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PT MNC VISION NETWORKS TBK

(Ticker Code = "IPTV")



IPTV ACQUIRES YOUTUBE CONTENT CREATOR PIONEER CAMEO PROJECT

PT MNC Vision Networks Tbk ("IPTV" or "the Company") has agreed to acquire 57% of Cameo Project. The acquisition of Cameo Project exhibits the continuous commitment by the Company to consistently bolster its fast rising digitally focused content offerings, particularly tailor-made content on the OTT platform, Vision+. Cameo Project will expand and support the group's content mix through Vision Pictures, which produces the original production for Vision+ the group's SVOD OTT, 13 exclusive in-house channels pay channels for IPTV group's subscribers and social media activities.

Vision+ has produced many successful titles across 14 titles such as "Twisted", "Sumber Rezeki", "Joe & Robot Kopi", and "Dunia Maya" which has just won an award at the Asian Academy Film Awards for The Best Drama Series.



NATIONAL WINNERS 2021
"BEST DRAMA SERIES"
MAYA'S WORLD

The contents produced by Vision Pictures and Cameo Project will be redistributed through Migo, where IPTV has a significant stake in. Migo Indonesia is the Indonesian operating company of Migo, a disruptive global distributor backed by Temasek, YouTube's Co-Founder, blue chip VCs and other last-mile content delivery platform industry insiders. Migo's proprietary technology brings the best bits of the internet to the corner store at affordable prices, vastly expanding content distribution for the mass market in emerging economies.



Vision+ is currently one of the fastest growing SVOD OTT in the market with 50.3 million MAU and over 2 million paid subscribers. It carries the most extensive local content selection in the market through linear TV with catch-up feature, the group's best content library and exclusive original production through Vision Pictures.

Since the involvement of IPTV into Migo in the month of May, its MAU has grown at a 40% per month and its gross revenue has increased by 47% per month. This shows the superiority of IPTV content in the market.

Founded by Martin Anugrah and his co-founder Andry Ganda in 2008, Cameo Project is an industry known YouTube based content creator, focused on producing multi-genre video content, such as comedy, kids, music, and it also has a talent management portfolio of digital stars. Cameo Project's channels on YouTube have generated over 1.1 million subscribers with over 175 million views, averaging 200,000 views per day. In addition, Martin Anugrah together with Cameo Project represented Indonesia for the event YouTube Creators for Change Summit 2018 in London.



YOUTUBE CHANNEL

175
MILLION
VIEWS

1.1
MILLION
SUBSCRIBERS

200,000
AVERAGE VIEWS
PER DAY



MVN
SOCIAL MEDIA

1.4 SUBSCRIBERS/
FOLLOWERS
MILLION
(+ 78% SUBSCRIBERS FROM CAMEO)

27.8 YOUTUBE
VIEWS
MILLION

Cameo Project has worked with many notable clients such as DANA, Ministry of Communication and Information (KOMINFO), Grab and the police force (POLRI).

Thematic Client Driven Original Content:

			
			
SHORT MOVIE - GRAB	MUSIC VIDEO - Ayo Nonton ASIAN GAMES	SHORT MOVIE - POLRES JAKARTA BARAT	WEBSERIES - MOTUL



The experience and expertise brought by Cameo Project together with the genre of content that they produce is perfectly suited for the Company's content profile and will improve the company's content selection to gain for viewers in the future. Furthermore, Cameo Project also focuses on social change contents through education. In line with the Company's goal, it aims to have a more positive impact on the society.

Cameo Project's successful titles and performance production:



Comment by Ade Tjendra, President Director of PT MNC Vision Networks Tbk

“ We are very excited to be working more strategically with Cameo Project, they have a lot of experience in pioneering digital content and were also involved in many notable projects with major clients. By extending our previous commercial relationship into an investment stake, this enables us to work much closer with the Cameo team in order to better cater for our OTT audience needs and media consumption patterns. ”

Comment by Martin Anugrah, Founder of Cameo Project

“ It's a huge privilege for us Cameo Productions and Cameo project to be part of PT. MNC Vision Network Tbk. Together we can synergize our capabilities, network and production to achieve our vision to create great content and gives impact to society at a much greater scale through the company's vast distribution channels. ”





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