

Indonesia Media Consumption Trend

Impact of Covid-19 on Media Consumption Behavior

Information

Period

Feb.2020~Apr.2020

Target Analysis

Dable Indonesia's top media partner

Data Collection Method

Collected through Dable log collection script

Media Category (by alphabetical order)

Business, Entertainment, General News, News, Regional, Sports

Timeline of COVID-19

- **Mar. 02**
First confirmed case of COVID-19
- **Mar. 17**
Jakarta Government recommended WFH*
- **Apr.10**
Jakarta implemented PSBB*
- **Apr. 14**
Execution of PSBB expanded to other regions

*PSBB : Large-scale social restrictions
(Indonesian: Pembatasan Sosial Berskala Besar)

*WFH : working from home

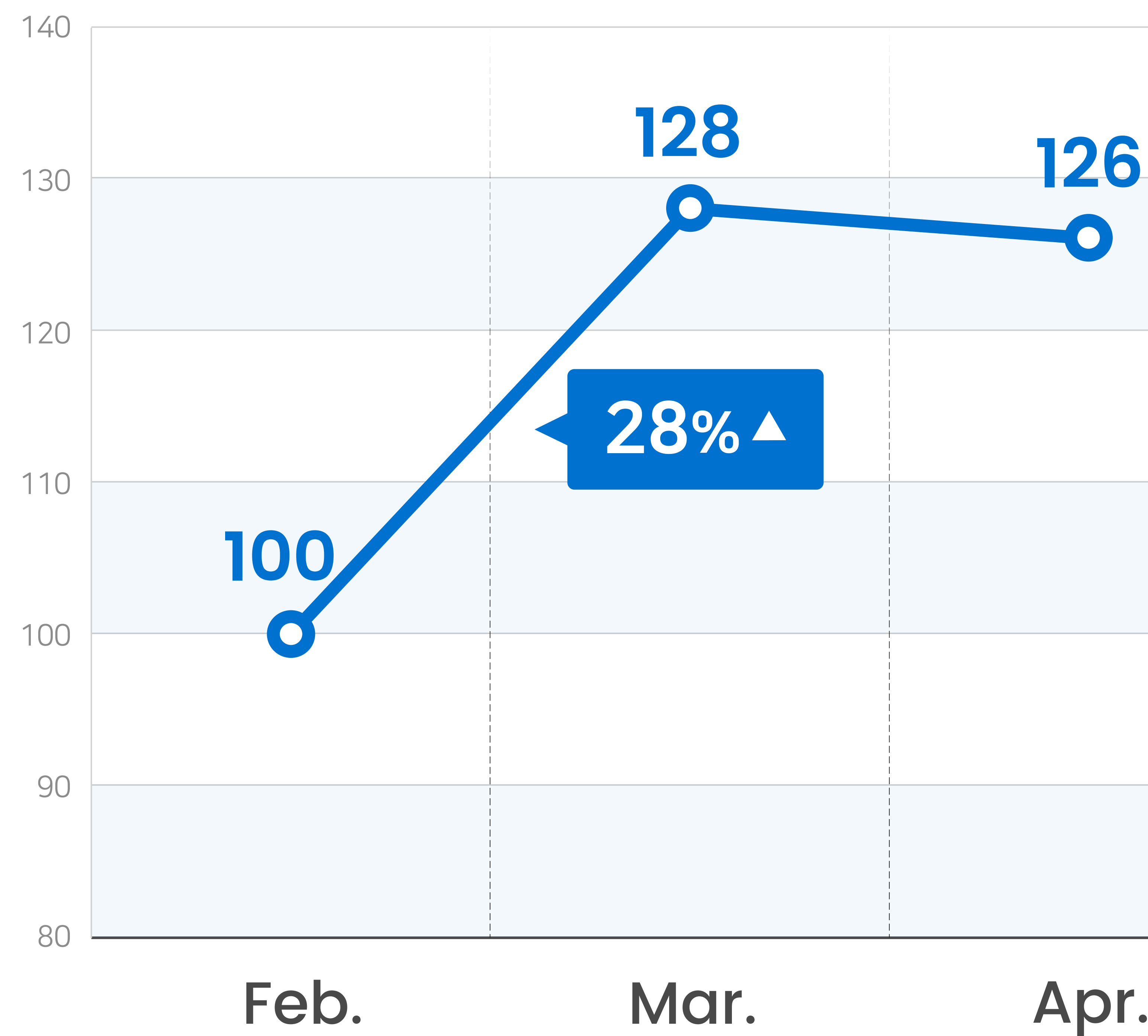
Increase in Media Consumption due to COVID-19

In March, the total traffic of media consumption increased by 28% since February after the first confirmed case of COVID-19 was announced.

In April still high-level of traffic was maintained with the spread of COVID-19 and the implementation of PSBB.

Media Consumption Trend

(feb 2020 =100)



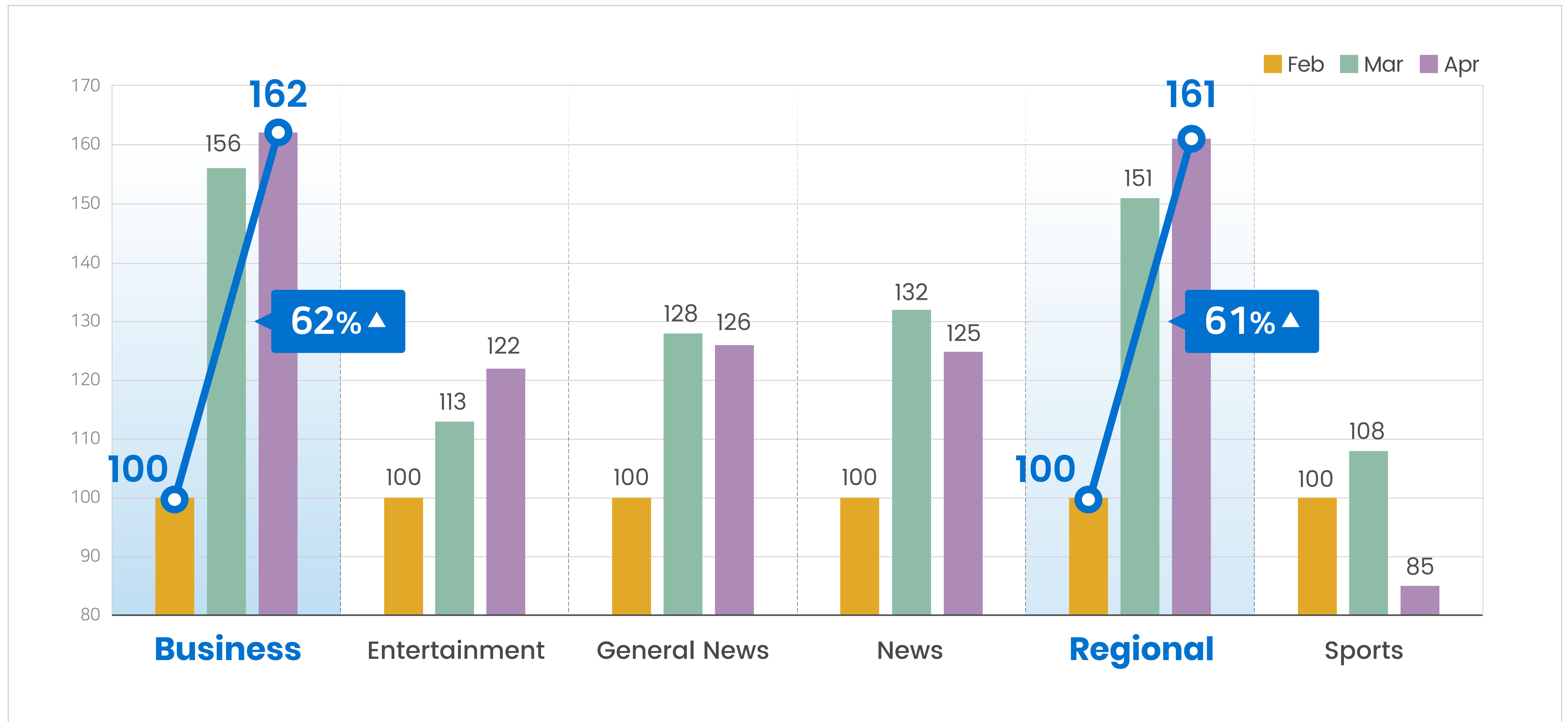
Surge in Media Consumption in Business & Regional Categories

In April, media consumption in the business category increased by 62% compared to February when stocks rapidly declined due to the Coronaphobia.

In April, the regional category also increased by 61% compared to February when COVID-19 spread nationally.

Media Consumption Trend by Media Category

(feb 2020 =100)

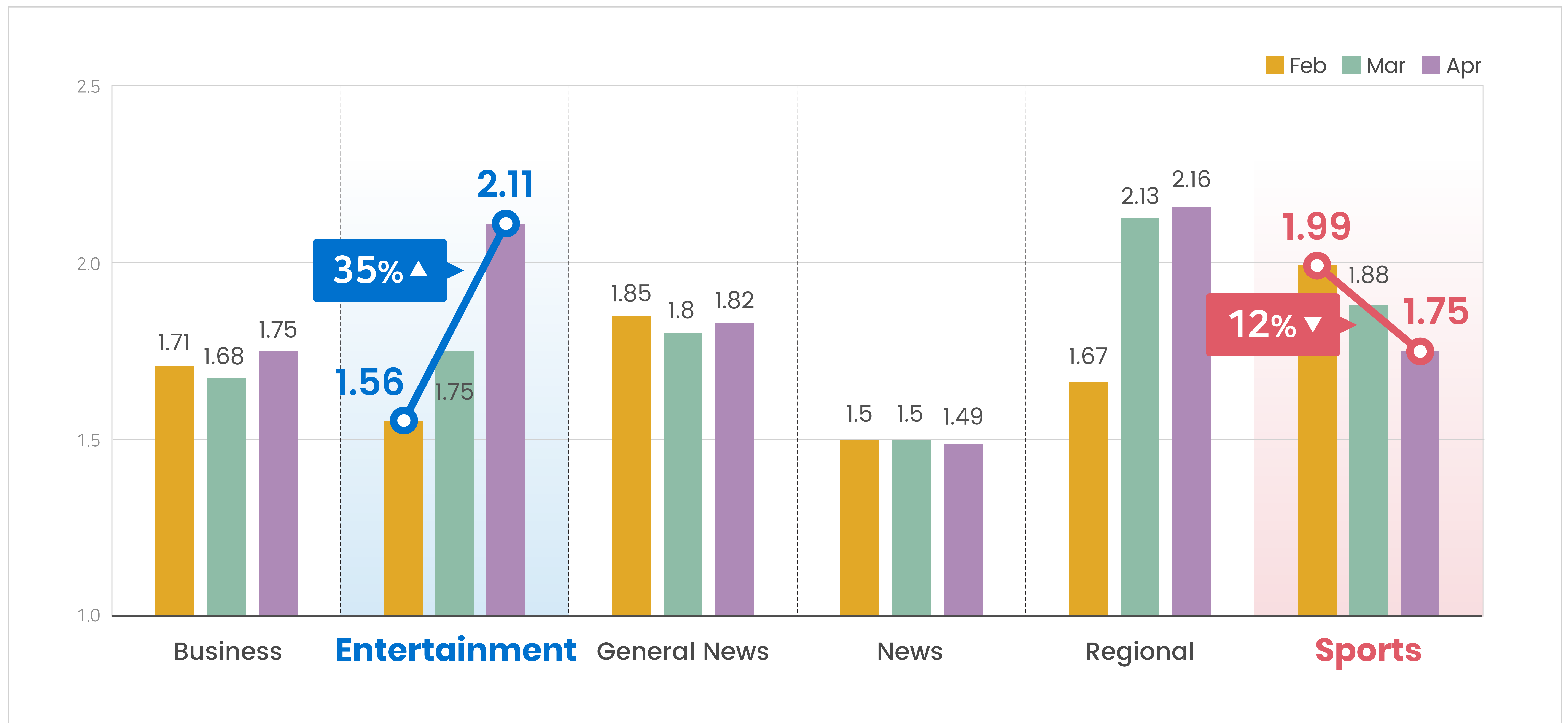


Prominent increase of Media Consumption in Entertainment Category

On average, Indonesians sharply increased the daily consumption of entertainment content due to the tiring effect on COVID-19 news..

Whereas, in April the sports category decreased by 12% compared to February due to the suspension of sporting events as preventive measures against COVID-19

The Average of Daily Content Consumption per User by Media Category



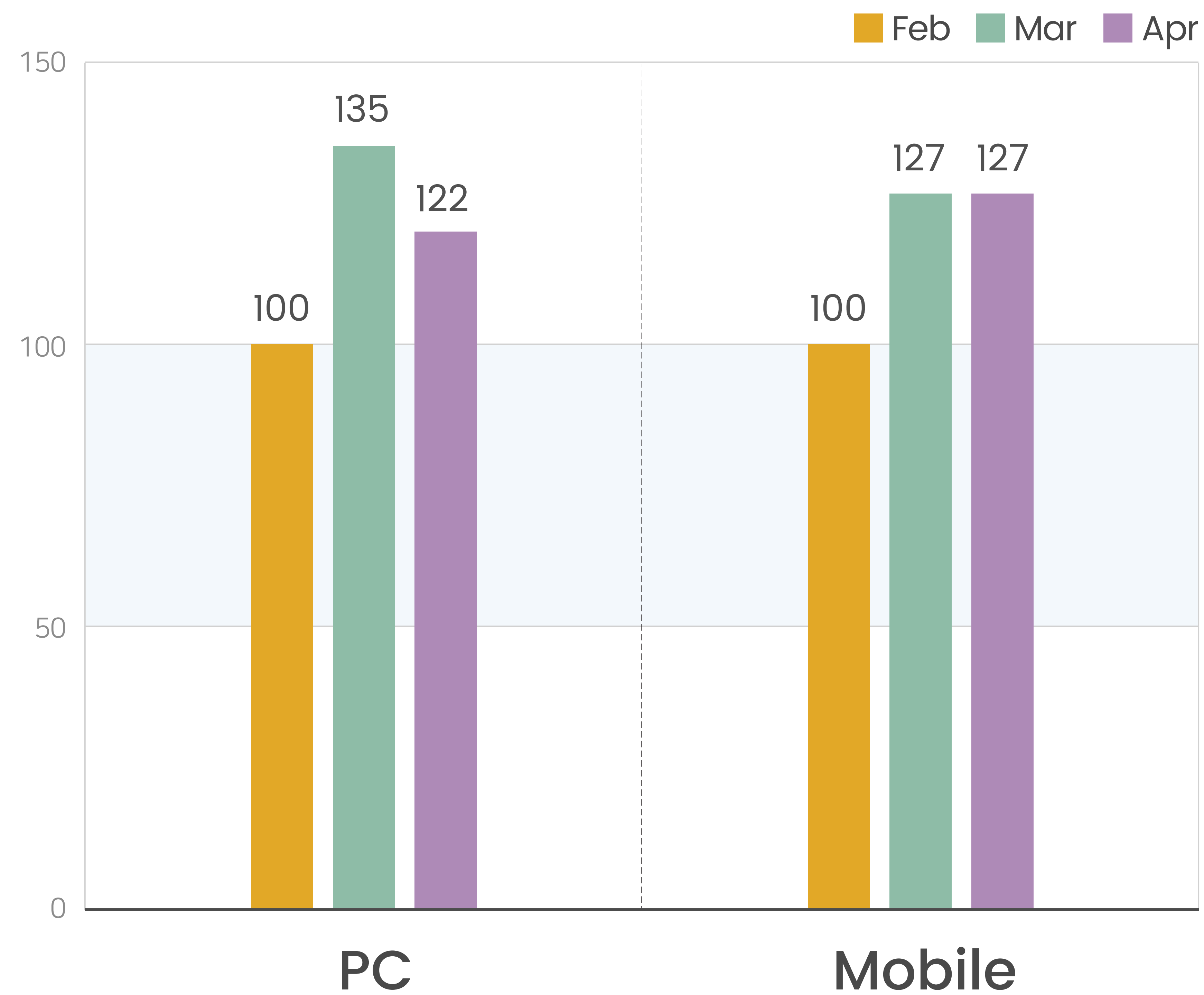
The Leap in Content Consumption on Mobile and PC

In March, before the full-scale WFH was implemented, traffic from PCs increased by 35% compared to February.

However, mobile also maintained high traffic due to the effect of COVID-19.

(feb 2020 =100)

Media Consumption Trend by Device



Dable is Asia's No.1 content discovery platform

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