



ENTERTAINMENT

FEB
2025

TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16+



INDONESIA

PERCENTAGE OF INTERNET
USERS WHO WATCH ANY
KIND OF TV EACH MONTH



98.7%



YEAR-ON-YEAR CHANGE
IN INTERNET USERS WHO
WATCH ANY KIND OF TV



-0.4%
-40 BPS

GWl.

DAILY TIME THAT
INTERNET USERS SPEND
WATCHING ANY KIND OF TV



2H 50M



YEAR-ON-YEAR CHANGE IN
DAILY TV VIEWING TIME (ALL
FORMS OF CONTENT DELIVERY)



+5.7%
+9 MINS

INTERNET USERS WHO STREAM
TV CONTENT vs. INTERNET USERS
WHO WATCH ANY KIND OF TV



95.8%

GWl.

DAILY TIME SPENT WATCHING
TV CONTENT STREAMED
OVER THE INTERNET



1H 09M



YEAR-ON-YEAR CHANGE IN
DAILY TIME SPENT WATCHING
STREAMING TV CONTENT



+6.1%
+4 MINS

GWl.

TIME SPENT WATCHING
STREAMING TV CONTENT AS A
PERCENTAGE OF TOTAL TV TIME



40.6%

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MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX BETWEEN 01 JANUARY AND 31 DECEMBER 2024



MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	AGAK LAEN	100
02	FIVE FRIENDS	68
03	IPAR ADALAH MAUT	65
04	172 DAYS	45
05	MINIONS: THE RISE OF GRU	45
06	A HARLOT'S PRAYER	43
07	LIFT	42
08	PASUTRI GAJE	41
09	ANCIKA	40
10	RUMAH MASA DEPAN	39

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	QUEEN OF TEARS	100
02	PAY LATER	80
03	LOVE NEXT DOOR	79
04	DOCTOR SLUMP	71
05	MISS NIGHT AND DAY	69
06	AVATAR THE LAST AIRBENDER	65
07	DEMON SLAYER: KIMETSU NO YAIBA	58
08	WELCOME TO SAMDAL-RI	51
09	GYEONGSEONG CREATURE	50
10	CULINARY CLASS WARS	50

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MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO BETWEEN 01 JANUARY AND 31 DECEMBER 2024



MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	GAMPANG CUAN	100
02	LAYANGAN PUTUS: THE MOVIE	79
03	THE BEEKEEPER	75
04	JOHN WICK: CHAPTER 4	67
05	SHERINA'S ADVENTURE 2	59
06	THE IDEA OF YOU	41
07	KISAH TANAH JAWA: POCONG GUNDUL	40
08	DINDA	38
09	APOCALYPSE Z: THE BEGINNING OF THE END	37
10	CATATAN SI BOY	36

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	MARRY MY HUSBAND	100
02	INDUK GAJAH	62
03	WEDDING IMPOSSIBLE	47
04	NO GAIN NO LOVE	43
05	JINNY'S KITCHEN	37
06	LOVE IN CONTRACT	35
07	SEKOTENGs	29
08	APARTMENT 404	28
09	THE BOYS	28
10	LOL: LAST ONE LAUGHING INDONESIA	27

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MOST STREAMED CONTENT ON HBO

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON HBO BETWEEN 01 JANUARY AND 31 DECEMBER 2024



MOST STREAMED MOVIES

#	MOVIE NAME	INDEX
01	HARRY POTTER AND THE PHILOSOPHER'S STONE	100
02	AQUAMAN AND THE LOST KINGDOM	65
03	DUNE: PART TWO	43
04	MISSION: IMPOSSIBLE - DEAD RECKONING	43
05	HARRY POTTER AND THE CHAMBER OF SECRETS	36
06	GODZILLA X KONG: THE NEW EMPIRE	28
07	FAST X	27
08	THE SUPER MARIO BROS. MOVIE	26
09	TRANSFORMERS: RISE OF THE BEASTS	25
10	BARBIE	24

MOST STREAMED TV SHOWS

#	TV SHOW NAME	INDEX
01	GAME OF THRONES	100
02	HOUSE OF THE DRAGON	88
03	RICK AND MORTY	78
04	THE LAST OF US	58
05	SUCCESSION	31
06	EUPHORIA	28
07	TRUE DETECTIVE	27
08	TOKYO VICE	20
09	THE PENGUIN	17
10	INDUSTRY	15

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TYPES OF ONLINE VIDEO CONTENT WATCHED

PERCENTAGE OF INTERNET USERS AGED 16+ WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK



DATA REPORTAL
GWI.

MUSIC VIDEO

60.8%

COMEDY, MEME, OR VIRAL VIDEO

51.7%

TUTORIAL OR HOW-TO VIDEO

43.0%

VIDEO LIVESTREAM

37.9%

EDUCATIONAL VIDEO

36.5%

PRODUCT REVIEW VIDEO

35.9%

SPORTS MATCH OR COMMENTARY

30.1%

INFLUENCER VIDEOS AND VLOGS

29.6%

SPORTS CLIP OR HIGHLIGHTS VIDEO

27.5%

GAMING VIDEO

23.6%

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ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK



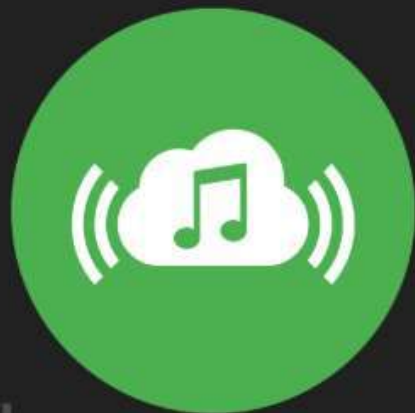
WATCH OR LISTEN TO
ONLINE MUSIC VIDEOS



60.8%

GWJ.

LISTEN TO MUSIC
STREAMING SERVICES



45.4%



LISTEN TO ONLINE RADIO
SHOWS OR STATIONS



9.4%

GWJ.

LISTEN TO
PODCASTS



42.6%



LISTEN TO
AUDIO BOOKS



6.4%

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DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE



ANY DEVICE

96.4%

SMARTPHONE

81.0%

LAPTOP OR DESKTOP

29.7%

GAMES CONSOLE

22.1%

TABLET

9.1%

8.9% HAND-HELD GAMING DEVICE

4.5% VIRTUAL REALITY HEADSET

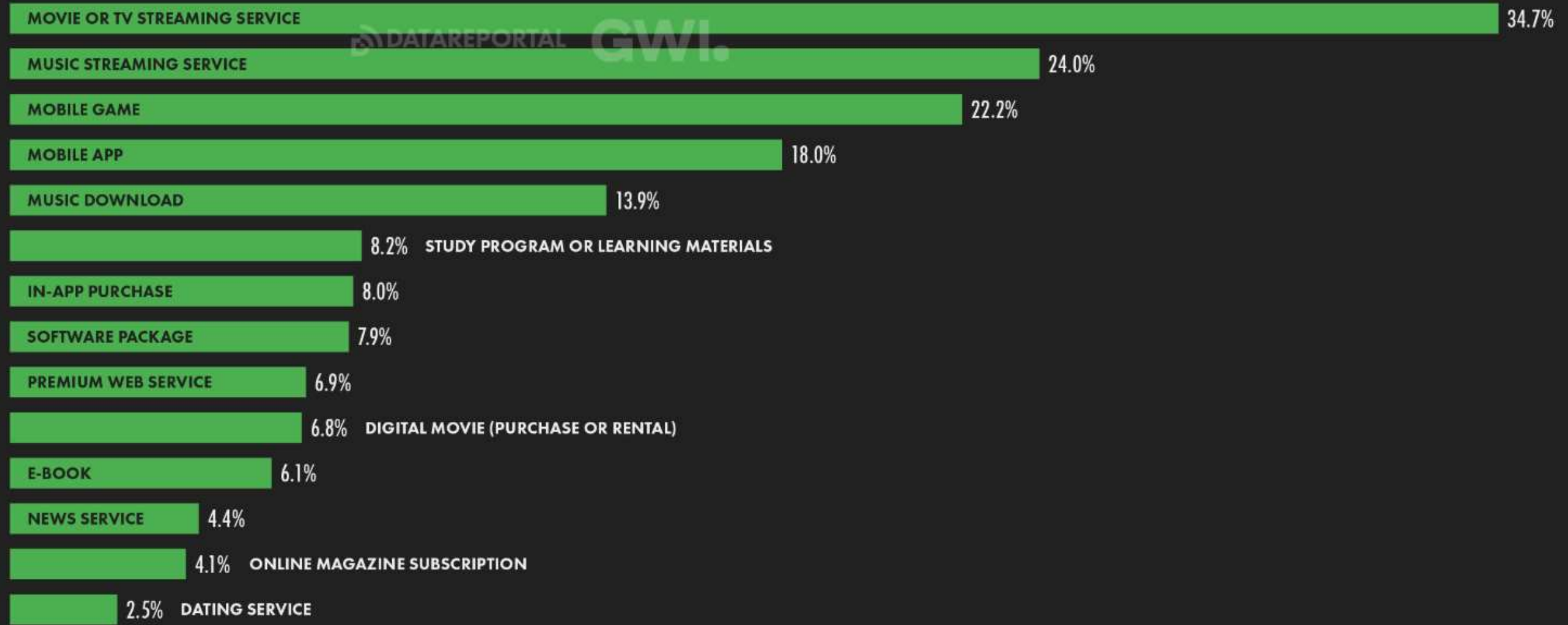
4.0% MEDIA STREAMING DEVICE

DATA REPORTAL GWI.

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DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



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DIGITAL MEDIA SPEND

FULL-YEAR 2024 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)



TOTAL



statista

\$2.64
BILLION

YEAR-ON-YEAR CHANGE
+10.9% (+\$260 MILLION)

VIDEO GAMES



\$1.23
BILLION

YEAR-ON-YEAR CHANGE
+9.8% (+\$110 MILLION)

VIDEO-ON-DEMAND



statista

\$760
MILLION

YEAR-ON-YEAR CHANGE
+13.4% (+\$90 MILLION)

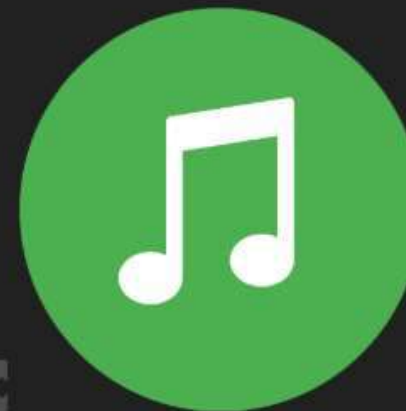
EPUBLISHING



\$290
MILLION

YEAR-ON-YEAR CHANGE
+7.4% (+\$20 MILLION)

DIGITAL MUSIC



\$360
MILLION

YEAR-ON-YEAR CHANGE
+12.5% (+\$40 MILLION)

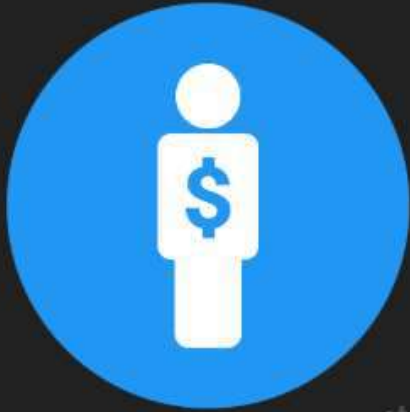
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DIGITAL MEDIA ARPU

AVERAGE FULL-YEAR 2024 SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS



TOTAL



statista

\$31.51

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+5.9% (+\$1.75)

VIDEO GAMES



we
are
social

\$25.88

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+4.3% (+\$1.07)

VIDEO-ON-DEMAND



Meltwater

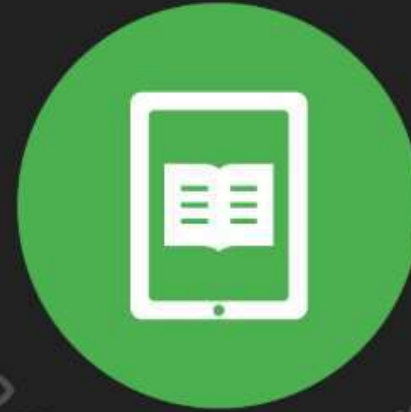
\$9.03

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+7.9% (+\$0.66)

EPUBLISHING



statista

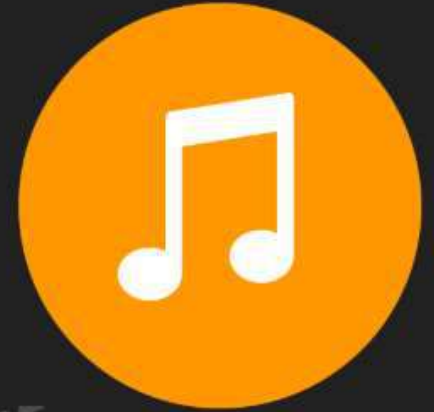
\$6.46

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+1.7% (+\$0.11)

DIGITAL MUSIC



\$8.60

PER SHOPPER, PER YEAR

YEAR-ON-YEAR CHANGE

+9.6% (+\$0.75)

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR AVERAGE FULL-YEAR ONLINE SPEND (IN U.S. DOLLARS) PER ONLINE PURCHASER OF EACH MEDIA TYPE IN 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **ADVISORY:** FIGURES FOR INDIVIDUAL FORMATS MAY EXCEED THE VALUE FOR "TOTAL" DUE TO THE DIFFERENT NUMBER OF SHOPPERS IN EACH CATEGORY. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.