

PAPARAN PUBLIK
PUBLIC EXPOSE

SCM

SURYA
CITRA
MEDIA

SCTV Tower 8th Floor, Senayan City
Rabu, 12 Agustus 2020 | Wednesday, 12th August 2020

AGENDA



Gambaran Umum SCM



Rekam Jejak SCM



Kinerja Keuangan SCM

AGENDA



Gambaran Umum SCM



Rekam Jejak SCM



Kinerja Keuangan SCM



Dewan Komisaris

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

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



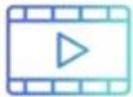
TV

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

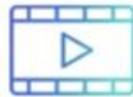


EVERYDAY
18.00 WIB

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

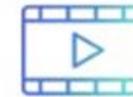


EVERYDAY
18.00 WIB

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



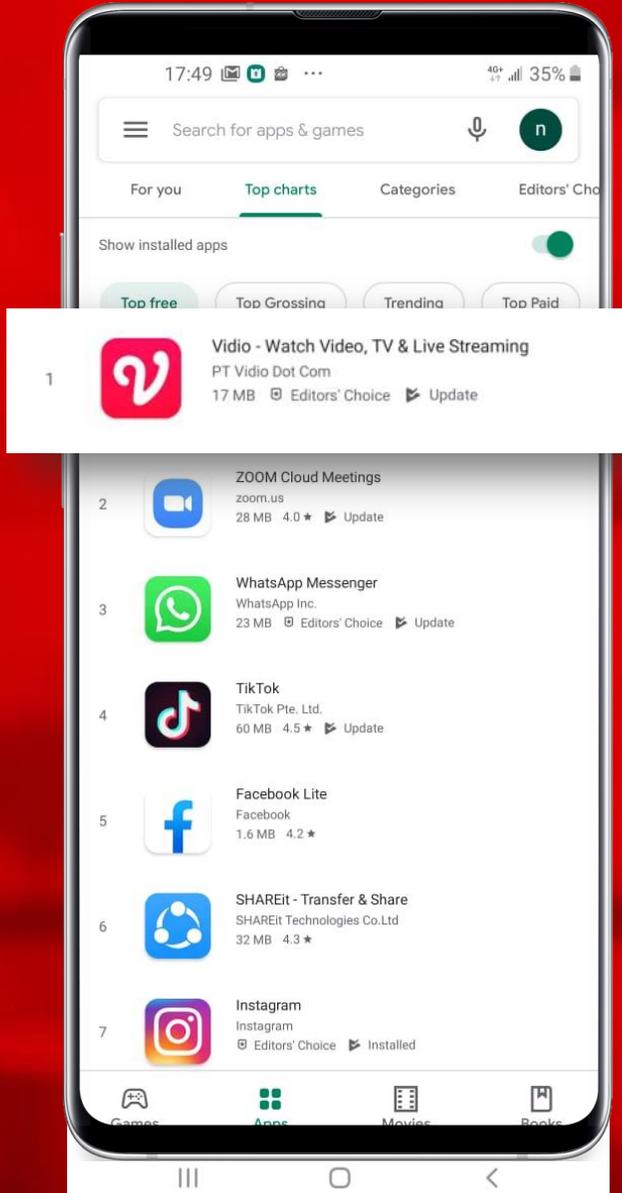
- Music
- Talent Search
- Awards
- Special Show



- 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!*

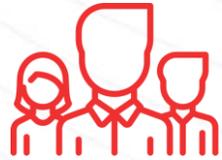
Gunakan Kode Voucher :

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%



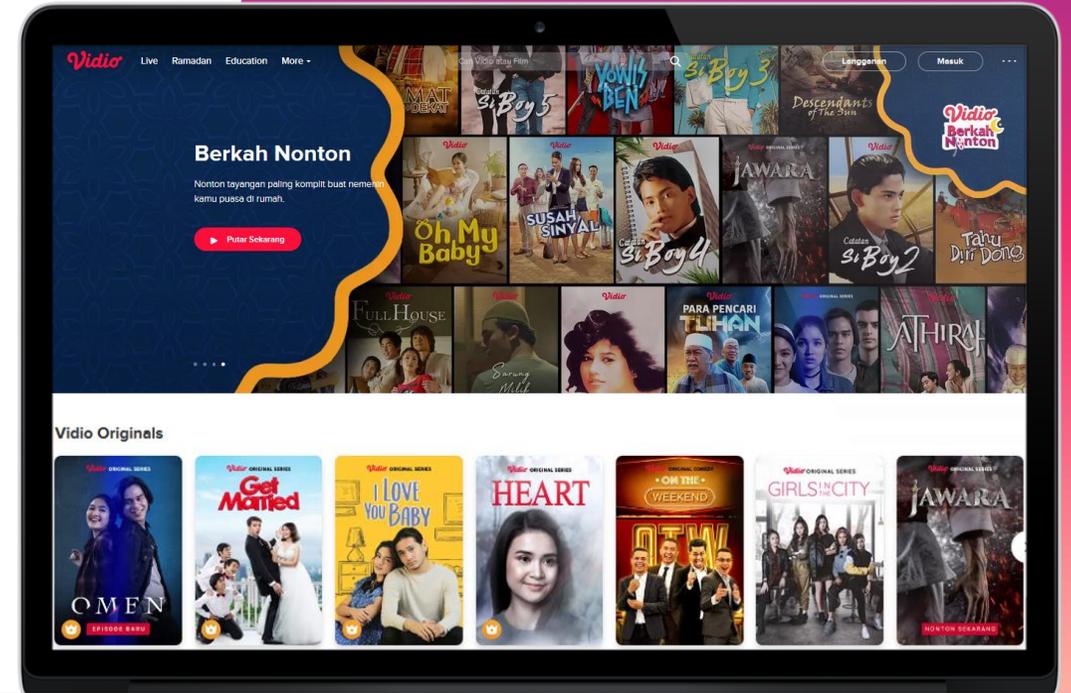
Content
Library

+45%



Watch
Duration

+130%



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

TV Apps. 

 **SAMSUNG** 
 
Panasonic 
PHILIPS **ZTE** **SONY**

Android
Phone 

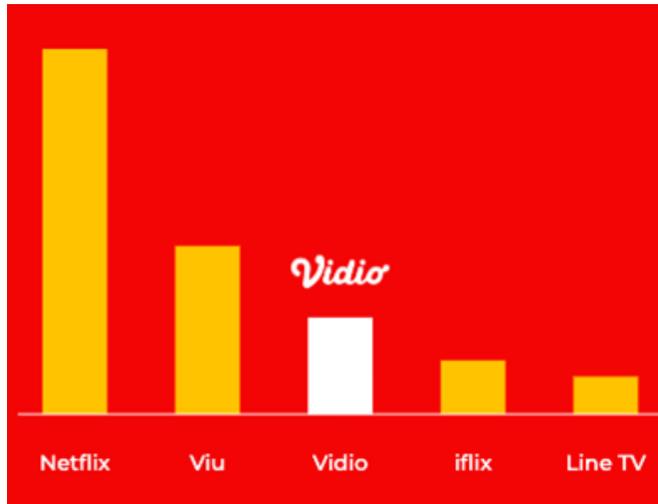
SAMSUNG
 **vivo**
oppo 
ASUS **ADVAN**

Telco
Operator 


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

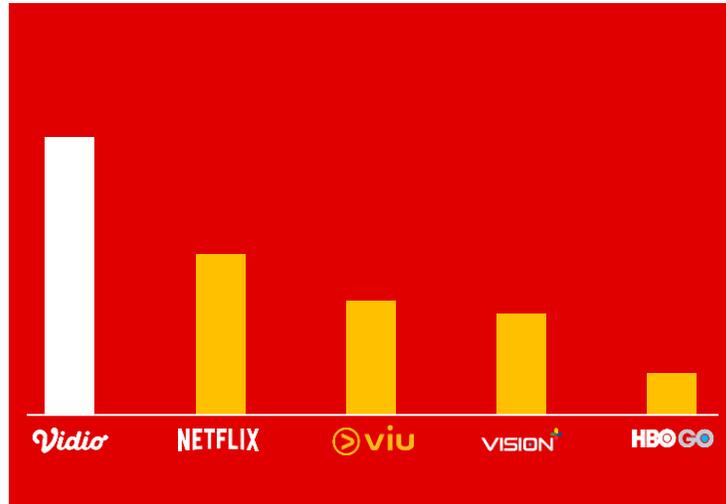
Top OTT in SEA
 By Minutes Streamed



Source: MPA, Apr 2020

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

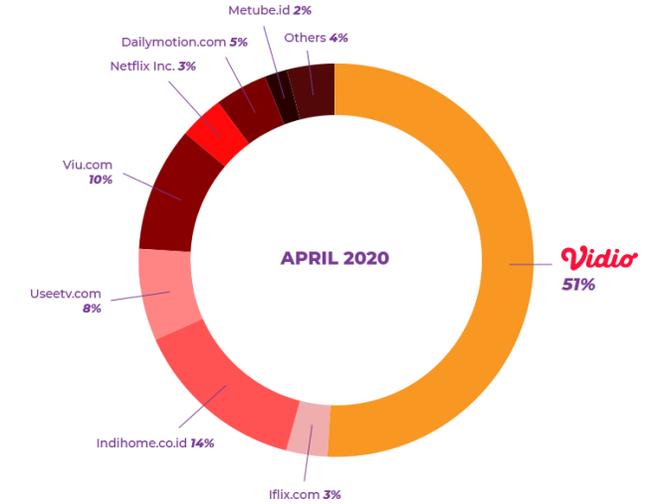
#1 OTT in Indonesia
 By Paying Subs



Source: MPA, Apr 2020

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

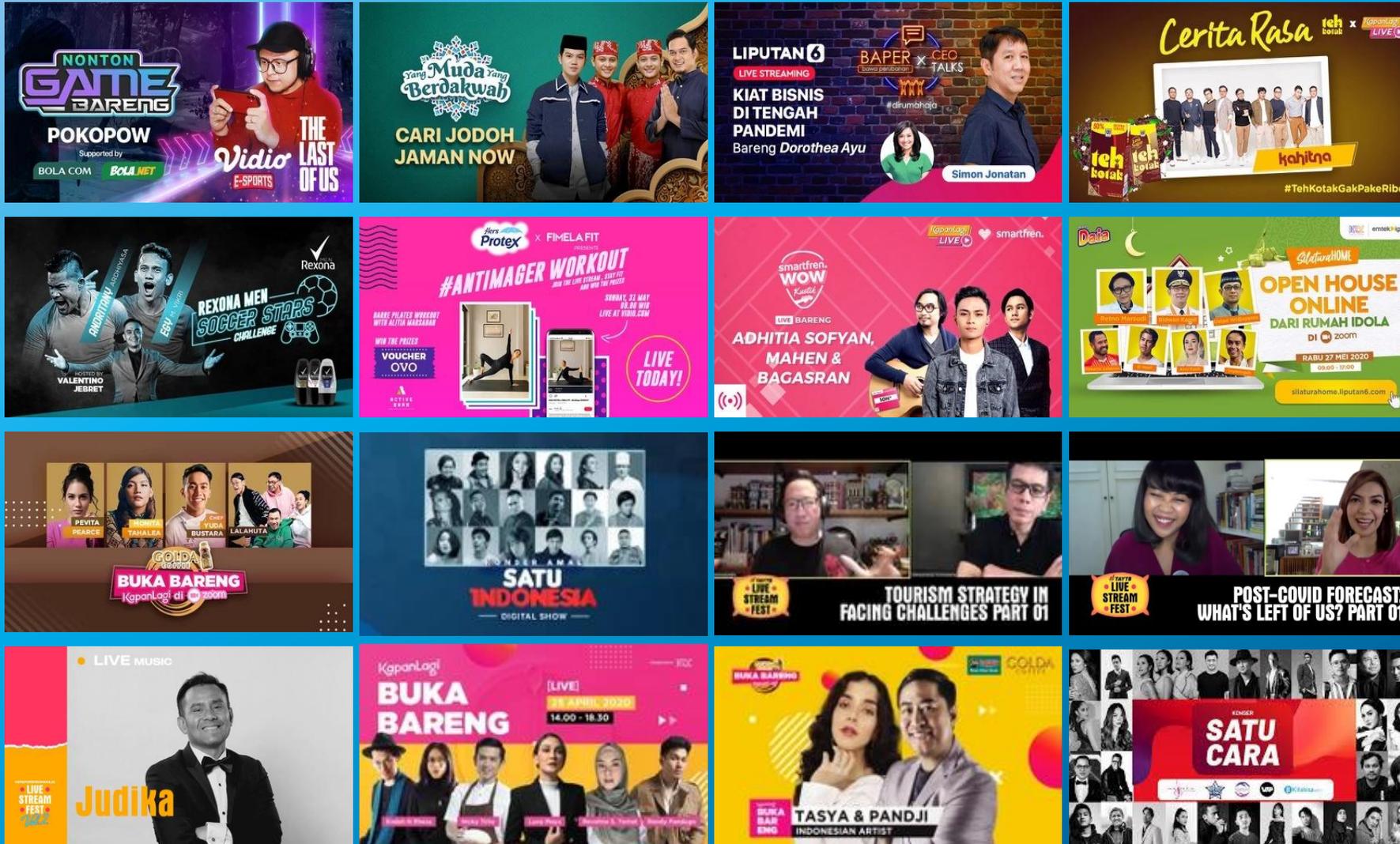
#1 OTT in Indonesia
 By % Audience Reach



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

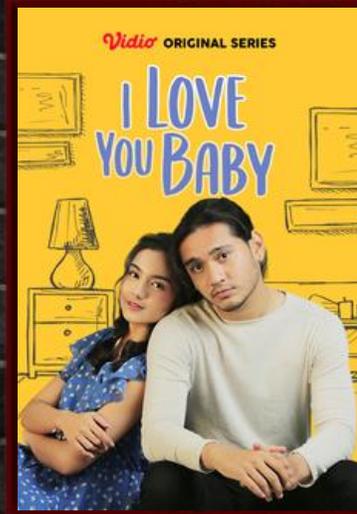
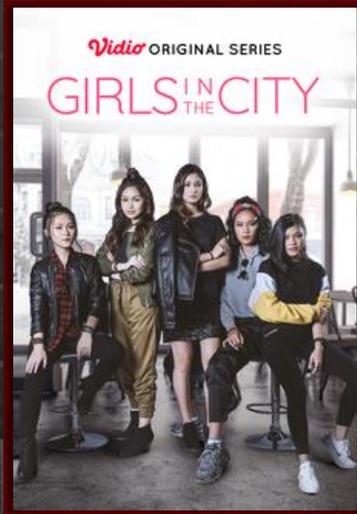
17+ million
Unique Watchers

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:



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

SEGERA DAPATKAN DI TOKO TERDEKAT

f 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
KONSER AMAL
SATUINDONESIA
MINGGU, 10 MEI 2020
LIVE SCTV
INDOSIAR & O CHANNEL
PUKUL 20.00 WIB
LIVE STREAMING VIDEO
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
Aset			
Total Aset Lancar	3.559.332	3.628.976	2,0%
Total Aset Tidak Lancar	3.157.392	3.159.808	0,1%
Total Aset	6.716.724	6.788.784	1,1%
Liabilitas			
Total Liabilitas Jangka Pendek	988.970	889.904	-10,0%
Total Liabilitas Jangka Panjang	239.155	264.693	10,7%
Total Liabilitas	1.228.126	1.154.597	-6,0%
Ekuitas			
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%
Total Ekuitas	5.488.599	5.634.187	2,7%
Total Liabilitas & Ekuitas	6.716.724	6.788.784	1,1%



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-

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SCM SURYA
CITRA
MEDIA

