

VERTICAL 2



# Media and Entertainment

# The popularity of digital media in Indonesia shows no signs of slowing down, even as life is returning to normal.

People are heading online for entertainment, driven by a wide variety of content available. They are also looking up content that caters to their individual preferences, and exploring digital platforms and streaming services to watch what they love.

**With Indonesians stepping out of their homes more, they are researching telco solutions to stay connected with their loved ones.**

Search interest in **roaming** grew by +140%.

**internet umroh** search interest climbed by +360%

Similarly, there was a +20% increase in search interest in **telco app brands**.

There is also a growing expectation that content should be fulfilling a specific set of individual needs. This is evidenced by searches that are more niche, personal and relevant.





## Sports-related content has grown in popularity on YouTube Search...

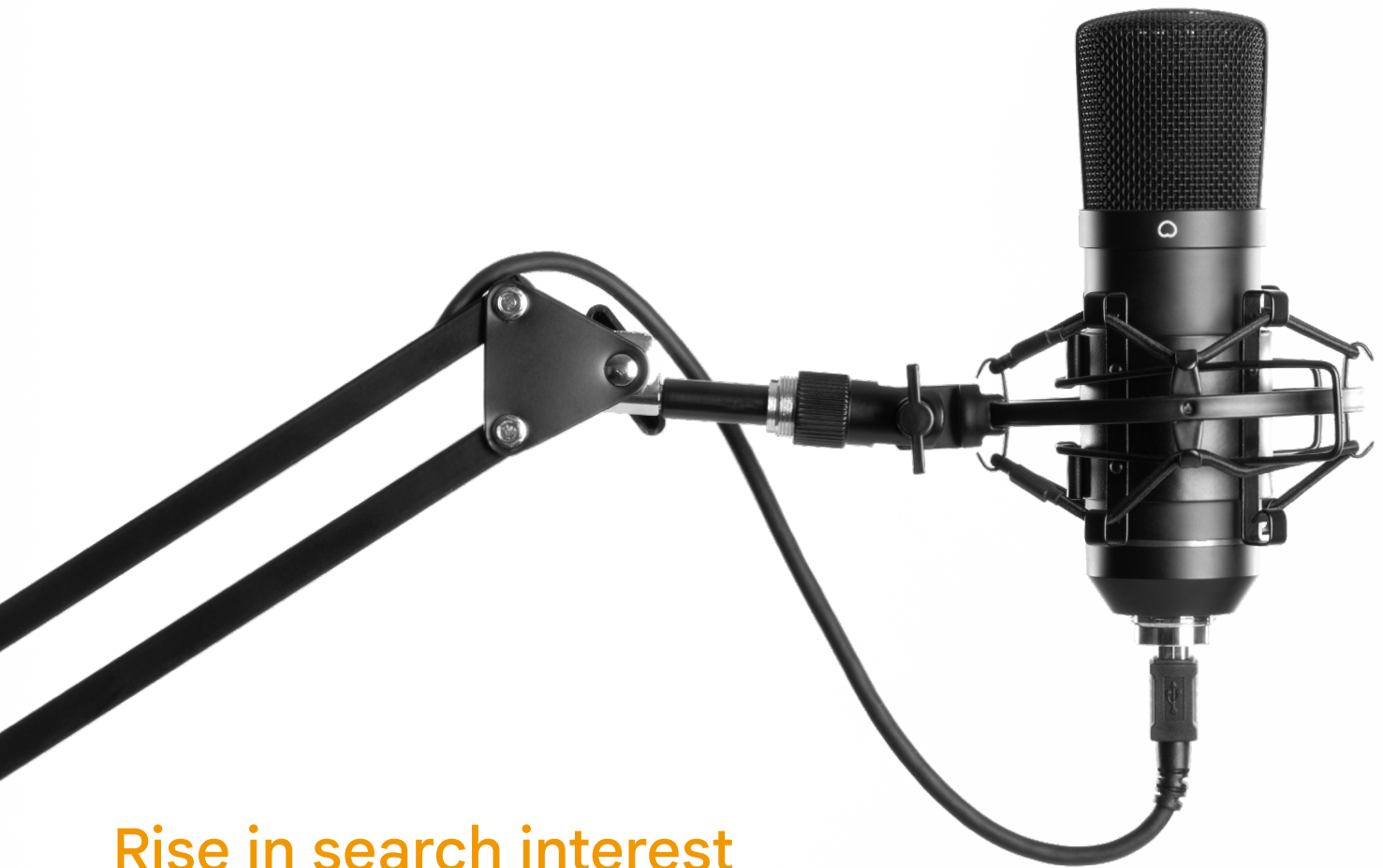
Search interest in keywords related to **soccer** climbed by +300%.

Similarly, search interest in **badminton** and **pingpong** increased by +40%

...and people are consuming music on streaming platforms, while concerts are making a comeback.



🔍 music streaming platform 🎤	+70%
🔍 streaming services 🎤	+70%
🔍 YouTube music 🎤	+90%
🔍 konser musik 🎤	+50%



Rise in search interest  
in other content...

🔍 podcast 🎙️ +30%

🔍 sinetron terbaru 🎙️ +40%

on YouTube search

🔍 stand-up comedy 🎙️ +50%

# Product Highlight

Leverage machine learning technology to provide personalized and relevant information to people searching for content online, and drive purchase decisions. Brands using **broad match keywords** and **smart bidding** strategies together have seen up to 25% increase in conversions. Brands can also use **location extension** to drive traffic from Google Search to your offline store.

# Product Highlight

Use the Google Ads Insights page to identify new and changing consumer demand for content — and respond quickly, even in real-time. The data shows how search behavior is shifting and can be tailored to individual business preferences, such as location and language.

**It's not just content.  
With more choice  
in terms of digital  
platforms and streaming  
services, Indonesians  
are researching the  
options available to  
watch what they want.**

Search interest in  
platform streaming  
grew by +60%.

While search interest  
in aplikasi streaming  
and website streaming  
climbed by +30% and  
+20% respectively



**Gaming, too, is still a hit, and is driving growth in Media and Entertainment, with people increasingly on the lookout for gaming communities of their choice.**

Search interest in **mabar** grew by +80% on YouTube, as Indonesians actively sought out people to play games together online



At the same time,  
search interest in  
**komunitas game**  
and **new game**  
grew by +20%.

Search interest in  
**gaming creators**  
grew by +60%.



# Marketing implications

# 01

## Ride the content wave to stay relevant.

The boom in Media and Entertainment has created trends that transcend across platforms and industries in Indonesia. Ensure that you are tapping into this potential, even if you are not a Media and Entertainment brand. By creating the right content, targeting and leveraging the right format, brands have a valuable opportunity to tell their brand story, improve their online presence and drive purchase intent.

# 02

## Reach your target audience where they are.

People in metros and non-metros have varied consumption patterns and preferences. Keep a pulse on popular subcultures in different regions to stand out, and connect with locals by creating content that resonates with them.

At the same time, with Indonesians consuming content on a variety of platforms and devices, you cannot rely on just one channel to reach them. Look beyond traditional channels and adopt an integrated media plan to meet new demand as, when and where it emerges.