



INDONESIA MOBILE ENTERTAINMENT & SOCIAL MEDIA TRENDS 2025

2nd Semester of 2025 – Jakpat Premium Report





Forewords

Today, our lives are deeply intertwined with the digital world, especially when it comes to finding entertainment and connecting with others. The rapid increase in mobile entertainment and social media use highlights how quickly our consumption and networking habits are changing.

Understanding these shifts is crucial for grasping their impact on how information spreads, how social networks function, and how brands approach marketing. To shed light on these trends, Jakpat has released two key insights for the second half of 2025, focusing on Over-the-Top (OTT) and audio streaming platforms, as well as social media trends and consumer behavior.

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Research Highlights

Mobile Entertainment Trends

- Men and Gen Z watch more cartoons/anime and sports, while women prefer series and reality shows.
- OTT platform preferences shifted sharply from 2024 to 2025, with major players like Netflix, Vidio, and Viu seeing notable declines.
- Pop remains the top music genre across all age groups, with rock and dangdut trailing closely.
- Spotify remains the most used music platform, but its share has dropped.
- With Gen Z as the dominant audience, music listenership on Spotify is nearly double its podcast audience.

Social Media Trends

- TikTok has become the most informative and the most entertaining platform, rising steadily each year.
- Gen Z shows greater interest in beauty content, whereas Millennials are more drawn to religious topic.
- Users place the most trust in reviews on social media from professionals and friends/family.

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Research Details

Data Collection

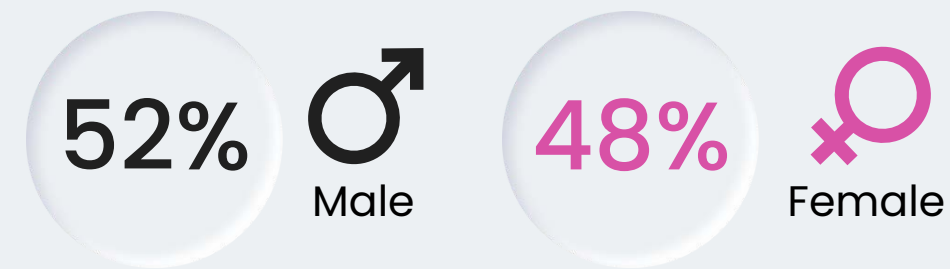
- The survey was distributed to a total of 2240 Jakpat respondents
- The data were collected from November 25th to December 3rd of 2025
- Margin of error below 5%
- The questionnaires were distributed via Jakpat mobile app
- Proportioned by Indonesian internet population

Research Objectives

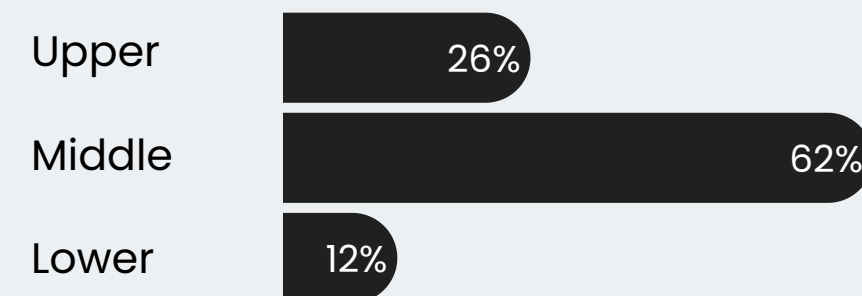
- To describe respondents' habit on using mobile entertainment:
 - Streaming (OTT) of movies, series, etc.
 - Streaming music and podcast.
- To capture respondents' perception of social media.
- To learn the use of social media in business, as source of information for brand, product, and customer service.



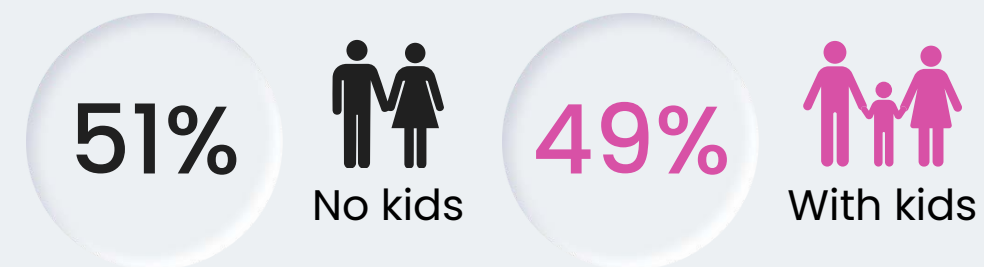
Gender



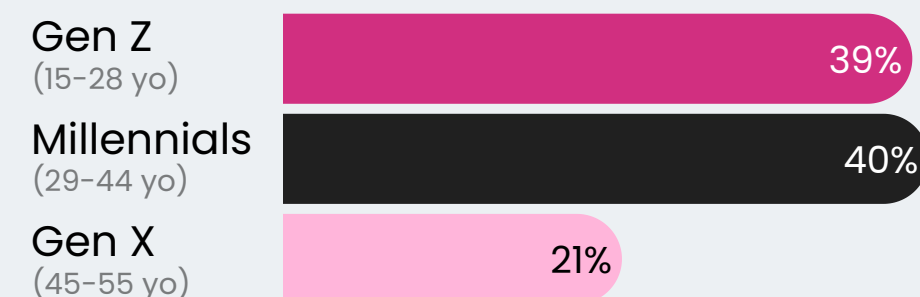
Socio Economic Status



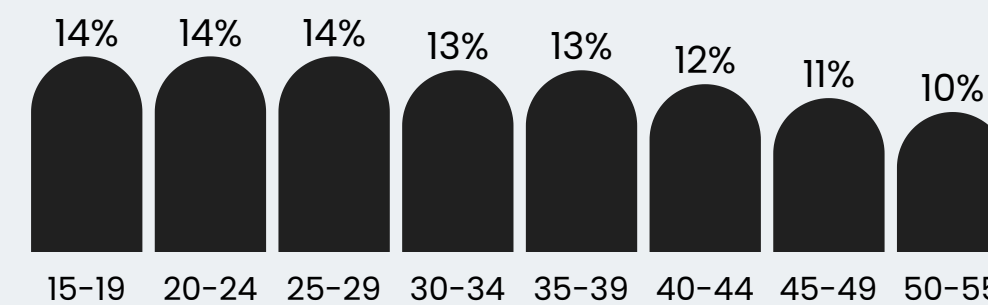
Parental Status



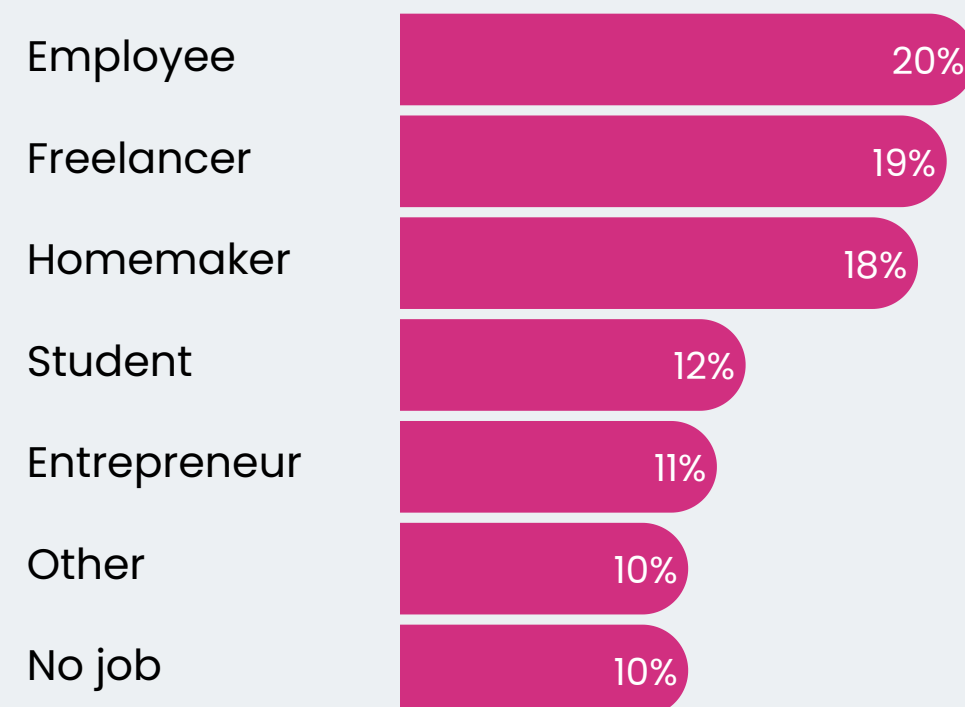
Age Cohort



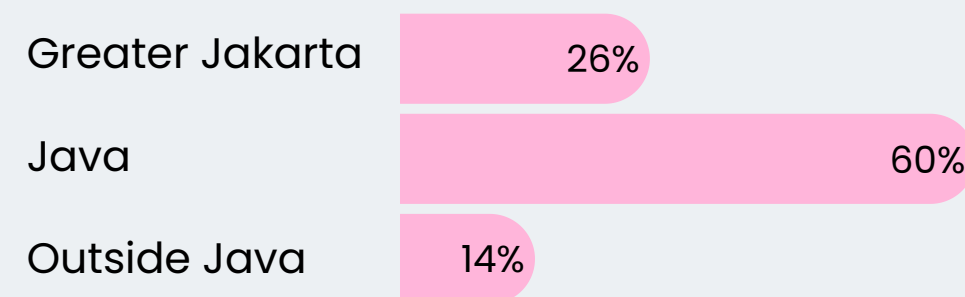
Age Range



Occupation



Area*



DEMOGRAPHIC PROFILE

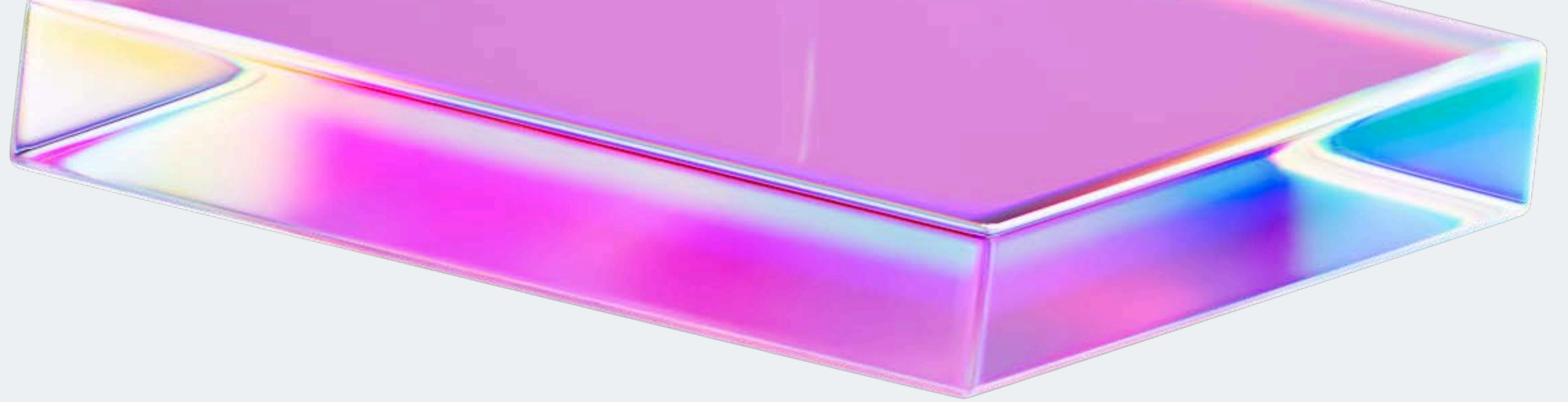
n= 2240 respondents

*Area

- **Greater Jakarta:** Central Jakarta, West Jakarta, South Jakarta, East Jakarta, North Jakarta, Thousand Islands Regency, Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency, Tangerang City, Tangerang Regency, South Tangerang City.
- **Java:** West Java (exclude Bogor City, Bogor Regency, Depok City, Bekasi City, Bekasi Regency), Banten (exclude Tangerang City, Tangerang Regency, South Tangerang City), Central Java, East Java, DI Yogyakarta.
- **Outside Java** (big cities outside Java): Bali, Medan, Padang, Palembang, Pekanbaru, Bandar Lampung, Samarinda, Balikpapan, Manado, Makassar, Jayapura.

Mobile Entertainment Trends





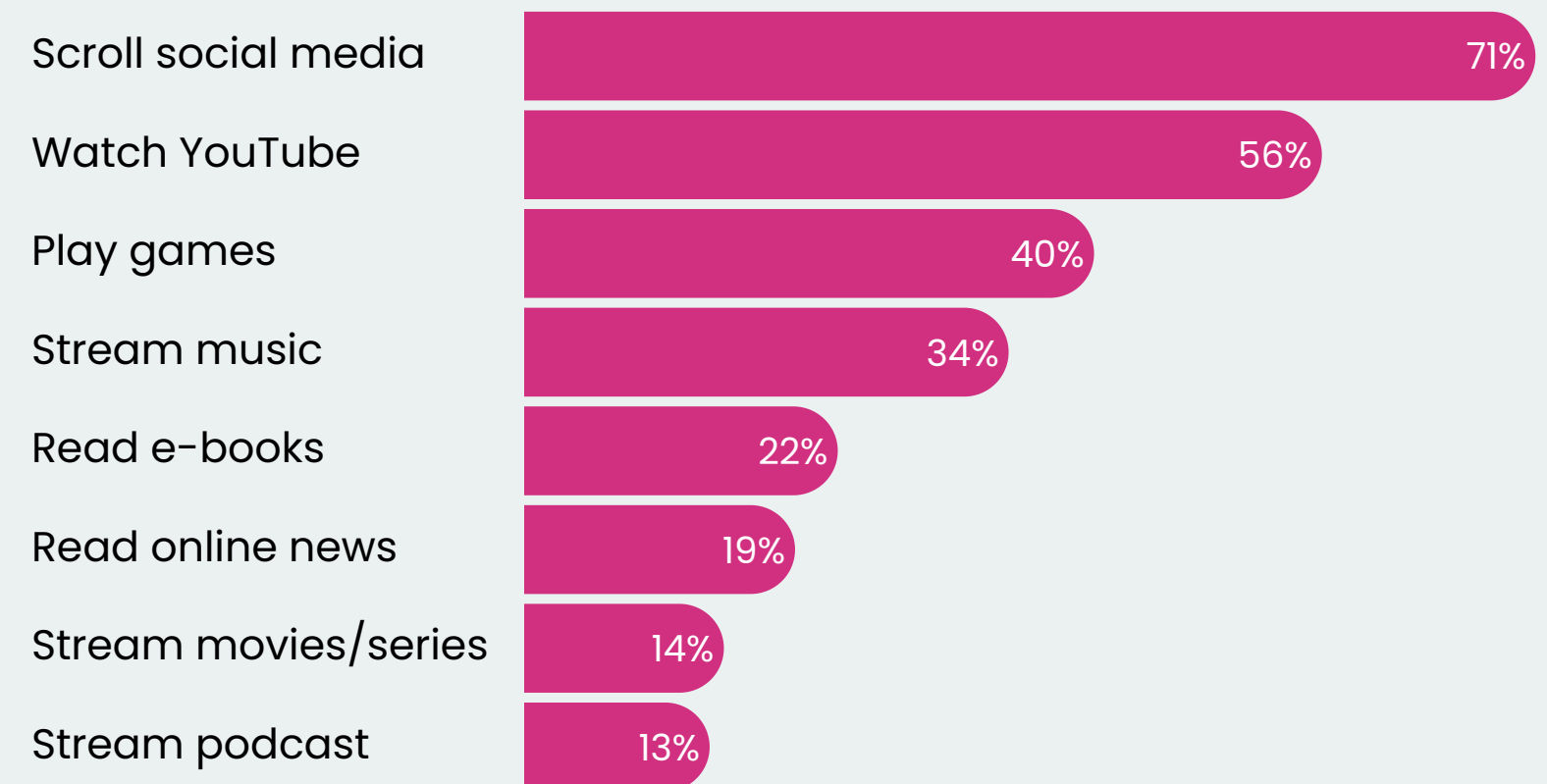
Mobile Entertainment Activities

n= 2240 respondents

Social media scrolling and YouTube are the most popular online activities overall. One-third love streaming music.

Women dominate social media use and e-book reading, while men are significantly more engaged in gaming. **Gen Z leads in streaming music and podcasts**, focusing on audio content; conversely, Gen X is the top consumer of online news.

Mobile entertainment activities



[Detailed chart on Appendix 1](#)



Over-the-Top (OTT) Streaming

Streaming movies, series, and other programs (video) on over-the-top (OTT) platforms

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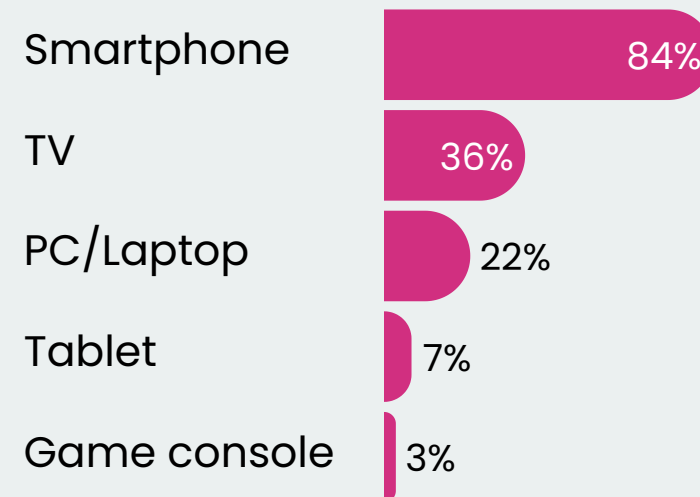
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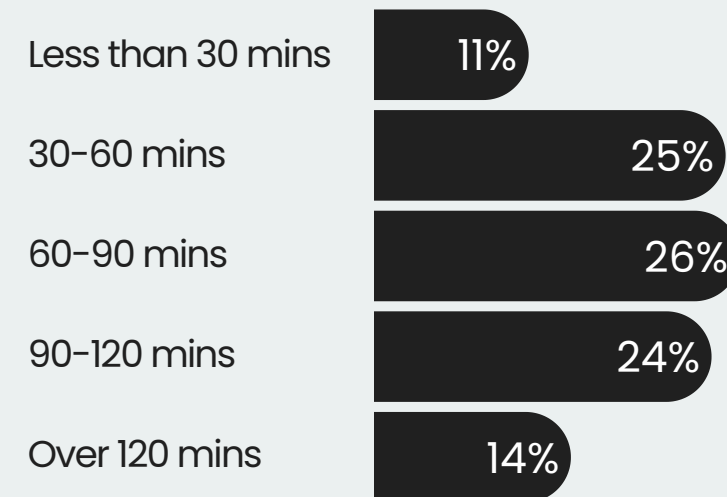
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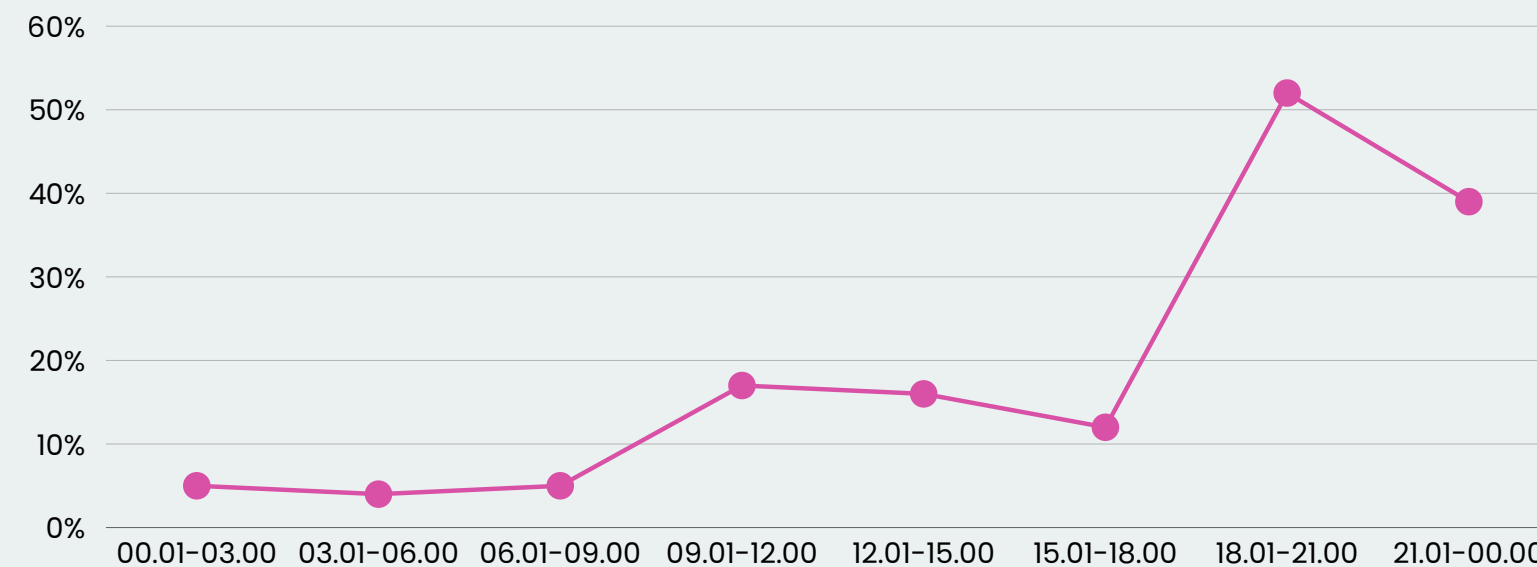
Devices used to watch OTT platforms



Average watch time per visit



Time to watch OTT platforms



[Detailed chart on Appendix 2.1 & 2.2](#)

OTT Platform Streaming Habit

n= 313 OTT platform users

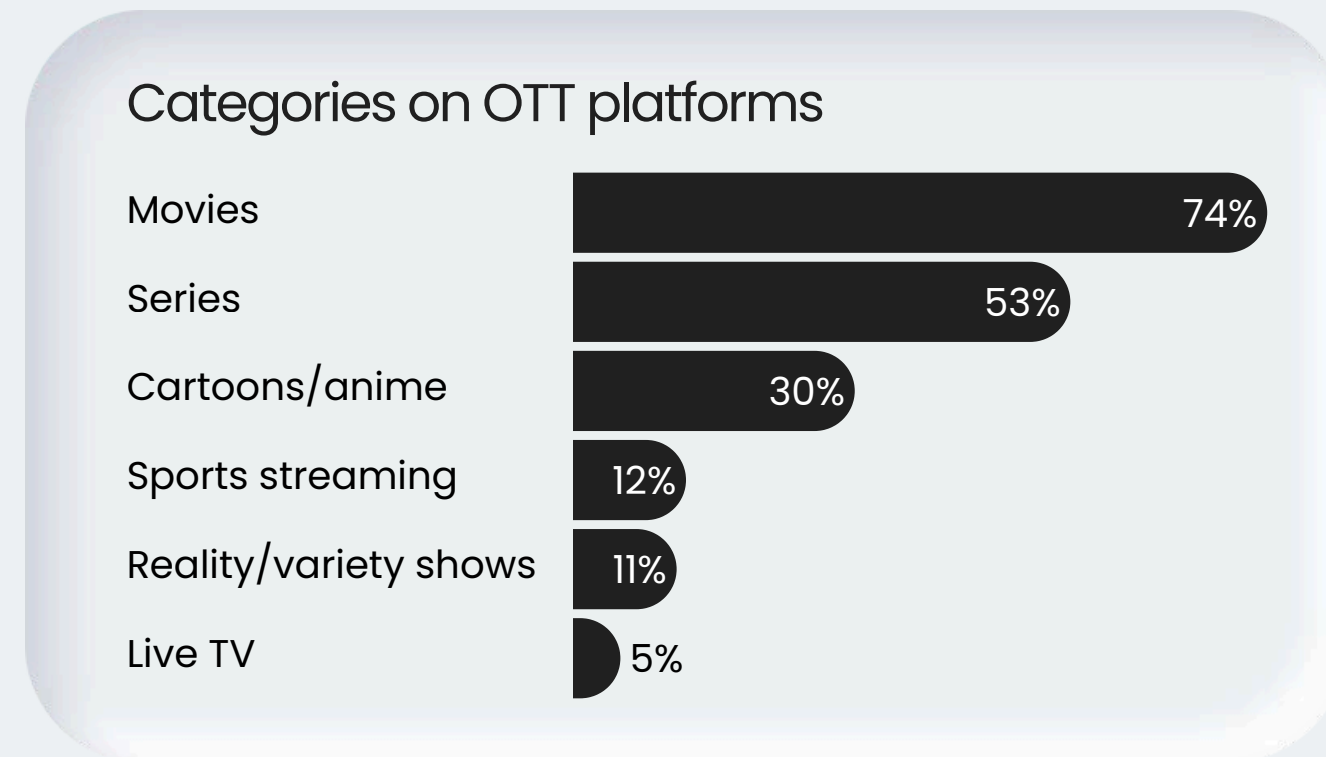
Smartphones dominate OTT viewing, used by the vast majority of users. Gen Z shows the highest multi-device usage, while older generations lean more toward TV viewing.

Most viewers spend between 60–120 minutes per OTT visit, making medium-to-long sessions the norm. Men cluster in the 30-60 minute range, while women stay longer.

Prime viewing happens overwhelmingly in the evening (18.00–21.00), followed by late-night hours (21.00–00.00).

What to Watch on OTT Platforms

n= 313 OTT platform users



Movies are the most-watched OTT category overall, followed by series and cartoons/anime. Men and Gen Z watch more cartoons/anime and sports, while women prefer series and reality shows.

South Korea is the most popular country of origin for movies and series, with women show an overwhelming preference for it. 6 out of 10 Gen Z like cinema content from Indonesia.

Popular countries of origin for movies/series on OTT platforms

n= 274 OTT platform users watch movies and/or series

South Korea



Indonesia



United States



Greater China



Japan



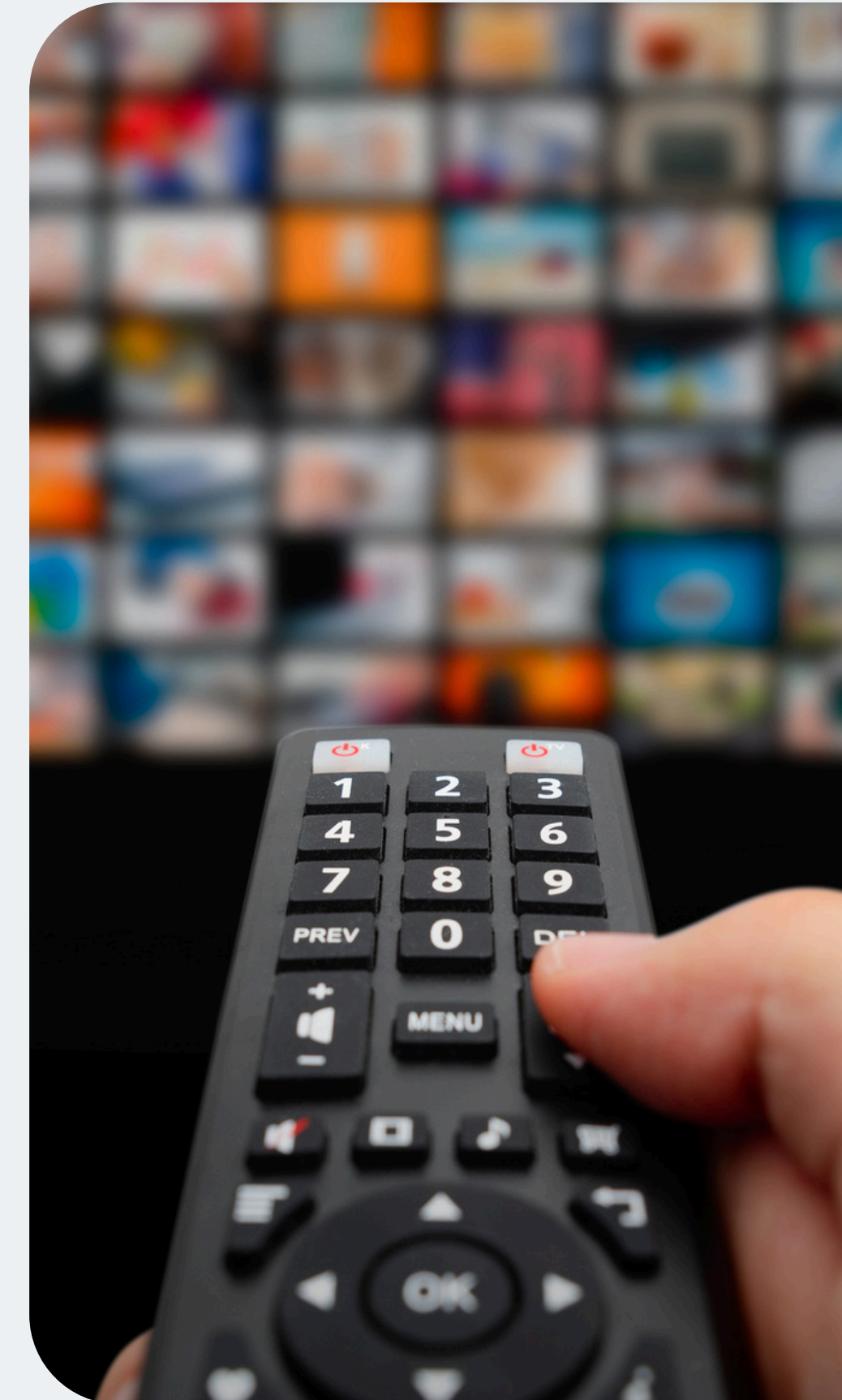
United Kingdom



Thailand



[Detailed chart on Appendix 3.1 & 3.2](#)



Preferences Shifted Toward Short OTT Content

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Audio Streaming

Music and podcast streaming

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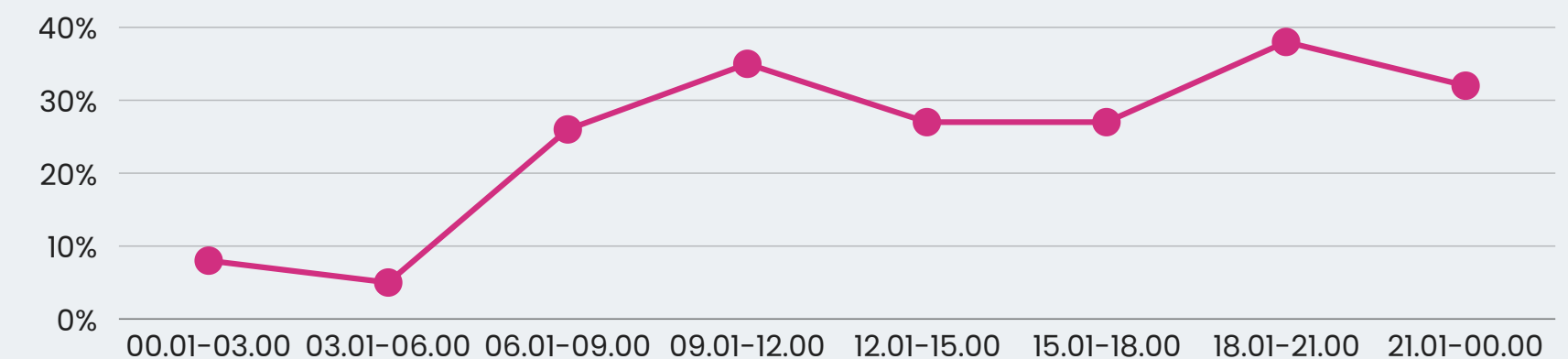
Music Streaming Habit

n= 761 music streamers

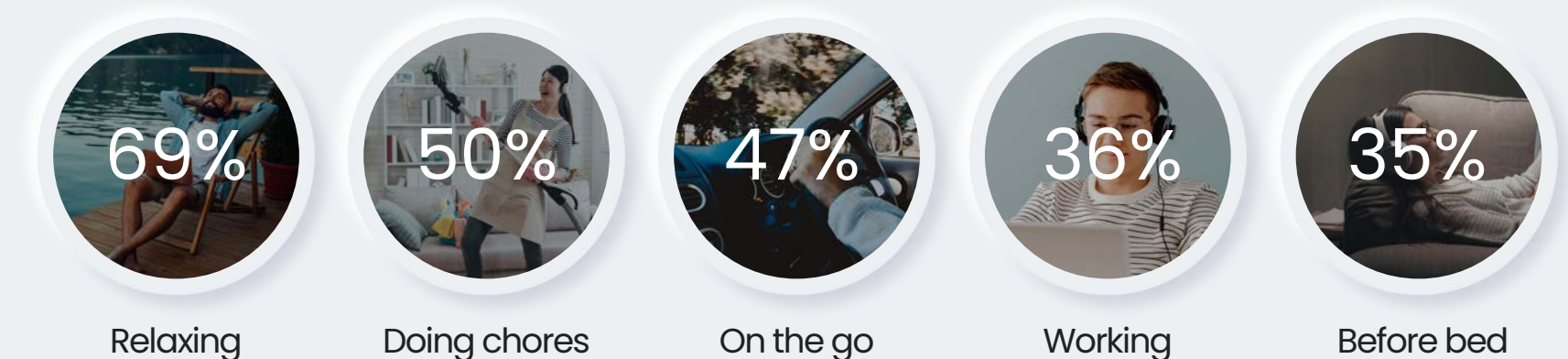
Nearly 70% of users put on music when they want to relax. Gen Z listens most while relaxing or doing chores, while Gen X tends to use music during more structured moments, such as working, commuting, and before bed.

Music streaming peaks in the evening, especially between 6–12 PM. Morning to midday is also a strong period.

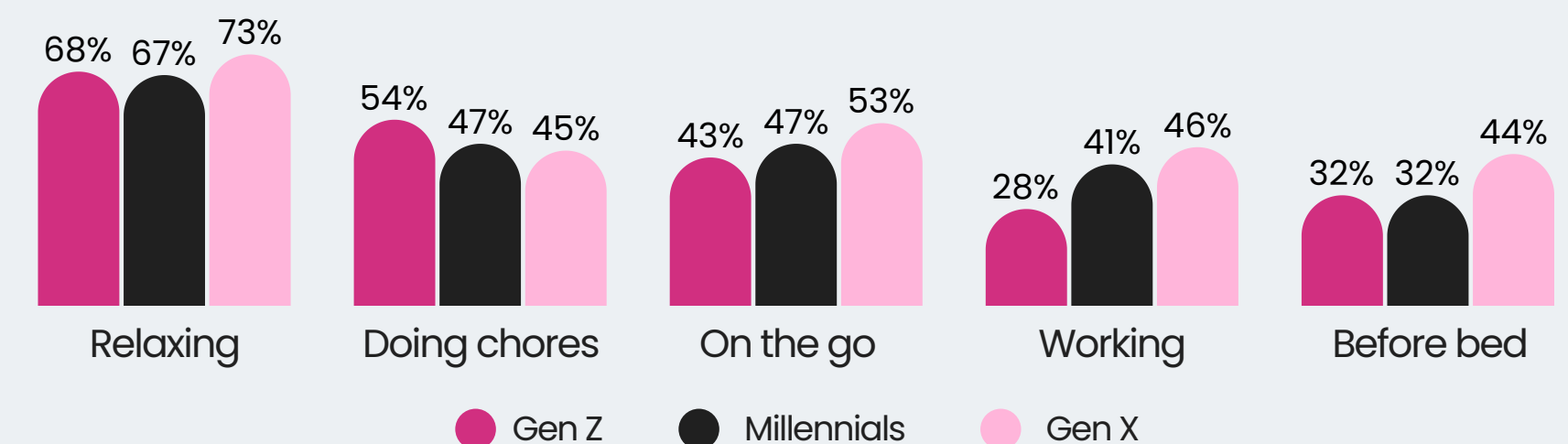
Usual time for streaming music



When to stream music



When to stream music by generation



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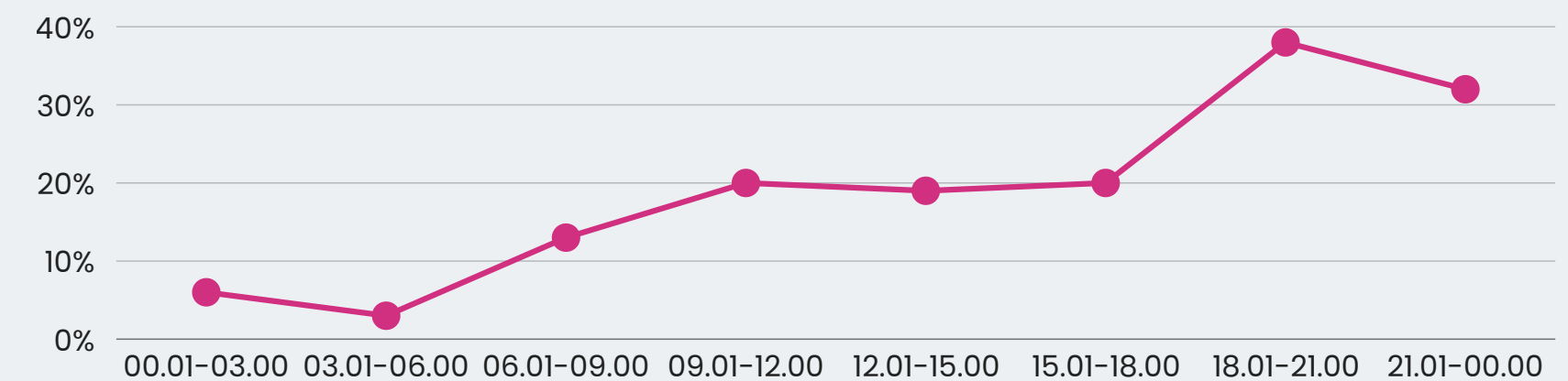
Podcast Streaming Habit

n= 291 podcast streamers

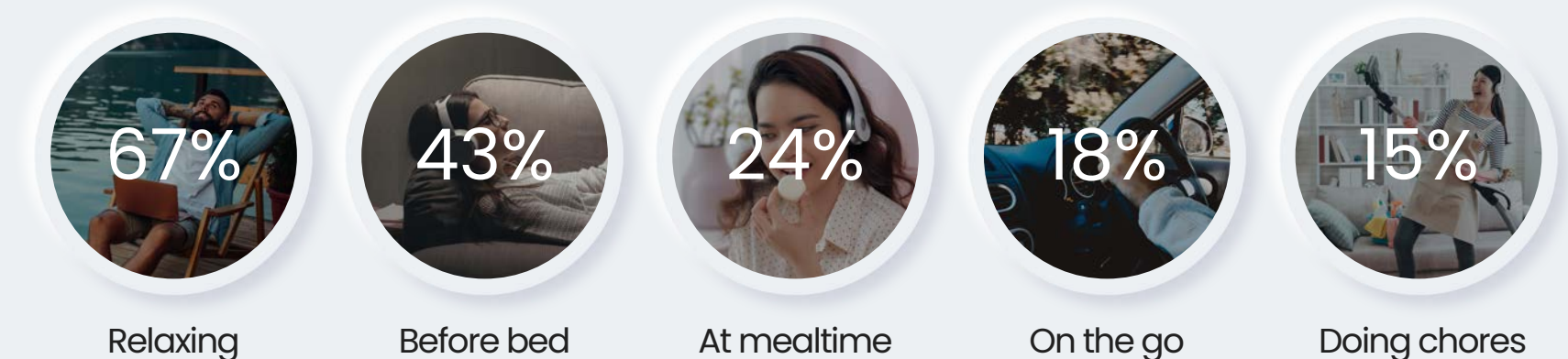
All generations mainly stream podcasts to relax, with Gen Z also listening at mealtime. Gen X is most likely to listen while doing chores, whereas Millennials and Gen Z favor on-the-go listening.

Podcast streaming is highest in the evening (18:00–00:00), moderate during the day, and lowest in the early morning hours.

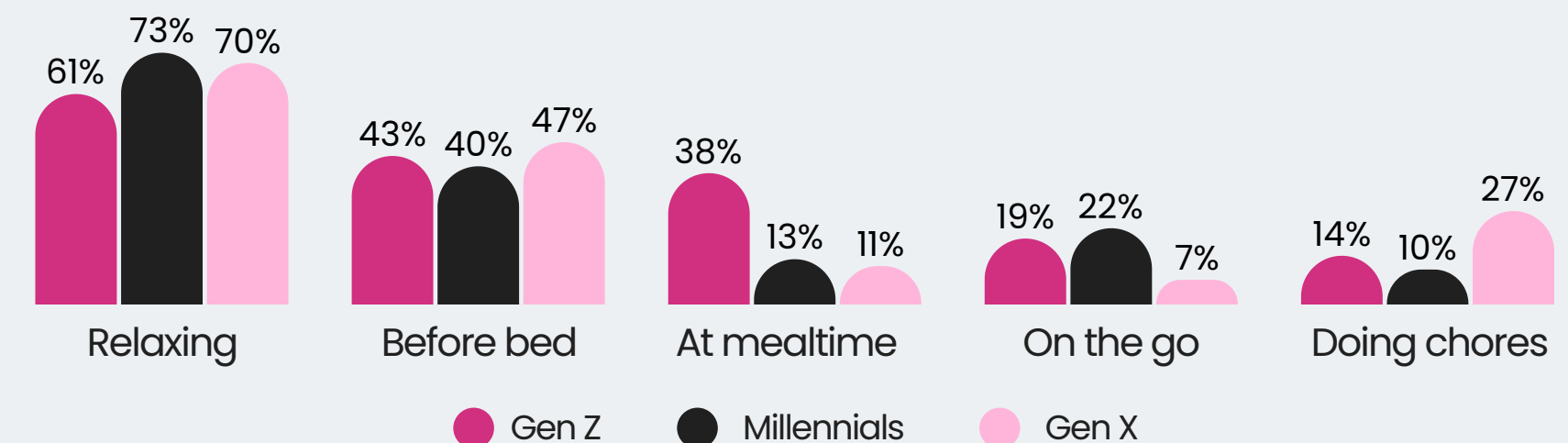
Usual time for streaming podcast



When to stream podcast



When to stream podcast by generation



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Podcast Streaming Concentrated on One Platform

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Social Media Trends

Users' perception on social medias

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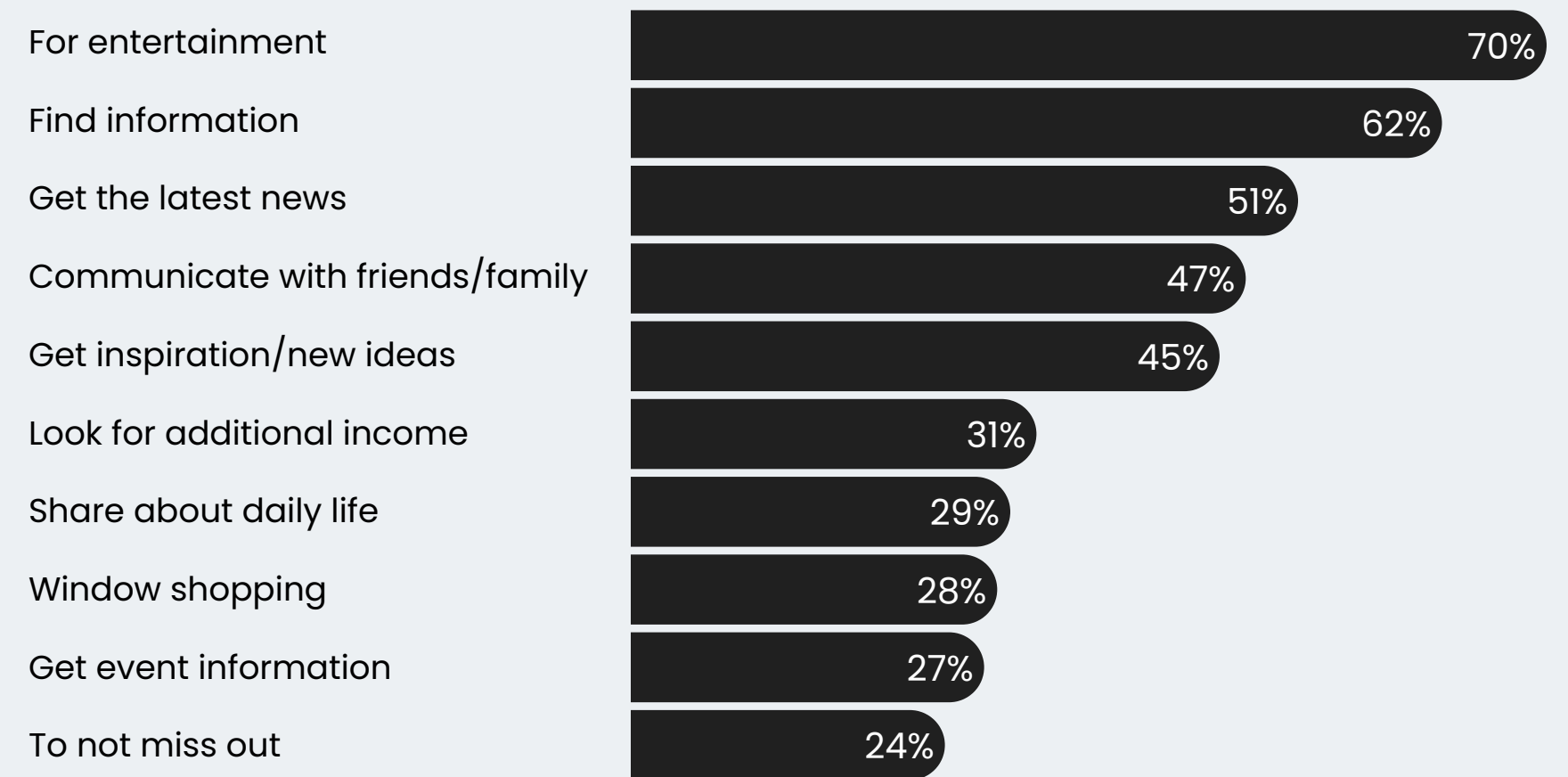
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Reasons and Time to Access Social Media

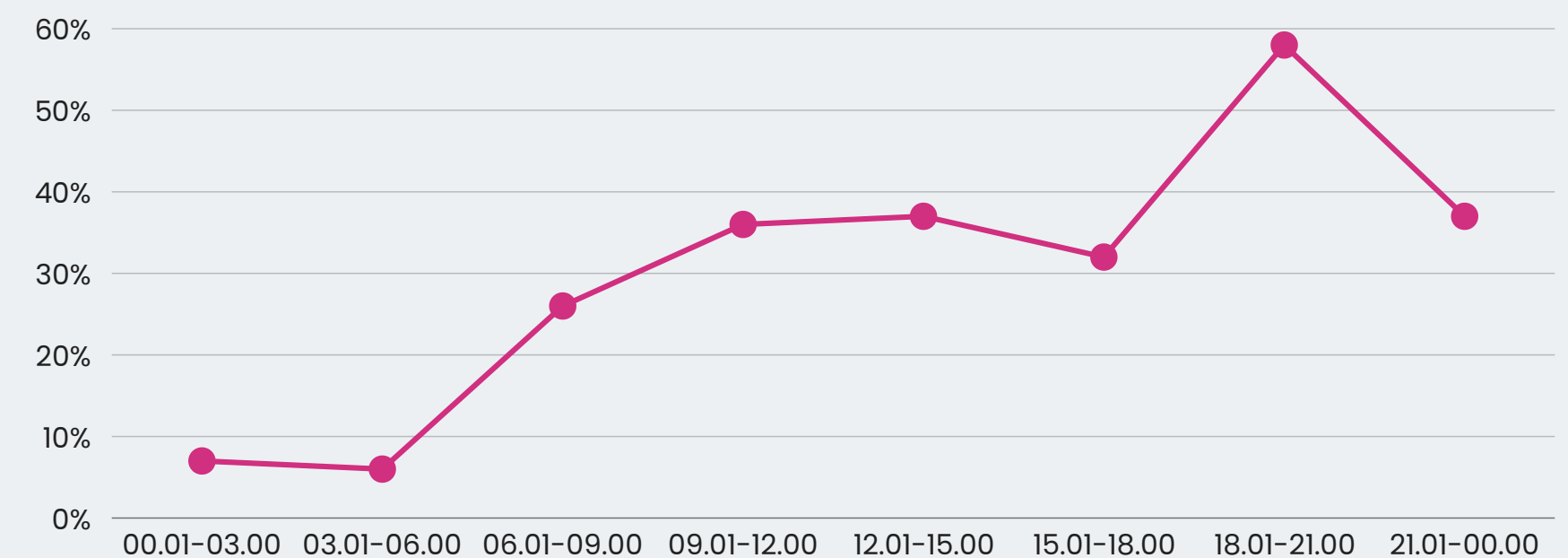
n= 1861 social media users

Most respondents turn to social media for entertainment and information, with half using it to stay updated on the latest news and some to stay connected with friends or family. Usage peaks between 6 PM and 9 PM, coinciding with the end of the typical day.

Purposes for using social media



Usual time for scrolling through social media



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Social Media & Consumer Behavior



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Social Media Review Trust Powers Professionals

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Insight from Us

From Mobile Entertainment to Reading: Gen Z's Digital Shift in Indonesia

In the second semester of 2025, a shift occurred in the digital consumption patterns of Gen Z in Indonesia, marked by a decline in the percentage of mobile entertainment activities. Based on the latest behavioral trends, the percentage of people accessing social media, video platforms such as YouTube, as well as music and film streaming services, declined along with the emergence of the phenomenon of digital fatigue. Amid this decline, book-reading activity instead showed a positive anomaly with rapid growth, especially in the e-book segment. Gen Z now tends to shift their screen time from repetitive passive content consumption toward reading activities that are considered to provide greater depth of meaning and mental calm.

This phenomenon of increasing reading interest is in line with data from the Reading Interest Index published by BPS*, which shows an increase from 66.77% in 2023 to 72.44% in 2024. This upward dynamic is driven by a change in perceptions of books, which are now, by Gen Z, regarded as part of a healthy lifestyle and a search for identity, rather than merely an academic task.

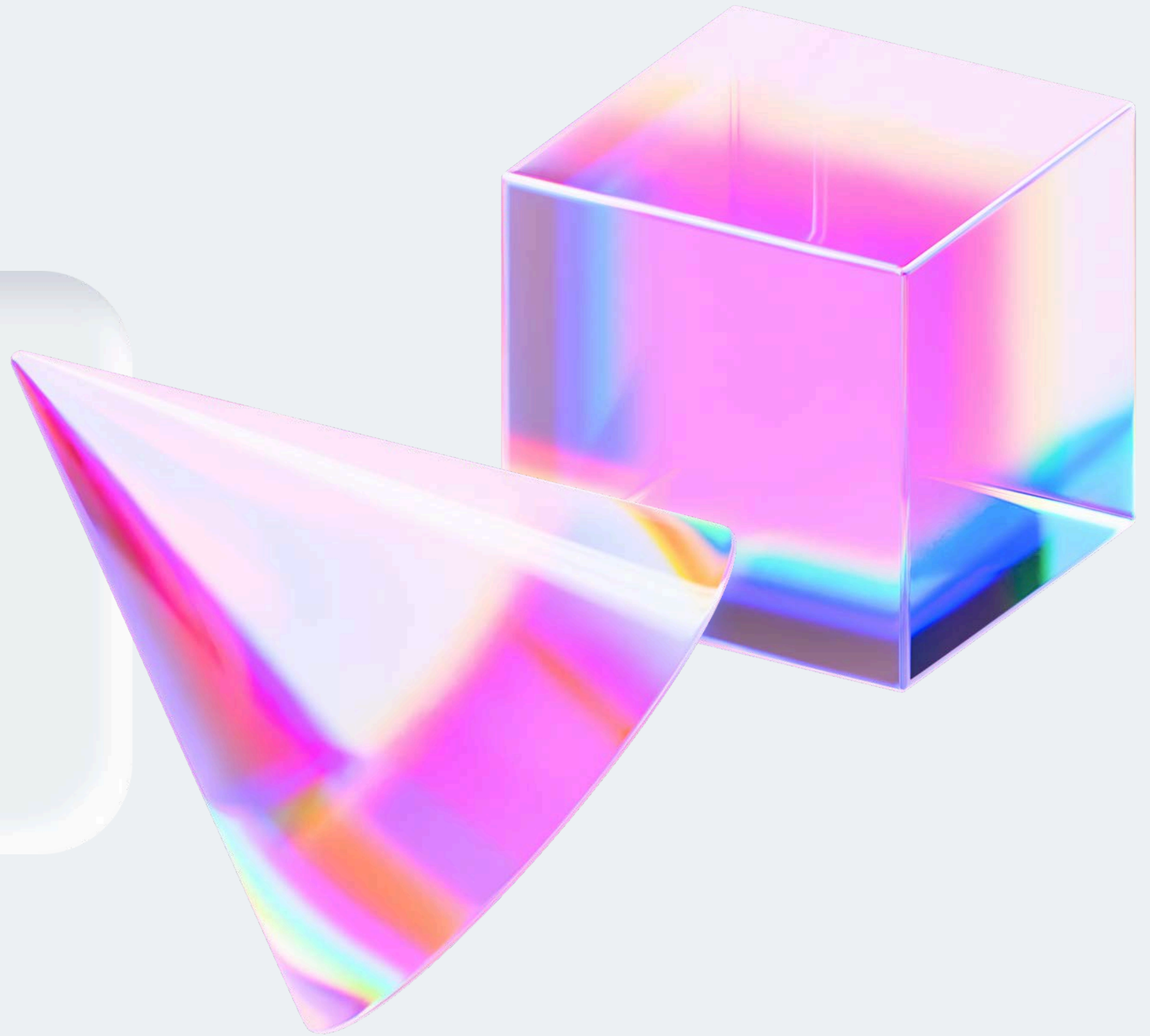
The increase in reading interest among Gen Z does not occur organically because they abandon gadgets, but rather because social media algorithms (TikTok/Instagram) have succeeded in “selling” reading activities as something cool, exclusive, and emotional. This can be seen from the role of two major sub-communities on social media, namely BookTok (on TikTok) and Bookstagram (on Instagram). Both have transformed the face of literacy from an academic activity into a highly interactive social trend. Through these two platforms, reading books is no longer considered boring, but instead has become a symbol of status and a new identity for Gen Z in the second semester of 2025.

**Statistics Indonesia*



**Head of Research Jakpat
Aska Primardi**

Appendix



Appendix 1. Mobile Entertainment Activities

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Appendix 4: Top 3 OTT Platforms for Top 10 Genres

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Appendix B. Level of Trust in Social Media Services by Generation

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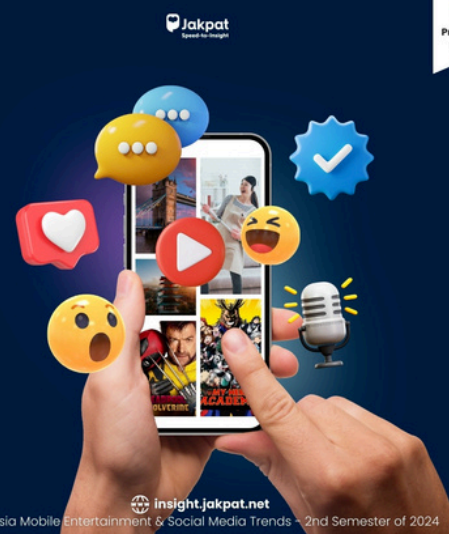
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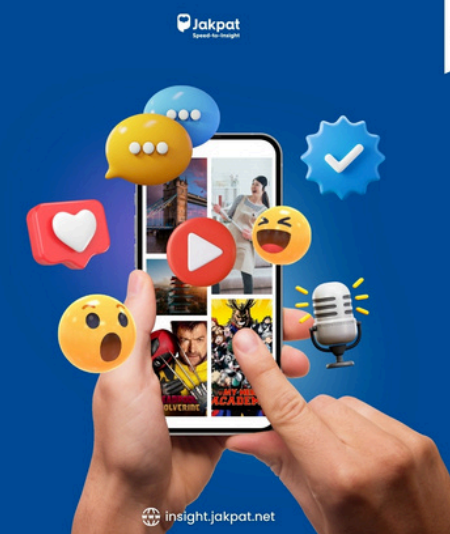
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