

INDONESIA



Screens, streams, and scrolls:

Media consumption in Indonesia 2025

How media usage is shifting among different generations.

/Research reality



Foreword



In 2025, the media landscape in Indonesia is more dynamic and fragmented than ever before, with content flowing across countless platforms and formats.

Understanding when and where people engage with media has become essential for anyone seeking to connect with audiences in meaningful ways.

This report offers a comprehensive look at current media trends in Indonesia, with a special focus on consumption patterns among Gen Z, analyzing three core areas: live and on-demand TV, radio and podcasts, and social media, to uncover the nuanced behaviors shaping how different age groups experience media today.”

Edward Hutasoit

General Manager, YouGov Indonesia

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Powered by the YouGov panel

The insights in this report are fueled by YouGov's consumer research panel, which has 30 million registered members from 55+ markets.

Every day, our members trust us with their data and opinions – enabling us to gain insights into behaviors and attitudes from people of all ages, backgrounds and beliefs.

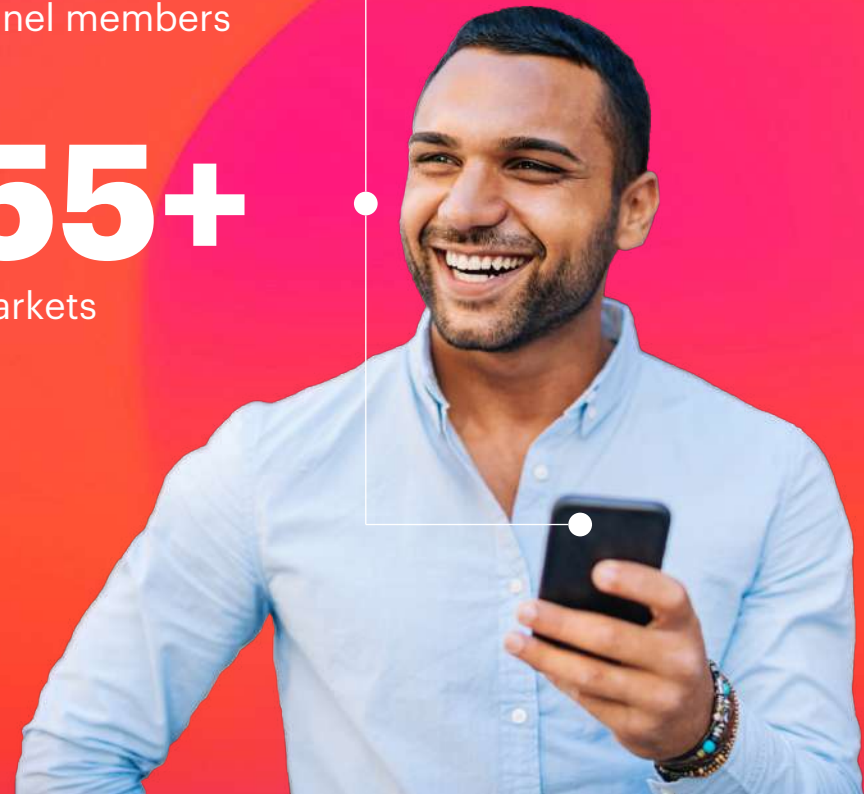
Inclusion is essential for our members, our clients, and our mission. We invest millions each year to ensure we can create truly nationally representative online samples and access hard-to-reach groups.

The Pew Research Centre concluded that YouGov "consistently outperformed" other online competitor samples for accuracy.

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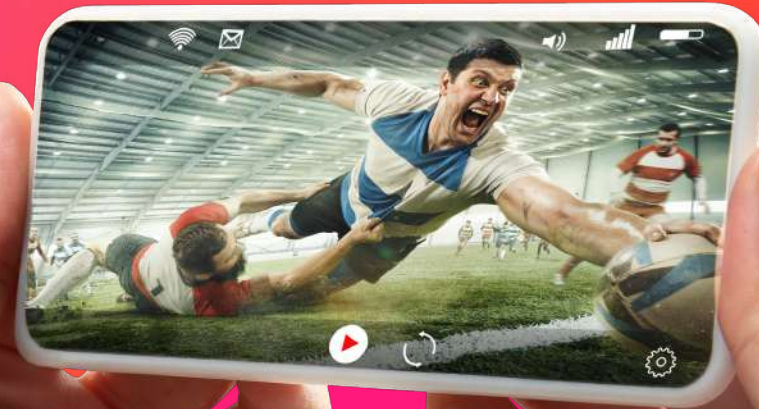
30m .
registered
panel members

55+ .
markets



Contents

- 1** Media consumption trends in 2025
- 2** Screens: Live & on-demand TV viewership
- 3** Streams: Radio & podcasts listenership
- 4** Scrolls: Social media usage
- 5** Methodology



Tuned in or turned off? Media consumption trends in 2025

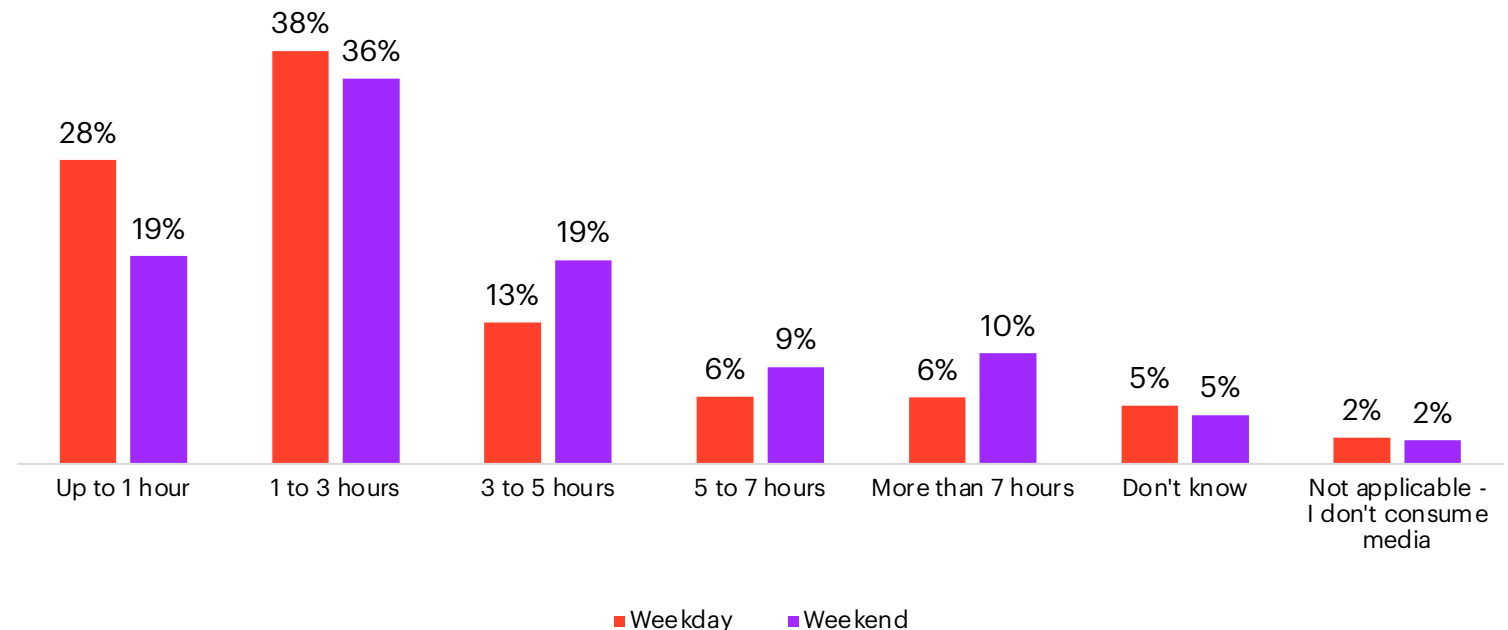


Majority of Indonesians engage in light daily media consumption

Almost 3 in 4 Indonesians (74%) consume media for more than 1 hour on a typical weekend.

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How many hours do you typically spend consuming media on an average weekday or weekend?



YouGov Surveys, April 16, 2025 – May 13, 2025. Indonesia online nat rep n> 1,000

Gen Z are most likely to consume 5+ hours of media on a typical weekday

Gen Z provides extended ad exposure opportunities during both weekdays and weekends.

85% of the older generations consume media for less than 5 hours on a typical weekday, compared to 74% of Gen Z.

How many hours do you typically spend consuming media on an average weekday?

	Online nat rep	Gen Z	Older generations*
Up to 1 hour	28%	26%	30%
1 to 5 hours	52%	48%	55%
5+ hours	12%	16%	10%
Don't know	5%	7%	4%

YouGov Surveys, April 16, 2025 – May 13, 2025. Indonesia online nat rep n> 1,000, Gen Z n> 500, Older generations n> 450.

* - includes Millennials, Gen X, and Baby Boomers+

N/A – I don't consume media not shown.

Gen Z are also most likely to be super consumers at the weekend

Almost 1 in 4 Indonesian Gen Z consume media for 5+ hours at the weekend (23%).

Get in touch for more data

How many hours do you typically spend consuming media on an average weekend?

	Online nat rep	Gen Z	Older generations*
Up to 1 hour	19%	17%	21%
1 to 5 hours	55%	50%	58%
5+ hours	19%	23%	16%
Don't know	5%	7%	3%

YouGov Surveys, April 16, 2025 – May 13, 2025. Indonesia online nat rep n> 1,000, Gen Z n> 500, Older generations n> 450.

* - includes Millennials, Gen X, and Baby Boomers+

N/A – I don't consume media not shown.

Tracking Indonesia's media habits in 2025

Media consumed in the last month:



81%

consumed social media
increasing to 87%
among older
generations ▲



49%

streamed
video content
(e.g. Netflix)
increasing to 53%
among Gen Z



23%

listened to
the radio
increasing to 31% among
older generations ▲



21%

read digital
newspapers
increasing to 27%
among older
generations ▲



52%

watched live
television
increasing to 61%
among older
generations ▲



57%

listened to music
from a streaming
service
(e.g. Spotify)
increasing to 63% among
Gen Z ▲



7%

read print
newspapers
increasing to 9%
among older
generations

YouGov Surveys, April 16, 2025 – May 13, 2025. Indonesia online nat rep n> 1,000 Gen Z n> 500, Older generation n> 450

Social media, print newspapers, digital newspapers usage: Which, if any, of the following types of media have you consumed in the last month (i.e., since the beginning of March 2025)? Please select all that apply. Live TV, streamed video, listened to radio, listened to music usage, and played a video game: Which of the following activities have you done in the last month? Green arrows indicate a statistically significant increase. ▲: Indicates statistically significant increase compared to Indonesia online nat rep



Screens: Live & on-demand TV viewership



Profile spotlight: Who are daily TV viewers in 2025?



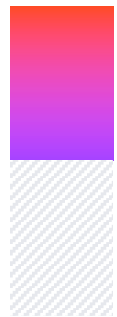
Male: 50%
Female: 50%

Compared to
male: **53%**, female: **47%**
for online nat rep



36%
are educated to
Level S-1

Compared
to **32%** of
online
nat rep



50%
are Gen Z

Compared to
48% of online nat rep



38%
are city dwellers

Compared to **35%**
of online nat rep

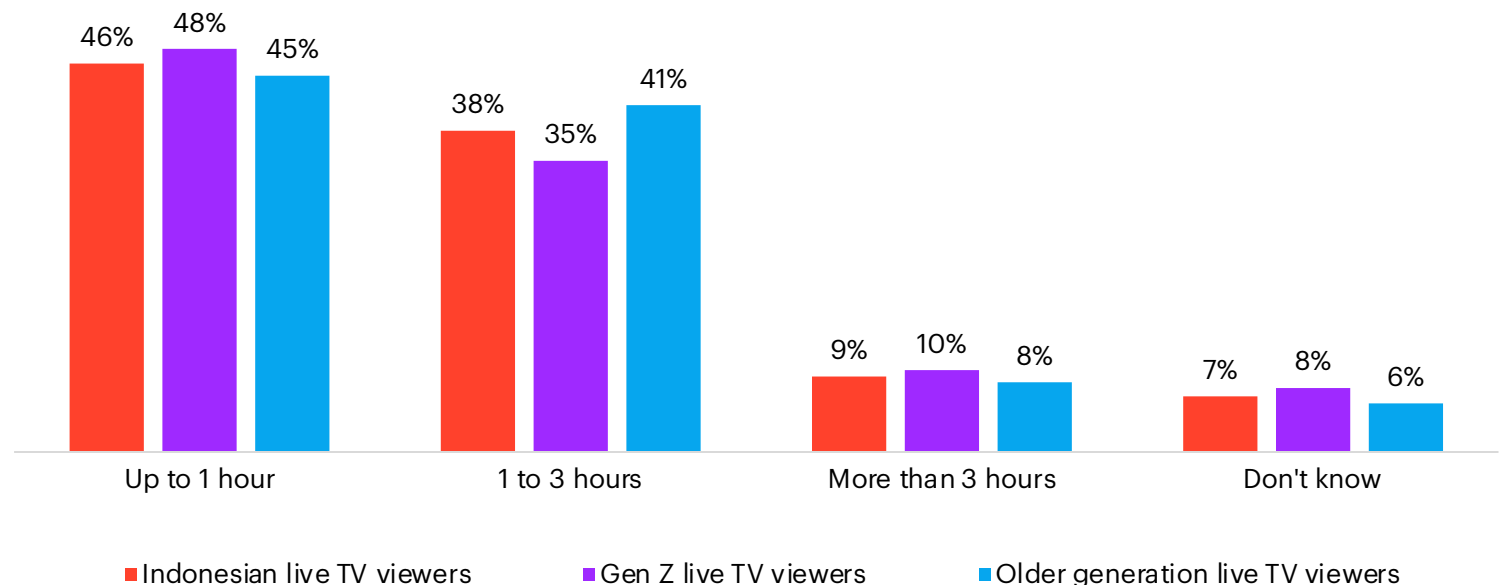
28%
of Indonesians are
daily TV viewers

Gen Z are more likely to watch live TV for less than an hour

Older generations are more likely to watch for 1-3 hours per day compared to younger viewers.

Get in touch for more data

In a typical day, approximately, how many hours do you spend watching live TV?



YouGov Surveys, April 16, 2025 – May 13, 2025.
Indonesian live TV viewers n> 850, Gen Z live TV viewers n> 400, Older generation live TV viewers n> 400
Older generation includes Millennials, Gen X, and Baby Boomer+.

Streams: Radio & podcast listenership





Profile spotlight: Who are daily radio listeners in 2025?



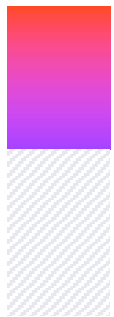
Male: 58%
Female: 42%

Compared to
male: **53%**, female: **47%**
for online nat rep



46%
are parents of
children under 18

Compared
to **38%** of
online
nat rep



46%
are Millennials

Compared to
38% of online nat rep



19%
are higher income
(more than 200% of median)

Compared to **9%**
of online nat rep



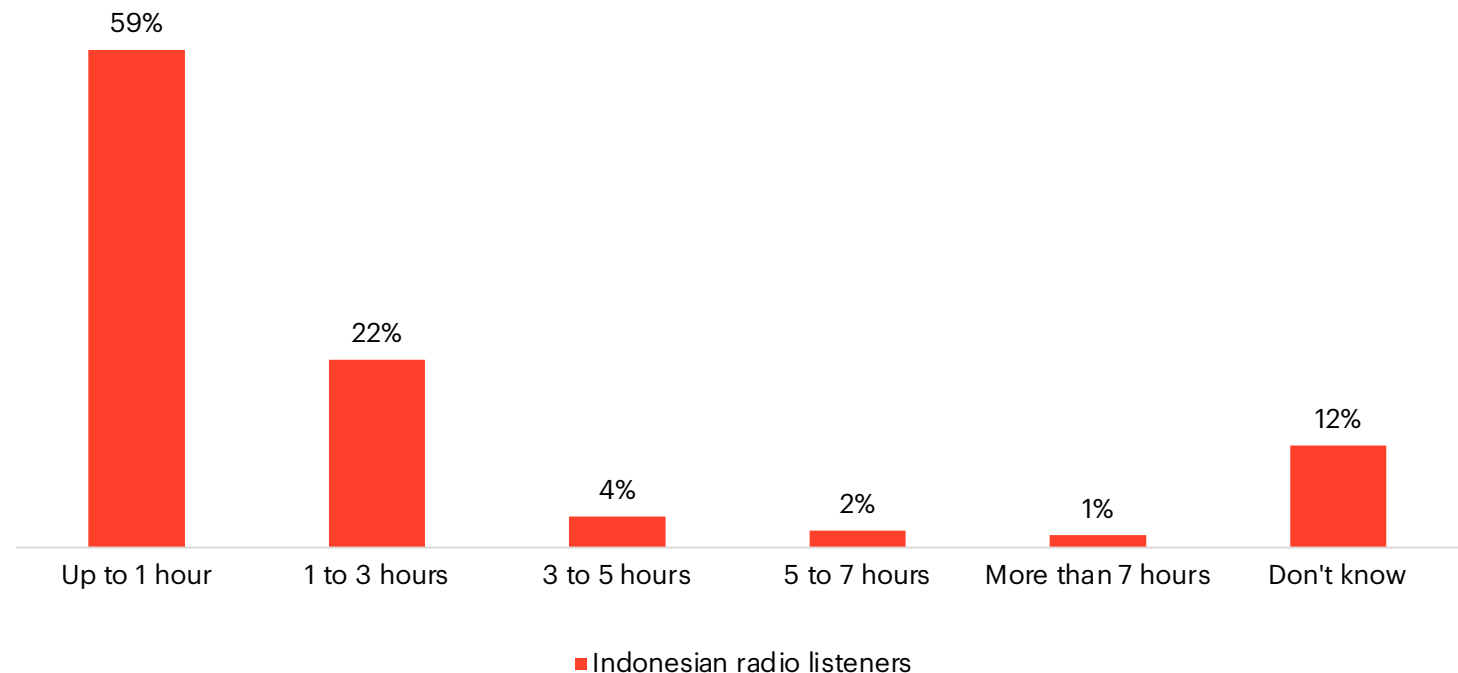
4%
of Indonesians are
daily radio listeners

Almost 6 in 10 radio listeners tune in for under an hour per day

59% of Indonesian radio listeners listen for up to 1 hour in a typical day, followed by 22% who listen for between 1-3 hours.

Get in touch for more data

In a typical day, approximately, how many hours do you spend listening to live or on-demand radio?



YouGov Surveys, April 16, 2025 – May 13, 2025.
Indonesian radio listeners n> 600

Spotify is the leading streaming service in Indonesia

6 in 10 Indonesians use Spotify, 10X more than the next most used service, Apple Music (6%).



Which audio service platforms have you used in the last month? Please select all that apply

	Online nat rep	Gen Z	Older generations*
Spotify	62%	69% ▲	56% ▼
Apple Music	6%	7%	6%
Amazon Music	4%	4%	4%
YouTube Music/YouTube	4%	4%	5%
Deezer	2%	2%	2%

YouGov Surveys, April 16, 2025 – May 13, 2025. Indonesia online nat rep n> 1,000, Gen Z n> 500, Older generations n> 450
* - includes Millennials, Gen X, and Baby Boomer+.
Top 5 services are shown ; Not applicable and Don't know responses not shown.
▲/▼ : Indicates statistically significant differences compared to Indonesia online nat rep



Profile spotlight: Who are daily podcast listeners in 2025?



Male: 47%
Female: 53%

Compared to
male: **53%**, female: **47%**
for online nat rep



60%
are not parents

Compared
to **50%** of
online nat rep



58%

are Gen Z

Compared to
48% of online nat rep



15%

of Indonesians are
daily podcast listeners



44%
are middle income
(75%-200% of median)

Compared to **41%**
of online nat rep

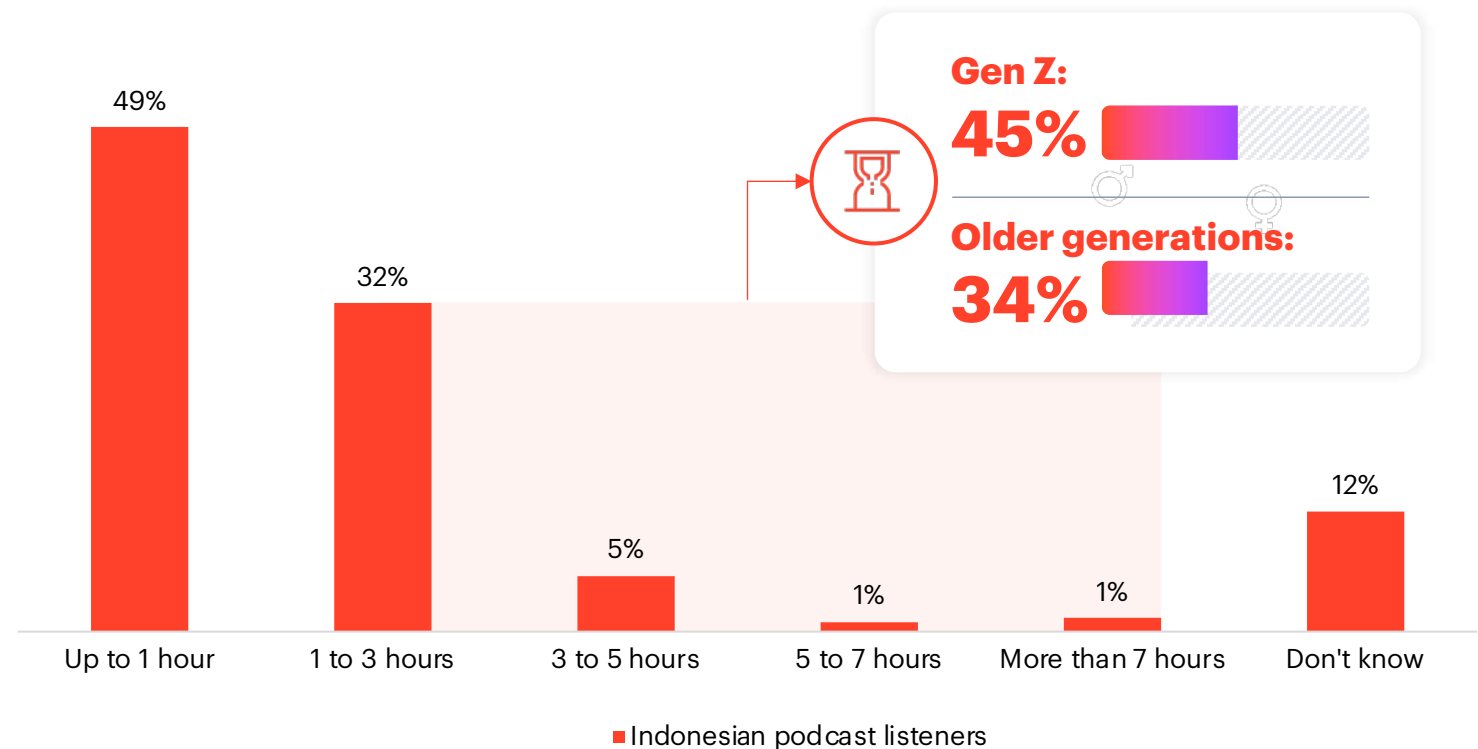


Almost half of Indonesian podcast listeners stream for under an hour per day

32% listen for between 1-3 hours.
45% of Gen Z podcast listeners tune in for more than an hour, significantly more than older generations (34%).

Get in touch for more data

In a typical day, approximately, how many hours do you spend listening to podcasts?

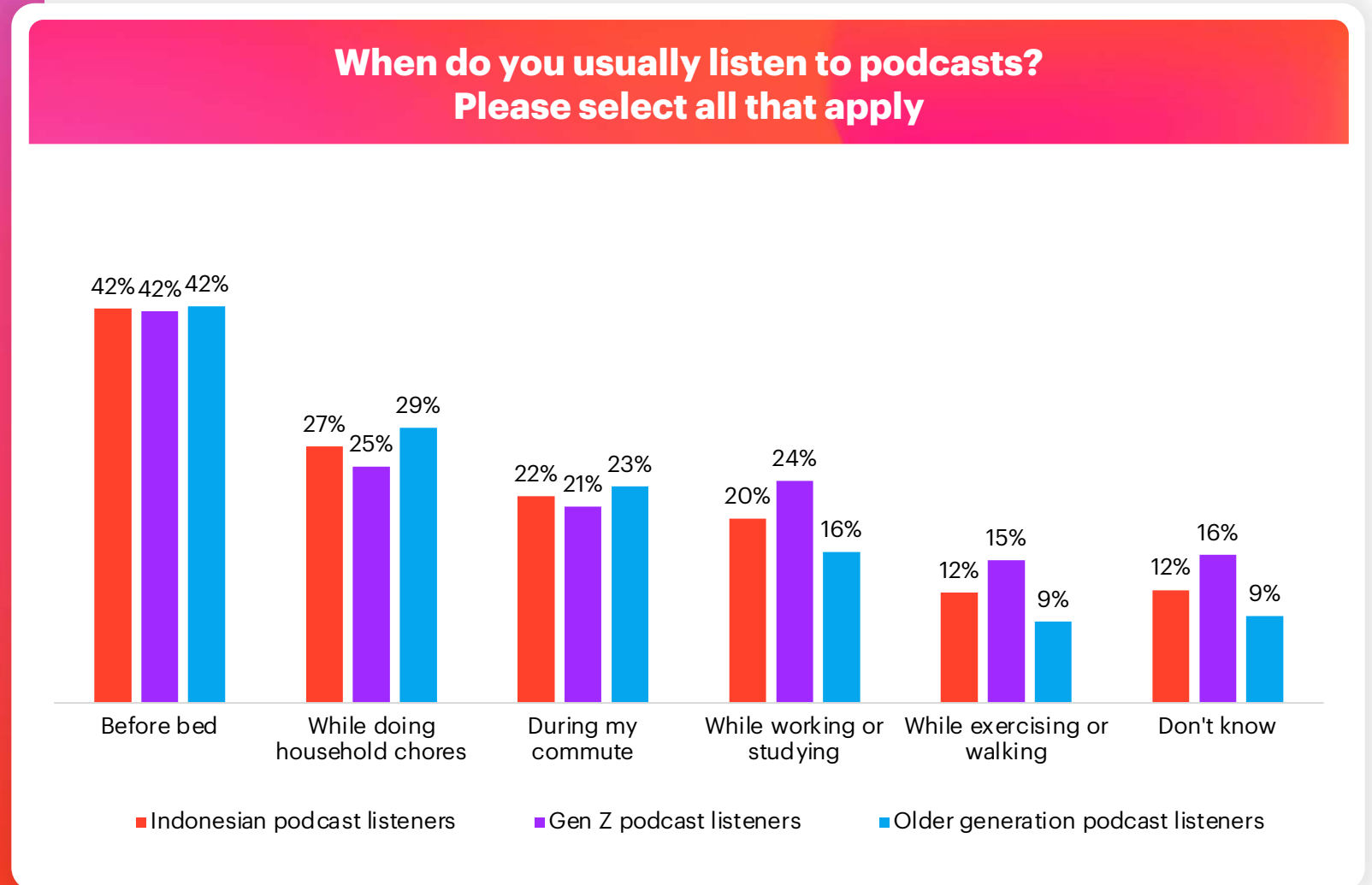


YouGov Surveys, April 16, 2025 – May 13, 2025.

Indonesian podcast listeners n> 750, Gen Z podcast listeners n> 400, Older generation podcast listeners n> 350. Older generation includes Millennials, Gen X, and Baby Boomers+.

2 in 5 podcast listeners tune before going to bed

Younger podcast listeners are more likely to listen to podcasts while working/studying or exercising compared to older generation podcast listeners.



YouGov Surveys, April 16, 2025 – May 13, 2025.

Indonesian podcast listeners n> 750, Gen Z podcast listeners n> 400, Older generation podcast listeners n> 350. Older generation includes Millennials, Gen X, and Baby Boomers+.
(Top 5 shown)

Scrolls: Social media usage





Profile spotlight: Who are daily social media users in 2025?



Male: 46%
Female: 54%

Compared to
male: **53%**, female: **47%**
for online nat rep



60%
are not parents

Compared
to **50%** of
online nat rep



60%

are Gen Z

Compared to
48% of onlin nat rep



45%

are lower income
(less than 75% of median)

Compared to **44%**
of online nat rep



61%
of Indonesians are
daily social media users

YouTube and Instagram lead the way among Indonesian social media users

Pinterest and X (formerly Twitter) gain higher traction among Gen Z, while Facebook has a stronger presence among the older generation of social media users.

Which social media platforms have you used in the last month?
Please select all that apply (% of Indonesian social media users by generation)

	Indonesian social media users	Gen Z social media users	Older generation* social media users
YouTube	81%	78%	84%
Instagram	74%	75%	73%
TikTok	64%	65%	63%
Facebook	61%	47% ▼	73% ▲
X (formerly Twitter)	37%	44% ▲	30% ▼
Pinterest	24%	33% ▲	16% ▼
LinkedIn	14%	15%	13%
Quora	7%	7%	8%
Snapchat	5%	6%	4%
Other	3%	3%	3%

YouGov Surveys, April 16, 2025 – May 13, 2025. Indonesian social media users n> 950, Gen Z n> 500, Older generation n> 450. Older generation includes Millennials, Gen X, and Baby Boomers+. Not Applicable are excluded
▲/▼ : Indicates statistically significant differences compared to Indonesian social media users

Indonesian social media users are more likely to use YouTube, Instagram, and TikTok compared to the multi-market average

Indonesian social media users are significantly less likely to use Facebook compared to other surveyed countries.

Which social media platforms have you used in the last month? Please select all that apply (Top 5 shown)

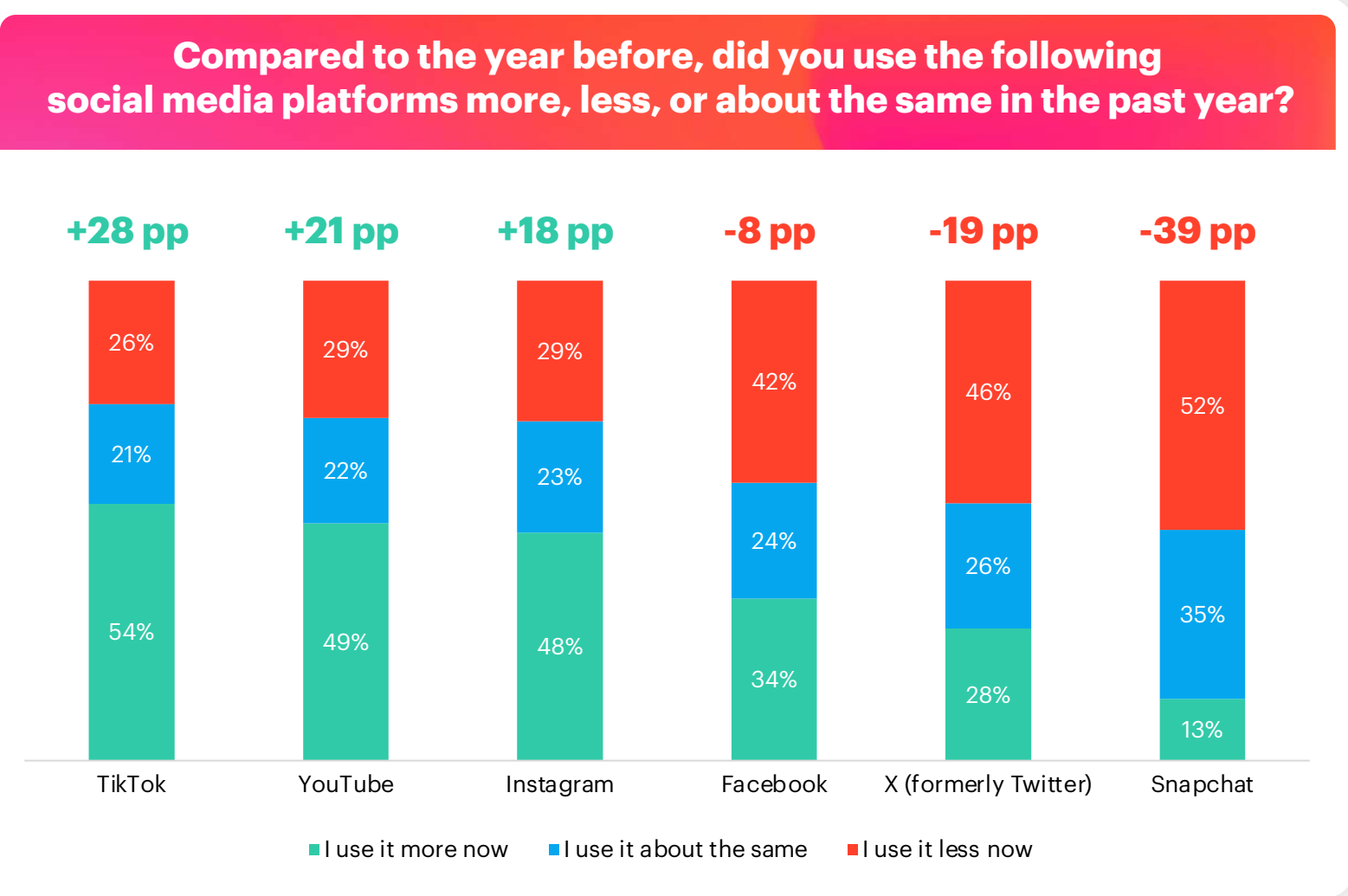
	Indonesia	Multi market average*	Australia	Canada	Great Britain	Germany	India	Mexico	Singapore	Spain	Sweden	UAE	US
YouTube	81%▲	73%	75%	72%	65%	72%	89%	79%	82%	68%	67%	81%	72%
Instagram	74%▲	61%	59%	52%	55%	51%	76%	63%	68%	72%	65%	70%	47%
TikTok	64%▲	36%	38%	31%	26%	24%	0%	58%	50%	38%	25%	52%	27%
Facebook	61%▼	74%	84%	75%	76%	58%	65%	87%	71%	61%	78%	73%	75%
X (formerly Twitter)	37%▲	25%	33%	25%	30%	16%	33%	30%	22%	31%	17%	31%	25%

YouGov Surveys, April 16, 2025 – May 13, 2025. Social media users n> 450. Not applicable responses are excluded. Top 5 options shown.
Multi market average considers data for: Australia, Canada, Denmark, France, Great Britain, Germany, Hong Kong, India, Indonesia Italy, Mexico, Poland, Singapore, Spain, Sweden, UAE, and US
TikTok was not shown for respondents in India and Hong Kong. Multi market average excludes countries where option is not shown. Quora was only shown in Indonesia.
▲/▼ : Indicates statistically significant differences compared to multi-market average

TikTok is most likely to be the platform used more now than a year ago

More than half of social media users use TikTok (54%) more than they did a year ago, followed by YouTube (49%), and Instagram (48%)

Get in touch for more data

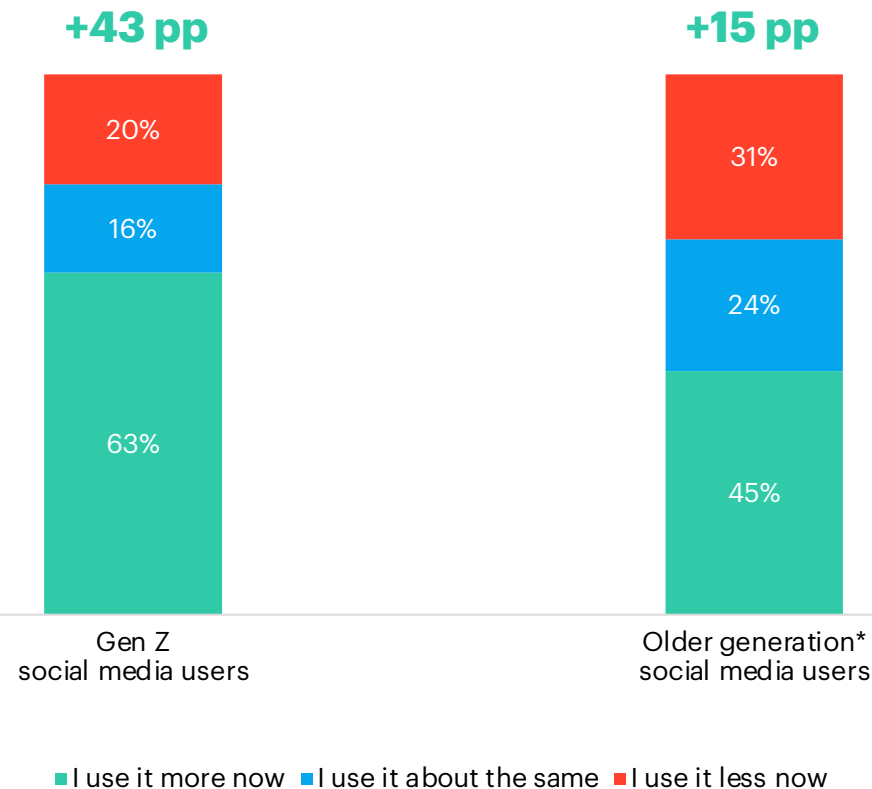


YouGov Surveys, April 16, 2025 – May 13, 2025.
Indonesia social media users n> 300.
Don't know is excluded.
Green and red text indicates percentage point difference between those who say they use it less and those who say they use it more.

Almost 2 in 3 Gen Z social media users use TikTok more than they did in the year before

Less than half of older generation social media user (45%) reported using TikTok more than the year prior.

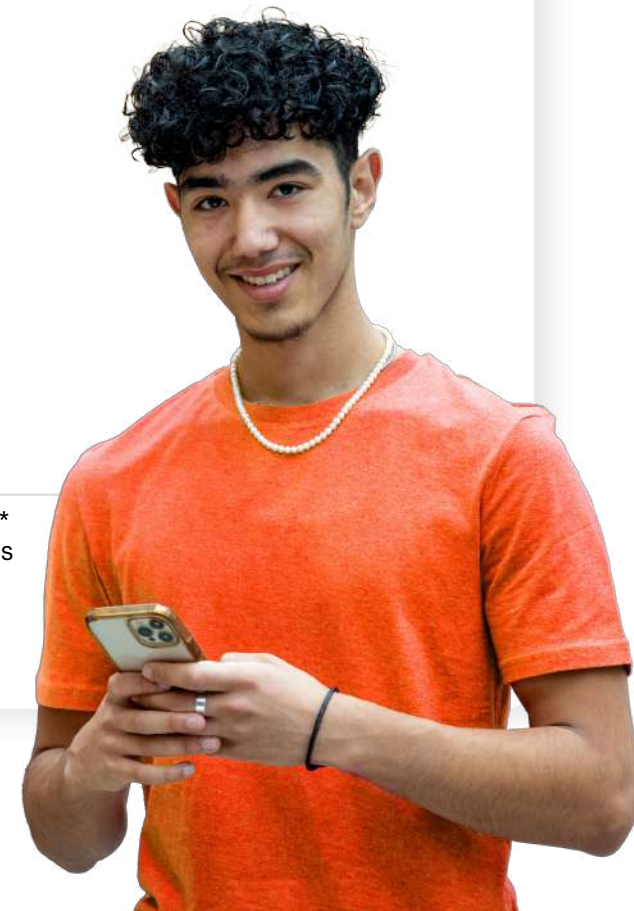
Compared to the year before, did you use TikTok more, less, or about the same in the past year?



YouGov Surveys, April 16, 2025 – May 13, 2025. Gen Z social media users n> 400, Older generation social media user n> 350. Older generation includes Millennials, Gen X, and Baby Boomers+.

Don't know is excluded.

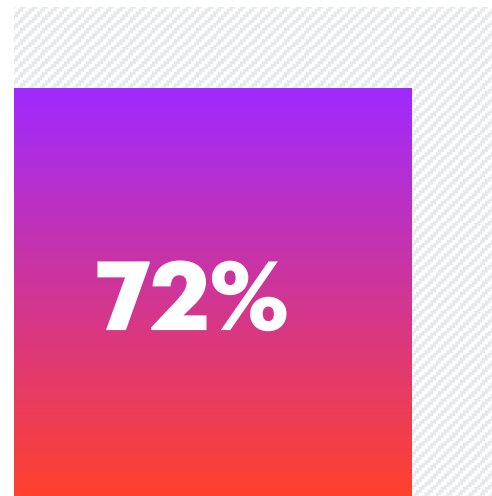
Green and red text indicates percentage point difference between those who say they use it less and those who say they use it more.



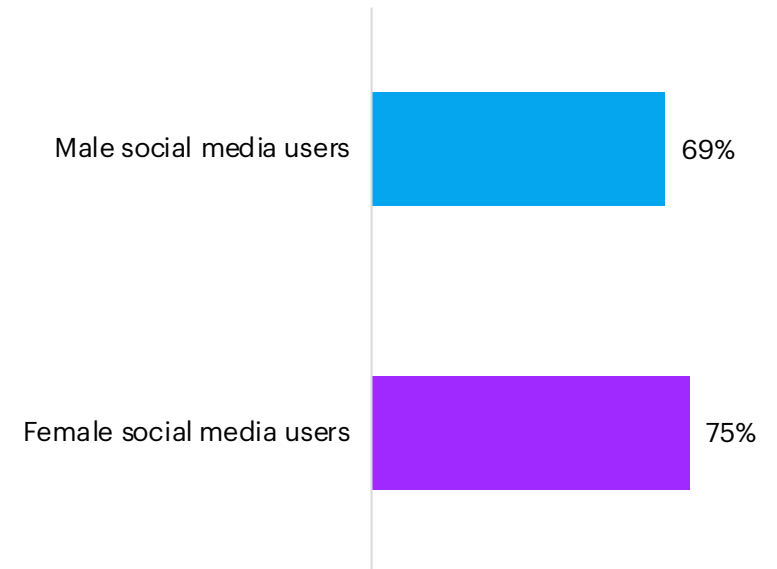
Multi-screen mode: Social media consumption is not a standalone experience

7 in 10 social media users use social media at the same time as consuming other media – creating an opportunity for multi-channel ad planning.

Do you ever use social media at the same time as consuming other media content, such as watching TV or listening to the radio or a podcast?



of **Indonesian social media users** use social media at the same time as consuming other media



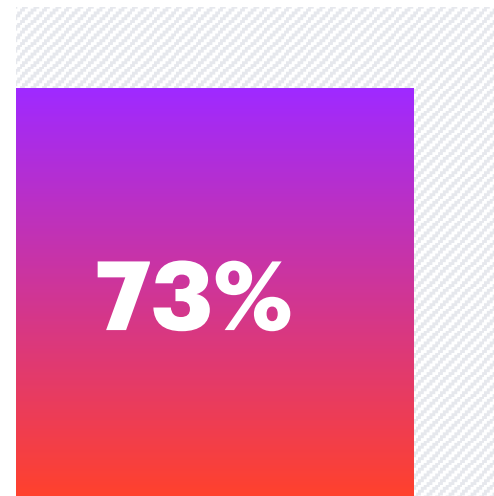
YouGov Surveys, April 16, 2025 – May 13, 2025.

Indonesian social media users n> 950, Male social media users n> 500, Female social media users n> 400.

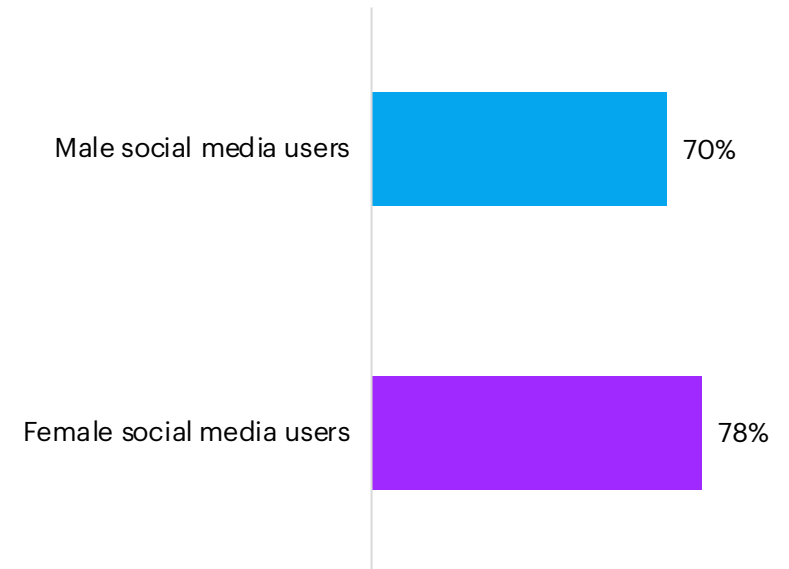
Almost 3 in 4 Indonesian social media users have purchased something because of an ad on social media

This increases to 78% among female social media users.

Have you ever purchased a product or service because of an ad you saw on social media?



of Indonesian social media users have purchased a product or service because of an ad they saw on social media



YouGov Surveys, April 16, 2025 – May 13, 2025.

Indonesian social media users n> 950, Male social media users n> 500, Female social media users n> 400.

Methodology

The insights in this report have been sourced via YouGov Surveys and YouGov Profiles.

The insights in this report were sourced via YouGov Surveys: Serviced – providing rapid answers from the right audience.

The multi-region survey was conducted from April 16, 2025 – May 13, 2025, with 1,000 respondents in Indonesia. Additional insights are available for 16 other markets: Australia, Canada, Denmark, France, Great Britain, Germany, Hong Kong, India, Italy, Mexico, Poland, Singapore, Spain, Sweden, the UAE, and the USA.

The profile deep dive in this report was powered by YouGov Profiles – an ever-growing source of consumer data, with 2+ million data variables from YouGov's 29+ million global panelists. The data used in this report was accessed via Profiles+ Indonesia 2025-07-20. **YouGov Surveys and YouGov Profiles are based of online nationally representative samples.**

Throughout the report, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).

The groups used throughout this report are:

- Indonesian daily TV viewers: Watch TV for at least 1 hour every day
- Indonesian live TV viewers Typically watch live TV during a week-day or weekend (excludes those who answered: "Not applicable – I don't watch live TV.")
- Indonesian on-demand TV viewers: Typically watch on-demand TV during a week-day or weekend (excludes those who answered: "Not applicable – I don't watch on-demand TV.")
- Indonesian daily radio listeners: Listens to radio for at least 1 hour every day
- Indonesian radio listeners: Typically listen to the radio during a week-day or weekend. (excludes those who answered: "Not applicable – I don't listen to radio.")
- Indonesian daily podcast listeners: Listen to podcasts for at least 1 hour every day
- Indonesian podcast listeners: Typically listen to podcasts during a week-day or weekend (excludes those who answered: "Not applicable – I don't listen to podcasts.")
- Indonesian daily social media users: Use social media for at least 1 hour every day
- Indonesian social media users: Typically use social media during a week-day or weekend (excludes those who answered: "Not applicable – I don't use social media.")

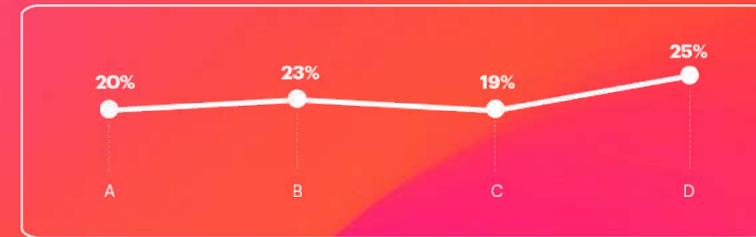
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Get unsurpassed data accuracy, without the distortions and biases that often compromise research data. We're here to help you generate insights that lead to better decisions and keep you ahead of the competition.

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Data results



37%
(vs. Nat Rep)



Thank you

/Research Reality

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