

MSIN CONTENT LEADS THE WAY: DOMINATING FTA TV, PAY TV, AND OTT VIEWERSHIP

PT MNC Digital Entertainment Tbk (IDX: "MSIN" or "the Company") in-house content and pay channels have garnered strong performances so far in 2025. As a result, MNC Media & Entertainment (MNC Media) four FTA TV stations have secured No 1 in audience share, Pay TV and IPTV subscriptions have reached record levels, and OTT streaming performance has been exceptional.

RCTI Claims No. 1 in Prime-Time FTA TV Audience Share

MNC Media has secured the top spot in audience share, both in all-time and primetime viewership. The all-time audience share reached 39%, with primetime viewership soaring to 41.3% in March 2025.

This success was driven majorly through high-performing in-house produced content by MSIN's subsidiaries, MNC Pictures (drama) and MNC Animation (animation), such as *Preman Pensiun 9*, *Terbelenggu Rindu*, *Mencintaimu Sekali Lagi*, *Entong*, and *Jelang Berbuka Puasa*, which recently dominated top 5 programs on a daily basis. The exceptional performance of MNC Media's FTA TV is directly correlated with the growing success of MSIN's AVOD and SVOD OTT platforms, RCTI+ and Vision+, which further amplifies the reach and engagement of its content.

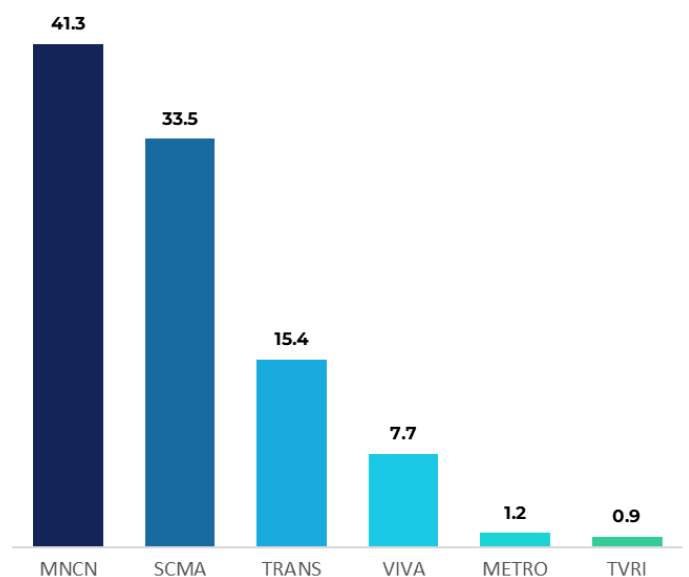
Top 10 FTA TV Program – March 2025

Program Name	Share
1 Preman Pensiun 9* 	22.9
2 Entong^ 	19.8
3 Jelang Berbuka Puasa* 	19.2
4 Terbelenggu Rindu* 	18.6
5 Cinta di Ujung Sajadah	18.4
6 Mencintaimu Sekali Lagi * 	18.2
7 Ketika Cinta Memanggilmu	17.7
8 Doa Anak Sholeh 	16.3
9 Palmia Dapur Inspirasi Ramadan 	15.6
10 Mengetuk Pintu hati	15.5

*Drama produced by MSIN

^Animation produced by MSIN

Audience Share Primetime



Source: Nielsen, 1 – 21 March 2025, Prime-Time

MNC Media Pay TV and IPTV Subscriptions Soar to All-Time Highs

MNC Media's Pay TV and IPTV services, provided through MNC Vision, K-Vision, and MNC Play, have achieved a significant milestone, becoming the leading providers in Indonesia with over 14.3 million subscribers. This success is bolstered by a strong base of 3.6 million recurring monthly active paying subscribers.

A key factor behind this impressive performance is the remarkable viewership of MSIN's 15 in-house pay channels, which recorded a combined audience share of 34.3% in March 2025. Notably, three of these channels ranked in the top 10, while ten channels secured spots in the top 20, solidifying MNC Media's dominance in the Pay TV & IPTV market and MSIN's pay channels prowess.

The growth of MNC Media's Pay TV and IPTV services will be reflected in the expansion of MSIN's SVOD OTT platform, Vision+, which features linear channels similar to those carried by MNC Vision, K-Vision, and MNC Play. It's worth noting that Vision+ also serves as a bundling option with the group's Pay TV and IPTV offerings.



Top 20 Pay Channels - March 2025

Channel	Share	Channel	Share
1 ZEE BIOSKOP	14.99	11 MUSLIM TV	2.07
2 NICK JUNIOR	13.20	12 CELEBRITIES TV	1.67
3 KIDS TV	11.39	13 ENTERTAINMENT	1.53
4 NICKELODEON	10.86	14 FOOD TRAVEL	1.17
5 SINDONEWS TV	6.21	15 SPORTSTARS	1.16
6 VISION PRIME	5.57	16 HBO	1.00
7 BTV PAY	5.11	17 IDX CHANNEL	0.97
8 AXN	5.05	18 MUSIC TV	0.96
9 S - ONE	4.74	19 SPORTSTARS 4	0.90
10 THRILL	3.22	20 TVN MOVIES	0.86



 Total Subscribers
14.3 Million

 Total Active Paying Subscribers
3.6 Million

Comscore Ranks MSIN OTT as Indonesia's No. 1 Video Streaming Platform

Comscore, an American-based global media measurement and analytics company, has ranked the Company's OTT platform as the No. 1 video streaming service in Indonesia for January 2025. This accomplishment more than doubled the performance of the second-ranked competitor during the same period.

As has been previously disclosed, MSIN runs Indonesia's largest OTT streaming platforms, encompassing both AVOD model (RCTI+) and SVOD model (Vision+), which has accounted for 43% of MSIN's total revenue that reached Rp3.5 trillion in 2024. These 2 platforms cater to over 100 million active users, 3.3 million subscribers and nearly 2.1 billion plays, to date. Another key notable point, MSIN's OTT platforms have seen an impressive surge in transaction volume, growing nearly 5x from 1.1 million to 5.4 million.

Comscore Ranking : Video Streaming Platform (Indonesia)

#1 **RCTI+ VISION+**



Comment From Valencia Tanoesoedibjo, Director of MSIN

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I am proud to reflect on the outstanding performance of our content, particularly in the drama and animation segments, which have resonated strongly with audiences in Indonesia. Our programming continues to lead FTA TV, capturing a significant viewership. With our extensive library of 300,000 hours of content, we've been able to effectively repurpose this into pay channels, which have also performed well in the Pay TV and IPTV space. This solid presence has given us a strategic advantage for our OTT streaming services growth, strengthening our position as an industry leader.

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