

# FACTORY VISIT

Media Gathering MDIA/ANTV

28 April 2016





1  
ANTV telah  
menjadi Tier 1

5  
Inisiatif untuk  
memperkuat  
kinerja

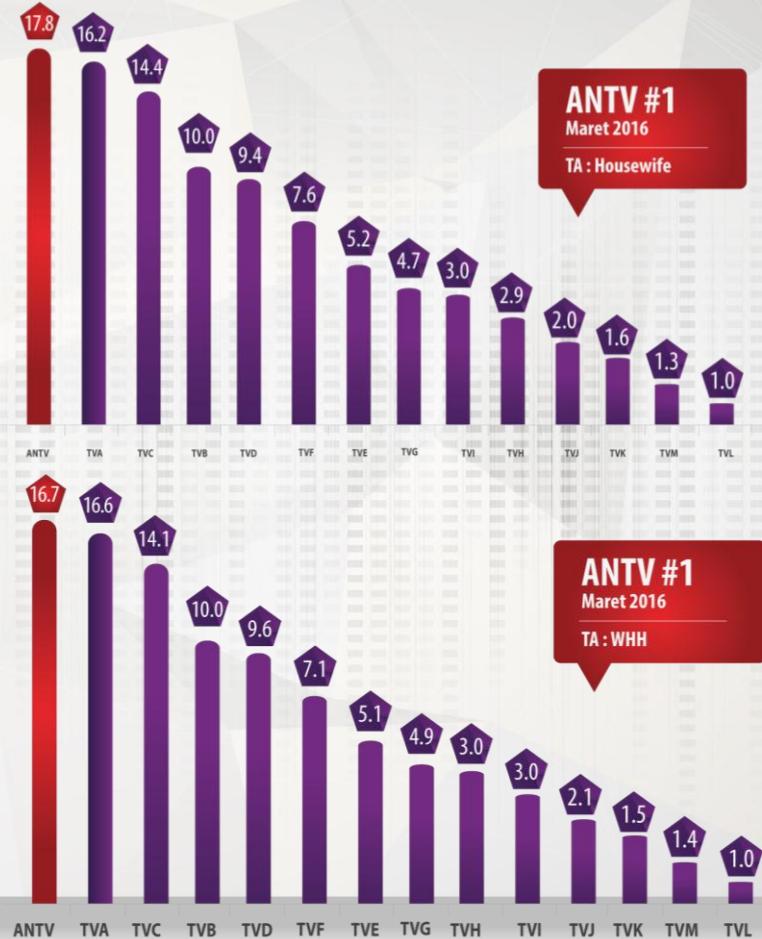
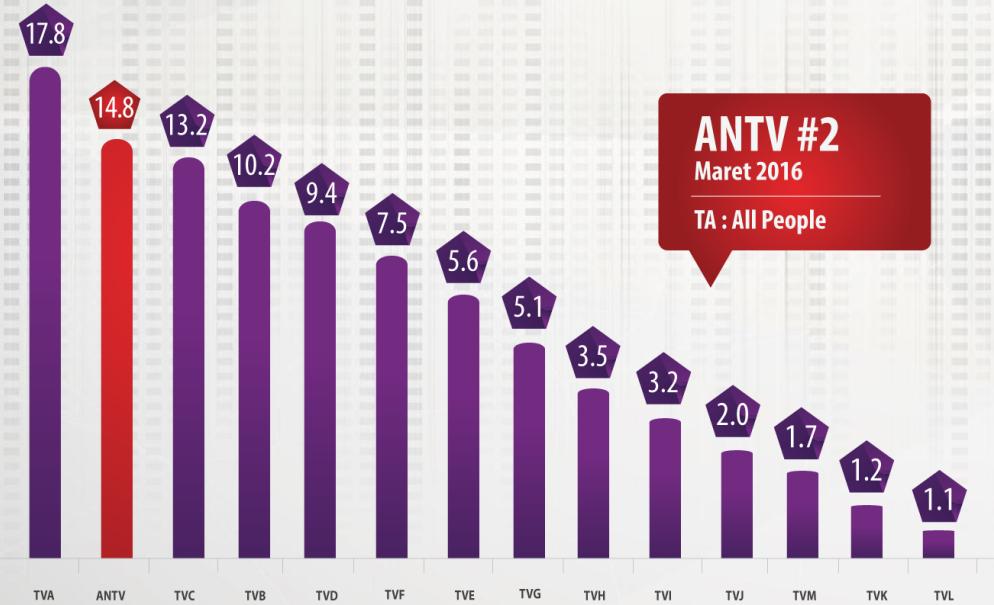


2  
Peningkatan  
penonton

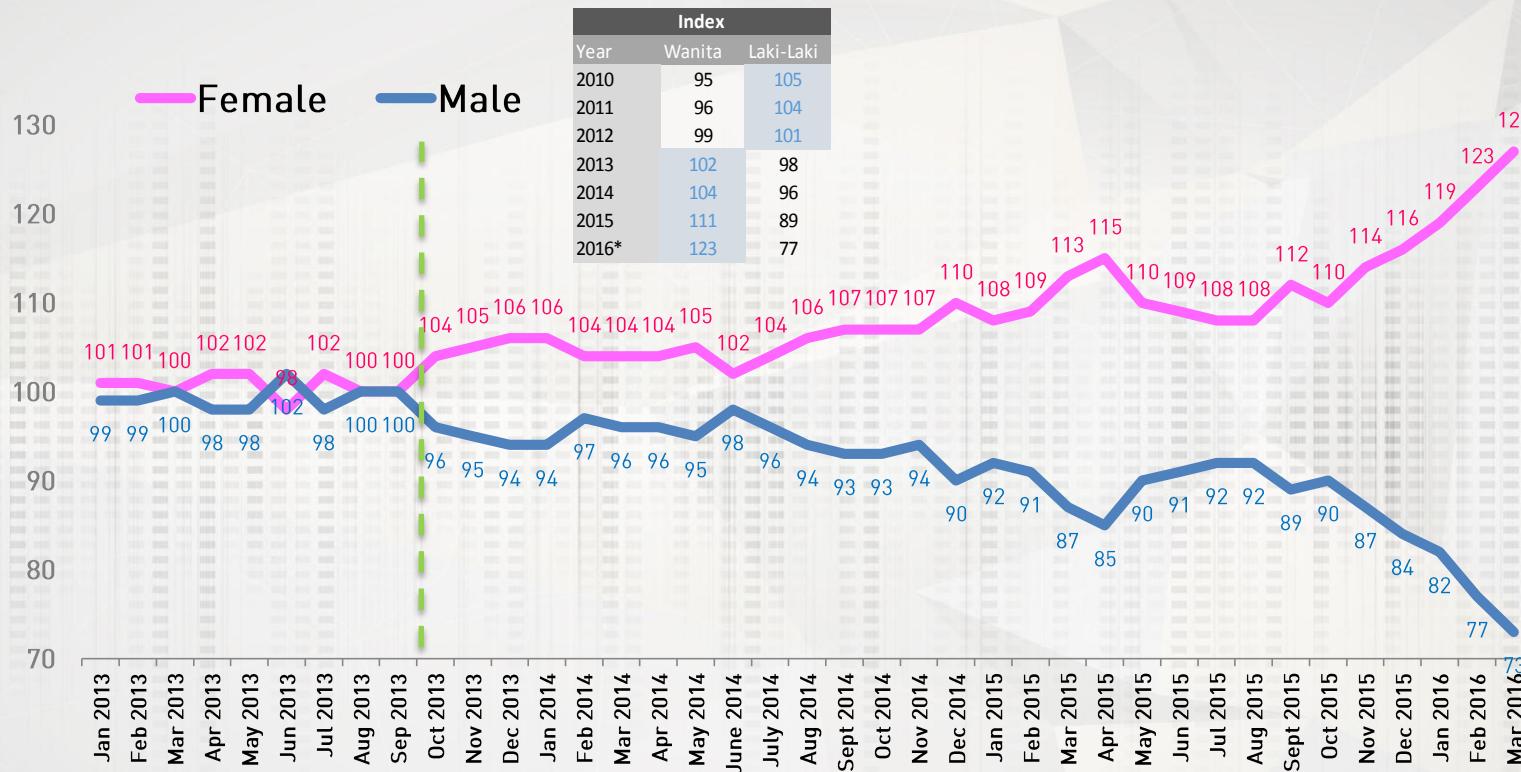
4  
Konten  
berkualitas

3  
Penyiaran  
sehat dan  
positif

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

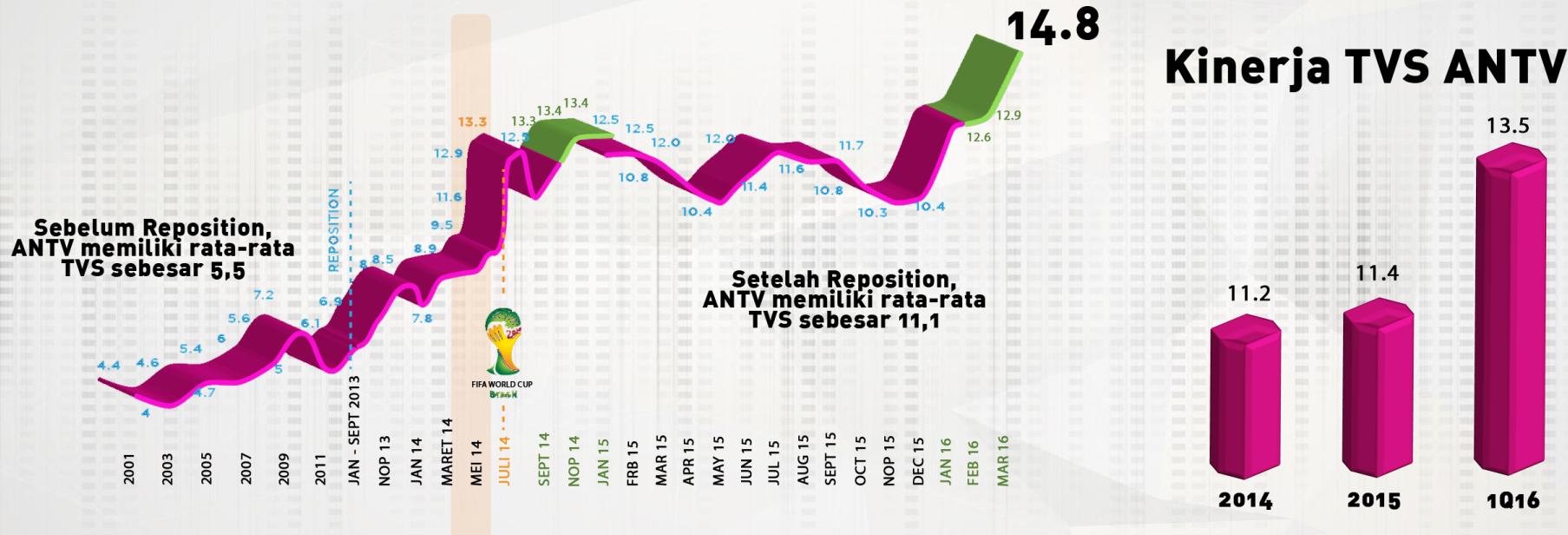


# ANTV dengan strategi yang baru sukses menjadi stasiun pilihan pemirsa wanita



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



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



MALE 25+

- TOPIK PAGI
- LENSA OLAH RAGA

04:00 - 05:30



KIDS & FEMALE 25-44

- ANIMATION
- THE NEW EAT BULAGA INDONESIA
- BAALVEER
- NINO SI KEPO
- DAPUR MAMA SERU

05:30 - 11:00



HOUSEWIFE & WHH

- VEERA
- KAALI & GAURI
- ANANDHI
- UTTARAN

11:00 - 18:00



MF 15+, WHH & HOUSEWIFE

- FATMAGUL
- EFSUN & BAHAR

21:00 - 24:00



MF 25+, WHH & HOUSEWIFE

- UTTARAN
- PESBUKERS
- SUPER FAMILY 100
- ASHOKA

18:00 - 21:00



MALE 25+

- SELAMAT MALAM INDONESIA
- TOPIK MALAM
- CAKRAWALA
- JEJAK PARANORMAL

24:00 - 04:00

# Strategi 2 – Portfolio lengkap



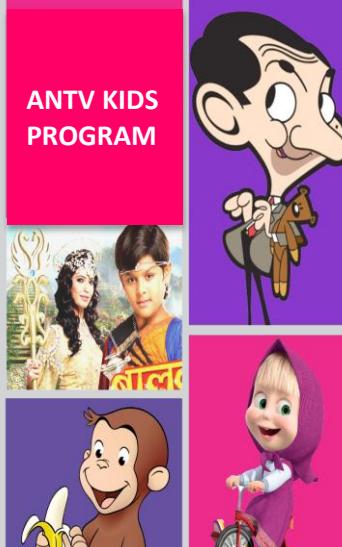
## ANTV SERIES PROGRAM



## ANTV ENTERTAINMENT PROGRAM



## ANTV KIDS PROGRAM



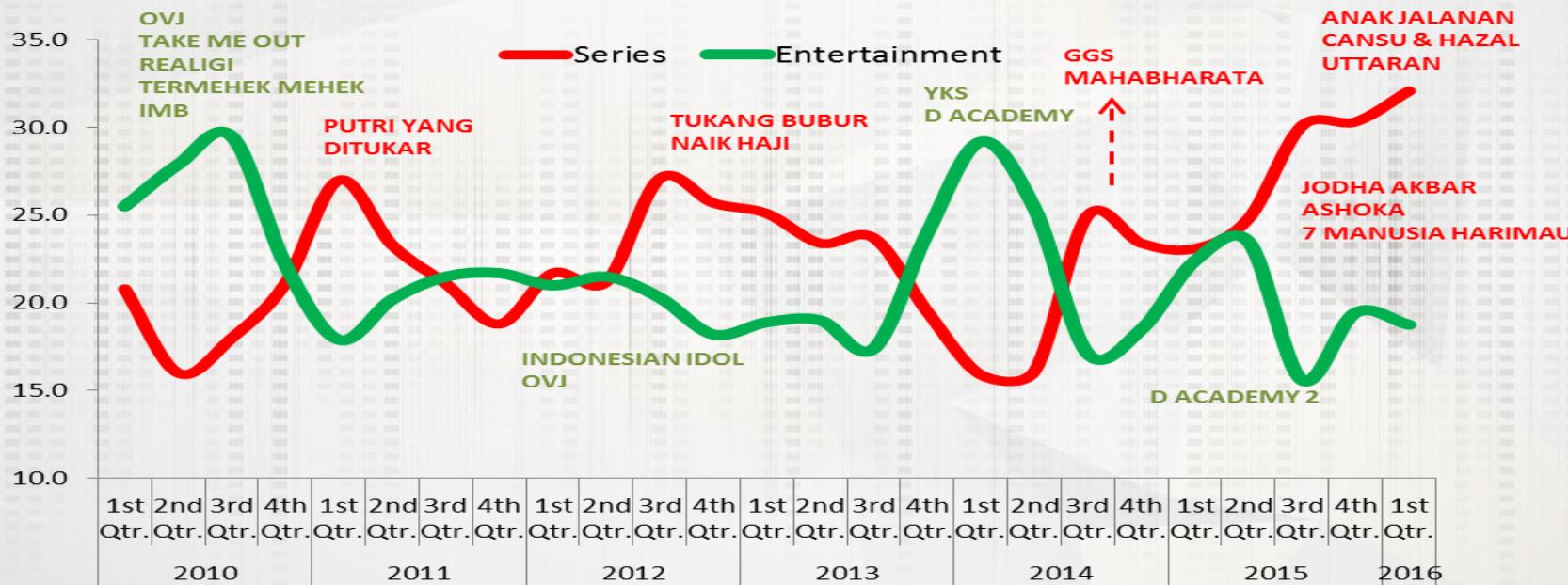
## ANTV NEWS, FEATURE & SPORT PROGRAM



## Strategi 2 – Kombinasi program series dan entertainment



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
- #PANAHASMARAARJUNA – trending topic #1 di Indonesia dan #5 di Dunia



TVR 3.4/17.7  
HUT ANTV 1001 Kisah



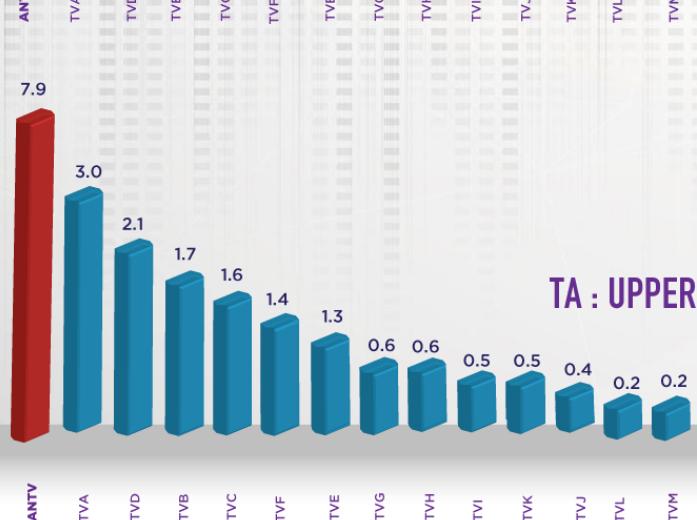
Strategi kami terbukti berhasil, para pesaing mencoba untuk mengikuti menayangkan serial drama India tetapi hanya sedikit yang berhasil



	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

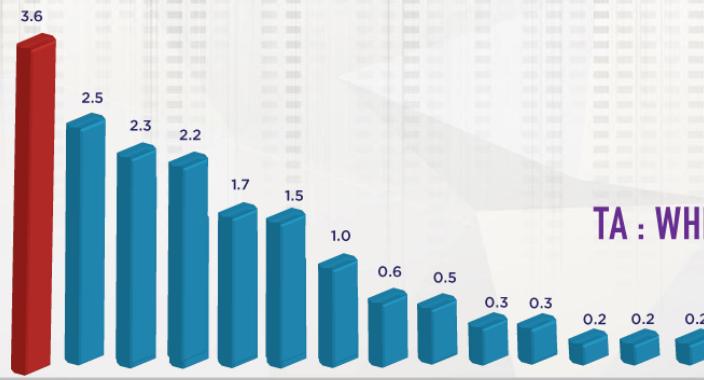
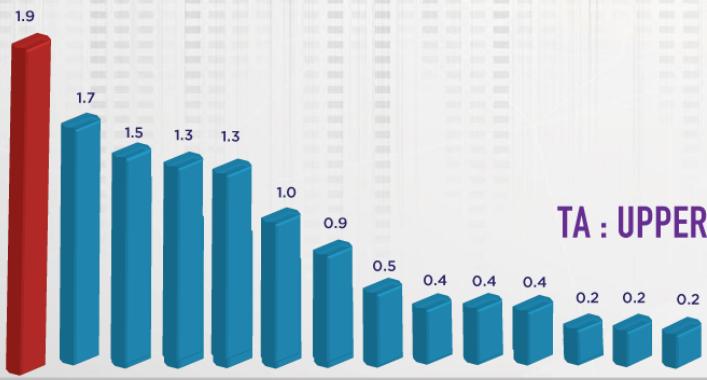
Sumber: AGB Nielsen Jan 2015 – 31 Mar 2016, TA: All People

# Uttaran #1 di jam tayangnya



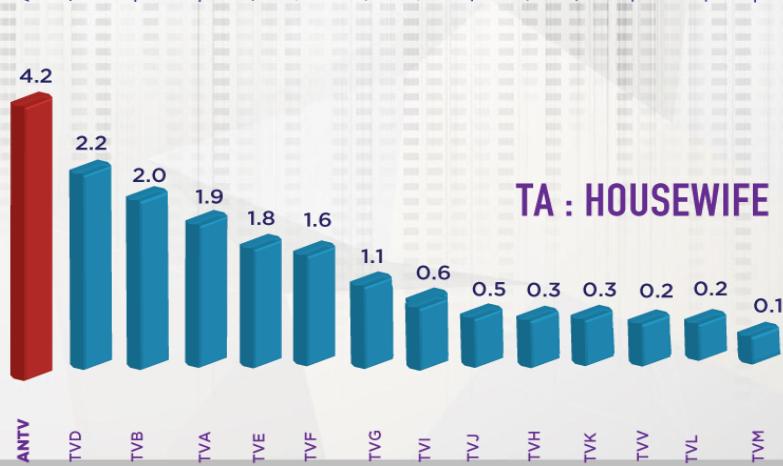
Sumber: Nielsen Media ;  
11 Cities; 01 – 31 Mar 2016. TA : All People

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	TVB	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

## Top Program Comedy

## Top Program Daily Quiz dan Game Show

## Top Program Reality Show

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

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

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	TVE	0.7	3.2

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



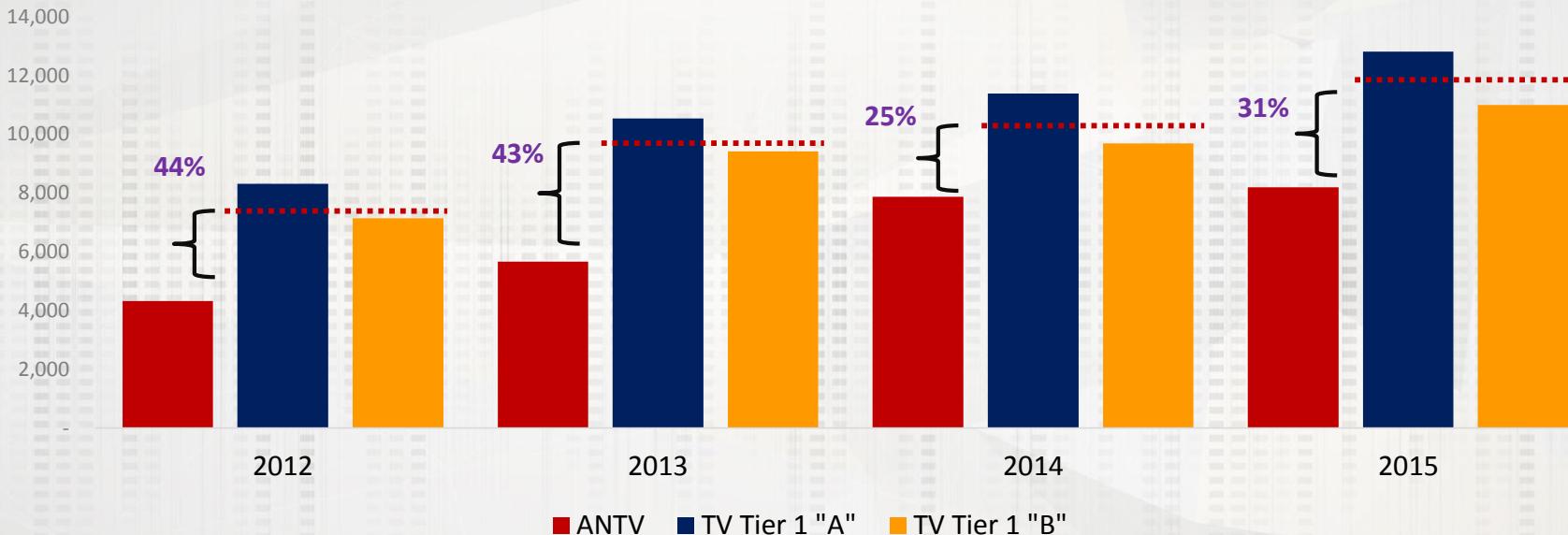
Sumber: AGB Nielsen Media Research, 1 Jan – 31 Mar 2016 (Weekdays),  
TA: All People

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



Rp miliar

### Gross Adex

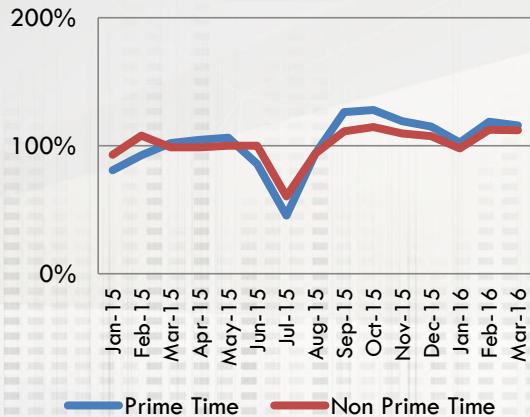


Masih terdapat *gap* yang cukup besar antara gross adex ANTV dan rata-rata gross adex TV pesaing

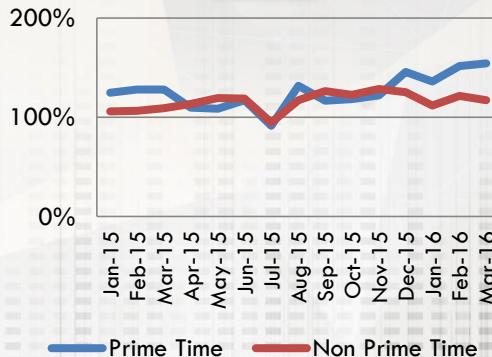
# Occupancy level



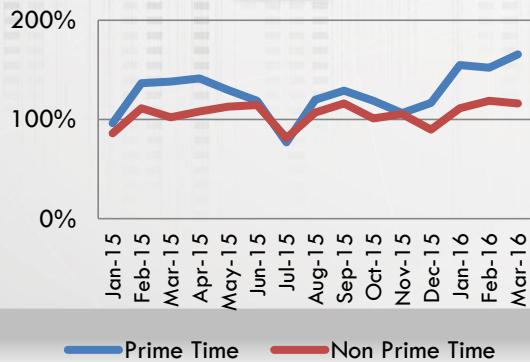
**ANTV**



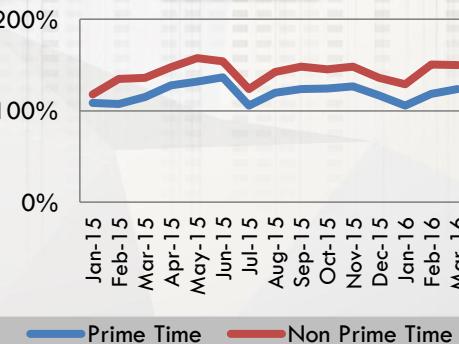
**TV A**



**TV B**



**OTHERS**



# 5

Inisiatif untuk  
memperkuat  
kinerja



# 1

Antv tidak  
mengalami kenaikan

# 2

Investasi dan  
produktivitas

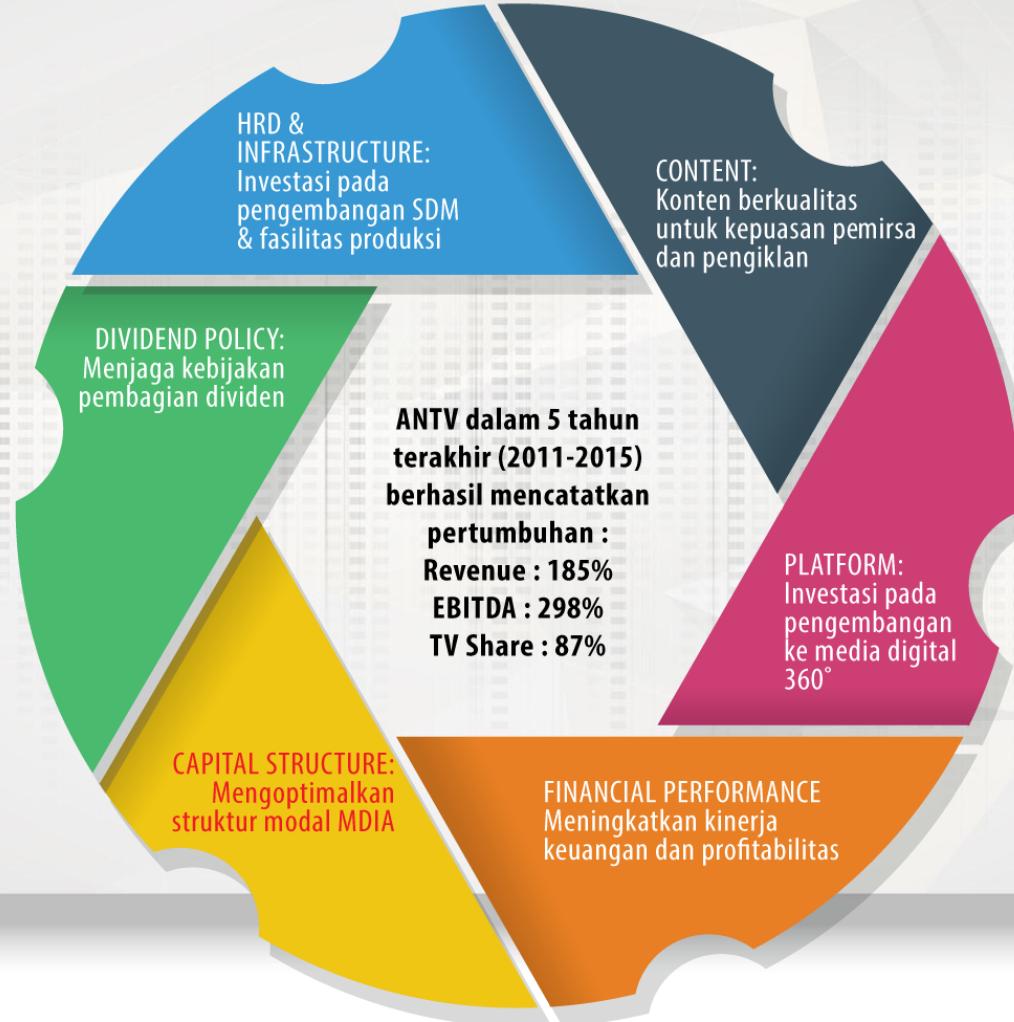
# 4

Bangun teknologi  
berorientasi

# 3

Bangun teknologi  
berorientasi

# Inisiatif-inisiatif untuk meningkatkan kinerja di masa yang akan datang



# 360° Campaign & integration



TERIMA KASIH

