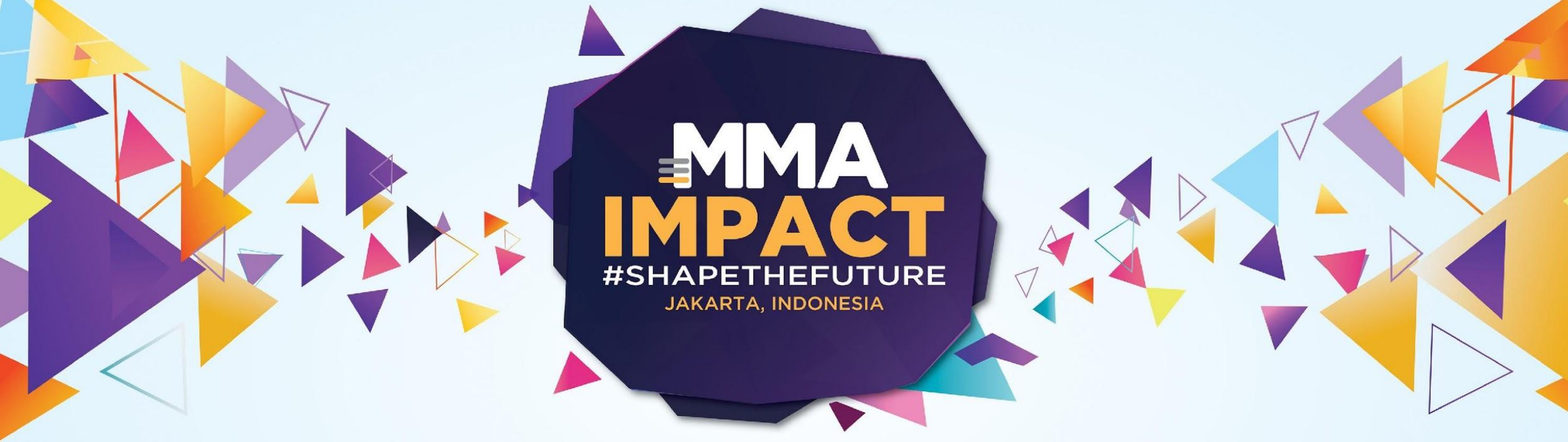


Unlocking Indonesia's Digital Opportunity

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MMA
MOBILE MARKETING ASSOCIATION



215 mn Internet Users by 2020

Source: Temasek and Google Study

$53 billion by 2025

Ecommerce back bone of Digital Growth



Source: Greenhouse.co and Google Study

Fintech adoption is rising.

From $22 billion in 2018 to $54 billion by 2025.



Source: Catcha Group



Healthtech is a promising player

In 2018 valued at $20 billion, second largest market in SEA next to Singapore

Source: Greenhouse.co

What does all of this mean to digital ecosystem and us?

- ✔ 1. How things have changed in the last 5 years in Indonesia digital ecosystem?
- ✔ 2. What are the trends that are here to stay for the next few years?
- ✔ 3. Are we able to navigate and make the best use of these trends from an advertiser and publisher perspective?
- ✔ 4. What should we all as a part of the ecosystem do to sustain and grow this trend?

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THANK YOU

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