

# Media in Indonesia

<https://marketpublishers.com/r/M80FF2F5F94EN.html>

Date: October 2020

Pages: 42

Price: US\$ 350.00 (Single User License)

ID: M80FF2F5F94EN

## Abstracts

Media in Indonesia

### Summary

Media in Indonesia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The media industry consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The Indonesian media industry had total revenues of \$22.0bn in 2019, representing a compound annual growth rate (CAGR) of 8.5% between 2015 and 2019.

The advertising segment was the industry's most lucrative in 2019, with total revenues of \$18.5bn, equivalent to 84.2% of the industry's overall value.

With advertising making up the majority of revenue for the broadcasting segment as well as the advertising segment itself, the influx of streaming services which forgo advertising altogether poses a serious threat.

### Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the media market in Indonesia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in Indonesia

Leading company profiles reveal details of key media market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Indonesia media market with five year forecasts

## **Reasons to Buy**

What was the size of the Indonesia media market by value in 2019?

What will be the size of the Indonesia media market in 2024?

What factors are affecting the strength of competition in the Indonesia media market?

How has the market performed over the last five years?

How large is Indonesia's media market in relation to its regional counterparts?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. How is technology being used in the leading players' strategies?
- 7.3. Which companies offer substitutes to the main industry?
- 7.4. How has COVID-19 affected this industry's segments in 2020?

## **8 COMPANY PROFILES**

- 8.1. WPP plc
- 8.2. Kompas Gramedia Group
- 8.3. PT Media Nusantara Citra Tbk
- 8.4. The Walt Disney Company

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Indonesia media industry value: \$ billion, 2015-19
Table 2: Indonesia media industry category segmentation: \$ billion, 2019
Table 3: Indonesia media industry geography segmentation: \$ billion, 2019
Table 4: Indonesia media industry value forecast: \$ billion, 2019-24
Table 5: WPP plc: key facts
Table 6: WPP plc: Key Employees
Table 7: Kompas Gramedia Group: key facts
Table 8: Kompas Gramedia Group: Key Employees
Table 9: PT Media Nusantara Citra Tbk: key facts
Table 10: PT Media Nusantara Citra Tbk: Key Employees
Table 11: The Walt Disney Company: key facts
Table 12: The Walt Disney Company: Key Employees
Table 13: The Walt Disney Company: Key Employees Continued
Table 14: The Walt Disney Company: Key Employees Continued
Table 15: The Walt Disney Company: Key Employees Continued
Table 16: Indonesia size of population (million), 2015-19
Table 17: Indonesia gdp (constant 2005 prices, \$ billion), 2015-19
Table 18: Indonesia gdp (current prices, \$ billion), 2015-19
Table 19: Indonesia inflation, 2015-19
Table 20: Indonesia consumer price index (absolute), 2015-19
Table 21: Indonesia exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Indonesia media industry value: \$ billion, 2015-19

Figure 2: Indonesia media industry category segmentation: % share, by value, 2019

Figure 3: Indonesia media industry geography segmentation: % share, by value, 2019

Figure 4: Indonesia media industry value forecast: \$ billion, 2019-24

Figure 5: Forces driving competition in the media industry in Indonesia, 2019

Figure 6: Drivers of buyer power in the media industry in Indonesia, 2019

Figure 7: Drivers of supplier power in the media industry in Indonesia, 2019

Figure 8: Factors influencing the likelihood of new entrants in the media industry in Indonesia, 2019

Figure 9: Factors influencing the threat of substitutes in the media industry in Indonesia, 2019

Figure 10: Drivers of degree of rivalry in the media industry in Indonesia, 2019

### COMPANIES MENTIONED

WPP plc

Kompas Gramedia Group

PT Media Nusantara Citra Tbk

The Walt Disney Company

## I would like to order

Product name: Media in Indonesia

Product link: <https://marketpublishers.com/r/M80FF2F5F94EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M80FF2F5F94EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970