MMA FORUM
INDONESIA 2018
#SHAPETHEFUTURE

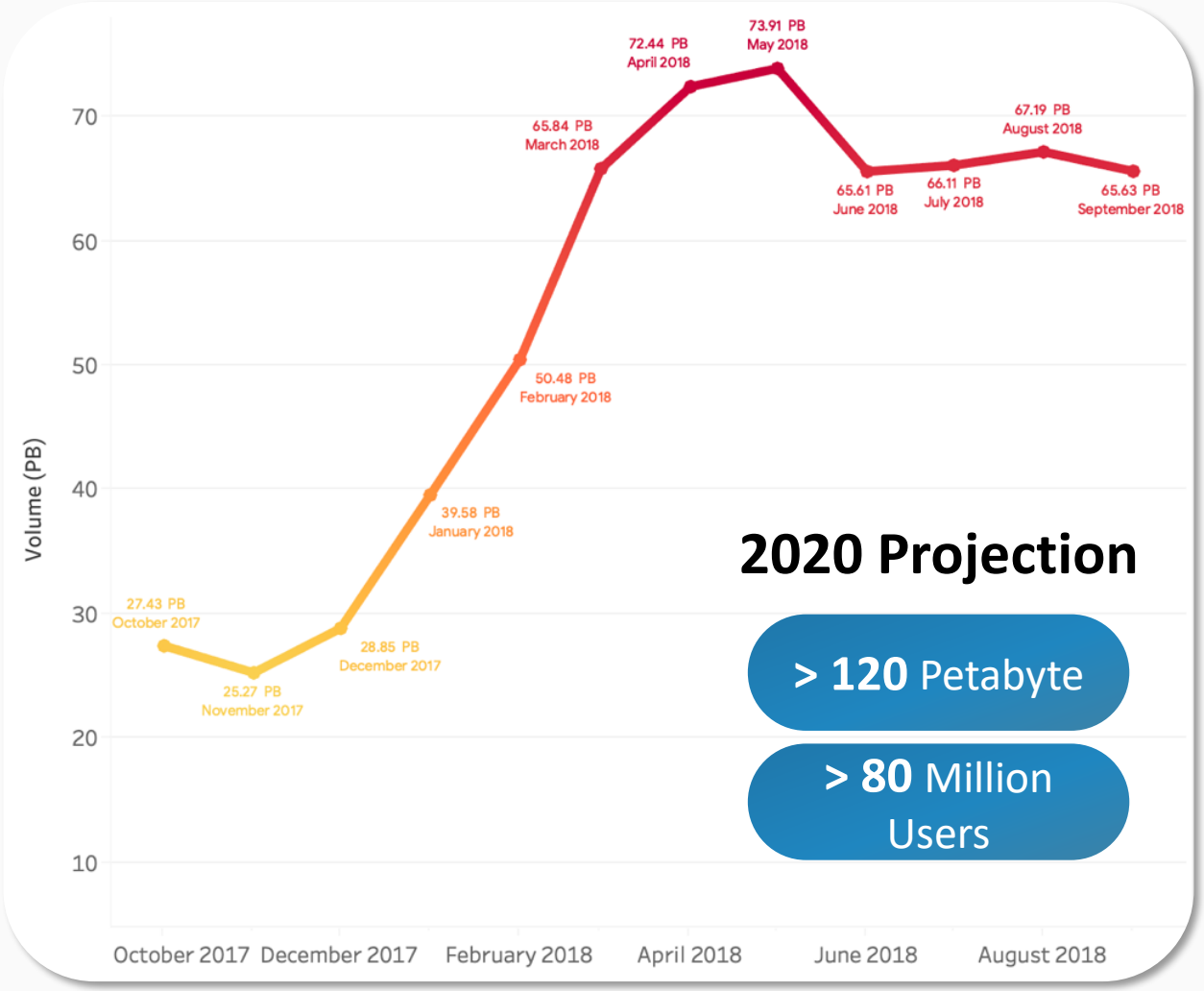
# VIDEO CONSUMPTION INSIGHT

## TELKOMSEL USER

TELKOMSEL Digital Advertising
You'll be surprised!

MMA
MOBILE MARKETING ASSOCIATION

# HOW VIDEO CONSUMPTION GROW IN PAST YEAR?




Video is one of the most **dominant category**, with shares of **33% volume** from Telkomsel Data

**Volume per user** is growing fast **(59% YTD),** in average user consume **1.05 GB monthly for video.**

# TELKOMSEL VIDEO CONSUMPTION IN NUMBER

**Record Monthly Volume**

**73**

Petabyte

~

**Equal To**

**8618**

Year of Full HD Video



**Volume** Consumed

**January – September ‘18**

**67%**

Growth

**August 18**

**62.4**

Millions

~

Equal To



**Italy** Population



Unique **Users**

August‘18

**59.4%**

From Total Smartphone Users

# VIDEO CONSUMPTION PENETRATION

With **Telkomsel wide 4G coverage**, Video Consumption **spread across Indonesia**



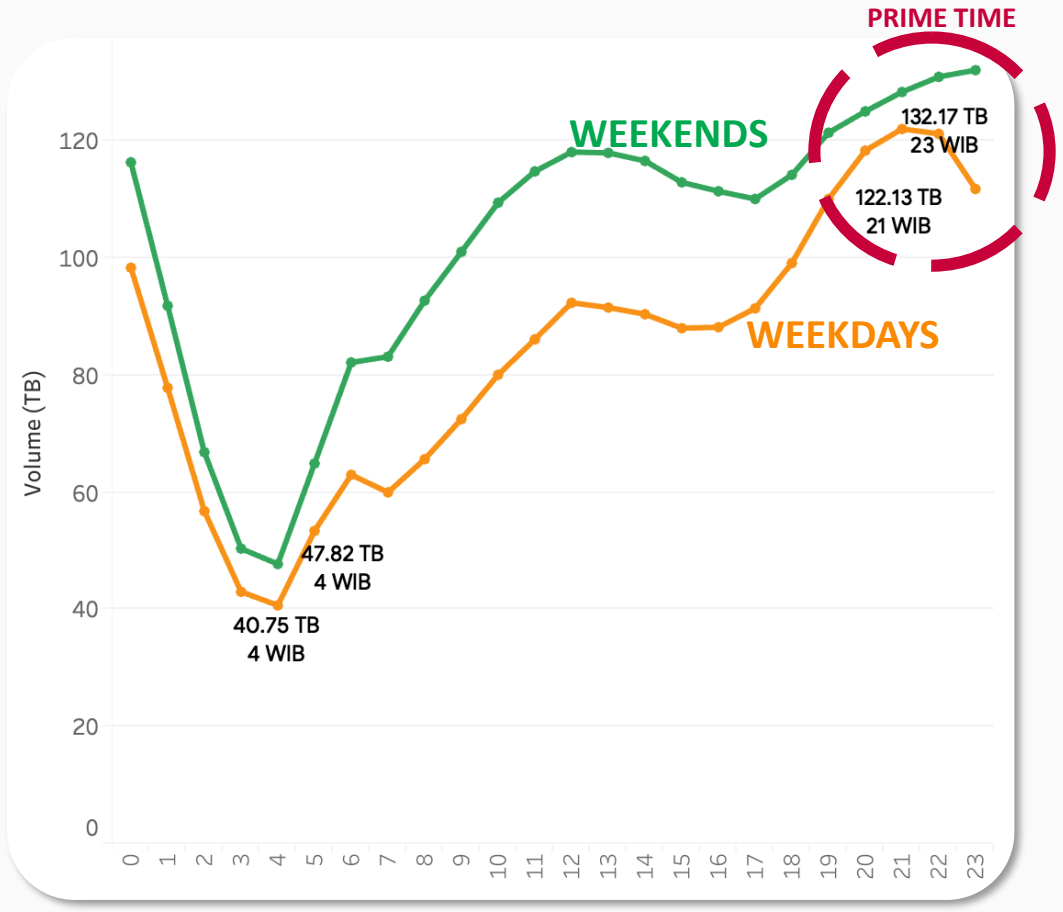
**Highest Penetration**

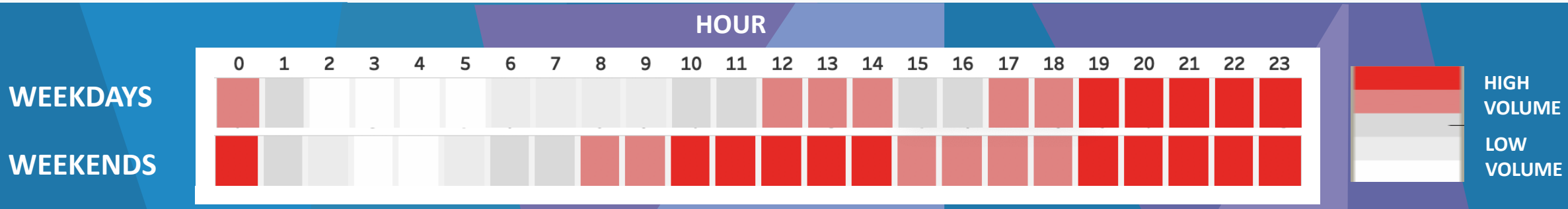
- DKI Jakarta
- Jawa Barat

# DAILY PATTERN

In weekend, people consumed **more video content**, with **24%** difference in volume

**7PM – 9PM is the Prime time** to **watch video in weekday** while in the weekend it spread evenly across the day



# ARE USER WILLING TO PAY?

| SUBSCRIPTION | | FREE CONTENT |
|---|---|---|
| Hooq, Viu, iFlix, MAXStream | VS | Youtube, Tiktok, Vidio, Musically |
| 0.9 Millions | Daily Active Users | 25 Millions |
| 8.9 Gigabytes (GB) | Monthly Average Volume | 1.2 Gigabytes (GB) |
| 22% Volume Consumed Growth | Monthly Growth Aug'18 – Sep'18 | 12% Volume Consumed Growth |

Average **volume consumed from paid platform** is **7.4 times higher** than Youtube

**Total share still small, but it has significant growth** especially in terms of **volume consumed**

# EVENT-DRIVEN INTEREST




In the holy month
**May – June 2018,**

# 42%

**More Video Volume**
compared to yearly average

YouTube




In the First Week of World Cup
**18 June – 25 June 2018,**

# 840 TB

**Weekly volume,**
or 1.55% of total
Telkomsel traffic

MAXSTREAM




Indonesia vs UAE Football Match
**24 August 2018,**

# 8.84x

**Volume Increase**
compared to normal days

Vidio

# THANK YOU

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