

**PAPARAN PUBLIK**  
***PUBLIC EXPOSE***

**SCM**

**SURYA  
CITRA  
MEDIA**

*SCTV Tower 8<sup>th</sup> Floor, Senayan City*  
*Rabu, 12 Agustus 2020 | Wednesday, 12<sup>th</sup> August 2020*

# AGENDA



Gambaran Umum SCM



Rekam Jejak SCM



Kinerja Keuangan SCM

# AGENDA



Gambaran Umum SCM



Rekam Jejak SCM



Kinerja Keuangan SCM



# Dewan Komisaris

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## Board of Commissioners



**RADEN SOEYONO**  
*President Commissioner*



**SURYANI ZAINI**  
*Vice President Commissioner  
(Independent Commissioner)*



**ALVIN W. SARIAATMADJA**  
*Commissioner*



**GLENN M. SURYA YUSUF**  
*Independent Commissioner*



**JAY GEOFFREY WACHER**  
*Commissioner*



# Direksi

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## *Board of Directors*



**SUTANTO HARTONO**  
*President Director*



**HARSIWI AHMAD**  
*Director*



**IMAM SUDJARWO**  
*Director*



**RUSMIYATI DJAJASEPUTRA**  
*Director*



**MUTIA NANDIKA**  
*Independent Director*

# GAMBARAN UMUM SCM



## MEDIA PLATFORM

Continue strengthening its platform to deliver contents to the viewers

2 nationwide FTA stations in Indonesia



Outdoor Advertising (OOH)



Subscription broadcasting of satellite television



## CONTENT & TALENT

Augment the media business by reinforcing the quality contents

Content Production & Distribution



Talent and Influencers Management



Event Management



## DIGITAL BUSINESS

To become Indonesia's No. 1 leading digital company

Digital Publishing



Online Video Platform



# AGENDA



Gambaran Umum SCM



Rekam Jejak SCM



Kinerja Keuangan SCM



# In 2019, SCM got recognized for its outstanding performance as Indonesia's leading broadcasting and media group



**Forbes**  
Best of The Best  
"The Top 50 Listed  
Companies For 2019"



**Business News Awards 2019**  
Penghargaan Top IT  
dan Top Telco 2019  
Kategori TOP Digital  
Innovation in Smart  
Broadcasting Media  
System



**Penghargaan Business Transformation For Excellence Performance Untuk Kategori The Best Innovation And Business Transformation In Multimedia Industry 2019**



**Top Strategy and Leadership In Media Industry 2020**  
29 April 2020



**Indonesia Best Brand Awards 2019**



**Emiten Pilihan CSA Award 2019 "Top 42 Emiten Terbaik Pilihan Analisis Tahun 2019"**

# Indosiar & SCTV continue to be the leading FTA TV #1 and #2 Highest Audience Share

**H1  
2020**

Top 10 Audience Share  
(National + Network TV)  
ALL 11 Cities, ALL 5+

Source: Nielsen

CHANNEL	ALL TIME		CHANNEL	PRIME TIME		CHANNEL	NON-PRIME TIME	
	TVR	Share		TVR	Share		TVR	Share
IVM	1.9	14.1	SCTV	3.6	15.1	IVM	1.5	14.3
SCTV	1.9	14.1	IVM	3.3	13.8	SCTV	1.4	13.6
RCTI	1.6	12.1	RCTI	3.2	13.4	RCTI	1.2	11.4
MNC TV	1.4	10.7	MNC TV	2.6	10.9	MNC TV	1.1	10.6
ANTV	1.2	8.9	ANTV	2.1	8.7	ANTV	1.0	9.0
Trans 7	1.0	7.3	Trans 7	1.7	7.1	GTV	0.9	8.1
GTV	1.0	7.2	Trans TV	1.5	6.3	Trans 7	0.8	7.4
Trans TV	0.9	6.7	GTV	1.4	5.7	Trans TV	0.7	7.0
RTV	0.4	3.2	RTV	0.8	3.4	RTV	0.3	3.2
TV One	0.4	3.0	TV One	0.7	3.0	TV One	0.3	3.0

# SCM managed to significantly cut down its programming cost in Q2, due to its aggressive strategy to utilize its high quality library FTV and Sinetron

- During Covid-19 pandemic, there was an inevitable disruption to production of several contents. SCM complied with government restrictions and ensured safety of crew and artists
  - Limited sinetron & FTV productions
  - Smaller scale Live Entertainment Shows from TV studios
- Drama Series and FTV reruns continued to perform well during the crisis, and became the backbone of SCTV and Indosiar's performance up to 30 June 2020



GENRE	Avg. Hours / Day		TVR	
	1/1 – 15/3	16/3 -30/6	1/1 – 15/3	16/3 -30/6
FTV	9.4	▼ 8.6	1.3	▲ 1.7
Sinetron	9.0	▲ 10.0	3.1	▼ 2.4
News	2.9	▲ 3.3	0.8	▲ 1.1
Entertainment	0.4	▼ 0.2	1.5	■ 1.5



GENRE	Avg. Hours / Day		TVR	
	1/1 – 15/3	16/3 -30/6	1/1 – 15/3	16/3 -30/6
FTV	12.9	▲ 13.2	2.2	■ 2.2
Sinetron	0.6	▼ 0.5	1.6	▼ 1.2
News	2.8	▲ 3.6	0.8	▲ 1.0
Entertainment	4.5	■ 4.5	2.3	▼ 1.5

- SCM managed to significantly cut down its programming cost in Q2-2020, due to its aggressive strategy to utilize its high quality library FTV and Sinetron.

# Since early July, we started airing fresh Sinetron and FTV, which are performing very well both on TV and digital platforms



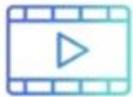
TV

EVERYDAY  
20.00 WIB

TVR  
**4.5**

SHARE  
**17.4**

8 months airing



**193 Mio**  
Views on Youtube & Vidio



**31 Mins**  
Avg. watch duration on Vidio



**225 Mio**  
Total impressions

DIGITAL

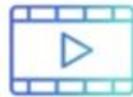


EVERYDAY  
18.00 WIB

TVR  
**4.2**

SHARE  
**17.8**

3 weeks airing



**35 Mio**  
Views on Youtube & Vidio



**29 Mins**  
Avg. watch duration on Vidio



**34 Mio**  
Total impressions

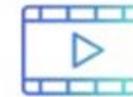


EVERYDAY  
18.00 WIB

TVR  
**3.4**

SHARE  
**14.1**

10 months airing



**33 Mio**  
Views on Youtube & Vidio



**22 Mins**  
Avg. watch duration on Vidio



**94 Mio**  
Total impressions

# We keep strengthening our core media business through **IEG**, our integrated entity for content production



- Prime Time TV Drama Series



- Theatrical Movies



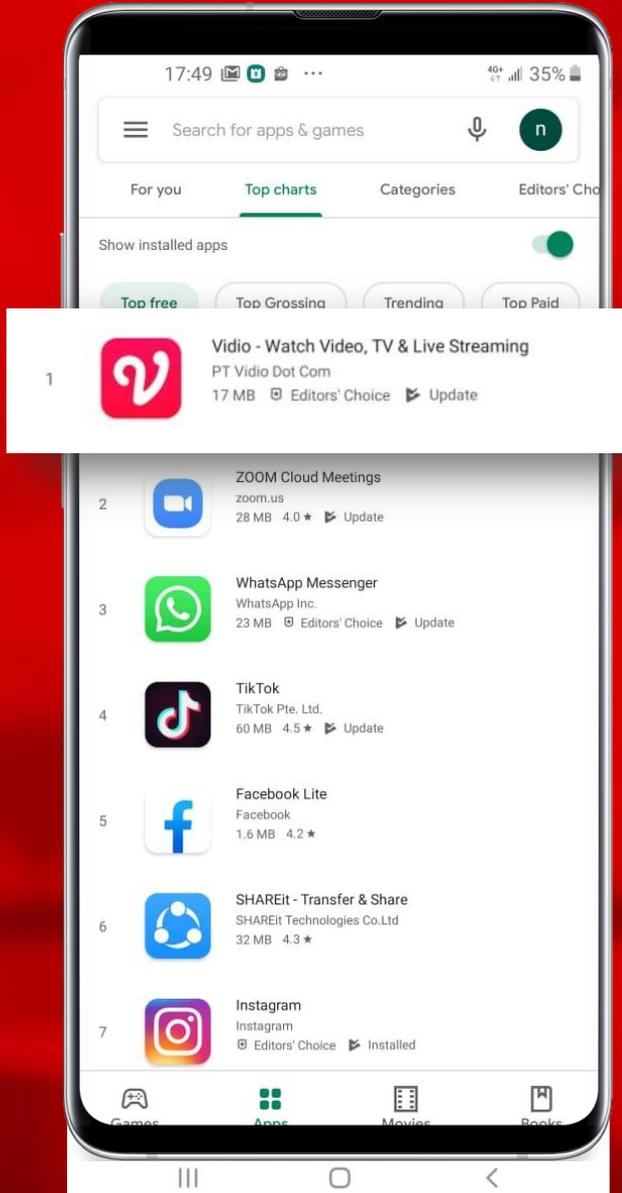
- Music
- Talent Search
- Awards
- Special Show



- Digital Content
- Web Series
- Branded Content



# Vidio Streaming seized the opportunity of people staying home and needing more choices of entertainment during lockdown



## No.1

APP in GOOGLE PLAY STORE  
(April 2020)

- **No.1** Most downloaded app in Indonesia in April, 2020
- Launched a free 2-week subscription campaign in April 2020 #VidioBebasNonton
- ~**5+** million Downloads in 1 Month
- 24% Increase in DAU during lockdown period
- These achievements have been accomplished with the absence of Live Sports Events



**BEBAS NONTON** apa saja selama 14 hari, GRATIS!\*

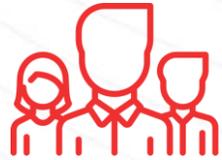
Gunakan Kode Voucher :

**VIDIOBEBASNONTON**

# Vidio has become no 1 Local OTT in Indonesia!

Tremendous Growth  
over the past 4 years

CAGR  
(6M 2016 - 6M 2020)



MAU  
(Watchers)

+77%



Plays

+80%



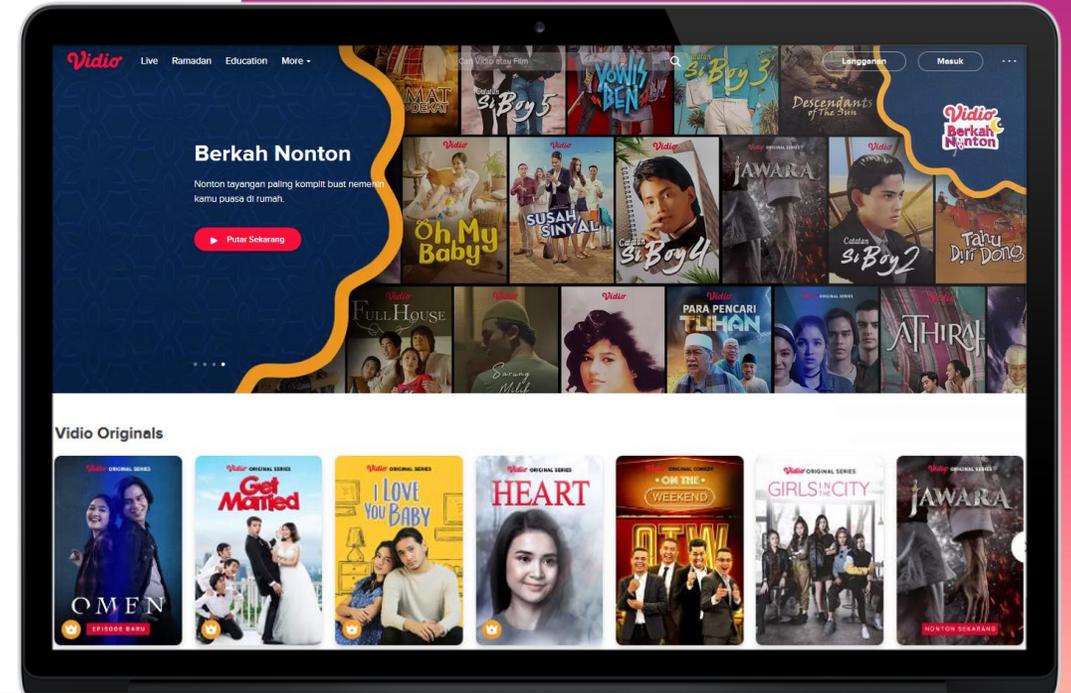
Content  
Library

+45%



Watch  
Duration

+130%



..with the **widest distribution** in Indonesia

TV Apps. 

Android  
Phone 

Telco  
Operator 

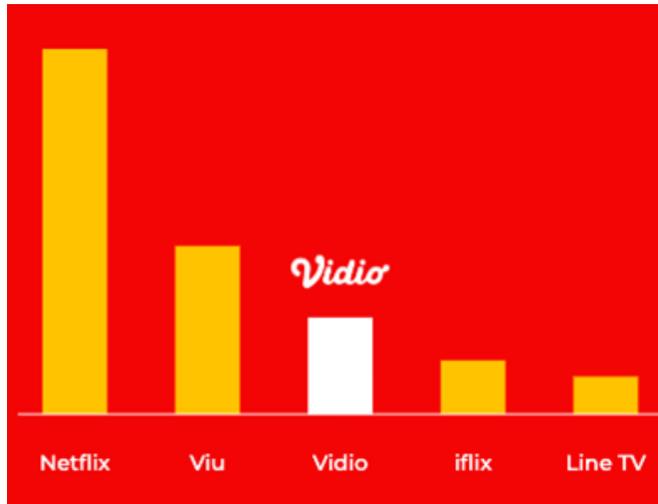
 **SAMSUNG**   
**CHANGHONG**   
**Panasonic** **SHARP**  
**PHILIPS** **ZTE** **SONY**

**SAMSUNG**  
 **vivo**  
**oppo**   
**ASUS** **ADVAN**

 **MAX  
STREAM**  


Vidio has also been acknowledged to be  
**The Leading “local” OTT in SE Asia**  
*by independent credible companies*

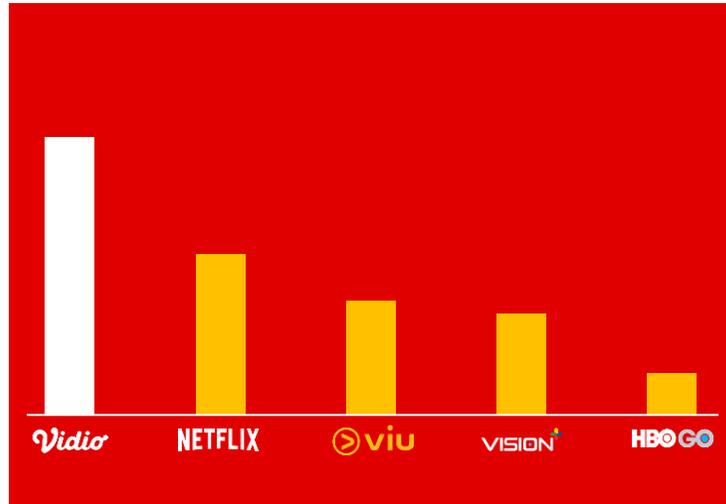
**Top OTT in SEA**  
 By Minutes Streamed



Source: MPA, Apr 2020

Vidio is the only local player in South East Asia that made it into the **Top 3**

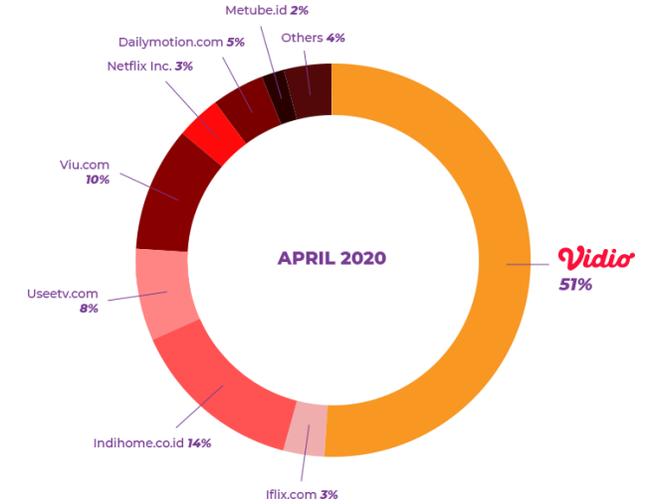
**#1 OTT in Indonesia**  
 By Paying Subs



Source: MPA, Apr 2020

Indonesia’s local OTT has the highest subscription revenue among the other OTTs in Indonesia

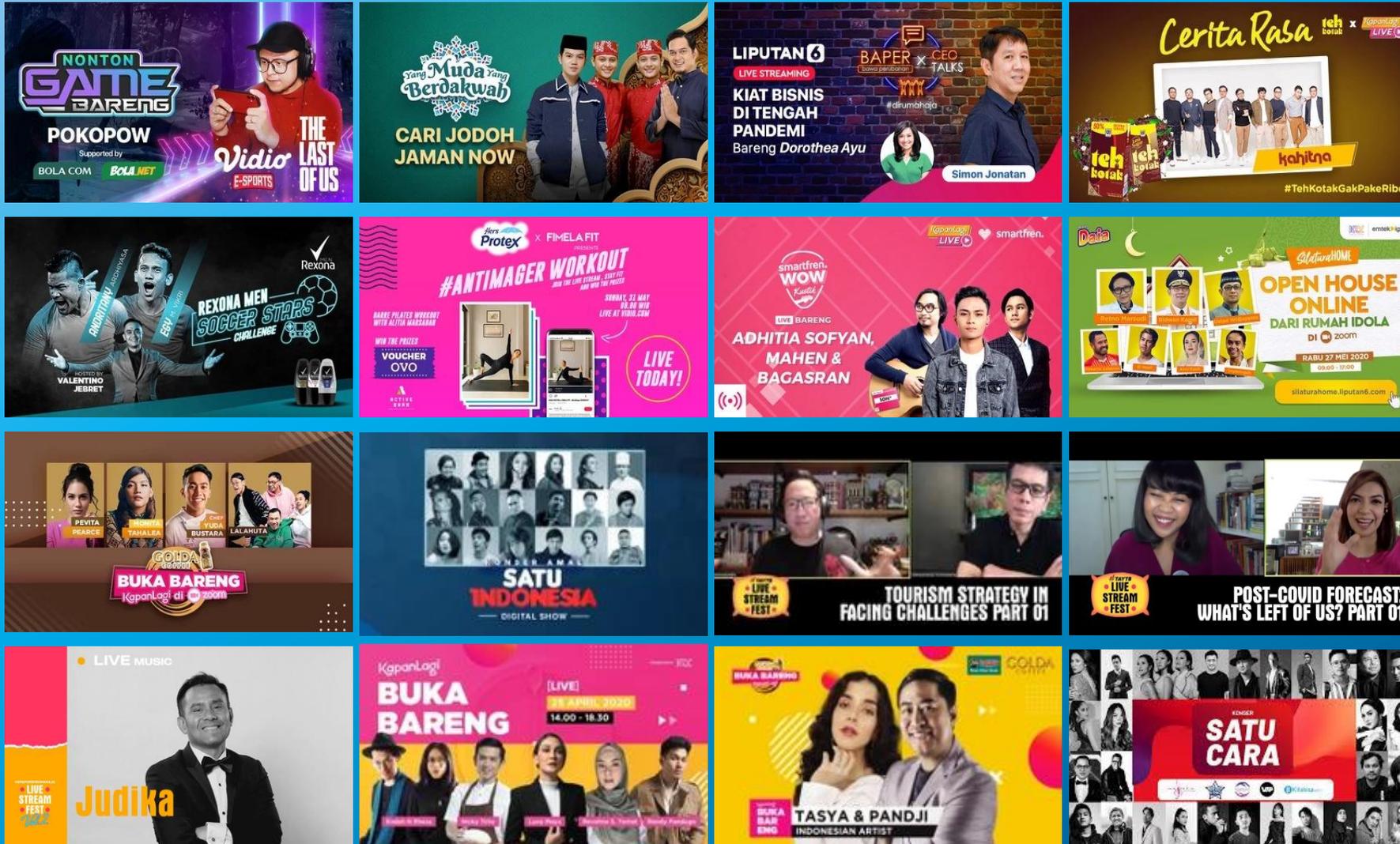
**#1 OTT in Indonesia**  
 By % Audience Reach



Source: ComScore, Apr 2020

Vidio is #1 in reaching Indonesian audience, driven by mobile

# Vidio's agile content strategy to adjust current situation, like live stream events with KLY & Samara



**75+**  
Livestream events hosted for May-June '20

**17+ million**  
Unique Watchers

**500+**  
musician, celebrity, public figure

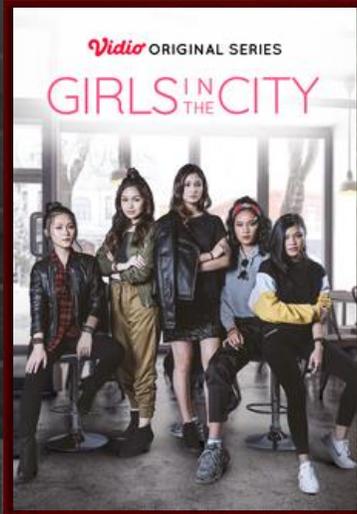
**510+ hour**  
program watched

# Vidio ORIGINAL SERIES

#1 SVOD content type on Vidio Premier (SVOD)

Produced by:

**SinemArt**  
PICTURE



Produced by:

**VIP**



Produced by:



PERFECT LOVE



Produced by:

**FAS**



Produced by:

**SCREENPLAY FILMS**

# ▶ KLY has also performed very well along 2020



**100M**

Average  
Monthly  
Visitors

Extensive  
Publisher  
Network with 9  
top performing  
sites

**KLY is  
consistently  
chosen as  
viewers' choice  
across various  
segments**

## TOP 5 ON NEWS CATEGORY

**#4 LIPUTAN6**

**#5 merdeka.com**

## TOP 3 ON LIFESTYLE

**#1 Dream .CO.ID  
MUSLIM LIFESTYLE**

**#2 FIMELA**

## TOP 3 ON ENTERTAINMENT NEWS

**#2 BRILIO .NET**

**#3 KapanLagi .com**

## TOP 10 ON SPORTS CATEGORY

**#4 BOLA.COM**

**#6 BOLA.NET**

## TOP 10 ON AUTOMOTIVE

**#8 OTOSIA.COM  
OTOMOTIF INDONESIA**

Looking at the trend of increasing TV audience and our strong positioning in FTA & content business, we launched **Nex Parabola** to extend the reach, especially for those in **rural & remote areas**

**ANTENA KU-BAND SOLID NEX PARABOLA**  
**75 CM**



- ✓ KUAT
- ✓ RINGAN
- ✓ TAHAN KARAT
- ✓ MUDAH DIPASANG

SEGERA DAPATKAN DI TOKO TERDEKAT

**ANTENA KU-BAND SOLID NEX PARABOLA**  
**45 CM**



- ✓ KUAT
- ✓ RINGAN
- ✓ TAHAN KARAT
- ✓ MUDAH DIPASANG

**ANTENA KU-BAND MESH NEX PARABOLA**  
**45 CM**



- ✓ KUAT
- ✓ RINGAN
- ✓ TAHAN KARAT
- ✓ MUDAH DIPASANG
- ✓ TAHAN ANGIN

SEGERA DAPATKAN DI TOKO TERDEKAT

**ANTENA KU-BAND SOLID NEX PARABOLA**  
**45 CM**



- ✓ KUAT
- ✓ RINGAN
- ✓ TAHAN KARAT
- ✓ MUDAH DIPASANG

SEGERA DAPATKAN DI TOKO TERDEKAT

**nex PARABOLA**  
TV SATELIT PILIHAN TERBAIKMU

SIARAN TV NASIONAL TERLENGKAP

GAMBAR SUPER BENING KUALITAS HD

CHANNEL LOKAL SUPER SERU

**HARI GINI BELUM PAKAI NEX PARABOLA? SUNGGUH TERLAALUU....!!**



**H. RHOMA IRAMA**  
RAJA DANGDUT INDONESIA

**NEX Parabola** @nexparabola\_tv nexparabola\_tv

*YPP aktif memberikan bantuan sosial, berupa: APD dan bahan kebutuhan pokok kepada Rumah Sakit dan Puskesmas*

SCM menyelenggarakan Charity Event  
"Satu Indonesia" pada tanggal 10 Mei 2020



RS Fatmawati



RS Harapan Keluarga Cikarang



Puskesmas Bogor Selatan



RS Putri Kramat Jati



Melalui BukaMart

300 SELEBRITI BERSAMA  
BERSAMA  
KONSER AMAL  
**SATUINDONESIA**  
MINGGU, 10 MEI 2020  
LIVE  
SCTV  
INDOSIAR  
& O CHANNEL  
PUKUL 20.00 WIB  
LIVE  
STREAMING  
VIDIO  
PUKUL 16.00 WIB

**#SATUINDONESIA**

# AGENDA



Gambaran Umum SCM



Rekam Jejak SCM



Kinerja Keuangan SCM



# Kinerja Keuangan SCM

## Laporan Laba Rugi

Dalam Jutaan Rupiah

Keterangan	6 M 2019	6 M 2020	% Perubahan
Pendapatan Neto	2.766.118	2.361.320	-14,6%
Laba Kotor	1.498.991	1.373.294	-8,4%
% Pendapatan Neto	54,2%	58,2%	
Beban Usaha & Lain-lain	(612.254)	(572.564)	-6,5%
Laba Usaha	886.737	800.730	-9,7%
% Pendapatan Neto	32,1%	33,9%	
Laba Sebelum Pajak Penghasilan	916.376	819.185	-10,6%
% Pendapatan Neto	33,1%	34,7%	
Laba Periode Berjalan Setelah Penyesuaian Rugi Merging Entities	679.872	602.796	-11,3%
% Pendapatan Neto	24,6%	25,5%	
Laba Periode Berjalan Sebelum Penyesuaian Rugi Merging Entities	759.418	602.796	-20,6%
% Pendapatan Neto	27,5%	25,5%	
Total Penghasilan Komprehensif Periode Berjalan yang dapat Diatribusikan Kepada Pemilik Entitas Induk	782.482	600.909	-23,2%
% Pendapatan Neto	28,3%	25,4%	
Laba Per Saham Dasar yang dapat Diatribusikan Kepada Pemilik Entitas Induk (angka penuh)	53,48	41,11	-23,1%



# Kinerja Keuangan SCM

## Ikhtisar Posisi Keuangan

*Dalam Jutaan Rupiah*

Keterangan	31 Desember 2019	30 Juni 2020	% Perubahan
<b>Aset</b>			
Total Aset Lancar	3.559.332	3.628.976	2,0%
Total Aset Tidak Lancar	3.157.392	3.159.808	0,1%
<b>Total Aset</b>	<b>6.716.724</b>	<b>6.788.784</b>	<b>1,1%</b>
<b>Liabilitas</b>			
Total Liabilitas Jangka Pendek	988.970	889.904	-10,0%
Total Liabilitas Jangka Panjang	239.155	264.693	10,7%
<b>Total Liabilitas</b>	<b>1.228.126</b>	<b>1.154.597</b>	<b>-6,0%</b>
<b>Ekuitas</b>			
Total Ekuitas Yang Diatribusikan Kepada Pemilik Entitas Induk	4.908.128	5.031.953	2,5%
Kepentingan Non Pengendali	580.471	602.233	3,7%
<b>Total Ekuitas</b>	<b>5.488.599</b>	<b>5.634.187</b>	<b>2,7%</b>
<b>Total Liabilitas &amp; Ekuitas</b>	<b>6.716.724</b>	<b>6.788.784</b>	<b>1,1%</b>

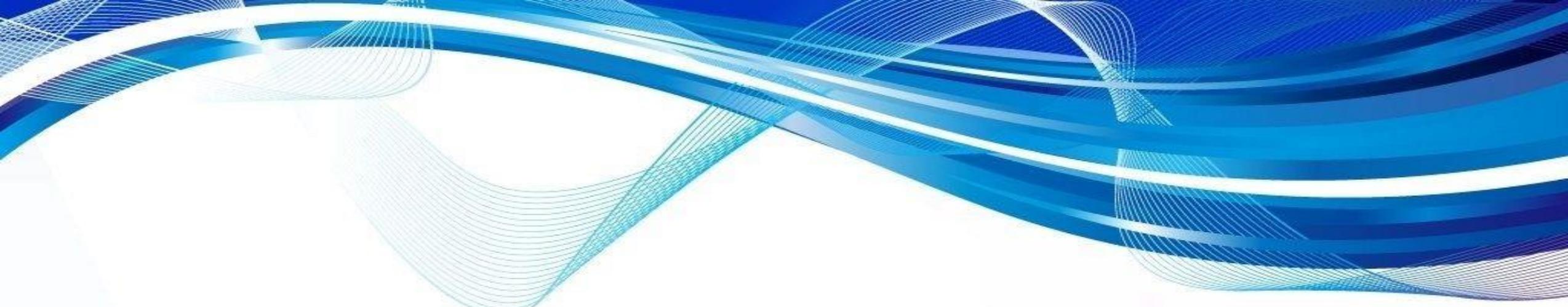


# Kinerja Keuangan SCM

## Laporan Arus Kas

*Dalam Jutaan Rupiah*

Keterangan	6 M 2019	6 M 2020	% Perubahan
Kas Neto Yang Diperoleh Dari Aktivitas Operasi	430.114	822.127	91,1%
Kas Neto Yang Digunakan Untuk Aktivitas Investasi	(544.270)	(209.046)	-61,6%
Arus Kas Bebas	(114.156)	613.081	637,1%
Kas Neto Yang Digunakan Untuk Aktivitas Pendanaan	(144.891)	(456.922)	215,4%
Kenaikan/(Penurunan) Neto Kas dan Setara Kas	(259.047)	156.159	160,3%
Kas dan Setara Kas Awal Periode	993.507	564.689	-43,2%
Efek Perubahan Kurs Mata Uang Asing Terhadap Kas dan Setara Kas	(1.814)	(12.720)	601,3%
Kas dan Setara Kas Akhir Periode	732.645	708.128	-3,3%



-Thank You-

Copyright 2020

**SCM** SURYA  
CITRA  
MEDIA

