



INVESTMENT IN INDONESIAN CONTENT IS GROWING

Indonesians love quality content offered by streaming services

8M

Indonesians subscribed to OCC services in 2020



44%

revenue growth

generated by Indonesia's broadcasting & online video sector, following the entry of local, regional and international OCC providers

3 out of 4

local internet users use OCC at least once a week, spending half of their time viewing local content

Indonesians are finding the local content they want on their OCC services

66%

consider it **important** that their OCC or TV content services **provide local content**

80%

are **satisfied with the amount of local content** on the services they use

63%

think that their OCC services **provide either a good level, or the best level of content that is made specifically for people in Indonesia**

OCC services stimulate a boom in creative output

\$45B

(IDR 637 trn)

= global collective investment into content spending and creation (excluding sports)

from Disney, NBCU, WarnerMedia and ViacomCBS across their distribution channels in 2019 - which they will partly monetise on their OCC services (Disney+, Peacock, HBO Max/HBO GO and Paramount+ respectively)

OCC services are investing heavily in Indonesian content

Vidio

Invests in local Indonesian original content and premium sport



300+

investment in pieces of local content to be produced in next few years

250+

Indonesian films currently available on service

Viu

80

Viu original titles in 2019



Expanding to Indonesia and investment in local content

WARNERMEDIA

HBO Asia Original productions including *Food Lore*, season 1 & 2 of horror series *Folklore* and season 1 & part of season 2 of *Halfworlds*

NETFLIX

180

Netflix originals have been produced in Southeast Asia, plus investment and partnerships with hundreds of licensed titles including *The Night Comes For Us*, *Guru Guru Gokhil* and new feature *A Perfect Fit*

OCC makes significant contribution to supporting jobs and driving economic output in the screen production sector

\$58.7B **8.8M**

= total economic impact of the Asian screen production sector in 2019

jobs supported in the region; for every new AV position, **2.72 jobs** are created in other sectors of the economy

60%

of production costs are spent in the wider community on eg. catering, hospitality, construction and legal services

OCC investment spurs skills, innovation and infrastructure & produces broader benefits for Indonesia

NETFLIX Hosted a series of capacity building workshops in Indonesia in the area of scriptwriting and post-production

viu Supported training and skills development with programs such as Viu Pitching Forum which offers mentorship opportunities

20% global travellers have **visited a destination due to the influence of TV Shows or Movie**, as suggested by a TripAdvisor survey

OCC providers bring Indonesian content to the global stage



Guru Guru Gokil
NETFLIX

Netflix Original in 2020

... for film producers, OCC services offer a valuable pathway to the global market through licensing and by producing original content.

- Film Producer Fauzan Zidni



Pretty Little Liars

viu

Viu Original Indonesian adaptation of Warner Bros. mystery series

The series was fully shot in Bali, with a brilliant cast and top-notch feature film crew that was focused on showcasing premium Asian cinematic values to the world.

- Director Emil Heradi

Licensing content on OCC services is a win-win situation. Global consumers are better able to find the content they like most, and producers can increase the export value of their content.

The Indonesia Minister of Education and Culture, Nadiem Makarim, emphasised this point saying that Netflix has a big role in distributing Indonesia films, talent and culture to the international community.

The first season was filmed entirely in Indonesia using Indonesian actors and crew and a second season has already been commissioned due to the strong viewership in both Indonesia and Malaysia.

The content showcases Indonesian talent and is available to view within Indonesia but also in the other 16 countries Viu is active in.

Pro-investment policies can help OCC to contribute to Indonesia's flourishing audiovisual sector

- Policies which attract investment will grow the capacity of the whole sector, building infrastructure, growing skills and drawing in new investment opportunities to Indonesia
- Policies that shield companies from competition will deter investment and have been found to lower audio visual exports

aprofi
ASOSIASI PRODUSER FILM INDONESIA

AKATARA
Indonesia
Film Business Forum & Market

MPA
ASIA PACIFIC

frontier
economics



Source: The Economic Impact of Online Curated Content Services in Indonesia 2021