



Indonesia's Entertainment Consumption

# 2024 DEMOGRAPHIC INSIGHTS



Asia Consumer Survey



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# Survey Overview

- Survey Theme: Consumer Trends in Asia
- Survey Areas: Singapore, India, Malaysia, Indonesia
- Survey Targets: Men and women aged 15-59, a total of 640 people (160 by each country, with 80 people each for men and women)
- Survey Date: April 19 - May 1, 2024
- Methodology: Internet survey (closed survey)

# Executive Summary

1

## Percentage of spending

Although the difference was slight, the spending share on "Music (CD purchases, digital downloads, music streaming services)" and "Games (Console Games, PC Games, Mobile Games)" was the highest among the four countries.

2

## Where to Buy

For "Books/e-books" and "Live Entertainment," "Do not purchase" accounted for the largest percentage, while for other categories, "Official online store, Subscription service" held the largest share.

3

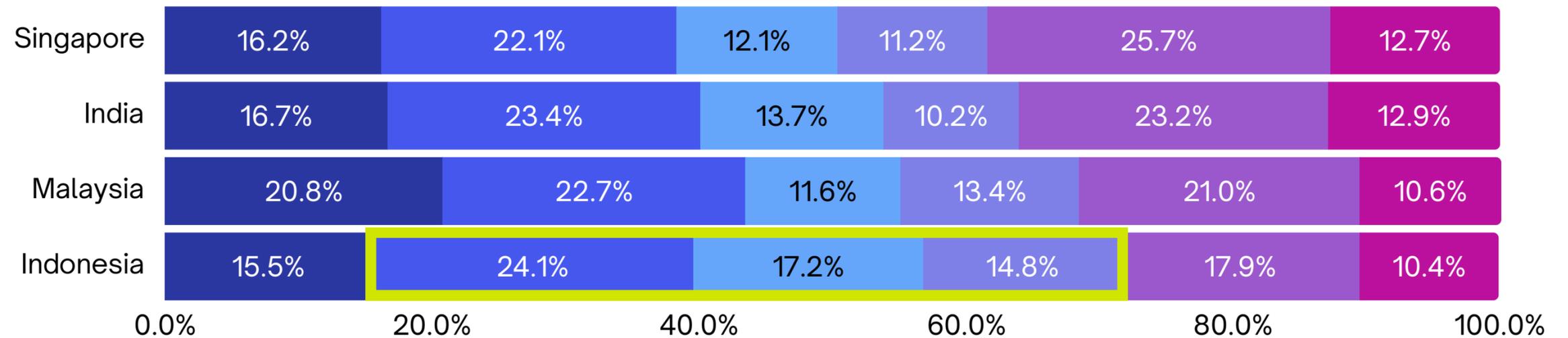
## Information Gathering Channels

In all categories except gaming, "Social media" accounted for the highest proportion, followed by "Websites, web searches, and online news."

# Percentage of Spending

Although the difference was slight, the spending share on “Movies/TV drama (watching in movie theaters, purchasing DVD/Blu-ray, digital renting)” and “Music (CD purchases, digital downloads, music streaming services),” “Games (Console Games, PC Games, Mobile Games)” was the highest among the four countries.

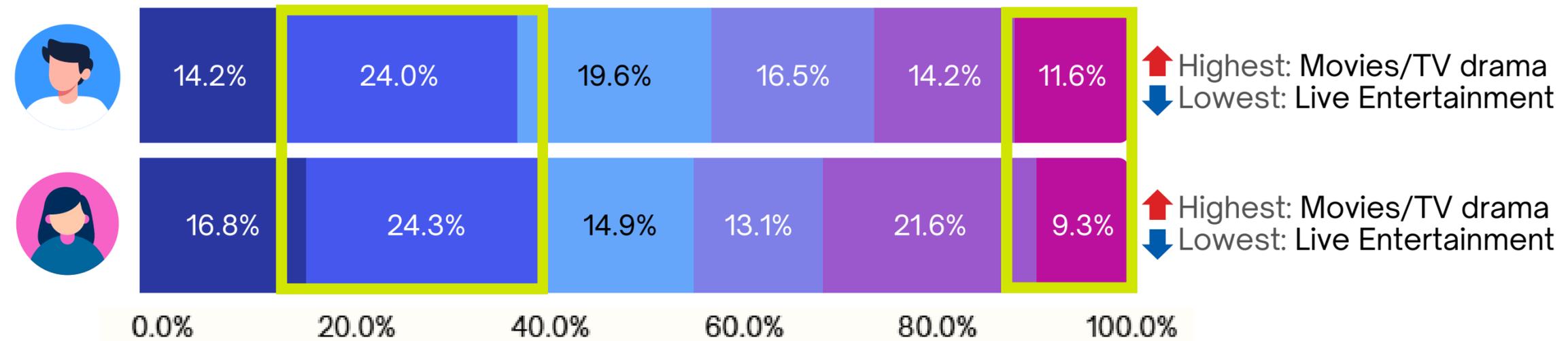
Q. For the following entertainment categories, what percentage of your annual spending goes to each? Please enter numbers so that the total adds up to 100%. \*The followings are based on averages.



- Books/e-books
- Movies/TV drama (watching in movie theaters, purchasing DVD/Blu-ray, digital renting)
- Music (CD purchases, digital downloads, music streaming services)
- Games (Console Games, PC Games, Mobile Games)
- Online content (paid subscription services like Netflix and Amazon Prime Video)
- Live entertainment (concerts, theater, sporting events)

# Percentage of Spending by Gender

For both male and female, the percentage of spending on "Movie/TV drama" was the highest, while that on "Live Entertainment" was the lowest.



● Books/e-books

● Movies/TV drama (watching in movie theaters, purchasing DVD/Blu-ray, digital renting)

● Music (CD purchases, digital downloads, music streaming services)

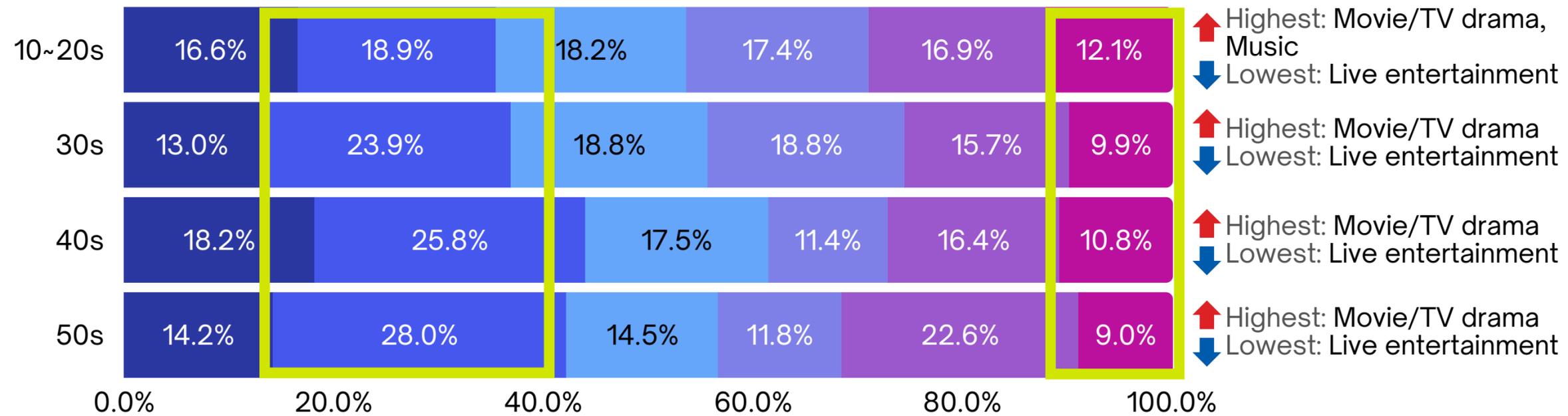
● Games (Console Games, PC Games, Mobile Games)

● Online content (paid subscription services like Netflix and Amazon Prime Video)

● Live entertainment (concerts, theater, sporting events)

# Percentage of Spending by Age

- Across all age groups, spending on "Movie/TV drama" was the highest, with "Music" accounting for the similar percentage among those in 10~20s.
- On the other hand, spending on "Live Entertainment" was the lowest, showing a consistent trend regardless of age.

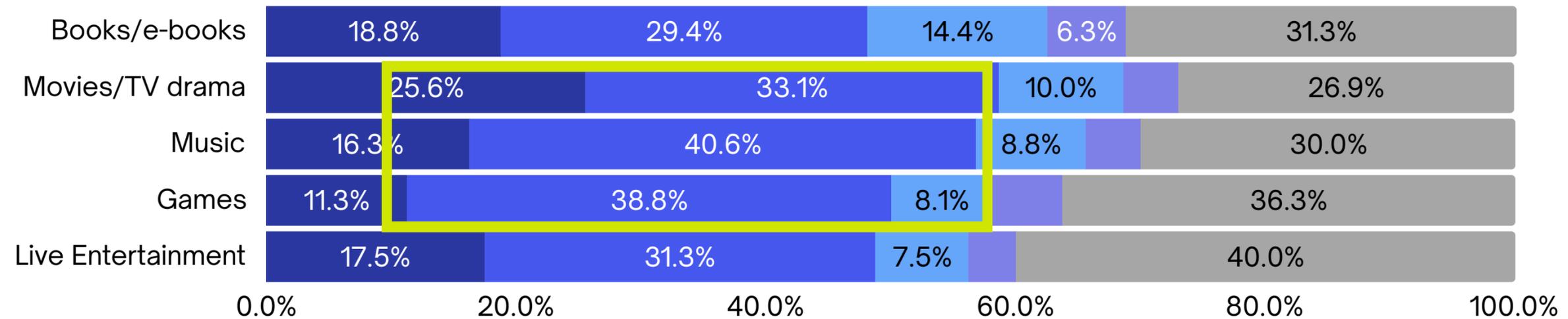


- Books/e-books
- Movies/TV drama (watching in movie theaters, purchasing DVD/Blu-ray, digital renting)
- Music (CD purchases, digital downloads, music streaming services)
- Games (Console Games, PC Games, Mobile Games)
- Online content (paid subscription services like Netflix and Amazon Prime Video)
- Live entertainment (concerts, theater, sporting events)

# Where to Buy by Category

For "Books/e-books" and "Live Entertainment," "Do not purchase" accounted for the largest percentage, while for other categories, "Official online store, Subscription service" held the largest share.

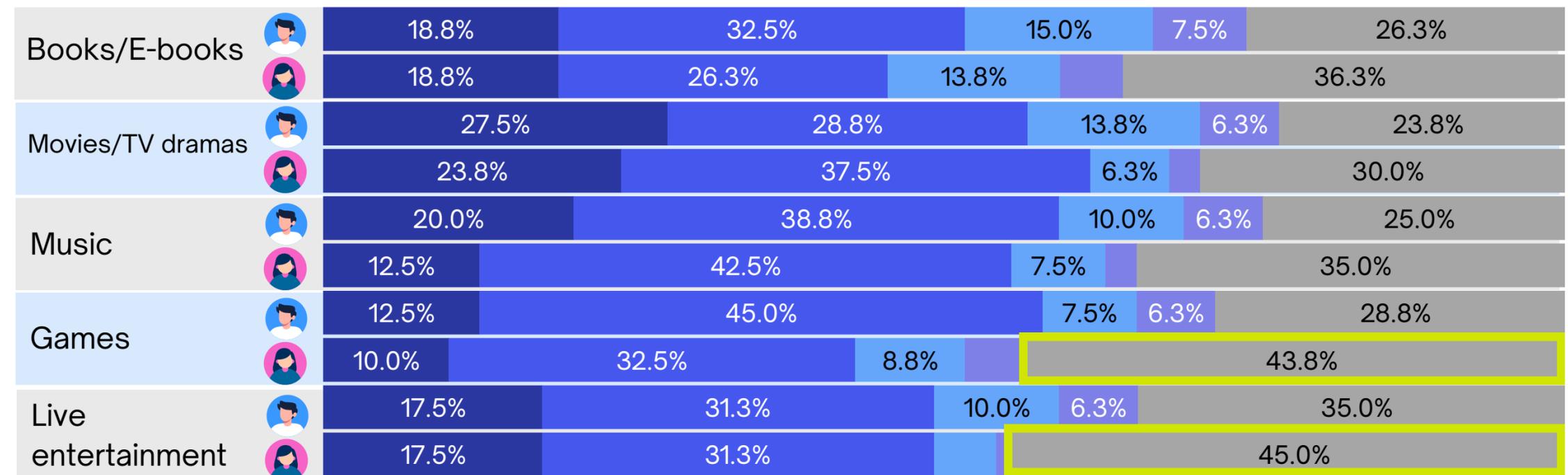
Q. Please select the categories where you primarily purchase entertainment products.



- Shop at physical stores like department stores, shopping malls, ticket shops, etc.
- Official online store, Subscription service
- Online retail shop (Amazon etc.)
- Purchase second-hand items (either online or offline)
- Do not purchase

# Where to Buy Category × Gender

- Overall, "Official online store, Subscription service" were the most common for both male and female.
- In every category, a higher percentage of female answered "Do not purchase," with this trend being particularly pronounced in "Games" and "Live Entertainment."

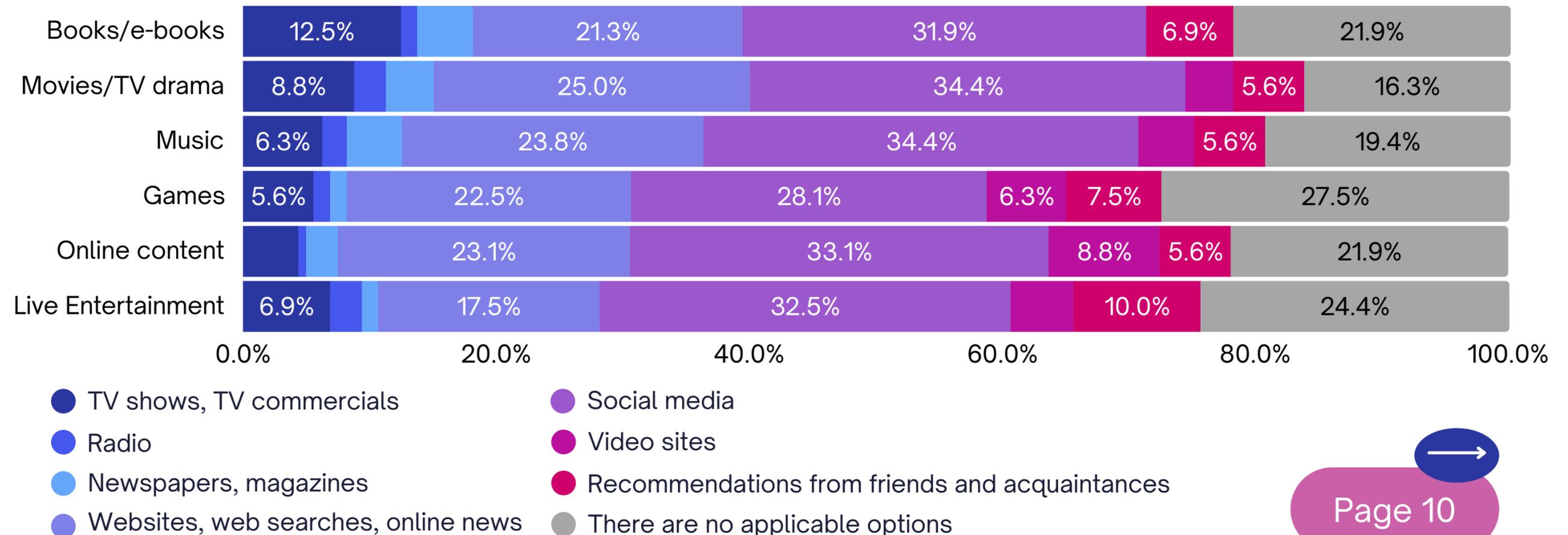


- Shop at physical stores like department stores, shopping malls, ticket shops, etc.
- Official online store, Subscription service
- Online retail shop (Amazon etc.)
- Purchase second-hand items (either online or offline)
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# Information Gathering Channels by Category

In all categories except gaming, "Social media" accounted for the highest proportion, followed by "Websites, web searches, and online news."

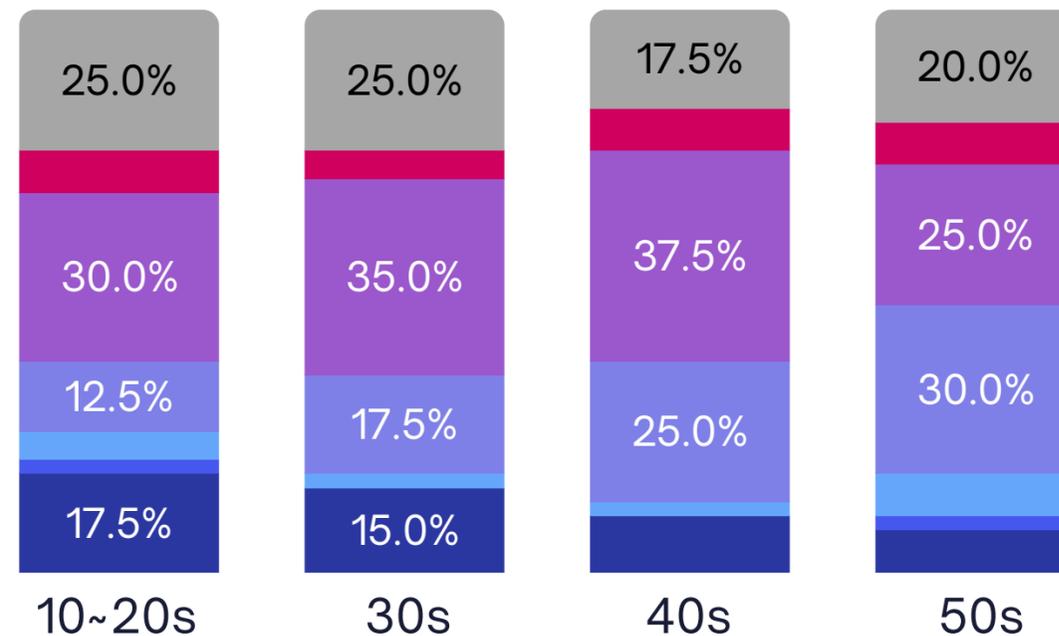
Q. What is your primary source of information for new releases and updates on the following entertainment products? For each category, please select the information sources you refer to most.



# Information Gathering Channels

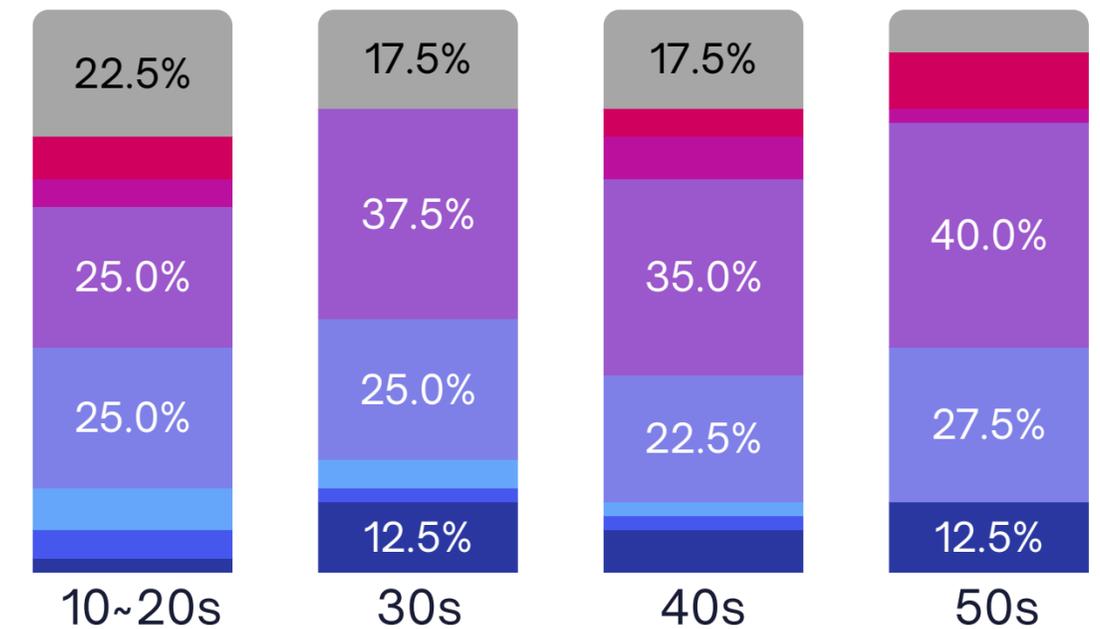
## Category × Age

 Books/E-books



“Social media” is the most common for all generations except 50s.

 Movies/TV drama



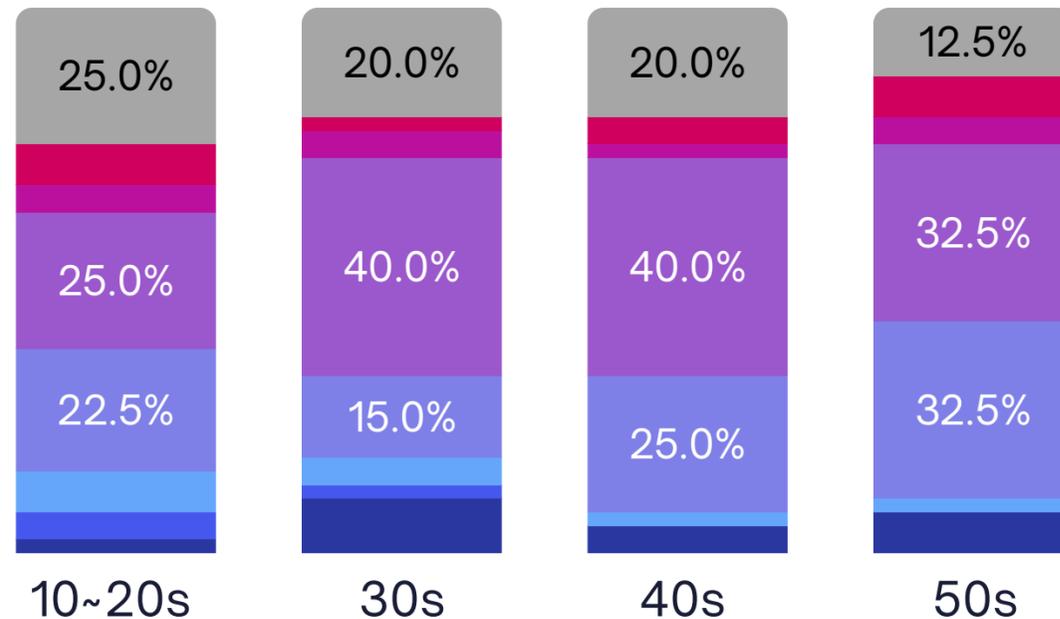
Across all age groups, “Social media” was the most common, with “Websites, web searches, online news” accounting for the same percentage among those in their 10~20s.

-  TV shows, TV commercials
-  Social media
-  Radio
-  Video sites
-  Newspapers, magazines
-  Recommendations from friends and acquaintances
-  Websites, web searches, online news
-  There are no applicable options

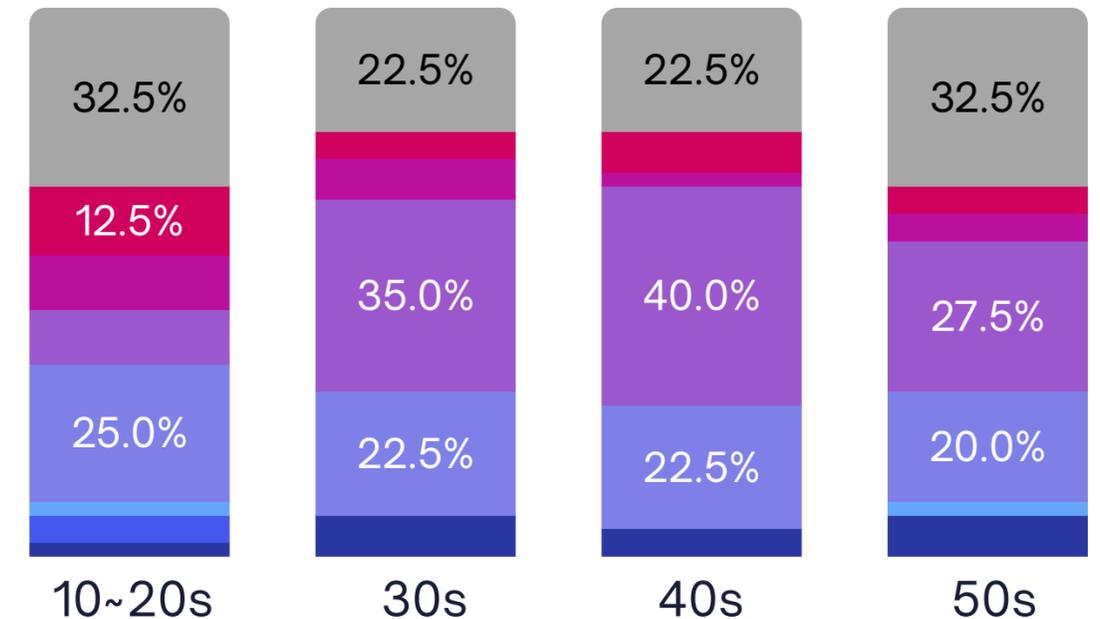
# Information Gathering Channels

## Category × Age

 Music



 Games



Across all age groups, "Social media" was the most common, with "Websites, web searches, online news" accounting for the same percentage among those in their 50s.

Among those in their 30s to 50s, "Social media" was the most common, while for those in their 10s to 20s, "Websites, web searches, online news" was more prevalent.

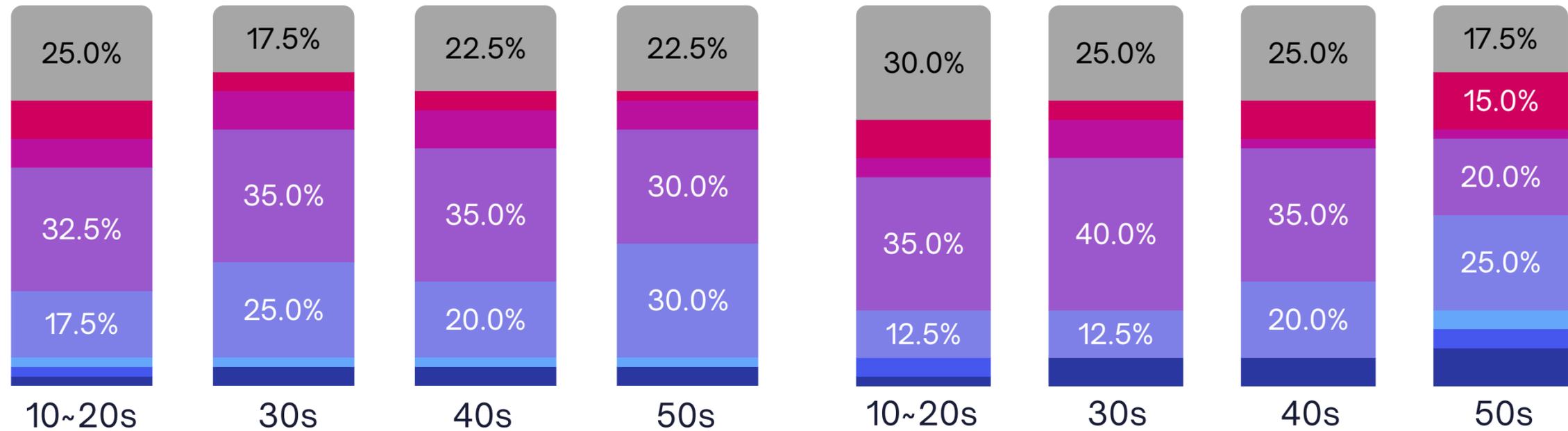
-  TV shows, TV commercials
-  Social media
-  Radio
-  Video sites
-  Newspapers, magazines
-  Recommendations from friends and acquaintances
-  Websites, web searches, online news
-  There are no applicable options

# Information Gathering Channels

## Category × Age

 Online content

 Live entertainment



“Social media” is the most common for all generations.

“Social media” is the most common for all generations except 50s.

-  TV shows, TV commercials
-  Social media
-  Radio
-  Video sites
-  Newspapers, magazines
-  Recommendations from friends and acquaintances
-  Websites, web searches, online news
-  There are no applicable options

# Conclusion

We analyzed entertainment consumption trends by demographics like gender and age, uncovering key insights into the Indonesian market. To develop targeted strategies, customized research tailored to your company's needs is essential.

We offers an audience engagement platform that allows access to our multi-country online panel network, which consists of over **65 million** consumers across **16** APAC markets.

For research inquiries, contact us—our expertise is here to support your business goals.



# Thank You

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