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AGB Nielsen

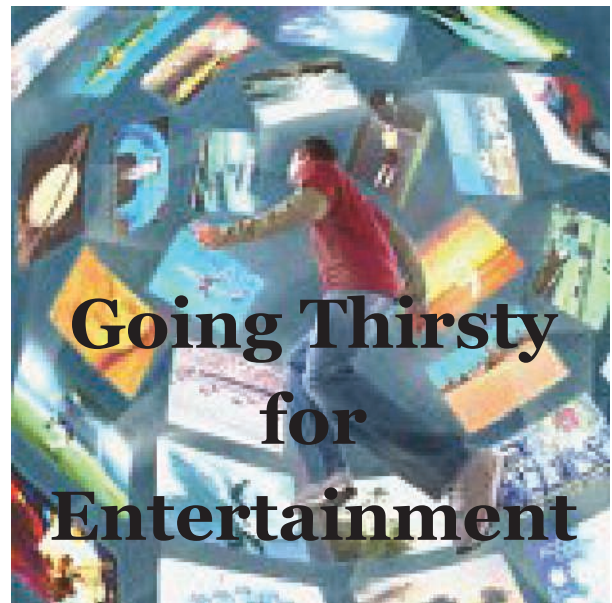
*Newsletter*

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

TV viewers just can't have enough of entertainment programs lately. Although the number of programs offered is similar to the previous month, the time spent watching increases during May (1-24 May 2009). Compared to April, in May, the average time spent watching entertainment programs (such as quiz, light entertainment, music, reality show, game show, etc.) increases 17%. Among all people above 5 years old, the Top 10 Program is also dominated by entertainment programs. Five entertainment programs, such as light entertainment, game show, and reality show have successfully surpassed sinetron in gaining viewers.

**Top 10 Program**  
**Period: May 1-24, 2009**  
**Target audience: All people 5+**  
**Market: Jakarta, Surabaya, Medan, Semarang, Bandung, Makassar, Yogyakarta, Palembang, Denpasar, Banjarmasin**

Program	Program Type	Rating (%)	Share (%)
TERMEHEK MEHEK	Entertainment:Reality Show	9.7	34.1
THE MASTER	Entertainment:Light Entert	8.5	38.4
FINDING NEMO	Movie:Animation/Puppet	7.6	26.8
INDONESIAN MOVIE AWARDS	Special:Special Event	6.9	33.8
INAYAH	Series:Drama	6.3	20.1
GONG SHOW	Entertainment:Game Show	5.9	18.9
DJARUM ISL:PERSIB VS PSMS(L)	Sport:Match	5.4	16.8
JIKA AKU MENJADI	Entertainment:Reality Show	5.1	24.2
MELATI UNTUK MARVEL	Series:Drama	5.1	16.4
HAPPY FAMILY ME VS MOM	Entertainment:Reality Show	5.1	16.5



**Going Thirsty  
for  
Entertainment**

In a month, upper class viewers increase their time spent watching quiz programs by around 45 minutes and increase 28 minutes for light entertainment programs. Meanwhile, middle to lower class viewers also increase the time spent watching by 40 minutes for quiz program and 33 minutes for light entertainment.

Some light entertainment programs that attract viewers above 5 years old in all socio-economic class among others are *The Master* (rating 8.5), *Best of Limbad* (3.4) and *Romy Rafael Master Hypnotist* (3). Meanwhile, quiz programs that gain the most viewers in May are *Missing Lyrics* (2), *Happy Song* (1.7), and *Siapa Lebih Berani* (1.2).

In general, entertainment programs are watched mainly by young viewers aged 10-19 and above 40 years old of upper class viewers. Light entertainment tends to be more attractive to men, while quiz is more appealing to women.

Audience loyalty to the program is also quite high. Light entertainment program has proven that its audience tends to be more loyal than the quiz's. Data on viewers' loyalty from light entertainment programs shows that at least 54% of the total audience watches the program more than 50% of the total duration of the running program. Meanwhile the loyalty of quiz is lower; at least 45% of the total audience watches quiz more than 50% of the total duration of the running program. With longer time watching program and with high loyalty on the program, in a few coming weeks, it seems that entertainment program will still last to be viewers' favorite program.\*

**TRAINING AGENDA**

*Arianna* From 9.30AM to 12PM  
*Subject: Viewing Behavior for beginner*  
Mon, Jun 15, 2009  
*Subject: Post Evaluation for beginner*  
Mon, Jun 29, 2009

*TAM Methodology*  
Mon, Jun 8 & 22, 2009  
From 2PM to 4PM

Please register to our Client Service.

The increasing time spent watching of entertainment program is especially seen in the light entertainment and quiz program, both among upper class viewers (household with regular monthly expenditure above Rp 1.75 million) and middle to lower class (household with routine monthly expenditure below Rp 1.75 million).

## Opinion

In the beginning private television in our country contributed to what Hamelink (1983) calls cultural synchronization. According to Hamelink, if cultural autonomy is defined as the capability of society to decide the allocation of their own resources in order to properly adapt to their environment, cultural synchronization is clearly a threat to the cultural autonomy of the society. Social patterns and values are dictated by the metropolises based on their own desires and needs, not on the desires and needs of the receivers. Products and cultural values of the metropolises are exported, reproduced, distributed, and consumed by satellite countries, competing with and even destroying local products and values.

Cultural synchronization implies that the metropolises, especially the United States, offer cultural models followed by satellite countries, undermining all local cultures in terms of values, norms, behaviors, languages, clothing, food consumption, recreation, etc. Whether they are aware or not, private television stations in Indonesia function as agents of the metropolises in extending their liberal cultures and promoting their products and services (entertainment). Thus, the disappearance of local cultures can not be avoided in Indonesia.

People's appreciation of success, prestige, and heroism, has changed. In the past, Indonesians admired heroes and heroines who struggled for the independence, and those who contributed greatly to the Indonesian development. However, those brave heroes and heroines have been replaced by media heroes and heroines who have popular images as film actors, singers, fashion models, TV anchors, sportsmen/women, and other celebrities, although their contribution is relatively small to the survival of their nation. Some of those media heroes/and heroines are fictional characters such as Batman, Superman, Power Rangers, etc. Local cultures that ought to enable its society survive peacefully, caused them to be confused, weak, and suffer from a culture shock in their own country, upon this cultural synchronization. In fact, the contents of private television was --- and still is --- concerned mainly city dwellers but are less relevant to the needs of villagers who still strive valiantly to survive in their daily life and are the larger portion of the Indonesian population. This creates a wider cultural gap between the two communities, making the latter isolated in their own homeland and feel "backward" in the presence of city inhabitants.

In education, the side effect of this visual globalization can also be observed. Television has been accused of inhibiting children's imagination and creativity that they are not able to develop their intelligence to the best they can. Indonesian people who traditionally adhere to oral culture with minimum reading habits have to jump into a visual culture without their strong reading habits being established. Consequently, people are not fond of reading as they used to be. The production of books is discouraged. The number of printed books is still relatively low. Novels and literary works in particular



are not as popular as in the past, although their quality remains the same or even better, since people prefer watching stories in the screen than in paper, although there are exceptions like *Ayat-Ayat Cinta* and *Laskar Pelangi*. Students in particular do not study hard as they should. They prefer buying clothes, cassettes, or VCDs to buying books for their studies. They are obsessed with their appearance, making any effort that enable them to look "cool and funky" among their peers.

Clearly, television offers its own ideology. Through its programs such as news, soap operas, music, sports programs, commercials, and other entertainment programs, television has practiced "black magic" on its audiences. Television has penetrated the life of its audiences more deeply than conventional ideologies, but in a very subtle way difficult to detect. The effect of television cannot always immediately be observed, but continual television exposures will finally influence audiences. No research method whether it be experiment, survey, interview, and participant observation can really detect the actual effects of television programs. Television effects may be very subtle and long-term; they may appear on audience years after they watch the programs. For example, due to their long exposure to violent programs, children may become immune to violence when they become adults.

It is now the time for Indonesia to reform its television culture. Private television must improve its quality by increasing more good-quality local programs. Private television should strive a bit to offer more beneficial programs. The sharing of ideas through talk show programs, for example, will make the nation well-informed and more democratic which will finally lead to the desired national progress. Hopefully, our private television will also play a role to enlighten society, not on whether they are popular and well-liked. Ideally, no program containing extreme violence or promoting immorality is broadcast through our private television.

Prof. Deddy Mulyana, Ph.D., Dean and Professor - Faculty of Communication Science, Padjadjaran University, Bandung

## TAM Around the Globe



**Global Survey Says Pay TV Gaining Favour** - The viewing of TV content continues to rise but is becoming more fragmented, according to a new study by consulting company Accenture, which also found consumers are more willing to pay for TV programming through a subscription model.

According to the survey of nearly 14,000 consumers across 13 countries -- including such industrial leaders as the U.S., U.K., Germany and Japan and such less-developed countries as Mexico, Brazil and Malaysia -- TV viewership has grown since last year. In a sign of increased market fragmentation, also gone up is the portion of viewers watching six or more channels (40% vs. 35% in 2008) and watching eight or more programs per week (39% vs. 33%).

Meanwhile, the number of viewers willing to watch TV programs on a computer or mobile device has each increased by 13% over the past year to 74% and 45%, respectively.

The survey also found that viewers are loyal to their favorite shows but not to the TV channels the shows are associated with, with 73% saying they watch some programs on more than one channel.

Source: cablefax.com

**Nielsen Begins Measuring Internet Usage In TV Ratings Sample** - Nielsen (U.S.) will begin measuring the Internet usage of some members of its national TV ratings sample, and if the controversial test goes well, plans to make a decision this fall to expand the integration of TV and Internet measurement beyond the limited test sample to "build a foundation for the inclusion of online viewing in our television currency".

The test is deemed controversial in some research circles, because it is being conducted live on Nielsen's national TV ratings sample, and theoretically could impact the stability of Nielsen's core TV research. But Nielsen executives have maintained that the impact of measuring both TV and online behavior in a small subset of its sample households would be minimal, and that they would monitor the situation closely to ensure there is no impact on the quality of its national TV ratings.

Source: mediapost.com

## Client's Update

## Most Watched Brand in April

Product	GRP	No. of Spots
EXCELCOMINDO XL - GSM CARD	3,664%	1875
DEP PENDIDIKAN & KEBUDAYAAN RI	3,297%	2957
AXIS - GSM SIM CARD	2,826%	1391
3(THREE) - SIM CARD	2,770%	1469
PARTAI DEMOKRASI IND (PDI) PERJUANGAN	2,446%	1654

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

## FAQ on TAM

### 1. Does TAM measure guest viewing?

Guests in the home who watch television should be registered as TV viewers. Their viewing is also captured by peplemeter. However, as they are not permanent residents, their viewing data will be discarded as is the housemaid's or the other impermanent member of the household.

### 2. Does TAM measure pay TV viewing?

Indonesia TAM currently measures 2.123 TV households (panels) over 10 major cities (Greater Jakarta, Greater Surabaya, Bandung, Semarang, Medan, Makassar, Greater Yogyakarta, Palembang, Denpasar, and Banjarmasin). It measures terrestrial TV channels only. Separated from those panels, in Jakarta there are also 165 pay TV households. However, the pay TV viewing data is not yet widely used as the measurement only monitors one pay TV provider at this time.

### 3. Does TAM guarantee that the TV show will be accepted nationwide?

No, it does not. TAM only measures natural viewing habit in its coverage area, which includes 10 major cities in Indonesia.

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