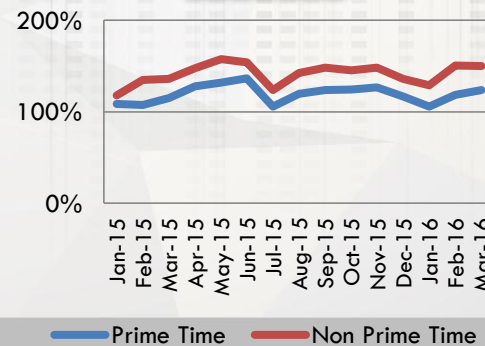
TV B



TV A

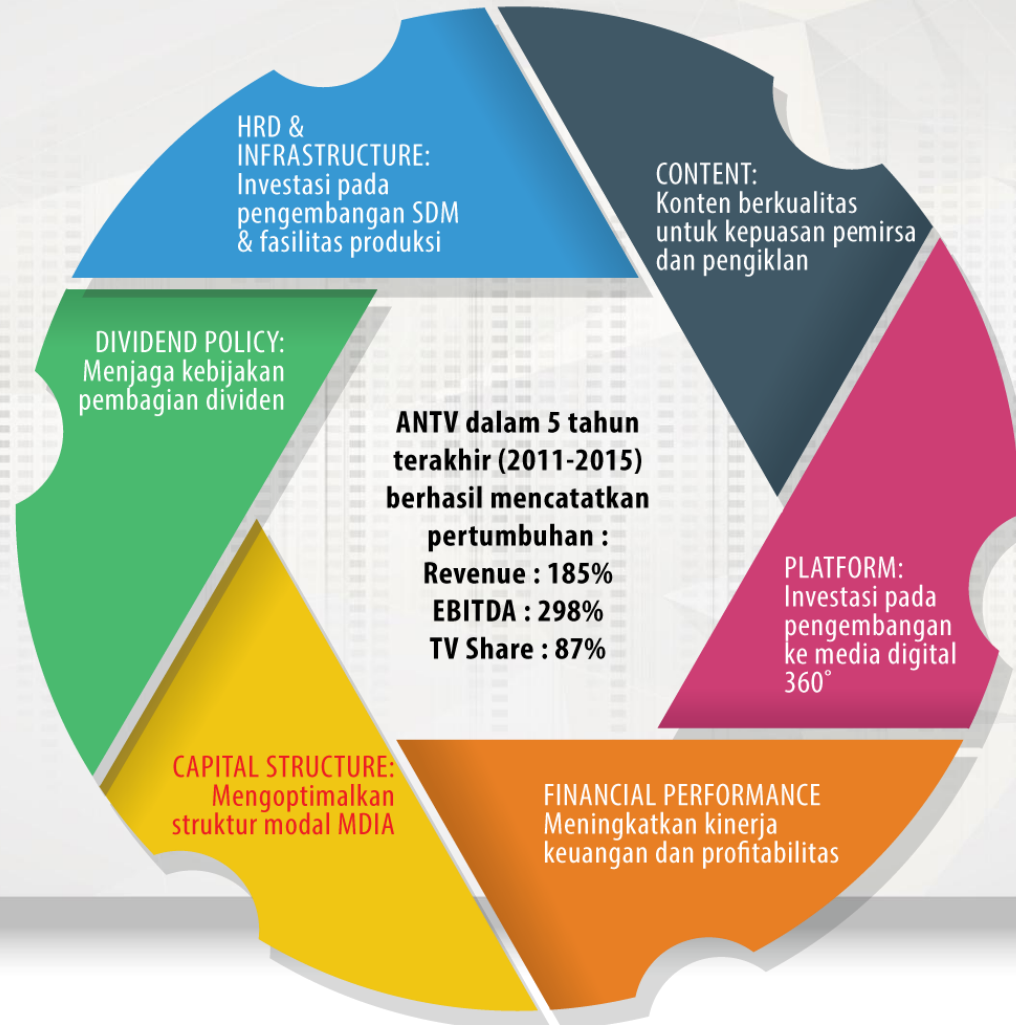


OTHERS





Inisiatif-inisiatif untuk meningkatkan kinerja di masa yang akan datang



360° Campaign & integration



TERIMA KASIH

