



S. ASEAN International Advocacy & Consultancy

Industry Summit, Promoting Digital Indonesia

Socio-economic Benefits of the Digital Transition and Key challenges

Thursday 6 February 2020, Jakarta



Industry Summit

Promoting Digital Indonesia

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Roy Morgan Research Indonesia

**The evolving landscape of
digital media**





ROY
MORGAN

Roy Morgan Single Source

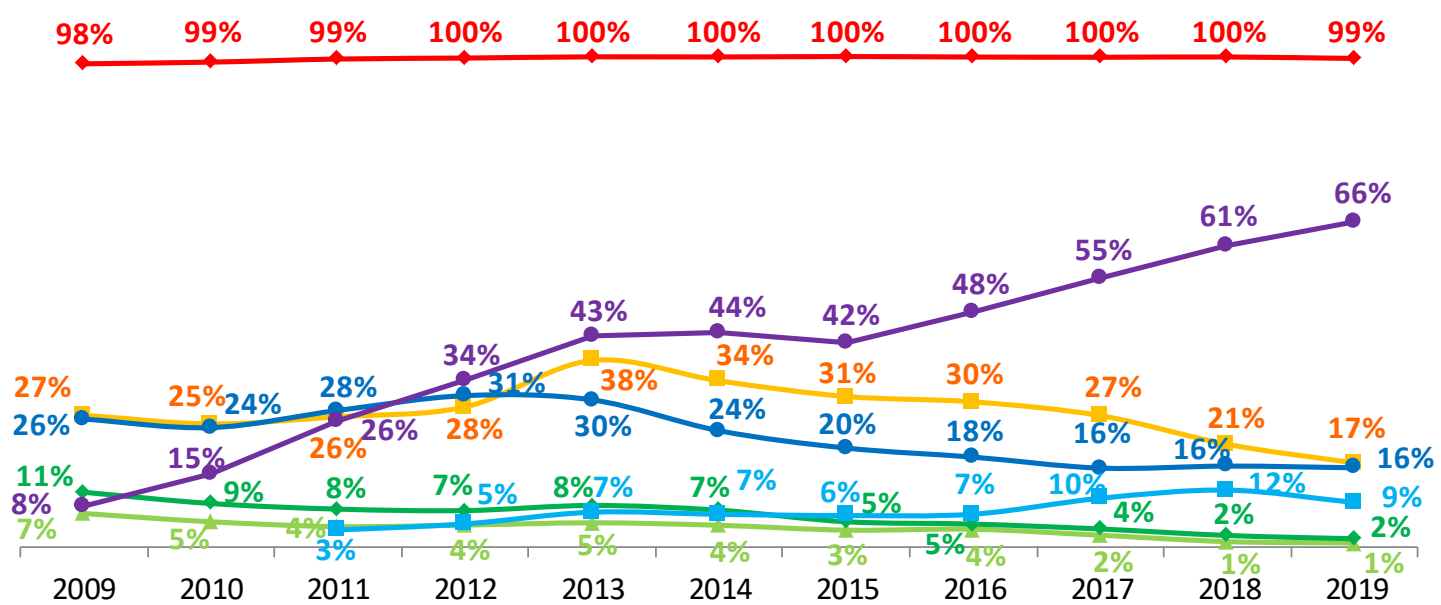
- Syndicated survey conducted continuously since 2004
- Largest syndicated consumer survey in Indonesia – annual database of 16,000 randomly sampled respondents
- In 17 provinces: covering 23 major cities, 21 secondary cities, and rural
- Representing 87% of the Indonesian population aged 14 years and above – 160 million people
- Tracking the Indonesian consumer:
 - Consumer Confidence & Good Governance
 - 15 Industries including Media, Digital, Telco, Banking, Retail, FMCG, Automotive, etc.
 - Attitudes & Lifestyle
- Updated quarterly

THE EVOLVING LANDSCAPE OF DIGITAL INDONESIA



MEDIA LANDSCAPE

Media Penetration Trend



- ◆ Any Television in last 7 days
- ◆ Any Newspaper in last 7 days
- ◆ Any Magazine
- ◆ Any Tabloid
- ◆ Pay TV subscribers
- ◆ Any Radio in last 7 days
- ◆ Ever Accessed the Internet



Dwindling TV habits from our consumers?

FTA TV PENETRATION

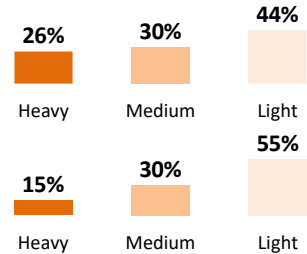
10 yrs ago	98%
5 yrs ago	100%
Now Q3'19	99%

TV WATCHING

1,844 minutes
1,763 minutes
1,507 minutes

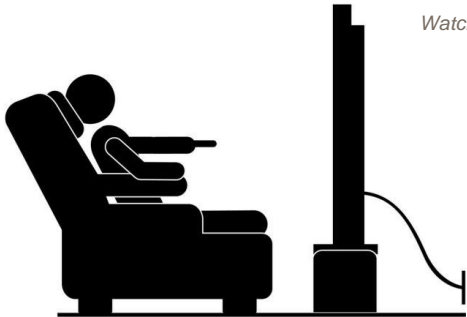
HEAVY/MEDIUM/LIGHT

Heavy: 5.5 hours or more per day
Medium: 3.5-<5.5 hours per day
Light: <3.5 hours per day



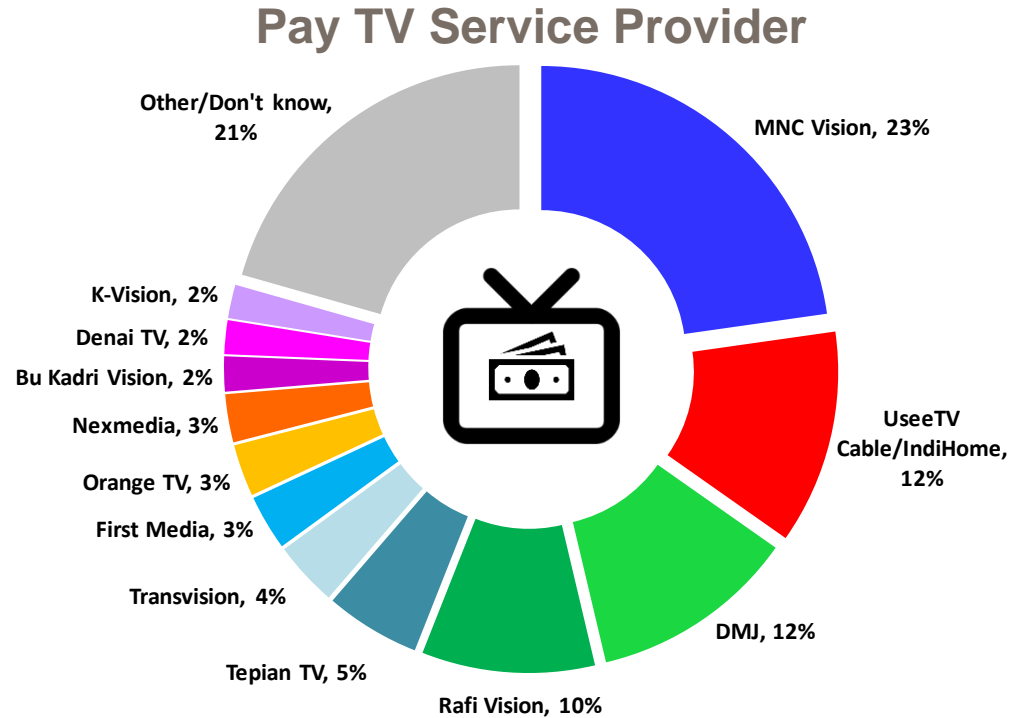
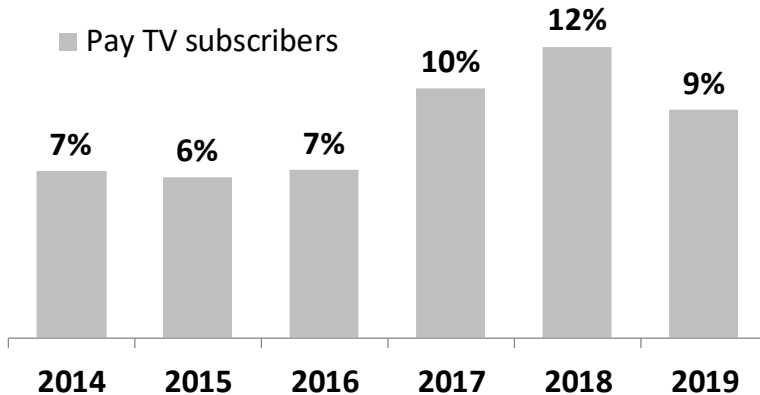
Watched TV in Last 7 Days

TV whole week – average time spent watching in minutes.



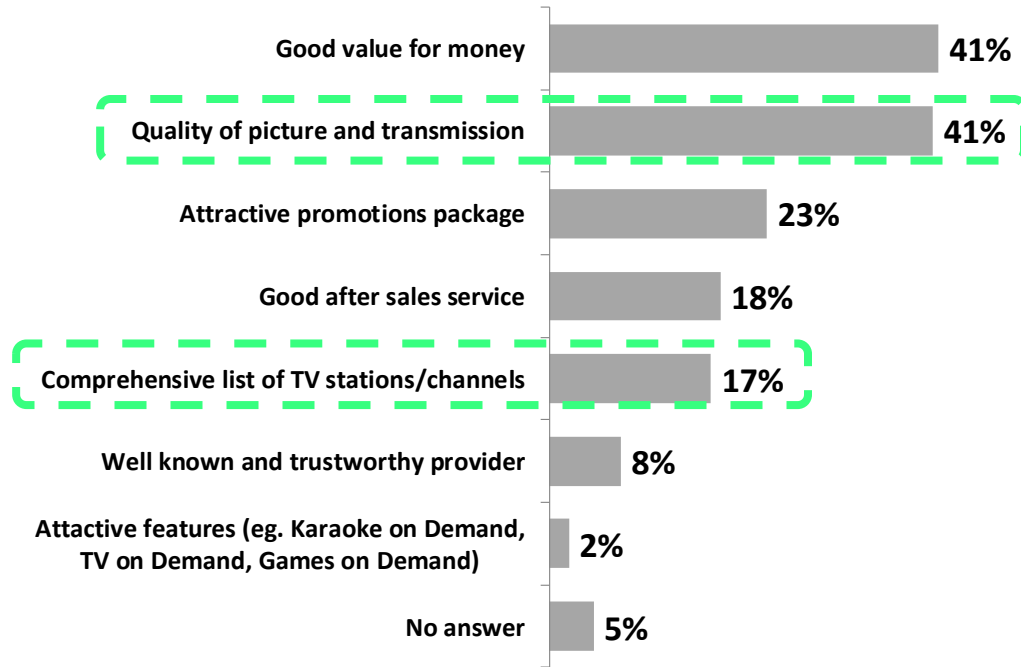
Pay TV viewing

8 Million
Pay TV Subscribers



Why Pay TV?

REASONS TO SUBSCRIBE OR CHANGE A PAY TV PROVIDER



61% FTA Channel Only

39% FTA & Pay Channel



Another alternative... Streaming Service

*iflix*TM

 **viu** **HOOQ**TM

NETFLIX

CATCHPLAY

Readership may have shifted but still shows a decline



NPP PENETRATION

5 yrs ago	34%
Now Q3'19	17%

Read NPP in the last 7 days

NPP READING

101 minutes
32 minutes

NPP whole week – average time spent reading NPP in minutes.

Read Newspaper / Accessed News Online



ACTIVITIES DONE ONLINE

5 years ago	Now Q3'19	GROWTH
5.3%	10.4%	96%

MAG PENETRATION

5 yrs ago	4%
Now Q3'19	1%

Read Mag in last 7 days

MAG READING

16 minutes
1 minutes

Mag whole week – average time spent reading Mag in minutes.

Read Magazine Online



5 years ago	Now Q3'19	GROWTH
1.3%	0.8%	-38%

Or consumers have other sources of information?

ACTIVITIES DONE ONLINE



Social Media



Instant Messaging

5 years ago

32%

13%

Now Q3'19

47%

50%

GROWTH

47% 

285% 

SEEKING/GIVING ADVICE

Amongst Ever Accessed Internet

Q3'19 Data
Ever Access the Internet
Pop: 59,514,000

WORD OF MOUTH



Trusted Adviser
69%

Info Seeker
99%



73% Social Media



73% Instant Messaging



72% Social Media



76% Instant Messaging

Listenership indeed has also shifted



RADIO PENETRATION

10 yrs ago 26%

5 yrs ago 24%

Now Q3'19 16%

Listen to radio in the last 7 days

RADIO LISTENING

187 minutes

137 minutes

85 minutes

Radio whole week – average time spent listening Radio in minutes.

ACTIVITIES DONE ONLINE



Streamed Music



Streamed Radio



Streamed YouTube

5 years ago

5%

0.8%

7%

Now Q3 '19

11%

0.6%

23%

GROWTH

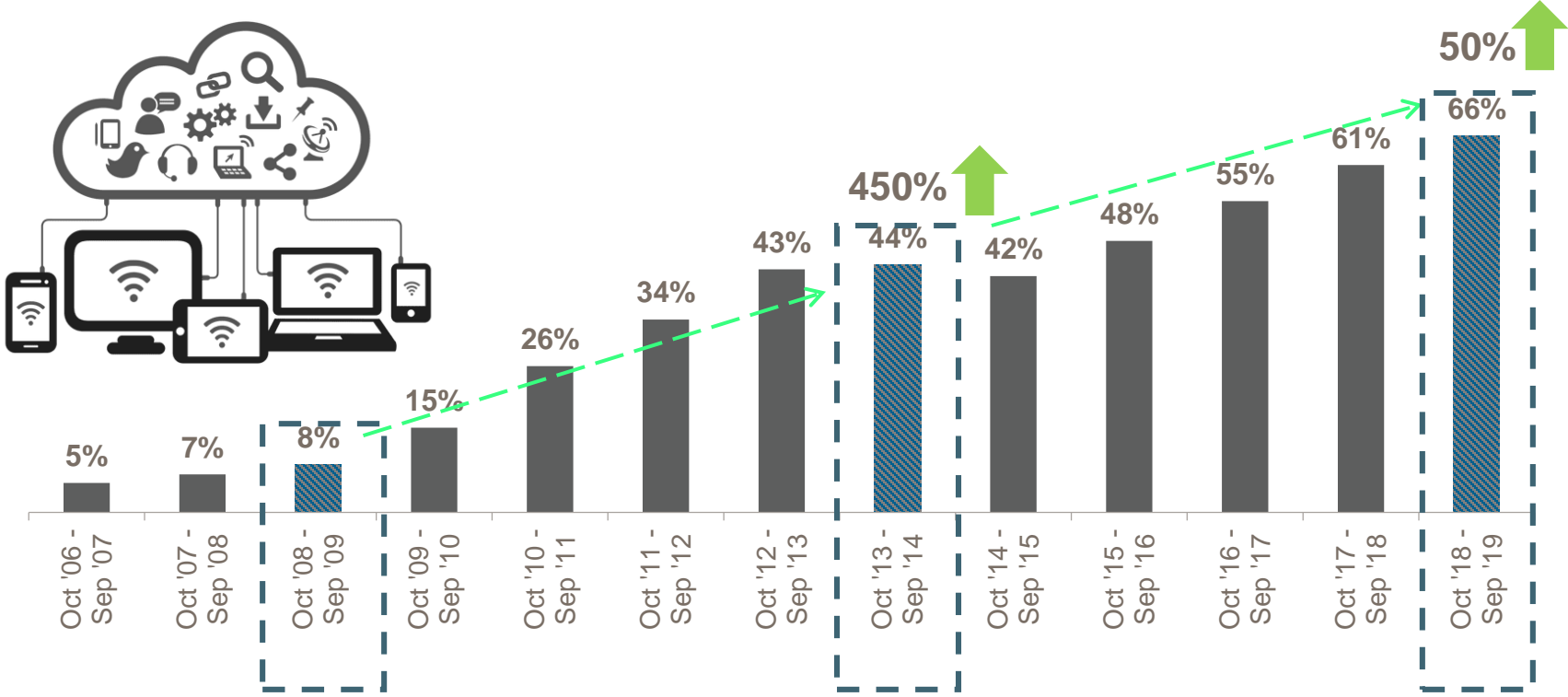
120% 

-25% 

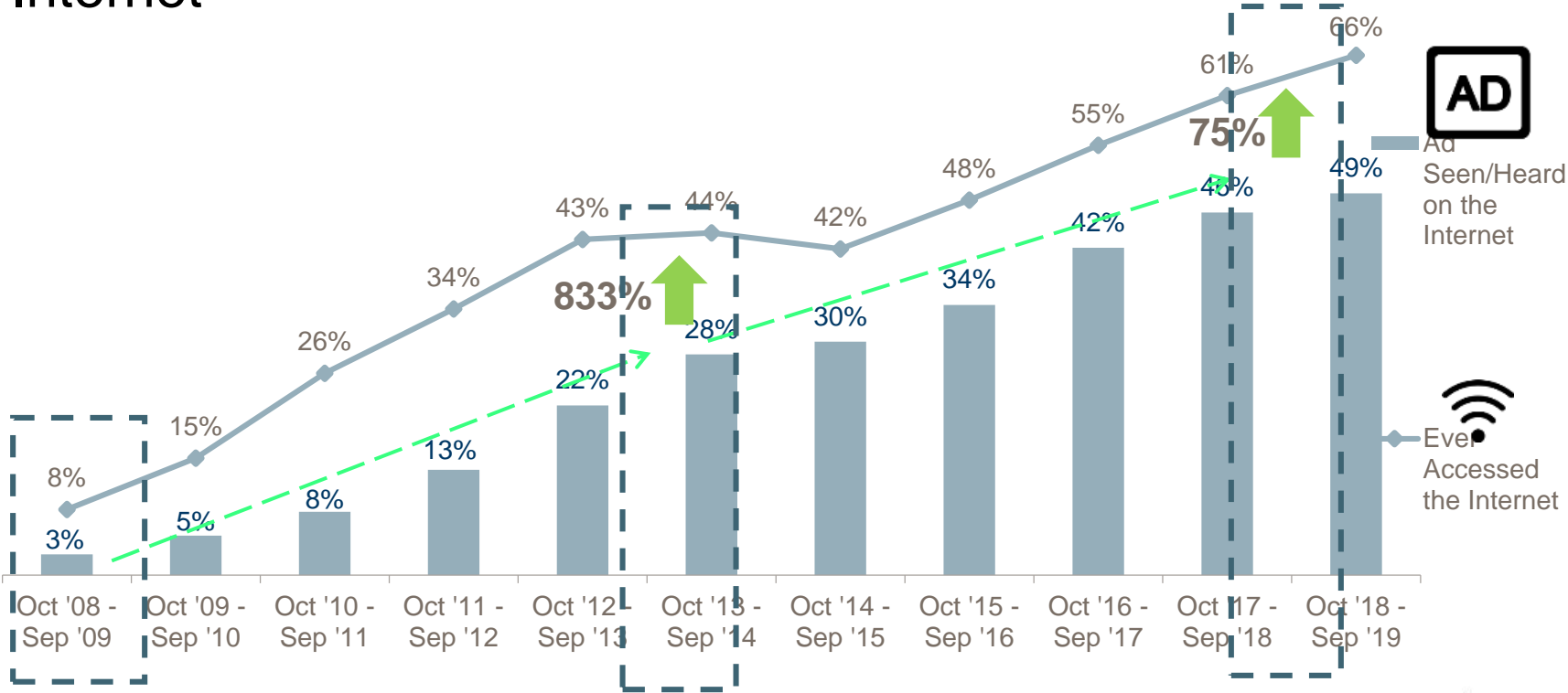
228% 

**SO DOES THIS MEAN
DIGITAL IS TAKING OVER?**

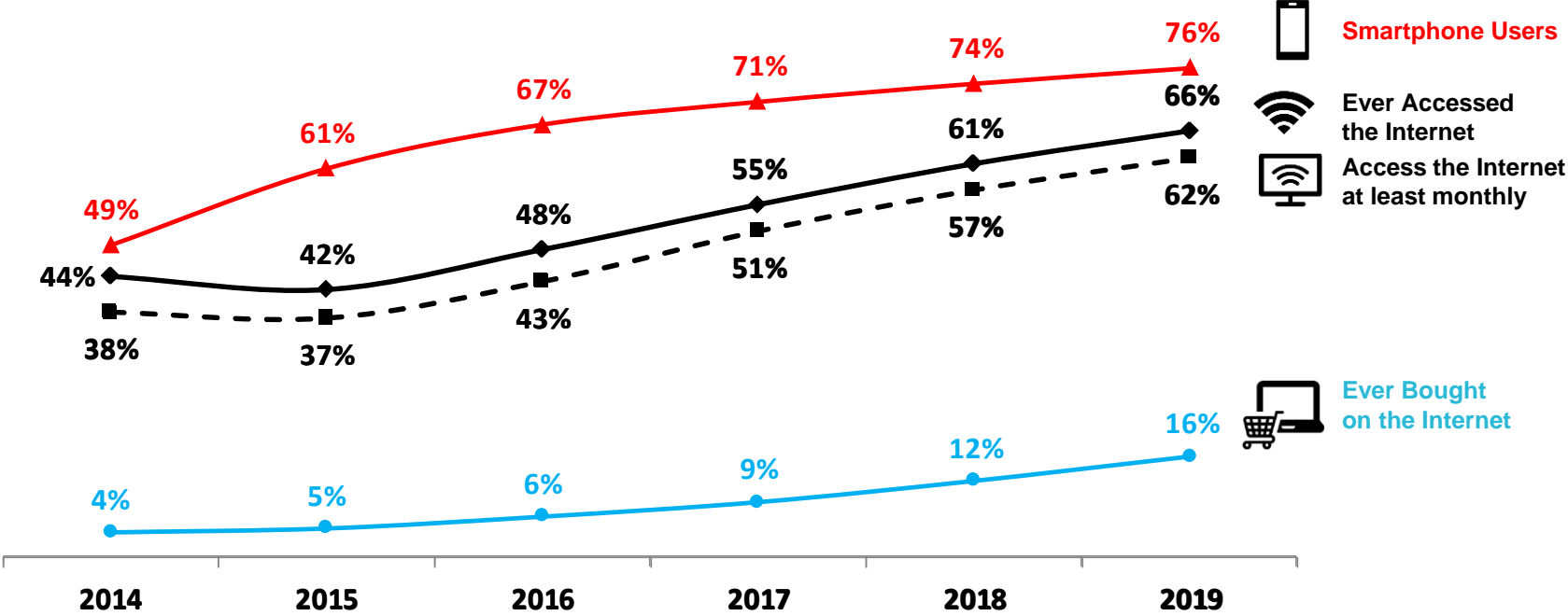
Internet Access has exponentially grown over the years



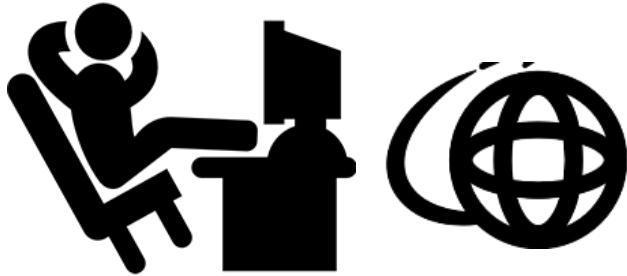
Internet Penetration vs Internet Ad Seen or Heard from the Internet



Internet Access



Consumers are increasingly becoming voracious internet users



INTERNET PENETRATION

10 yrs ago	7%
5 yrs ago	44%
Now Q3'19	66%

Those who have ever access the internet.

ONLINE ON THE INTERNET

12 minutes
309 minutes
698 minutes

Internet whole week – average time spent on the Internet in minutes.

ACTIVITIES DONE ONLINE



General online activities

Entertainment & Amusement

Research & Information

Buying & Selling

Banking & Finance

5 years ago

85%
50%
41%
12%
2.6%

Now Q3'19

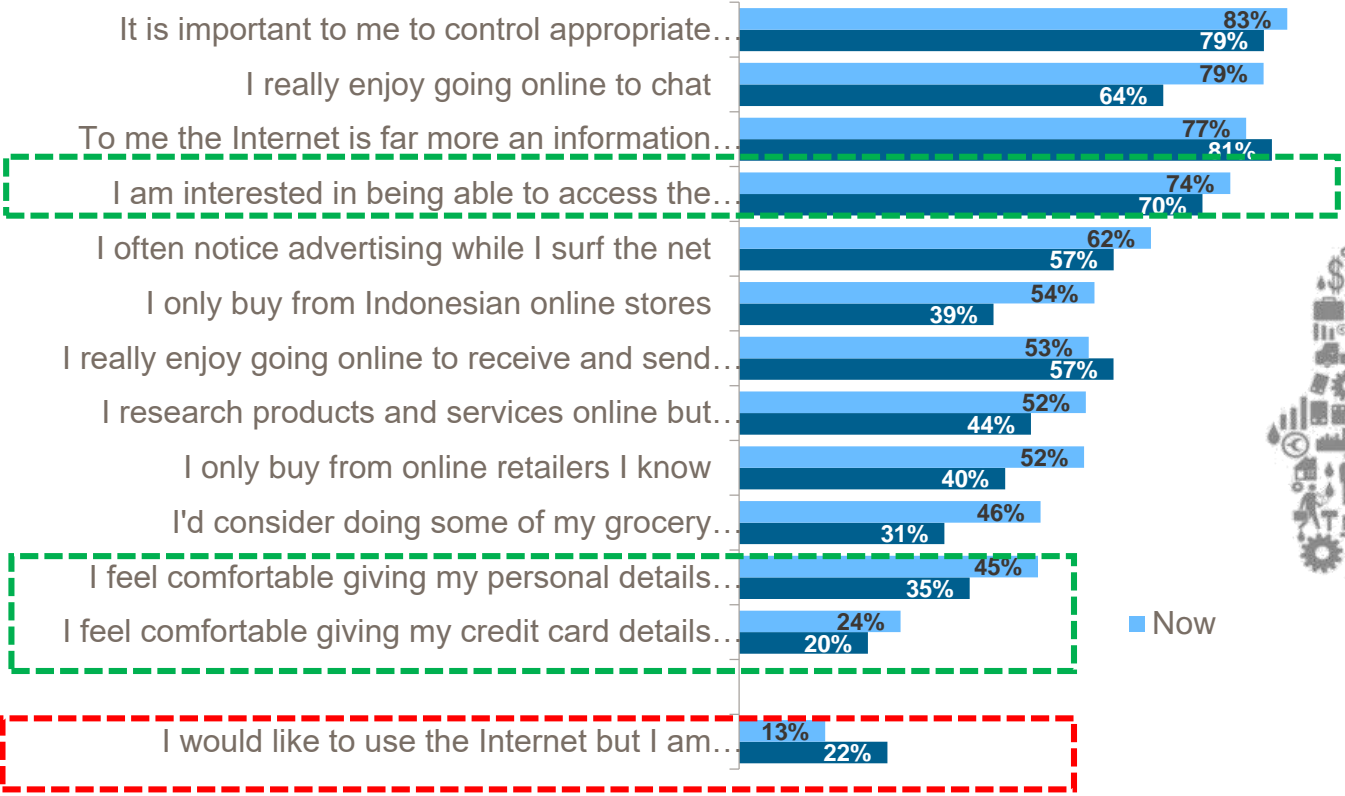
92%
65%
46%
19%
3.3%

GROWTH

8%
30%
12%
58%
27%



Increase is also due to a more positive outlook of the Internet



■ Now

Mobilephone has surpassed all devices as the main device for internet access



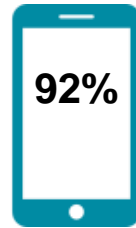
59,514,000

Population of People *who have ever accessed the internet*

66% of total urban population

(61% of total Indonesian Population – 100M)

Devices used to access the Internet among those who have ever accessed the internet



Mobilephone

Population:

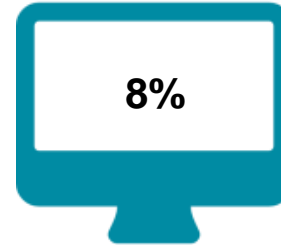
54,813,000



Laptop

Population:

9,010,000



Desktop

Population:

4,647,000

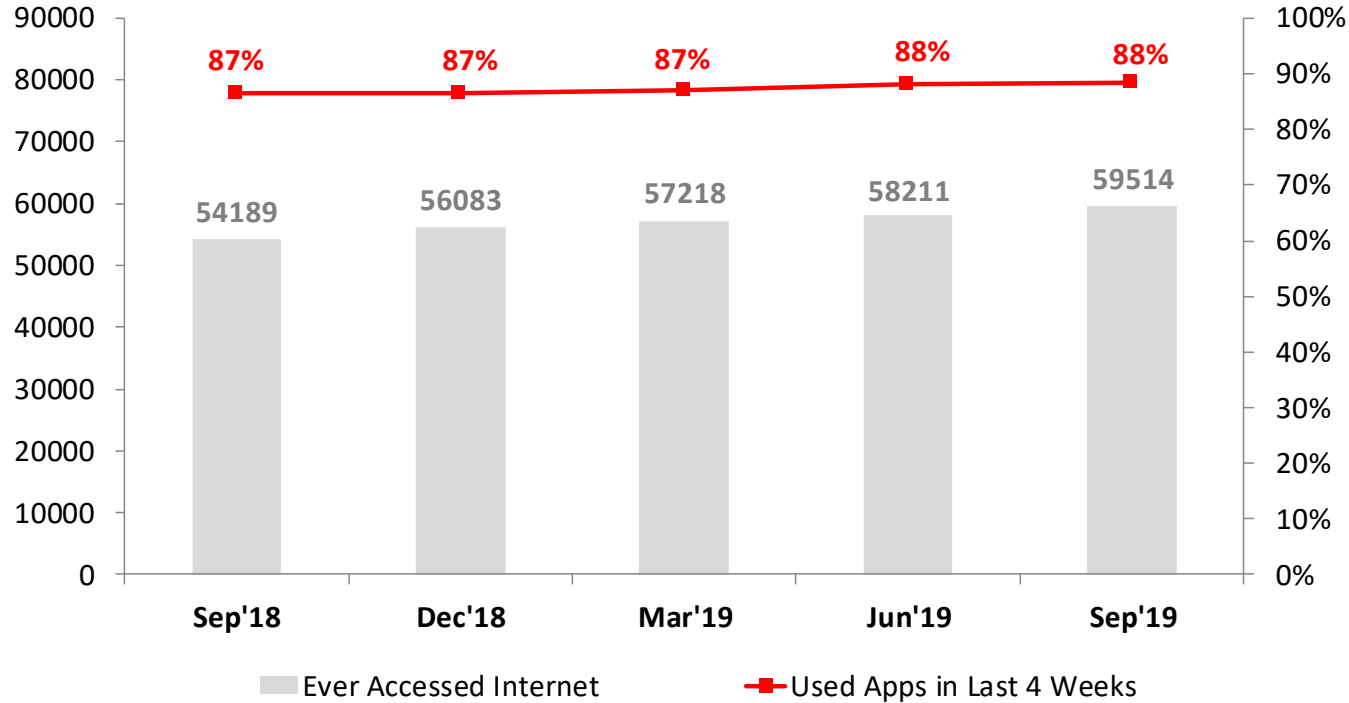


Tablet

Population:

1,202,000

Ease of use through available apps

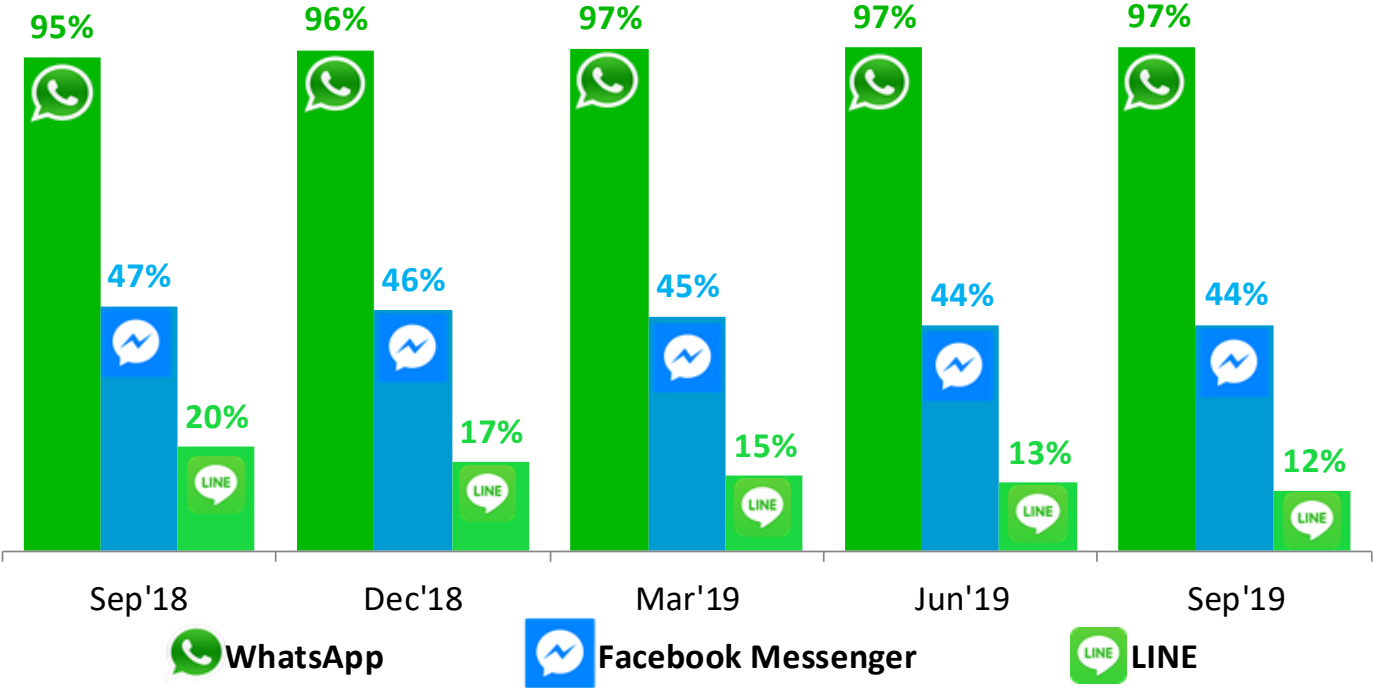


Most popular apps used

	Sep'18	Dec'18	Mar'19	Jun'19	Sep'19
Instant Messaging	99%	99%	98%	98%	99%
Social Networking	59%	60%	59%	57%	57%
Games	30%	32%	32%	31%	31%
Entertainment	10%	11%	11%	12%	14%
News	15%	16%	16%	15%	14%
Transport				11%	11%
TV, Videos and Movies	10%	10%	11%	11%	11%
Music and Radio	11%	10%	10%	10%	10%
Sports	7%	8%	9%	8%	7%
Navigation				6%	6%
Shopping and Retail	4%	5%	5%	5%	6%
Education	6%	6%	7%	6%	5%
Travel	4%	5%	5%	5%	5%
Lifestyle	5%	6%	6%	6%	5%
Health and Fitness	4%	4%	4%	4%	4%
Photography	4%	5%	5%	4%	4%
Food and Beverage	3%	4%	4%	4%	4%
Weather	3%	3%	3%	3%	2%
Banking and Finance	2%	2%	2%	2%	2%
Books and Reference	1%	2%	2%	2%	1%
Business and Productivity Tools	1%	1%	1%	1%	1%



Instant Messaging Apps



Products Purchased via Internet

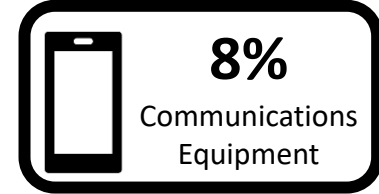
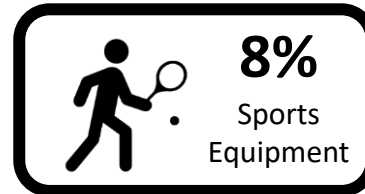
Amongst those who ever access the Internet & Ever bought via Internet



Rp. 8.7 Trillion

Total Value bought in the last 3 months

Ever Bought on the Internet in Last 3 Months 19 Million People



Changes in media habits after using the internet

WATCHING TV



20%* do less watching of TV

*11% increase from last year
(18% Oct17 – Sep'18 reading)*

LISTENING TO THE Radio



48% do less listening to the radio

READING Newspaper Magazine



47% do less reading of NPP



51% do less reading of Mags

Changes in activities after using the internet

PLAYING SPORT



34% do less
playing sport

GOING OUT WITH FRIENDS



26% do less
going out with friends

SHOPPING IN STORES



32% do less
shopping in stores

Summaries & Conclusions

- There is clearly a change in consumer behaviour
 - More on-line and less physical interaction
 - More information available through E-WOM
- Use of traditional media is still prevalent, however is lesser volume
 - Traditional media is moving to digital, a change of form – not essence
 - Digital becomes a form of communication rather than media per se
- Digital pervasiveness enables E-commerce
 - Polarization of goods bought: either very daily or very niche
 - Building an ecosystem: e-marketplace, e-monies and delivery services enable easier access to goods

Thank you!

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