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AGB Nielsen

Newsletter

 **AGB Nielsen
Media Research**
www.agbnielsen.co.id

Data Highlights

Special events in October had driven TV stations to broadcast special programs, from social-entertainment program regarding earthquake in West Sumatra, beauty contest to Indonesia presidential inauguration. Until October 24th, we noted that there were 33 special program titles, while in September were only 3 titles found. Since the number of program grew, its broadcast hour also went up remarkably from 5 hours in national TV stations during September to 80 hours during October.

Care for West Sumatra

Following the earthquake occurred in West Sumatra at the end of September, a number of TV stations broadcast sympathetic program dedicated to the victims. Some programs which attracted the most viewers aged 5+ in 10 cities were *Berbagi untuk Sumbar* -watched by more than a million people (rating 2.3), *Satukan Hati Indonesia Peduli* - attracted around 976 thousand people (2.1), and *Kita Peduli Gempa Padang* - gained 470 thousand people (1.0). Most viewers were identified to be female aged from 10 years old to above 50 years old.

Beauty Contest

Puteri Indonesia 2009 Beauty Pageant had drawn more than 1 million viewers aged 5+ (2.5) when it broadcast on TV (October 9th). Even its re-run program was still attractive to viewers. A million people (2.3) were captured watching when it was broadcast again the day after in the afternoon. A week after, a smaller-scale contest, *Pemilihan Remaja Ceria DKI Jakarta*, was watched by 31 thousand people (0.1). These contests were mostly watched by female above 20 years old.

Presidential Inauguration

The inauguration of the elected president and vice-president SBY and Boediono (October 20th) did not seem to lift up TV viewing. During that special day, the potential audience dropped, in particular at 9 am to 12 pm when



the inauguration took place. It fell 3% from 4.3 million at the same day a week before, to 4.2 million people. However, *Pelantikan Presiden & Wapres RI* attracted 888 thousand people (1.9), *SBY-Boediono ke Istana* was watched by 799 thousand (1.7) and *Pelantikan Presiden RI ke-7* watched by 473 thousand (1.0).*

Top 10 Special Programs, National Channels
 Period: October 1-24, 2009
 Target audience: All people above 5 years old (TV population: 46,719,474 individuals)
 Market: Jakarta, Surabaya, Medan, Semarang, Bandung, Makassar, Yogyakarta, Palembang, Denpasar, Banjarmasin

Program	Channel	Average number of viewer	Rating (%)	Share (%)
PEMILIHAN PUTERI INDONESIA2009	INDOSIAR	1,173,000	2.5	13.6
BERBAGI UNTUK SUMBAR	RCTI	1,097,000	2.3	16.7
PEMILIHAN PUTERI INDONESIA09(R)	INDOSIAR	1,052,000	2.3	17.3
SATUKAN HATI INDONESIA PEDULI	TRANS	976,000	2.1	8.2
PELANTIKAN PRESIDEN&WAPRES RI	RCTI	888,000	1.9	21.0
SBY-BOEDIONO KE ISTANA	SCTV	799,000	1.7	18.2
LANGIT KE TU7UH	GLOBAL TV	631,000	1.4	6.8
PELANTIKAN PRESIDEN RI KE-7	TVONE	473,000	1.0	10.5
KITA PEDULI GEMPA PADANG	INDOSIAR	470,000	1.0	7.3
SATU UNTUK NEGERI	TVONE	465,000	1.0	3.3

TRAINING AGENDA

Arianna From 9.30AM to 12PM
 Subject: Post Evaluation for beginner
 Mon, Nov 9, 2009
 Subject: Viewing Behavior for beginner
 Mon, Nov 23, 2009

TAM Methodology
 Mon, Nov 9 & 23, 2009
 From 2PM to 4PM

Please register to our Client Service.

Client's Update

Power-cut Cuts TV Viewing?

Although at the end of July 2009, former Vice President Jusuf Kalla said there will be no more rotating power-cut, especially in Java and Bali after the finishing project of three steam power plants, a number of cities, which is covered in AGBNielsen's survey, is still experiencing power blackout innings in October.

A rotating power blackout has continued to occur in Medan, Jakarta, Surabaya, Makassar, Bali, Bandung, and Palembang until October 24th. Mostly were caused by power plant unit's improvement and maintenance. The damage in Paiton and Suralaya steam power plants have also took effect on the blackout in East Java and Madura, West Java, Banten, Central Java and Yogyakarta.

In addition to regular TV viewing habit after Idul Fitri, which had higher viewing, rotating blackout somehow has also affected TV viewing. In October (1st-24th), TV viewing habit decreased. In general, number of TV viewers went down 10.6% from 6.1 million people aged 5+ in September to 5.5 million people in October. Compared to the regular period in July, it was also lower 5.1% of 5.8 million people. TV viewing decrease was especially seen between 8 am to 4 pm and 7 pm to 12 am. At these hours, power blackouts were generally occurred in the 10 survey cities. On average, along the day, the time spent watching TV was also lower 8% to 2 hours 37 minutes compared to September.

In most cities, the blackouts are still predicted to occur until the end of 2009. As before, they are scheduled between two to five hours a day. However, it is scheduled for seven hours a day starting from 8 am to 3 pm in Jakarta and a maximum of six hours a day, between 6 pm to 12 am (local time) in Denpasar. During October, Makassar had experienced three times a day blackout, while Palembang had experienced three times a week blackout.*

(Summarized from various sources)

Most Watched Brand in September

Product	GRP	No. of Spots
EXCELCOMINDO XL - GSM CARD	6,370	3,064
INDOSAT-M3 - SIM CARD	5,282	4,662
3(THREE) - SIM CARD	4,835	3,764
TELKOMSEL - ALL SIM CARD	4,743	4,691
BENDERA - SWEETENED COND. MILK	4,432	4,135

TV commercials, GRP (Gross Rating Points) in %, all commercial products only

TAM Around the Globe



Nielsen Adds Internet Speed, Usage, Gaming To TV Ratings Characteristics - US

In another step toward the integration of online and television, TV ratings researcher Nielsen Co. has informed its clients that it is adding new sample characteristics to its ratings software that will enable advertisers, agencies and media companies to identify the composition of TV audiences based on their household Internet connection speed, persons Internet usage, whether the households are “telephone-cable,” and whether the households play video games.

Nielsen said the data, which will be available alongside conventional demographic sample characteristic descriptors as age, gender, and ethnicity, would be used by clients to “better understand who is viewing in order to optimize advertising campaigns.”

Nielsen said it has been collecting the Internet and gaming characteristics data in its national people meter sample, but had not provided them in its regular reporting until now, because some clients have requested that they be made available.

Detailed breaks within the sample characteristics that will be available include whether the household has a dial-up, or high-speed Internet connection; the number of hours individuals in the household use the Internet at home and at work; whether >>

>> the household had a land line, or mobile phone, or combinations thereof; and whether there is a video game player within the household.

The new sample characteristics come as Nielsen is racing ahead with its so-called “three-screen” measurement strategy, and as the advertising and media industry are contemplating other solutions to get audience measurement data for TV, online and mobile platforms, including the recently organized Coalition for Innovative Media Measurement (CIMM).

Nielsen recently added an “integrated sample” of households reporting both their TV and Internet usage as a subset within its national TV ratings sample. And Nielsen executives said they are also developing a new subset in the national TV ratings sample that would be capable of reporting online viewing of TV programming. That subset is currently at more than 375 households and will soon be up to 400 households.

A decision to begin integrating data on the online viewing of TV programming into Nielsen’s national TV ratings will need to involve Nielsen’s clients, but Nielsen executives said they hope that is possible within the next year. Source: mediapost.com

Nielsen To Add Internet Meters To Entire TV Ratings Sample - US: Nielsen Co. has decided on a plan to install Internet meters alongside TV meters in its entire TV measurement panel over the next year, with the possibility of providing a so-called “single source” measurement of television programming viewed across the two media as soon as 2011. The timing of the plan, and a final decision to integrate the measurement of the two media, ultimately will be decided by Nielsen’s clients, but the decision to begin a system-wide deployment of Internet meters in its entire TV meter sample was effectively decided Friday (16/10). Source: mediapost.com

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