PUBLIC EXPOSE

PT INTERMEDIA CAPITAL Tbk

JAKARTA, 23 DESEMBER 2021

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SEKILAS PERSEROAN

Susunan Direksi Dan Dewan Komisaris

Direksi

Raden Mas Harlin Erlianto Rahardjo
Direktur

Arief Yahya
Direktur Utama

Ahmad Zulfikar
Direktur

Arhya Winastu Satyagraha
Direktur

Dewan Komisaris

Otis Hahijary
Komisaris

Anindya Novyan Bakrie
Komisaris Utama

Raden Mas Djoko Setiotomo
Komisaris Independen

C.F. Carmelita Hardikusumo
Komisaris Independen

Data Kepemilikan Saham

PT. Visi Media Asia Tbk

Publik

Total Saham

39.215.538.400 saham

Kapitalisasi Pasar

Rp 1,96 triliun (US$ 136,7 juta)*

*per 30 November 2021

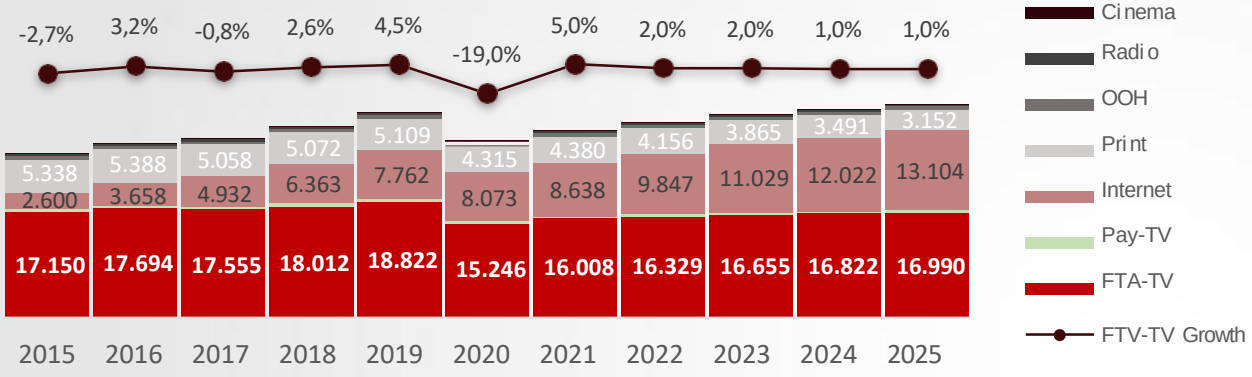
PT Intermedia Capital Tbk. terdaftar di Bursa Saham Indonesia (Bloomberg: MDIA.IJ)

TINJAUAN INDUSTRI

Belanja Iklan TV FTA Tetap Mendominasi

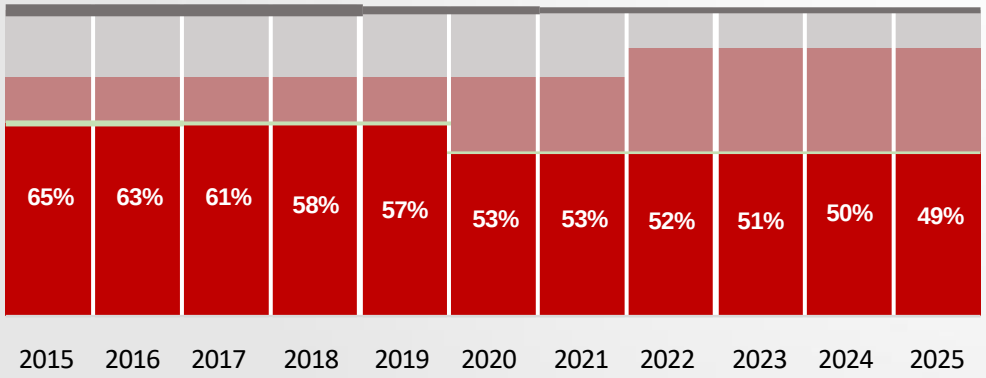
Belanja Iklan Indonesia per Media (Rp miliar)

Sumber: Media Partners Asia report Jun 2021

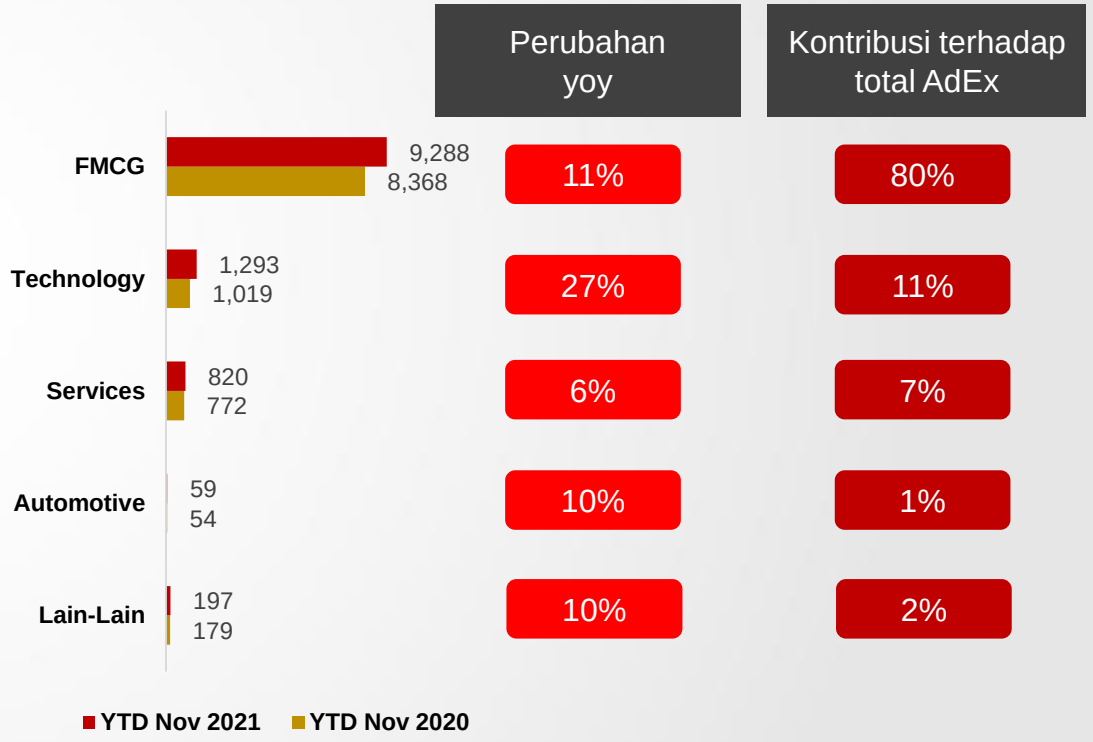


Pangsa Pasar Belanja Iklan Indonesia per Media (%)

Sumber: Media Partners Asia report Jun 2021



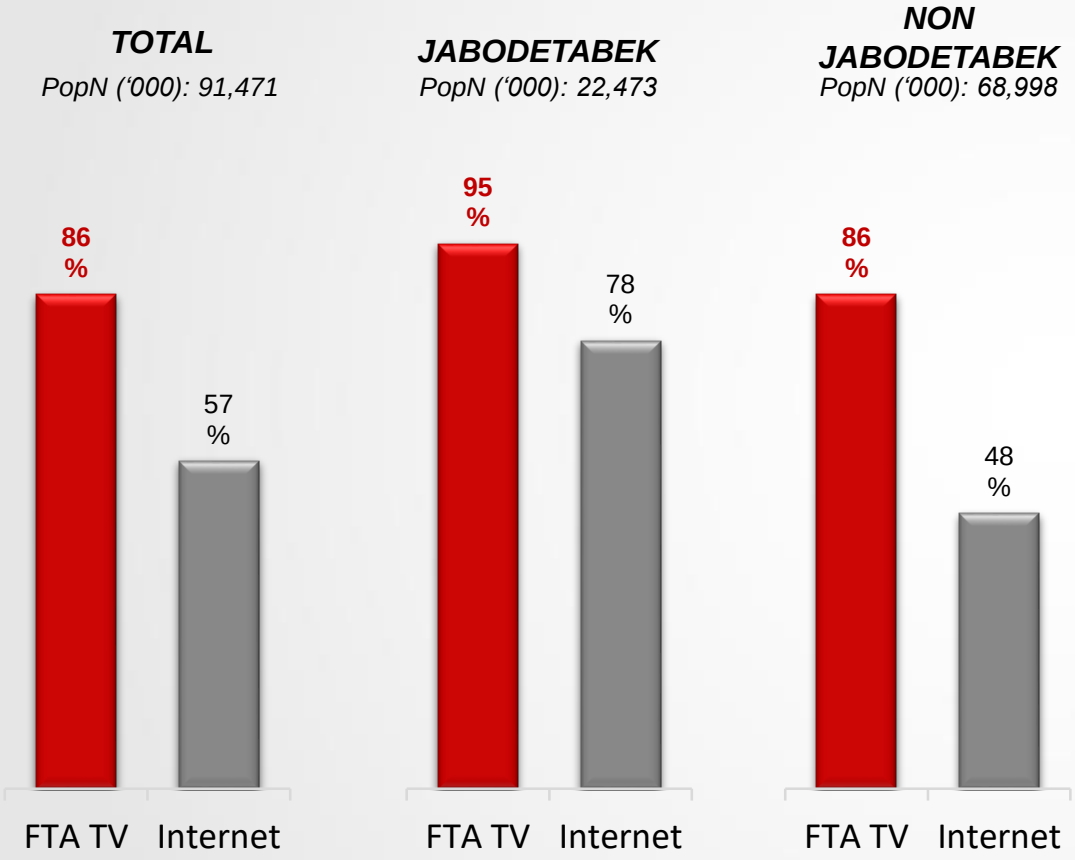
Belanja Iklan berdasarkan Kategori *(Rp miliar)*



Catatan: Nielsen Media Research Adex Gross 10 Nat FTA (TVC only), Jan-Nov 2021

Iklan TV Tetap Efektif Bagi Pengiklan Untuk Menjangkau Pemirsa

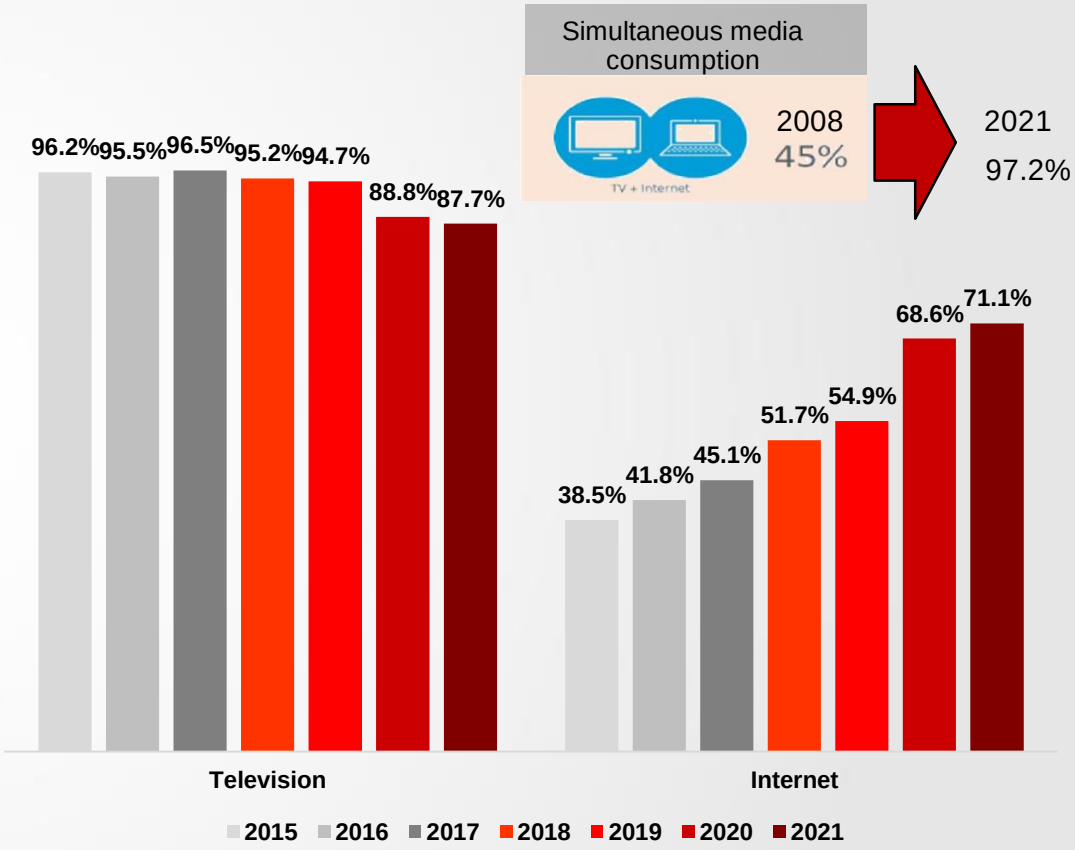
IKLAN YANG DILIHAT DAN DIDENGAR DALAM 7 HARI TERAKHIR



Berdasarkan survey Roy Morgan, iklan di TV FTA lebih efektif untuk menjangkau lebih banyak penonton di Indonesia dibandingan dengan iklan di Internet.

Sumber: Roy Morgan Single Source, Period: Apr 2020 - Mar 2021. Total Urban – 23 kota

Penetrasi Media 2015-2021

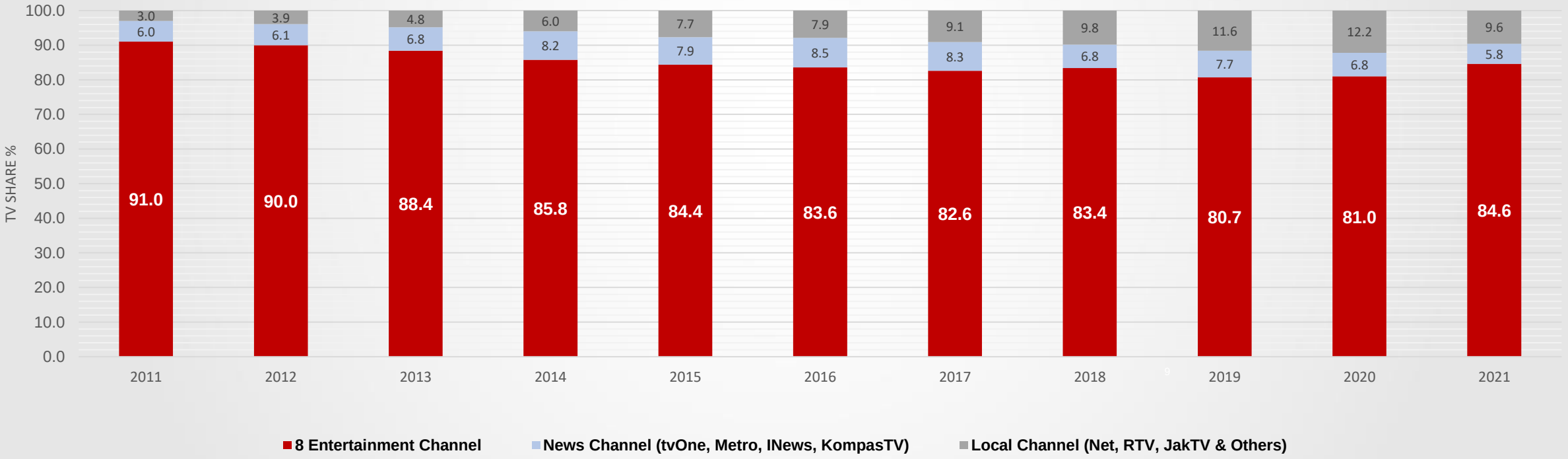


Berdasarkan Nielsen konsumsi *dual screen* (TV & Internet) pada tahun 2021 meningkat menjadi 97,2%

Sumber : Nielsen Media Research, CMV 2015 – 2021. All 10+, 11 cities

Stasiun FTA TV Entertainment Mendominasi Pangsa Pasar Penonton Indonesia

TV Share FTA : Nat TV, News TV & Local TV (Case All Daypart & All Markets)



Source : Nielsen, 1 Jan 2011 – 30 Nov 2021, All Market , All People

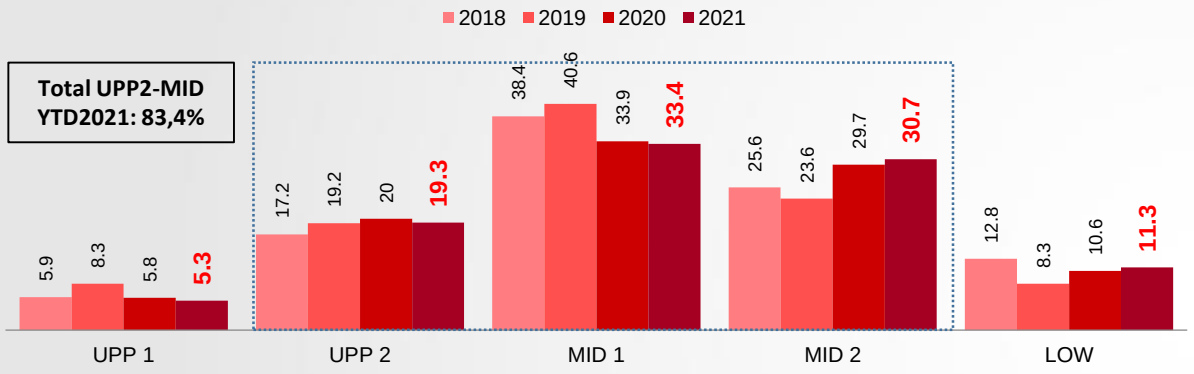
8 Entertainment Channel Nat TV : ANTV, RCTI, MNCTV, GTV, SCTV, IVM, TRANS, TRANS7

News Channel : tvOne, Metro, INews, KompasTV

Local TV : NET, RTV, JakTV and Others

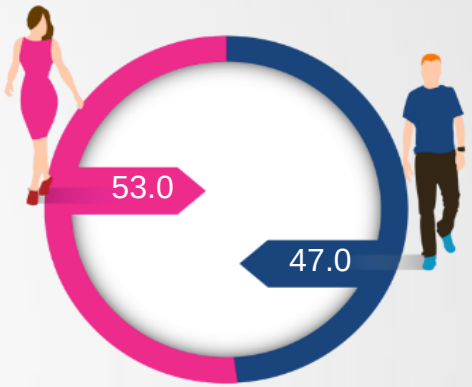
Demografi Penonton TV FTA di Indonesia: Kelas Menengah, Muda, Perempuan

Social Economic Classification (SEC)

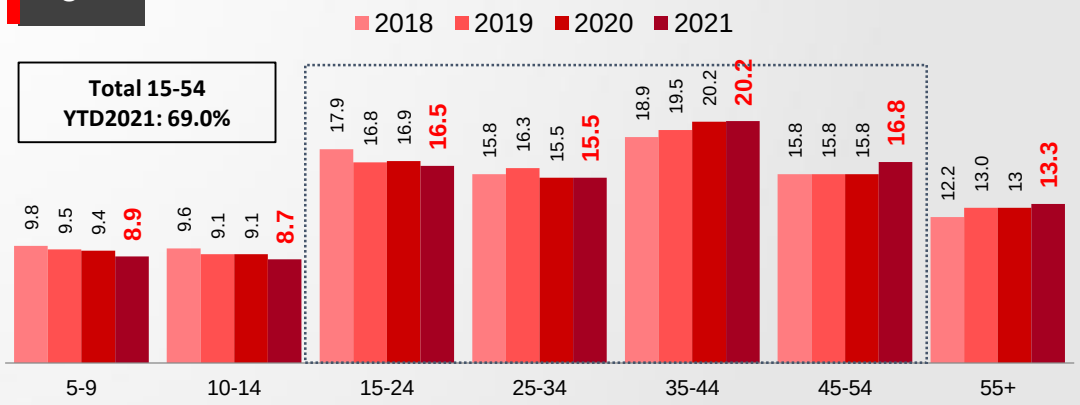


SEC	Routine Expenditure per Capita Average	Source of Drinker Water Modus	Fuel for Cooking Modus
Upper 1	Rp 2,5 mio	Branded gallon water	LPG 12 kg
Upper 2	Rp 1,5 mio	Refilling water or branded gallon water	LPG 12 kg or 3 kg
Middle 1	Rp 1 mio	Refilling water	LPG 3 kg
Middle 2	Rp 0,7 mio	Artesian well/pump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



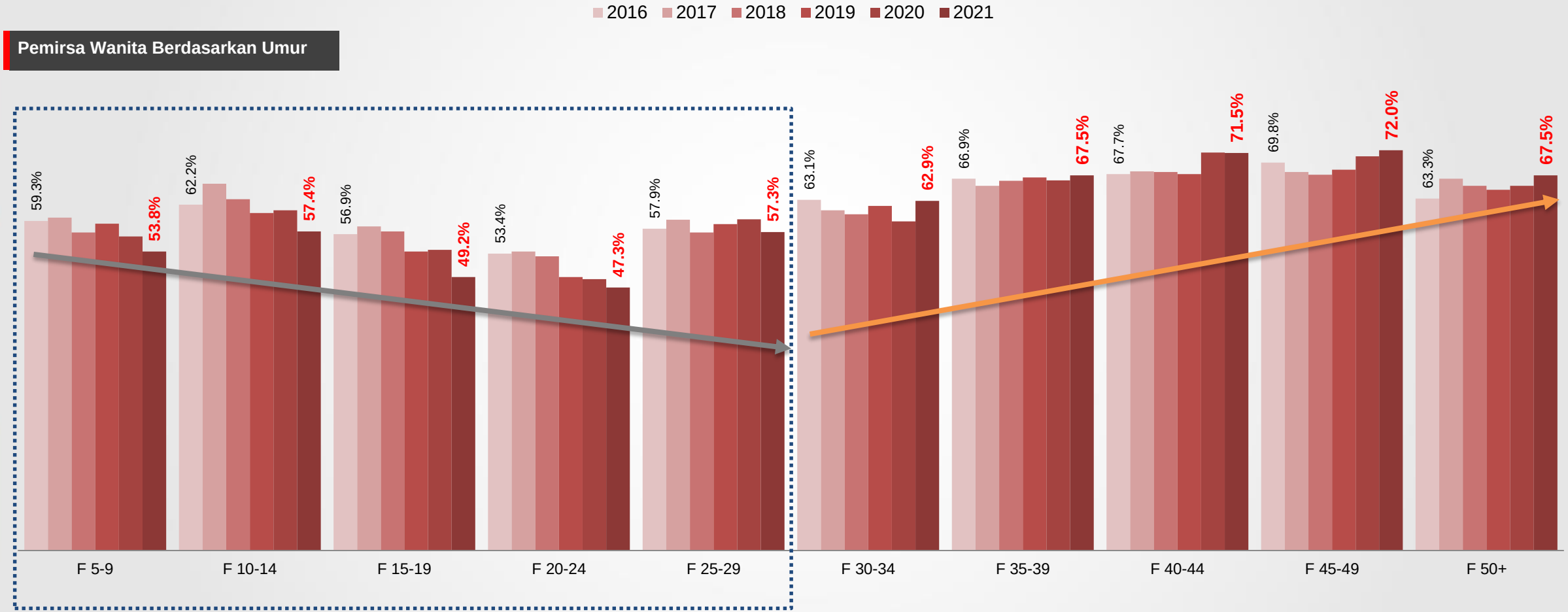
Age



*Source: 2018 – 2021 *up to 30 Nov 2021, Total TV, 11 Cities, Based on % of Audience Reach 000s (Jangkauan Penonton)*

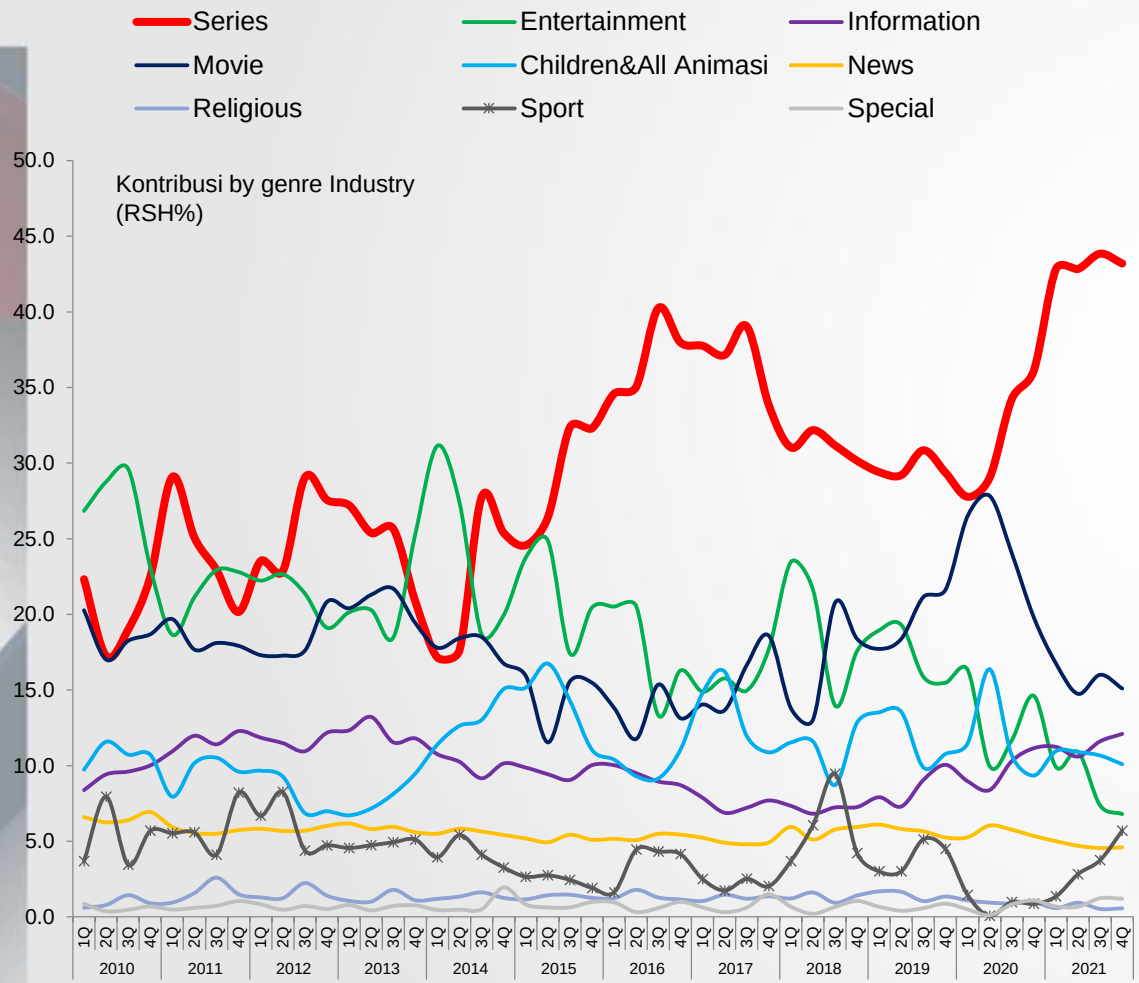
Penonton Wanita Kembali Ke Layar TV Disaat Mereka Memasuki Usia 25+ (Ibu Rumah Tangga)

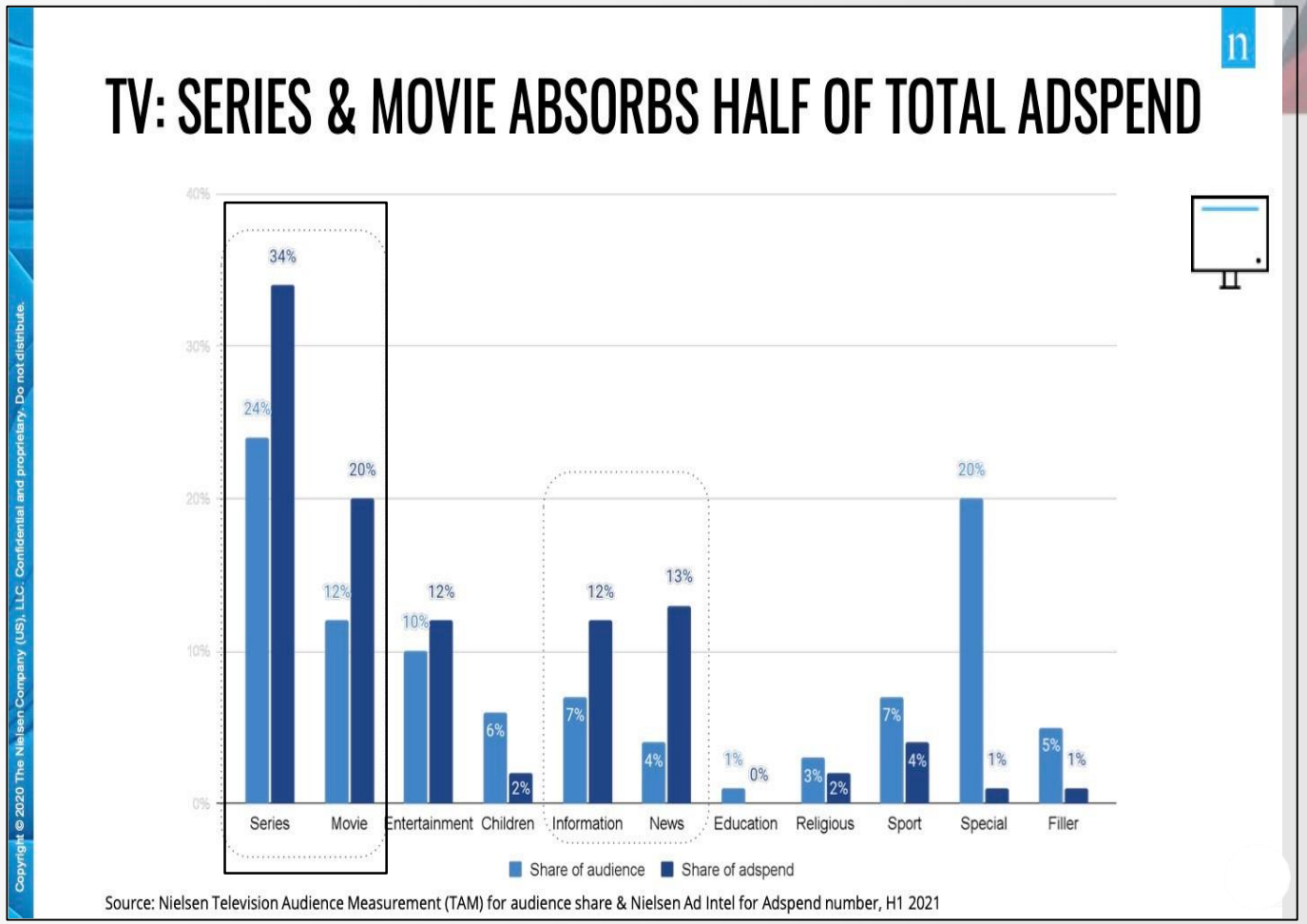
Pemirsa Wanita Berdasarkan Umur



Sumber: Nielsen, 1 Jan 2016 - 30 Nov 2021,Female. Total TV, 11 Cities, Based on % of Audience Reach 000s (Jangkauan Penonton)

Series & Movie (FTV) memiliki kontribusi performa dan juga AdSpend Gross yang baik dibandingkan genre lainnya





Source: Nielsen, Update 30 Nov 2021. 8 Entertainment Channels

ANTV Bersama TVONE Memiliki Ijin Penyelenggaraan Multipleksing di 16 Provinsi

LPM ANTV di 7 Provinsi

LPM tvOne di 9 Provinsi

LANSKAP MEDIA INDONESIA

REAKTIVASI
7 MUX di DKI,
5 MUX di 10 Provinsi
3 MUX di Kepulauan Riau

TENDER 2021
3 MUX di 2 Provinsi
2 MUX di 17 Provinsi
1 MUX di 3 Provinsi

58 Wilayah layanan analog televisi

112 Wilayah layanan digital televisi

63 Wilayah sebaran Infrastruktur TVRI digital

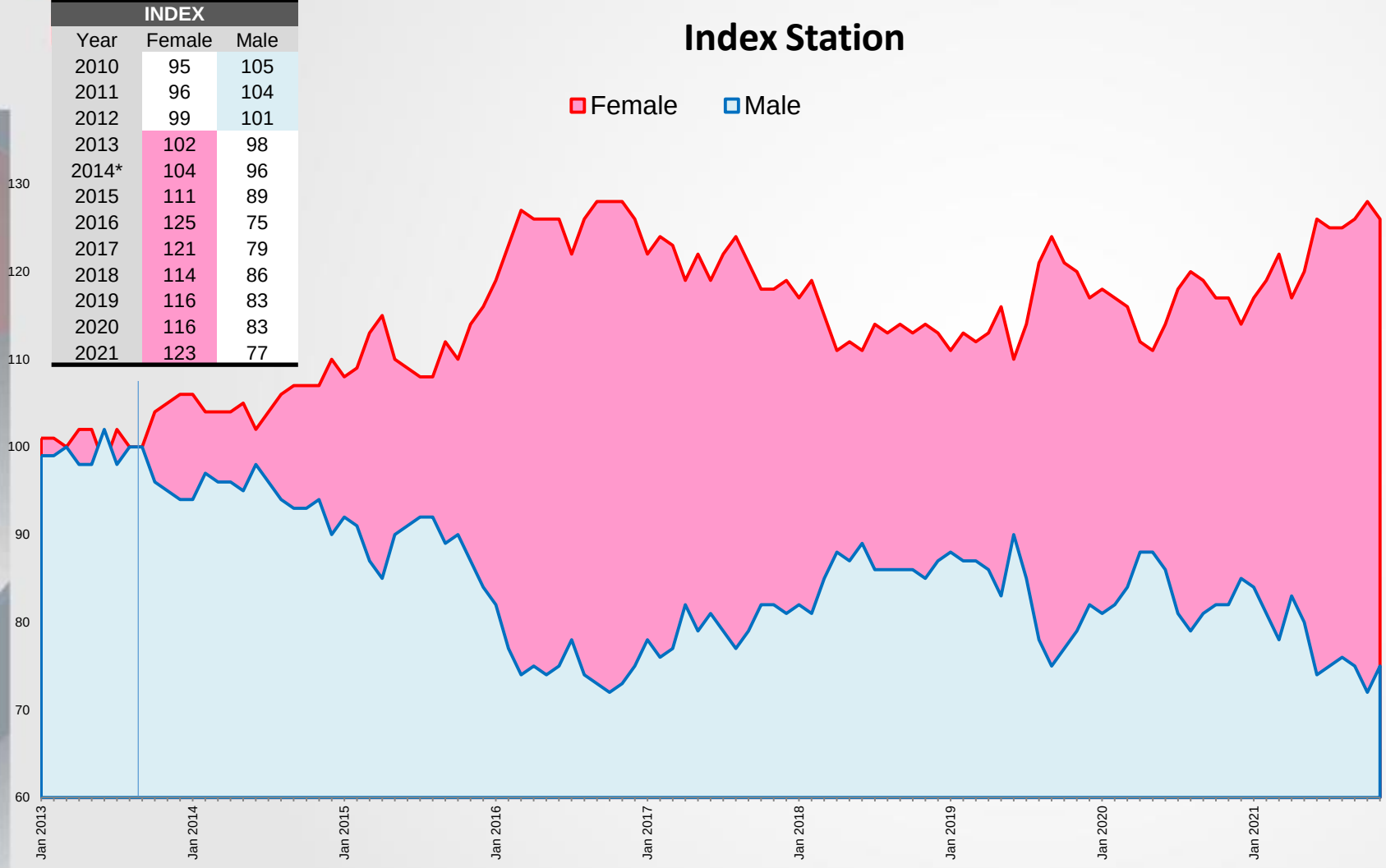
10 LPS Nasional
7 LPS Berjaringan & 1 LPP (487 IPP)

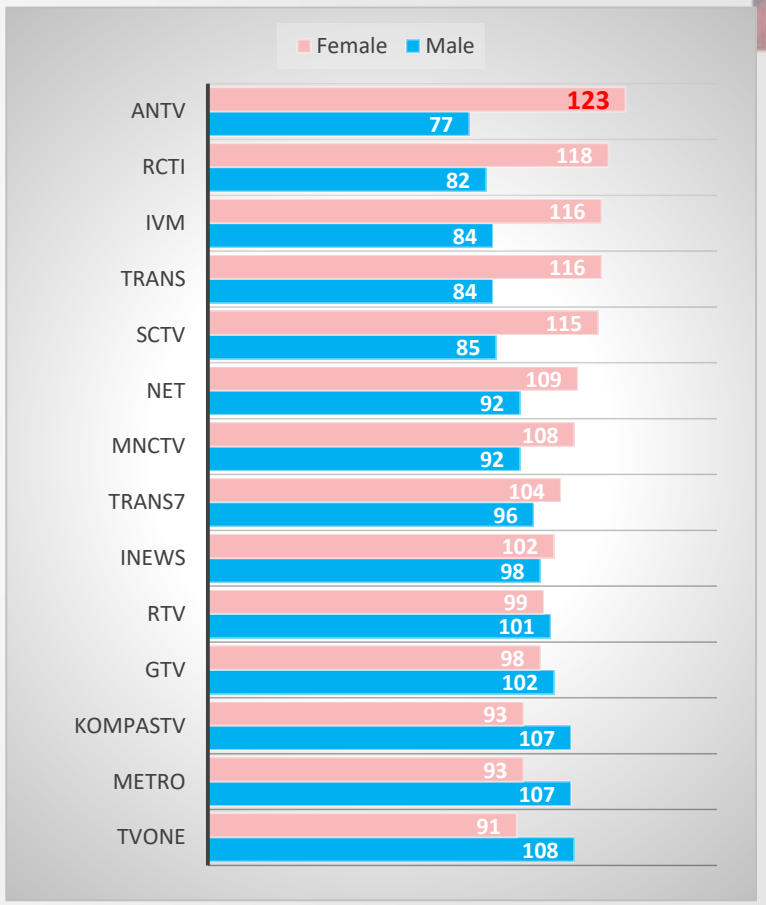
232 IPP Lokal Analog,
6 IPP Digital & 98 IPP Prinsip Digital

KINERJA PERSEROAN

ANTV Kuat Dalam Menjangkau 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	116	83
2020	116	83
2021	123	77



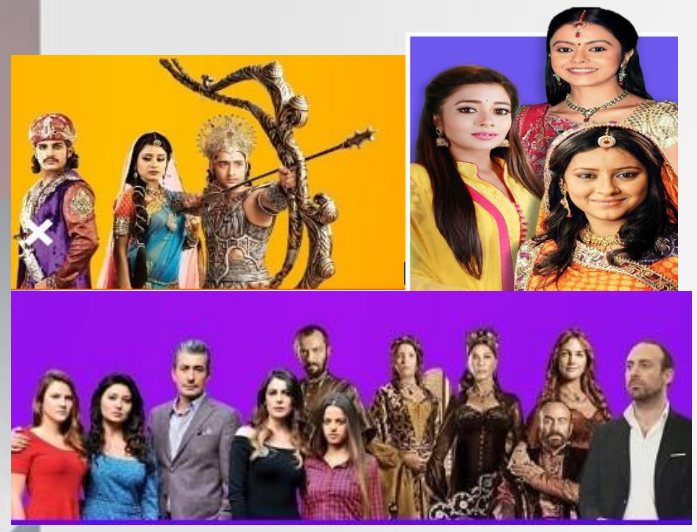


Source: AGB Nielsen Media Research 1 Jan – 30 Nov 2021, All Poeple, 11 Cities

Sumber: AGB Nielsen Media Research, 11 Cities, Index by Month, 1 Jan 2013 – 30 November 2021
**) without World Cup 2014*

Private and Confidential

ANTV Menjadi *Top of Mind* Untuk Seri Asing



2018

No.	Description (grouped)	Channel	TVR	Share
1	CHANDRA NANDINI	ANTV	3.9	16.0
2	PARDES	ANTV	2.2	11.9
3	SHANI	ANTV	2.1	12.3
4	LONCENG CINTA	ANTV	1.5	12.5
5	METEOR GARDEN	SCTV	1.4	11.4
6	TAKDIR LONCENG CINTA	ANTV	1.3	13.0
7	MUTYA THE MERMAID PRINCESS	ANTV	1.3	12.1
8	AIR MATA ANAKKU	RCTI	1.3	10.0
9	MAHAKAALI	ANTV	1.2	9.5
10	INIKAH CINTA ?	SCTV	1.2	11.9

2019

No.	Description (grouped)	Channel	TVR	Share
1	ISHQ MEIN MARJAWAN	ANTV	1.6	13.4
2	SALIM ANARKALI	ANTV	1.5	7.2
3	WHAT'S WRONG WITH SECRETARY KI	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

2020

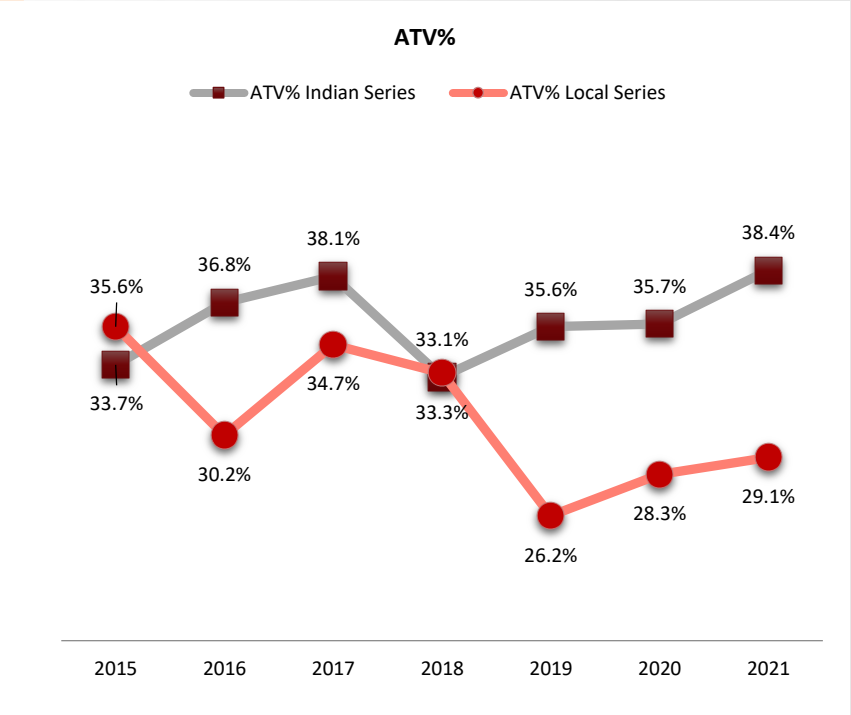
No.	Description (grouped)	Channel	TVR	Share
1	LEGEND OF THE BLUE SEA	IVM	3.0	13.8
2	RADHA KRISHNA	ANTV	2.2	9.0
3	CHANDRAGUPTA MAURYA	ANTV	1.7	11.7
4	FAITH	IVM	1.7	9.2
5	WHILE YOU WERE SLEEPING	IVM	1.6	9.4
6	MUTIARA RAMA SHINTA LAVA & KU	ANTV	1.6	9.9
7	NAZAR	ANTV	1.6	7.6
8	JODHA AKBAR	ANTV	1.6	12.4
9	MAHABHARATA	ANTV	1.5	12.5
10	NAAGIN	ANTV	1.4	11.3

2021

No.	Description (grouped)	Channel	TVR	Shar
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	UTTARAN	ANTV	1.4	11.7
6	PARAMAVATAR SHRI KRISHNA	ANTV	1.4	6.4
7	MOHABBATEIN	ANTV	1.3	12.4
8	BALIKA VADHU	ANTV	1.3	11.1
9	GOPI	ANTV	1.2	10.9
10	BEPANAH PYAARR	ANTV	1.2	4.7

Program India = Uniqueness ANTV

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



Sumber: Nielsen as of 30 Nov 2021, All People (Based on Series Non Animation)

Sejak Oktober, 2021 ANTV Berhasil Kembali Menduduki Tier 1 TV FTA

PPKM Mikro
(Jan – Mar 2021)

- Series Foreign tayang hingga Prime Time untuk menghadapi persaingan yang semakin sulit di Prime Time.

Ramadhan
(Apr – May 2021)

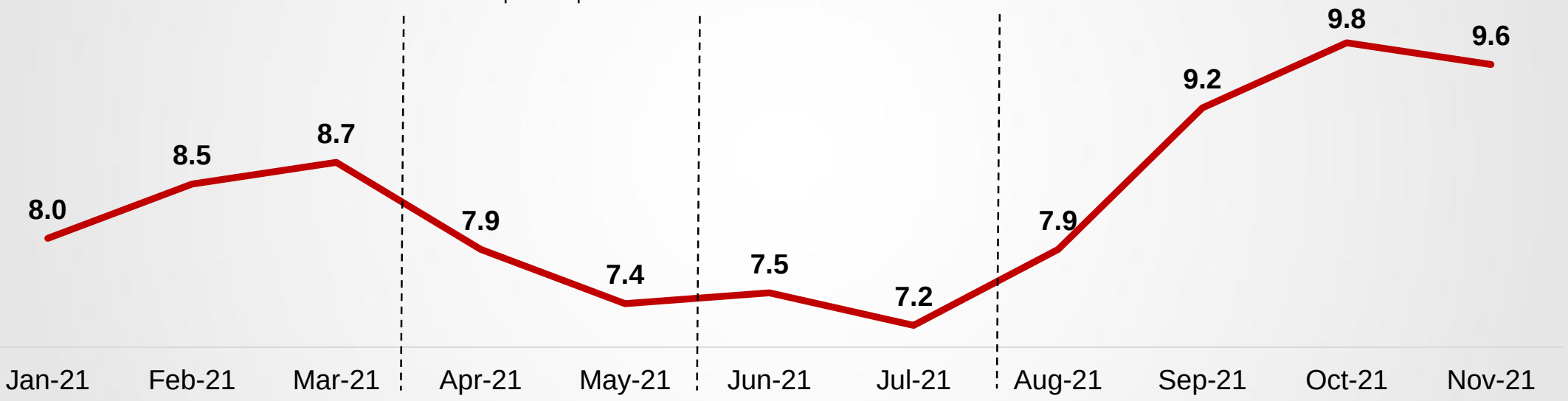
- Program entertainment Ramadhan mengambil porsi series Foreign
- Series Local meningkat dan rerun local di slot malam perform positif

PPKM Darurat
(Jun – Jul 2021)

- Mulai mengenalkan series-series local baru untuk persaingan di slot Prime Time

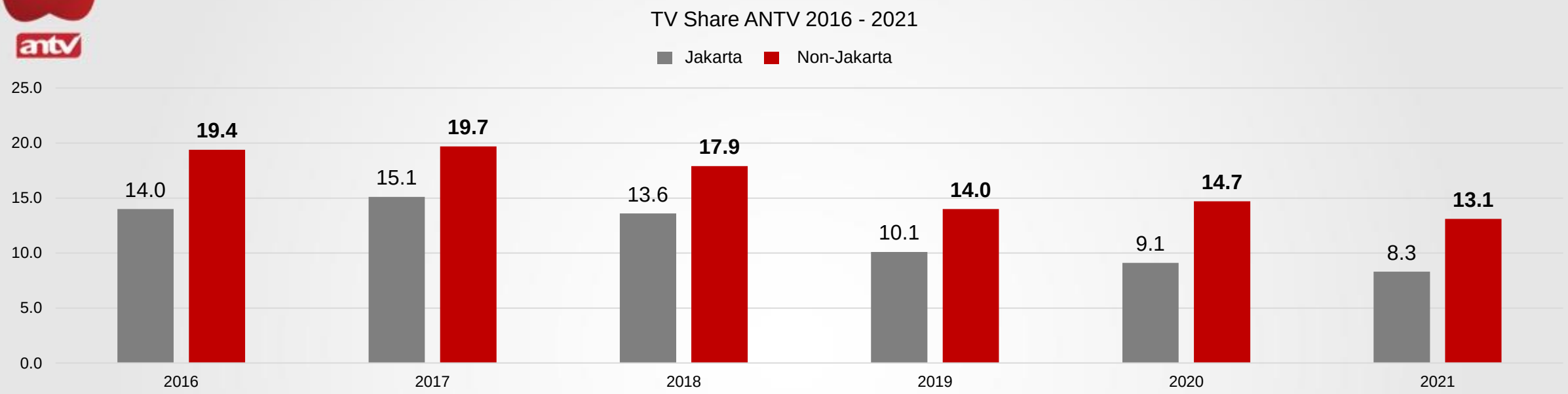
Saat Ini
(Aug – Nov 2021)

- Series local mulai berhasil dan kompetitif di Prime Time, dan series foreign menjadi lokomotif di slot Non Prime Time siang.



Sumber: AGB Nielsen Media Research, 11 Cities, 1 Jan – 30 Nov 2021. All Markets

ANTV Kuat Dalam Menjangkau Pemirsa Di Non-Jakarta Area



SLOT POSITION CHANNEL, 2016

ALL MARKET			NON JAKARTA		
Chnl	TVR	Share	Chnl	TVR	Share
RCTI	2,2	17,7	ANTV	2,2	19,4
ANTV	1,7	14,0	RCTI	2,0	17,7
SCTV	1,4	11,5	MNCTV	1,2	10,5
IVM	1,4	11,3	IVM	1,1	10,0
MNCTV	1,3	10,4	SCTV	1,1	9,6
TRANS7	0,9	7,7	TRANS	0,7	6,6
TRANS	0,7	5,9	TRANS7	0,7	6,5
GTV	0,6	5,2	GTV	0,7	5,7
TVONE	0,4	3,3	TVONE	0,4	3,2
NET	0,4	3,2	NET	0,3	2,2
METRO	0,2	1,9	METRO	0,2	2,1
INEWSTV	0,2	1,7	KOMPAS	0,2	1,7
RTV	0,2	1,5	RTV	0,1	1,1
KOMPAS	0,2	1,4	INEWSTV	0,1	1,1

SLOT POSITION CHANNEL, 2017

ALL MARKET			NON JAKARTA		
Chnl	TVR	Share	Chnl	TVR	Share
ANTV	1,8	15,1	ANTV	2,3	19,7
RCTI	1,8	14,9	RCTI	1,4	11,7
SCTV	1,6	13,0	SCTV	1,3	11,4
IVM	1,4	11,8	IVM	1,2	10,6
MNCTV	1,2	9,8	MNCTV	1,2	10,6
TRANS7	0,8	6,9	TRANS	0,8	6,9
TRANS	0,7	5,8	GTV	0,7	6,2
GTV	0,6	5,2	TRANS7	0,7	6,1
TVONE	0,5	3,9	TVONE	0,5	4,0
NET	0,4	3,5	NET	0,3	2,8
RTV	0,4	3,1	RTV	0,3	2,8
METRO	0,2	1,6	METRO	0,2	2,0
KOMPAS	0,2	1,4	KOMPAS	0,2	1,8
INEWSTV	0,1	1,1	INEWSTV	0,1	0,7

SLOT POSITION CHANNEL, 2018

ALL MARKET			NON JAKARTA		
Chnl	TVR	Share	Chnl	TVR	Share
SCTV	1,9	15,2	ANTV	2,1	17,9
IVM	1,7	13,9	SCTV	1,6	13,5
ANTV	1,7	13,6	IVM	1,5	12,6
RCTI	1,6	13,0	RCTI	1,3	10,6
MNCTV	1,1	8,6	MNCTV	1,1	9,3
TRANS	0,8	6,6	TRANS	1,0	8,2
GTV	0,8	6,5	GTV	0,9	7,3
TRANS7	0,7	5,9	TRANS7	0,6	5,4
RTV	0,5	3,9	TVONE	0,4	3,2
TVONE	0,4	2,9	RTV	0,4	3,1
NET	0,3	2,6	NET	0,3	2,3
METRO	0,2	1,3	METRO	0,2	1,6
KOMPAS	0,2	1,3	KOMPAS	0,2	1,3
INEWSTV	0,0	0,0	INEWSTV	0,0	0,0

SLOT POSITION CHANNEL, 2019

ALL MARKET			NON JAKARTA		
Chnl	TVR	Share	Chnl	TVR	Share
SCTV	1,7	14,4	ANTV	1,6	14,0
RCTI	1,6	13,5	SCTV	1,5	12,8
IVM	1,6	12,8	IVM	1,5	12,5
ANTV	1,2	10,1	RCTI	1,4	12,1
MNCTV	1,1	9,0	MNCTV	1,1	9,0
TRANS7	0,9	7,2	GTV	0,9	7,9
GTV	0,9	7,1	TRANS	0,9	7,4
TRANS	0,8	6,6	TRANS7	0,7	5,9
RTV	0,5	3,8	TVONE	0,4	3,5
TVONE	0,4	3,1	RTV	0,4	3,4
NET	0,3	2,5	NET	0,3	2,1
METRO	0,2	1,5	METRO	0,2	1,7
KOMPAS	0,2	1,4	KOMPAS	0,2	1,4
INEWSTV	0,0	0,0	INEWSTV	0,0	0,0

SLOT POSITION CHANNEL, 2020

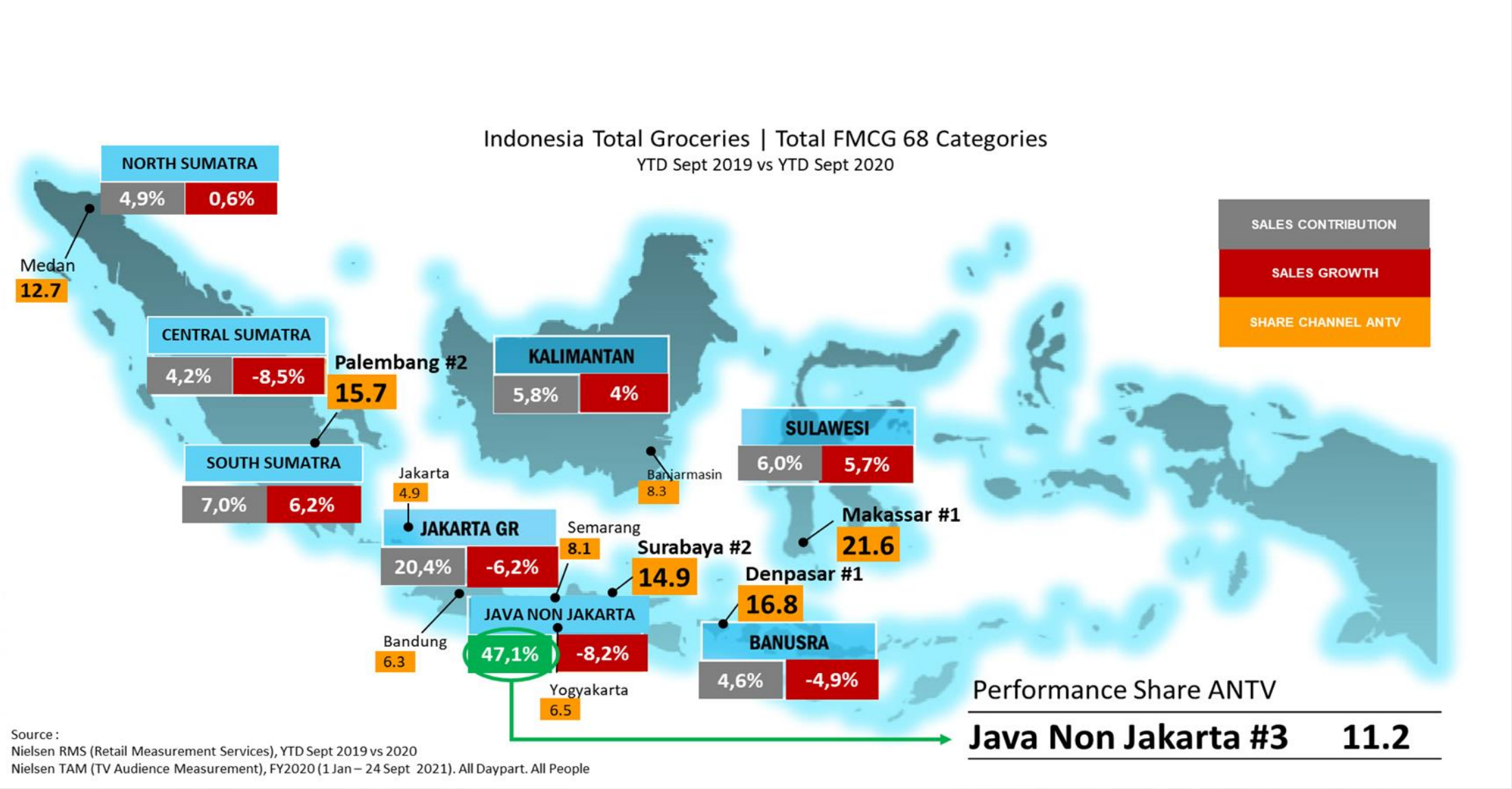
ALL MARKET			NON JAKARTA		
Chnl	TVR	Share	Chnl	TVR	Share
IVM	1.8	13.9	ANTV	1.7	14.7
SCTV	1.7	13.7	IVM	1.6	13.4
RCTI	1.7	13.5	SCTV	1.5	12.4
MNCTV	1.3	10.1	RCTI	1.4	12.1
ANTV	1.1	9.1	MNCTV	1.1	9.4
TRANS7	0.9	7.4	GTV	0.8	7.1
TRANS	0.8	6.7	TRANS	0.8	6.8
GTV	0.8	6.5	TRANS7	0.6	5.4
RTV	0.4	3.2	RTV	0.4	3.0
NET	0.4	2.9	TVONE	0.3	2.8
TVONE	0.4	2.9	NET	0.3	2.3
METRO	0.2	1.3	METRO	0.2	1.5
KOMPAS	0.1	1.1	KOMPAS	0.1	1.2
INEWSTV	0.0	0.0	INEWSTV	0.0	0.0

SLOT POSITION CHANNEL, 2021

ALL MARKET			NON JAKARTA		
Chnl	TVR	Share	Chnl	TVR	Share
RCTI	2.6	23.0	RCTI	2.3	20.6
SCTV	1.6	14.1	SCTV	1.6	14.5
IVM	1.3	11.6	ANTV	1.4	13.1
MNCTV	1.1	9.6	IVM	1.2	11.4
ANTV	0.9	8.3	MNCTV	1.1	9.7
GTV	0.7	6.4	GTV	0.7	6.7
TRANS7	0.7	5.9	TRANS	0.6	5.9
TRANS	0.6	5.6	TRANS7	0.5	5.0
RTV	0.5	4.6	RTV	0.3	3.2
NET	0.3	2.5	TVONE	0.3	2.5
TVONE	0.3	2.4	NET	0.2	1.8
INEWS	0.2	1.4	METRO	0.1	1.2
METRO	0.1	1.0	INEWS	0.1	1.1
KOMPAS	0.1	1.0	KOMPAS	0.1	1.0

Sumber: Nielsen, 2016 - 30 Nov 2021, All People – SEC

Kekuatan ANTV Di Non-Jakarta Membantu Pengiklan Untuk Memasarkan Produknya



Source :
Nielsen RMS (Retail Measurement Services), YTD Sept 2019 vs 2020
Nielsen TAM (TV Audience Measurement), FY2020 (1 Jan – 24 Sept 2021). All Daypart. All People

Tiga Daypart Terkuat ANTV Di Non-Jakarta

04.30-08.00 (Animation) Non-Jakarta

ANTV	16.0
MNCTV	14.5
TRANS	12.3
SCTV	11.0
RCTI	10.1
IVM	9.4
GTV	5.1
RTV	5.1
TRANS7	4.8
TVONE	3.5
NET	1.9
INEWS	1.0
METRO	1.0
KOMPASTV	0.9

09.30-16.30 (Indian Series) Non-Jakarta

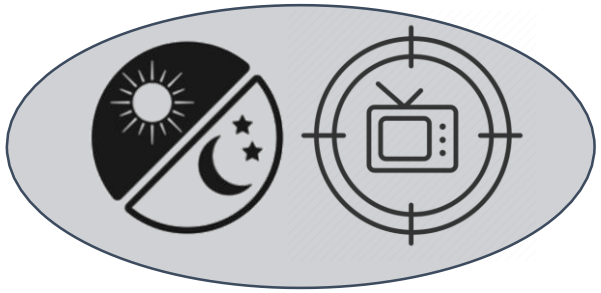
ANTV	21.2
SCTV	14.3
IVM	11.0
RCTI	10.6
GTV	10.0
MNCTV	8.8
TRANS	6.0
TRANS7	5.8
RTV	3.1
TVONE	2.5
NET	2.0
INEWS	1.3
KOMPASTV	0.8
METRO	0.8

16.30-18.30 (Local Series) Non-Jakarta

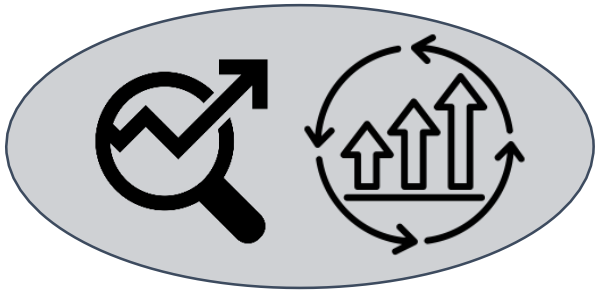
ANTV	19.4
SCTV	16.6
RCTI	11.9
IVM	9.1
MNCTV	9.0
GTV	6.0
TRANS	5.5
TRANS7	5.4
RTV	4.7
TVONE	2.6
NET	1.9
METRO	1.8
INEWS	1.7
KOMPASTV	1.3

Sumber: Nielsen, 1 Oct – 30 Nov 2021, All People. Non Jakarta

Strategi Program ANTV (SCCB) yang Berhasil Meningkatkan Kinerja ANTV

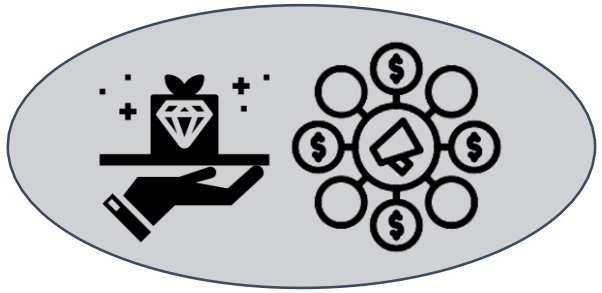


Dayparting & Flanking Attack Strategy



Untapped Program & Preference Cycle Strategy

Low Cost High Impact with Combine Of Local And Foreign Content Strategy



Unique Value Preposition & 360 Degree Promotion

SCHEDULING | **CONTENT** | **COSTING** | **BRANDING**

Strategi Scheduling: *Daypart Strategy*

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

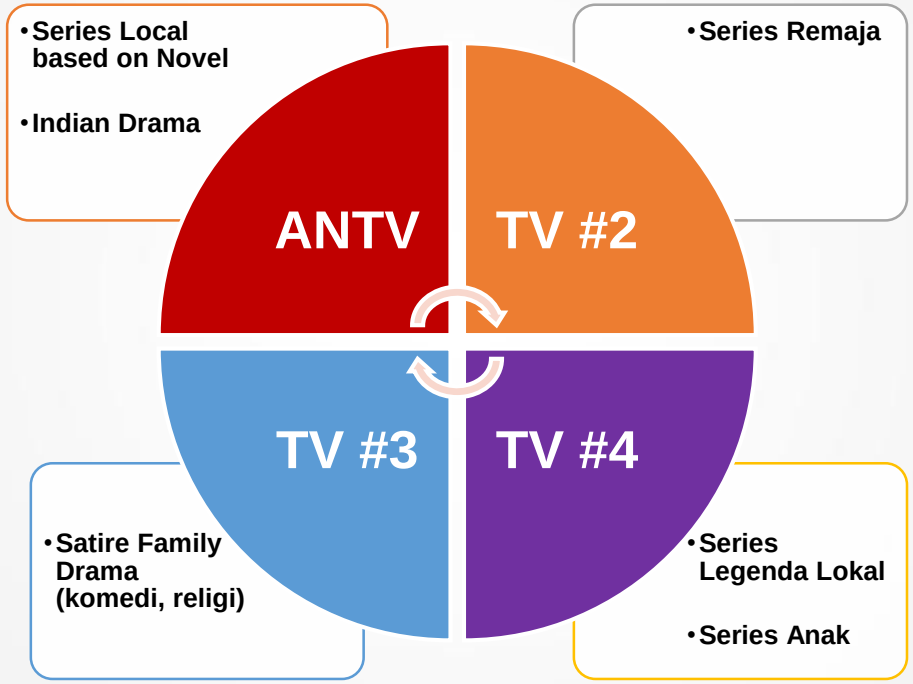
	Time slot (Target audience)		
Morning Slot Series Anak, Animasi	04.30 – 07.59 (Kids 5-14)	20.1%	#1
Series India Slot Gopi, Uttaran, Balika Vadhu	08.00 – 14.59 (M/F 25+ ML)	12.0%	#4
Access To Prime Time Slot Terpaksa Menikahi Tuan Muda	15.00 – 17.59 (F 15-24 UM)	18.9%	#2
Prime Time Local Series Slot Berbagi Suami The Series, Sinema Spesial	18.00 – 21:59 (M/F 25+ ML)	8.6%	#4
Night Time Slot Jodoh Wasiat Bapak Babak 2	22.00 – 23.59 (Female 30-59)	8.5%	#4
Mid Night Slot Blocking, Jejak Kriminal, Rajapati	24.00 – 04.30 (M/F 30+ ML)	8.3%	#5

Sumber: AGB Nielsen Media Research, 11 Cities, 1 – 30 Nov 2021. All Markets

Strategi Scheduling: *Flanking Strategy*

"Menayangkan program yang berbeda dan berdurasi panjang sebelum acara andalan kompetitor dimulai, sehingga pemirsa enggan beralih dari program tersebut"

Description (grouped)	(r) TVR	Share
TERPAKSA MENIKAHI TUAN MUDA	2.0	9.8
BALIKA VADHU	1.8	15.9
GOPI	1.4	13.3
CINTA DI DALAM PERJODOHAN	1.4	9.8
BERBAGI SUAMI THE SERIES	1.4	5.5



Description (grouped)	(r) TVR	Share
SUCI DALAM CINTA	3.1	12.4
DARI JENDELA SMP	2.6	13.6
BUKU HARIAN SEORANG ISTRI	2.4	12.3
NALURI HATI	2.1	12.4
LOVE STORY THE SERIES	2.0	16.4

Description (grouped)	(r) TVR	Share
IKATAN CINTA	10.7	42.7
AMANAH WALI 5	4.4	29.6
PUTRI UNTUK PANGERAN	3.8	17.5
TOP TUKANG OJEK PENGKOLAN	1.8	13.1
DUNIA TERBALIK	1.6	23.4

Description (grouped)	(r) TVR	Share
KURAIH BINTANG	1.7	6.6
LENONG(R)	1.3	11.8
ALADDIN(R)	1.2	12.7
KUN ANTA(R)	1.1	11.2
RADEN KIAN SANTANG	1.1	4.7

Sumber: Nielsen, 1 Oct – 30 Nov 2021, All People - SEC

Strategi Content: *Untapped Market*

Keberhasilan ANTV yang diawali dengan menayangkan series asing sudah mampu menembus dominasi RCTI dan SCTV sejak tahun 2014 dan hingga saat ini ANTV menerapkan strategi *"Untapped Program Strategy"* yang mengambil series dan script yang terbukti populer di negara lain seperti Turki, India, Filipina, dan Amerika Selatan.

PROGRAM-PROGRAM SIGNIFER ANTV 2014-2021

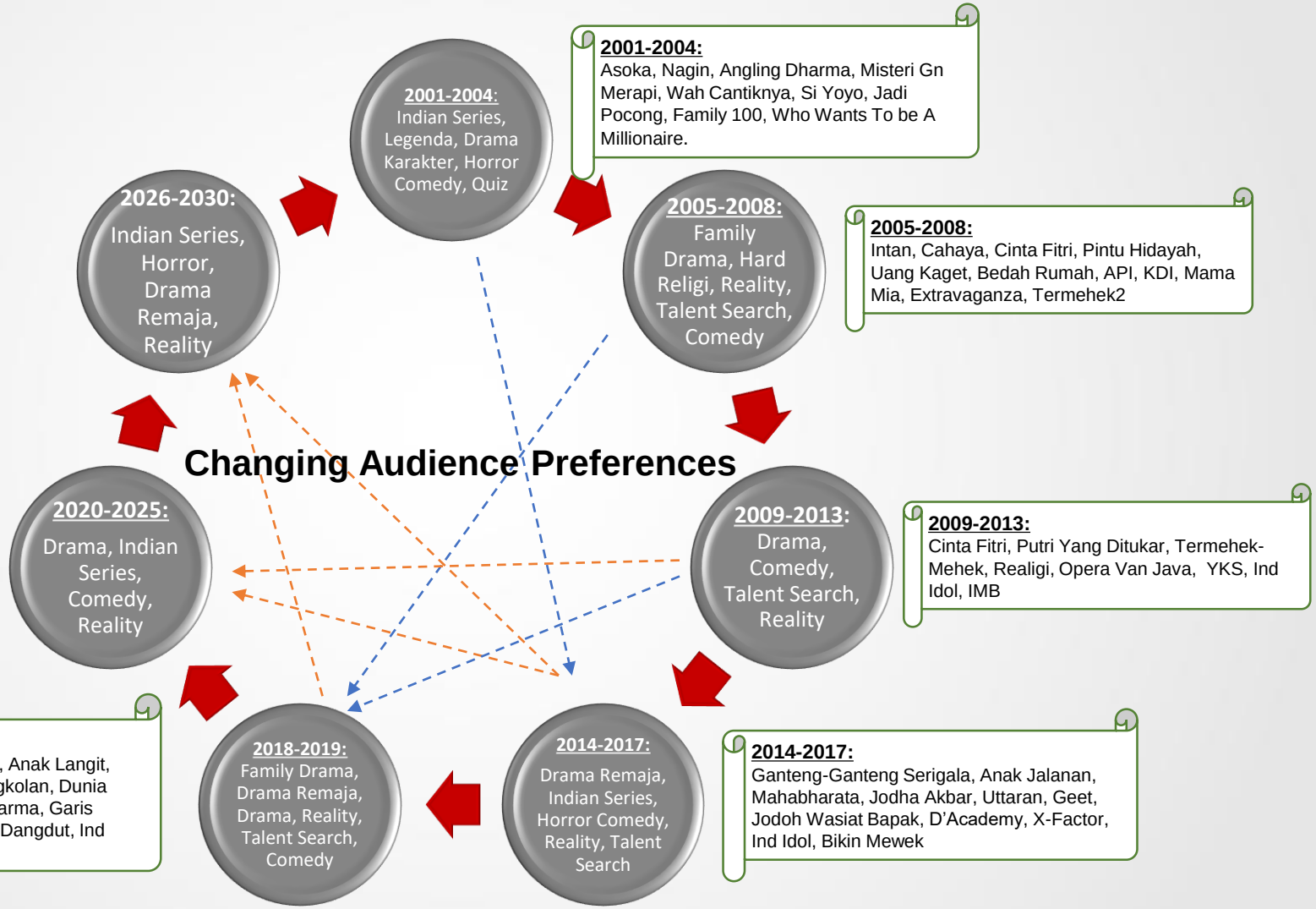
Sumber: Nielsen

Strategi Content: *Program Preference Cycle*

ANTV Menganalisa Program Preference Cycle untuk mengantisipasi tren tayangan yang diminati oleh Pemirsa

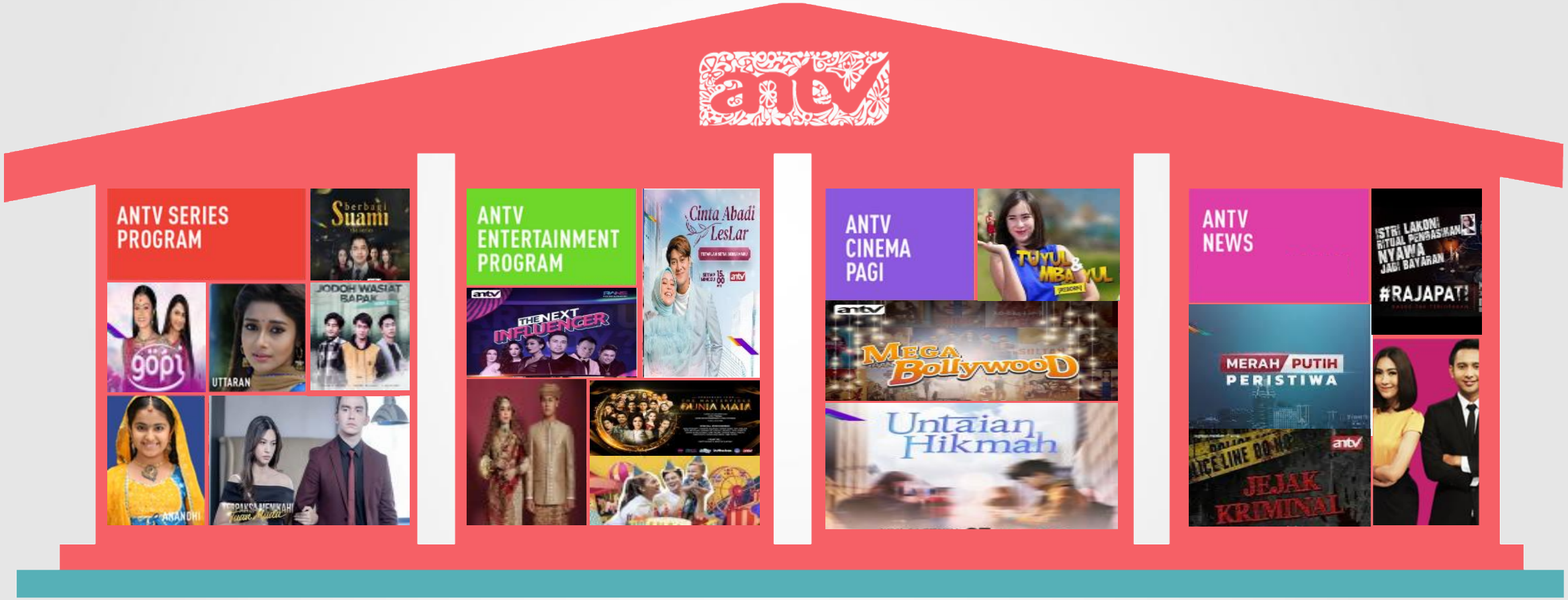
Performance Indian Series Mythology

Series	TVR(%)	Share(%)
Radha Krishna	2.0	7.8
Chandragupta Maurya	1.7	11.7
Lava Kusha	1.6	9.9
Jodha Akbar	1.5	11.9
Mahabharata	1.4	12.7



Strategi Costing: Kombinasi Konten Asing & Lokal

MENJAGA KOMBINASI PROGRAM UNGGULAN LOKAL & ASING

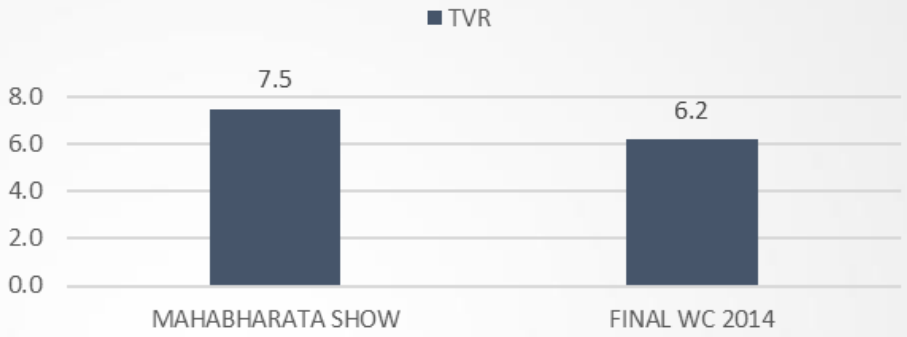


Strategi Branding: *Unique Selling Proposition*

ANTV Integrasi Series Dan Entertainmen

Series: → Entertainmen

No	Description (grouped)	Channel\Variable	TVR	Share
1	**MAHABHARATA**	**ANTV**	**5.2**	**21.0**
2	GANTENG GANTENG SERIGALA	SCTV	5.1	20.0
3	**JODHA AKBAR**	**ANTV**	**4.7**	**18.0**
4	**ABAD KEJAYAAN**	**ANTV**	**4.1**	**19.7**
5	TUKANG BUBUR NAIK HAJI THE SER	RCTI	4.3	17.0
6	EMAK IJAH PENGEN KE MEKAH	SCTV	4.2	19.8
7	DIAM-DIAM SUKA	SCTV	4.2	18.6
8	7 MANUSIA HARIMAU	RCTI	4.1	17.5
9	**NAVYA**	**ANTV**	**3.7**	**14.3**
10	AISYAH PUTRI THE SERIES JILBAB	RCTI	3.3	15.5



Memanfaatkan *Added Value* popularitas talen asing & programnya kedalam konten Sinetron dan Special Program/Entertainmen

Integration Series & Entertainmen

Mahabharata

2014

Mahabharata Show

Panah Asmara Arjuna

2015

Bollystarvaganza

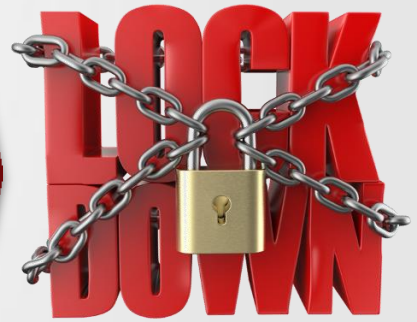
CDLTM

2017

Mahacinta Kembali

2018-2020

2021

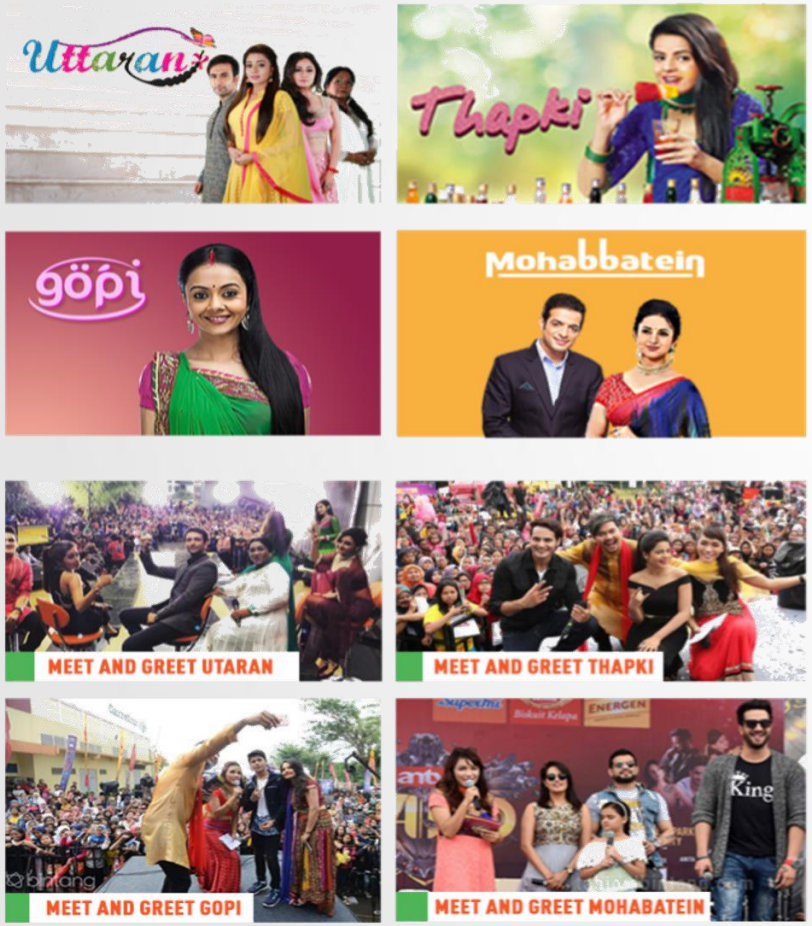


Sumber: AGB Nielsen Media Research Oct– Dec 2014

Strategi Branding: Promosi 360°

360 CAMPAIGN & INTEGRATION

SERIES



Sumber: Internal ANTV

2 Program ANTV Masuk Dalam Top 20 Program di Industri

No	Description (grouped)	Channel	Level 2\Variable	(r) TVR	Share
1	IKATAN CINTA	RCTI	Series:Drama	10.7	42.7
2	AMANAH WALI 5	RCTI	Series:Drama	4.4	29.6
3	PUTRI UNTUK PANGERAN	RCTI	Series:Drama	3.8	17.5
4	SUCI DALAM CINTA	SCTV	Series:Drama	3.1	12.4
5	DARI JENDELA SMP	SCTV	Series:Drama	2.6	13.6
6	BUKU HARIAN SEORANG ISTRI	SCTV	Series:Drama	2.4	12.3
7	UPIN & IPIN BERMULA(A08)	MNCTV	Series:Animation	2.3	11.3
8	NALURI HATI	SCTV	Series:Drama	2.1	12.4
9	LOVE STORY THE SERIES	SCTV	Series:Drama	2.0	16.4
10	TERPAKSA MENIKAHI TUAN MUDA	ANTV	Series:Drama	2.0	9.8
11	ANJANI	IVM	Series:Drama	2.0	8.6
12	SILET	RCTI	Information:Infotainment	1.8	17.2
13	TOP TUKANG OJEK PENGKOLAN	RCTI	Series:Drama	1.8	13.1
14	BALIKA VADHU	ANTV	Series:Drama	1.8	15.9
15	KURAIH BINTANG	MNCTV	Series:Drama	1.7	6.6
16	DUNIA TERBALIK	RCTI	Series:Drama	1.6	23.4
17	CINTA AMARA	SCTV	Series:Drama	1.6	14.3
18	ISTRI IMPIAN	IVM	Series:Drama	1.5	11.0
19	THE POLICE	TRANS7	Information:Documentary	1.5	6.5
20	BARISTA BERITA ARTIS TERNAMA	RCTI	Information:Infotainment	1.5	12.9

Sumber: Nielsen, 1 Oct – 30 Nov 2021, All People - SEC

Strategi Penjualan ANTV

Advertisers

- Kategori FMCG yang mendominasi belanja iklan
- Creative ads seperti DBI (Digital Brand Integration), FB (Freeze Break), dan Built In konvensional
- Acara Sponsorship dengan e-commerce

Viewers

- Produk yang berorientasi kostumer wanita (FMCG, Kebutuhan Rumah Tangga, dan Toiletries)
- Pengiklan yang memiliki jaringan distribusi nasional
- Sektor yang memiliki pertumbuhan tinggi (Teknologi/e-commerce)

Timeline

- Program dan Daypart Unggulan
- Seasonal programs (Ramadhan)
- Spesial ulang tahun ANTV

Creative Advertising Memiliki Potensi yang Besar

SUPER SQUEEZE FRAME

RUNNING TEXT

SQUEEZE FRAME

SUPER IMPOSE

TVC ON TEMPLATE

CHANNEL PANEL

SLIDE POINT

NEXT ON

SPECIAL BUMPER

GOLDEN MOMENT

VIRTUAL ADS

FOREGROUND

ANTV Juga Memaksimalkan Pendapatan Iklannya Dari Non Loose Spot

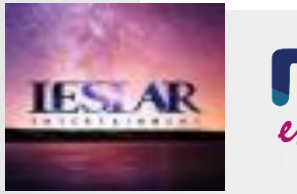
DIGITAL BRAND INTEGRATION (DBI)

BUILT IN LOCAL SERIES

FREEZEBREAK

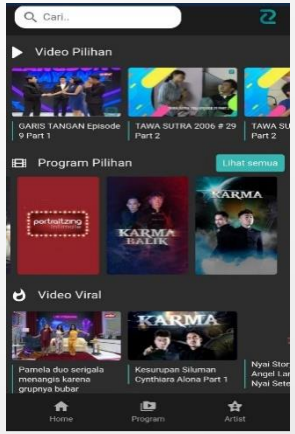
ANTV Berkolaborasi Dalam Menciptakan Konten & Mengembangkan Kehadiran Digital

Konten **Digital**



Youtube Channel	Subscribers		
	2020	Add 2021	Total
Youtube ANTV	2,398,386	481,423	2,879,809
VDVC Seleb	1,780,960	200,486	1,981,446
VDVC KPOP	566,363	55,448	621,811
VDVC Entertainment	122,366	64,720	187,086
VDVC News	363,338	64,344	427,682
VDVC ANTV News P	342,545	75,047	417,592
VDVC E-Sport	367,061	35,783	402,844
Topik ANTV	468,751	117,065	585,816
Total	**6,409,770**	**1,094,316**	**7,504,086**

100k PV



1jt PV

Web Series

Talk Show

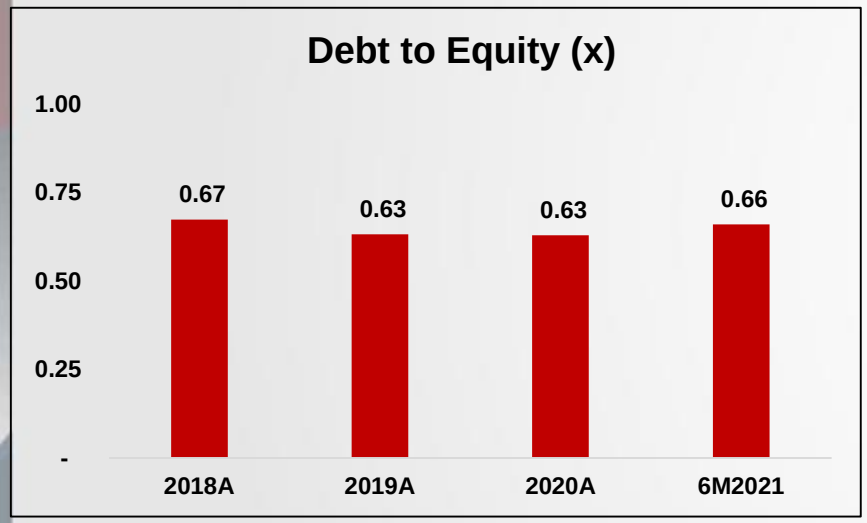
KINERJA KEUANGAN PERSEROAN

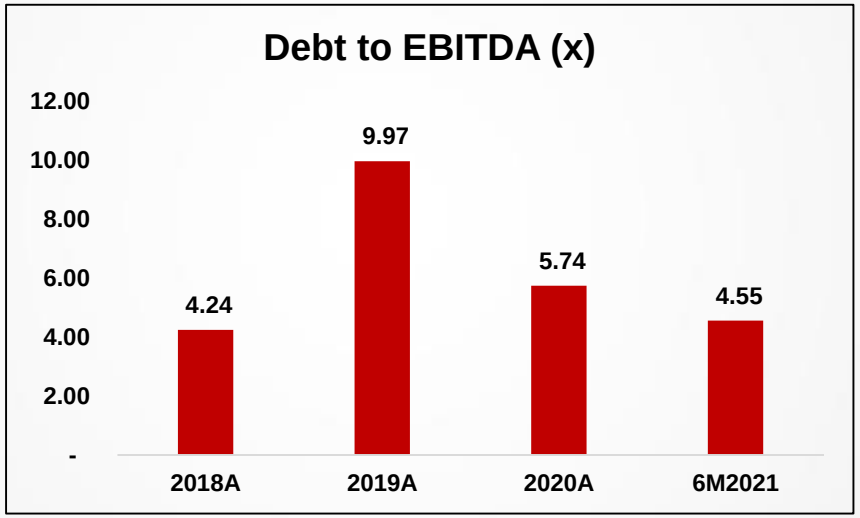
Kinerja Keuangan MDIA 6M21 Menunjukan Pertumbuhan Pendapatan 11,9% yang Melebihi Perkiraan MPA

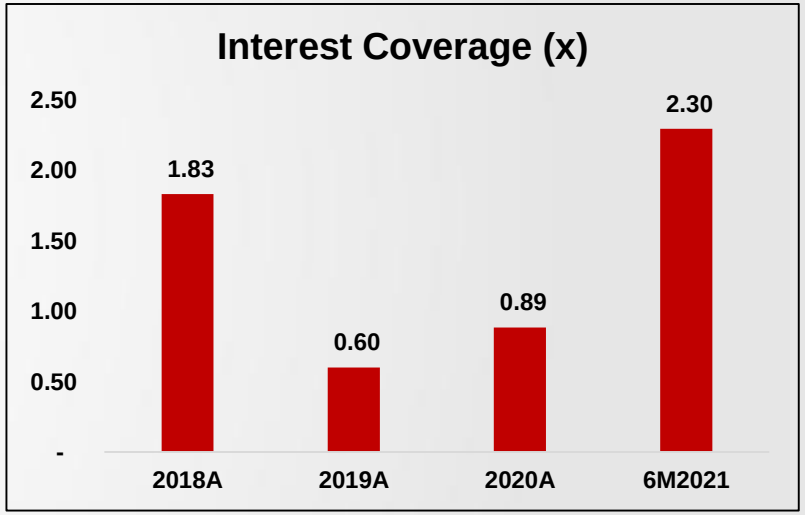
(IDR miliar)	6M 2020A	6M 2021A	Pertumbuhan
Pendapatan	**616,8**	**690,3**	**11,9%**
Beban Program dan Penyiaran	(313,8)	(312,8)	-0,3%
Beban Umum dan Administrasi	(227,3)	(222,9)	-1,9%
Beban Penyusutan	(38,9)	(30,0)	
EBITDA	**75,7**	**154,5**	**104,2%**
EBITDA Marjin (%)	*12,3%*	*22,4%*	
Laba (Rugi) Bersih	**(18,5)**	**15,9**	***N.A***
Laba (Rugi) Bersih terhadap Pendapatan (%)	*-3,0%*	*2,3%*	

Rasio Hutang Perseroan Masih Berada Dalam Kondisi yang Baik

Rasio Hutang Perseroan (Historikal)







PENGHARGAAN

PENGHARGAAN

ANUGERAH PENYIARAN KOMISI PENYIARAN INDONESIA DAERAH JAWA TENGAH 2021

Kategori : Penghargaan Khusus SSJ Kepedulian Kearifan Lokal

ANUGERAH LEMBAGA SENSOR FILM 2021

Kategori : TV Peduli Sensor Mandiri

ANUGERAH PENYIARAN KOMISI PENYIARAN INDONESIA DAERAH BALI 2021

Kategori : Anugerah Konten Inspiratif

Program : Makan Enak di Bali

ANUGERAH PENYIARAN KOMISI PENYIARAN INDONESIA DAERAH SULAWESI SELATAN 2021

Kategori : Siaran Televisi Sistem Stasiun Jaringan Terbaik.

ANUGERAH KOMISI PENYIARAN DAERAH SULAWESI UTARA 2021

Kategori : Lembaga Penyiaran Yang Berkualitas Di Sulawesi Utara 2021

FESTIVAL FILM BANDUNG KE-34

Kategori : Pemeran Pria Terpuji (Christ Laurent – Serial Terpaksa Menikahi Tuan Muda)

THANKYOU