

Monday, 5 August 2019

56 million Indonesians engage in online entertainment

New research from Roy Morgan shows Indonesians are conducting entertainment activities online at an increasing rate with over 56.5 million Indonesians (34.5%) doing one or more entertainment activities online in an average four weeks – nearly doubling from 28.5 million in 2015.

The most popular entertainment activity conducted online in Indonesia is streaming video through popular websites such as YouTube which 27 million Indonesians now do in an average four weeks, up from 8.8 million four years ago – an increase of over 200%.

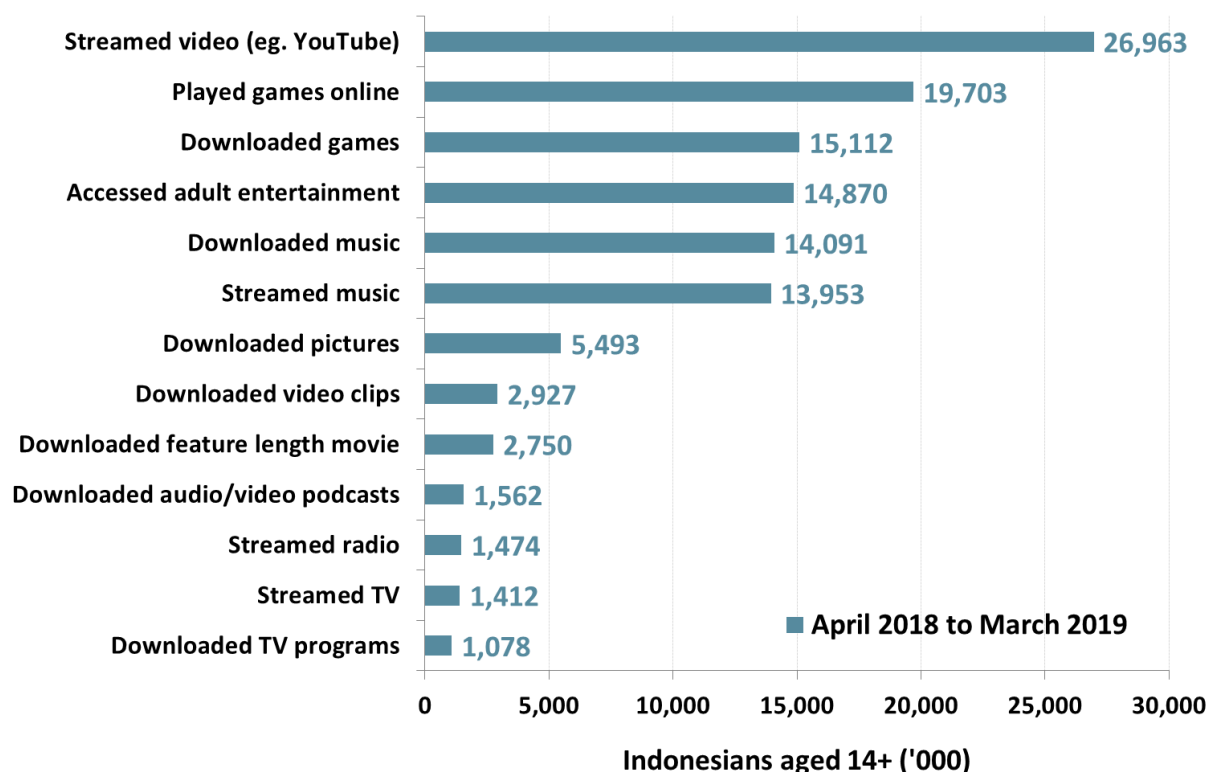
Other popular activities include playing games online done by 19.7 million Indonesians (up 105% since 2015), downloading games done by 15.1 million (up 49%), accessing adult entertainment done by over 14.8 million (up 268%), downloading music done by 14 million (unchanged) and streaming music done by nearly 14 million (up 133%).

Other online entertainment activities that attract more of a niche audience have also increased over the last four years including downloading video clips (up 11%), feature length movies (up 68%) and TV programs (up 28%) and streaming radio (up 65%) and streaming TV (up 75%).

There are some exceptions to this story of growth across the board. Fewer Indonesians are downloading music and downloading pictures (down 12%) and downloading audio/video podcasts has remained unchanged compared to four years ago at 1.56 million Indonesians.

The static result for downloading of audio/video podcasts contrasts with trends in both Australia and New Zealand. Now [1.67 million Australians download audio/video podcasts in an average four weeks](#), up over 70% over the last four years while in [New Zealand downloading of podcasts has increased over 80%](#).

Indonesians entertainment and amusement activities done online in an average 4 weeks



Source: Roy Morgan Single Source (Indonesia): April 2014 – March 2015, n=30,395 and April 2018 – March 2019, n=20,012. **Base:** Indonesians aged 14+.

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Michele Levine, CEO, Roy Morgan, says Indonesians are increasingly consuming online entertainment content with streaming video and playing games online the most popular:

“Over 56.5 million Indonesians now engage in entertainment activities online, a stunning increase from only 28.5 million four years ago in 2015 representing over a third of Indonesians aged 14+.

“Analysing the demographic breakdown shows that more men (31 million) are consuming online entertainment activities than women (25.5 million) and the rates of accessing online entertainment content are significantly higher in Indonesia’s top 22 cities (54%) than in other urban (25%) or rural areas (28%). But clearly this online entertainment engagement is not limited to the cities.

“Streaming video online through video sharing sites such as YouTube is the most popular entertainment activity done by nearly 27 million Indonesians ahead of playing games (19.7 million), downloading games (15.1 million) and accessing adult entertainment (14.9 million).

“Analysing the more niche activities shows that while downloading video clips, feature length movies and TV programs and streaming radio and TV online have all increased significantly compared to four years ago, an unchanged 1.56 million Indonesians are now downloading audio/video podcasts.

“This contrasts with southern neighbours [Australia](#) and [New Zealand](#) which we recently covered where podcasts are on the increase.

“The good news for any Indonesian podcasters is that those who download podcasts in Indonesia are overwhelmingly young. Over 65% of Indonesians downloading podcasts are in Generation Z (born 1991-2005) which is a higher proportion than for most other online entertainment activities indicating that podcasting is an online activity that holds great potential for growth in future years.

“Contact Roy Morgan to learn more about the online entertainment activities such as downloading podcasts, videos, TV programs, feature length movies, playing games, or streaming the latest video, music or TV programs that Indonesians are undertaking, and which activities appeal to which key demographics.”

These are the latest results from Roy Morgan Single Source survey derived from in-depth interviews with over 20,000 Indonesian people in their homes each year. Because the research is based on a nationally representative sample of Indonesians, not just those in major cities, the findings can be trusted to provide a true picture of Indonesian life.

For comments and information about Roy Morgan’s online entertainment data, please contact:

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Roy Morgan Online Store

Browse our Online Store for an extensive range of profiles including [people who listen to podcasts](#) and [people who have downloaded audio or video podcasts](#) and many more.

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3

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