

Who we are

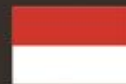


Background

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INDONESIA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL
POPULATION



268.2
MILLION

URBANISATION:

56%

MOBILE
SUBSCRIPTIONS



355.5
MILLION

vs. POPULATION:

133%

INTERNET
USERS



150.0
MILLION

PENETRATION:

56%

ACTIVE SOCIAL
MEDIA USERS



150.0
MILLION

PENETRATION:

56%

MOBILE SOCIAL
MEDIA USERS



130.0
MILLION

PENETRATION:

48%

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DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT USES EACH KIND OF DEVICE [SURVEY-BASED]

Clip slide



MOBILE PHONE
(ANY TYPE)



91%

we
are
social

SMART
PHONE



60%



LAPTOP OR DESKTOP
COMPUTER



22%

we
are
social

TABLET
DEVICE



8%

TELEVISION
(ANY KIND)



95%



DEVICE FOR STREAMING
INTERNET CONTENT TO TV



2%

we
are
social

E-READER
DEVICE



1%



WEARABLE
TECH DEVICE



1%

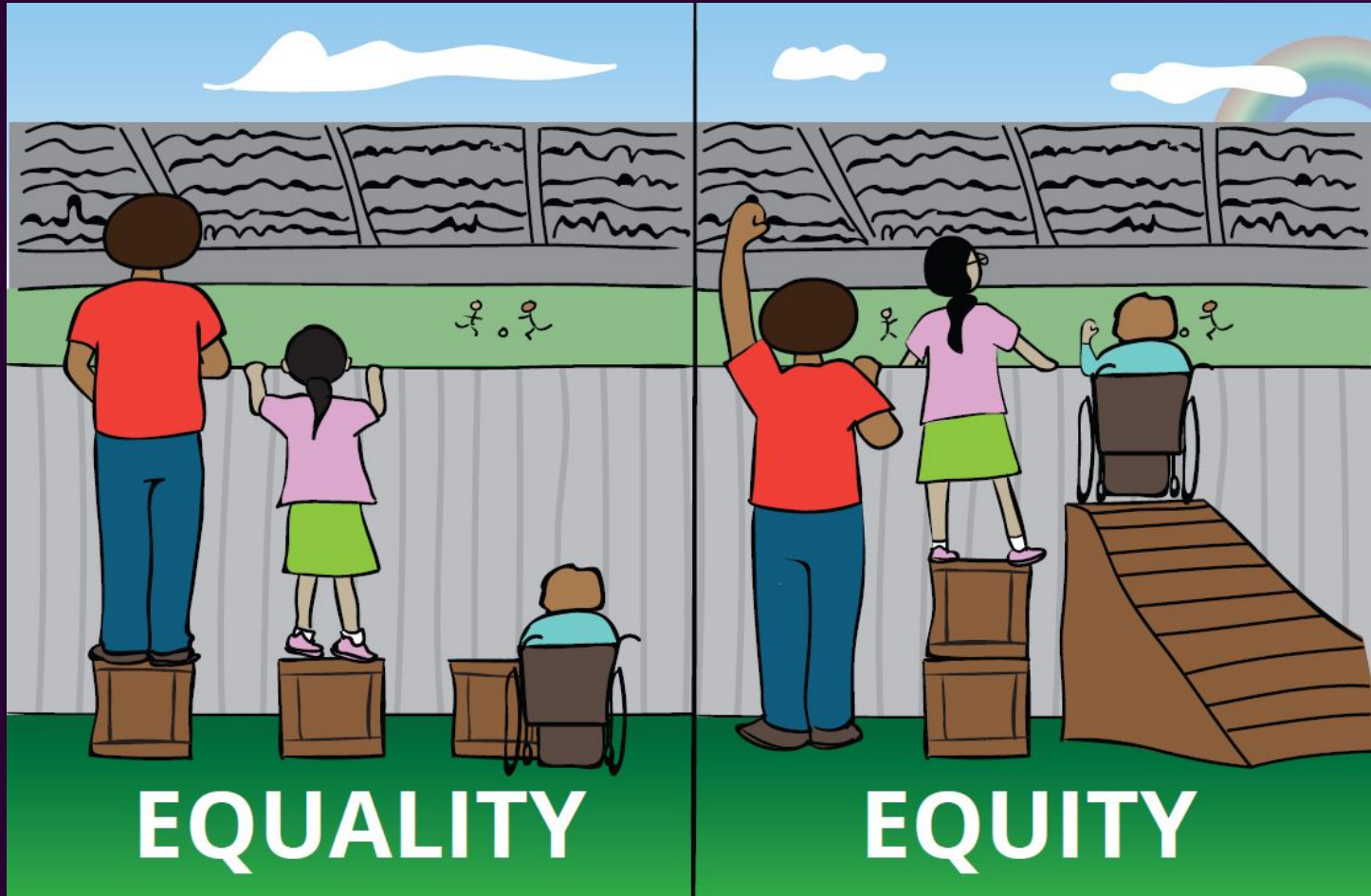


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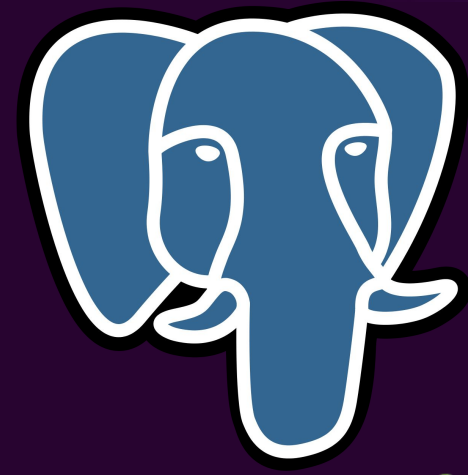


Background





Tech..



Flow..

- *Pre Sales*
- Purchasing process
- *Post Sales*

DEMO