

Regional Analysis of the Indonesia Over-The-Top (OTT) Market: Country-Specific Insights | Registering a CAGR of 31.3%

The Indonesia OTT market grows with rising direct carrier billing, faster internet, and increasing subscriptions to OTT video services.

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EINPresswire.com/ -- [Indonesia OTT market size](#) is expected to observe

lucrative growth rate during the forecast period, owing rise in adoption of smartphones and internet, which has drastically changed the way content is delivered in Indonesia. In addition, video and audio content is currently streamed on smartphones and tablets, owing to ease of accessibility.

In Indonesia, adoption of 4G network has increased with less challenges. Telecommunication operators of the country have deployed 4G networks in major cities, which further fuels demand for OTT services and augments growth of the market. Availability of strong 4G network, along with emerging 5G technology is anticipated to enable superior video experience with availability of large content libraries to users, which is projected to fuel adoption of over-the-top services in Indonesia.

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Rise in popularity of direct carrier billing in the over-the-top market, increase in adoption of smartphones and their compatibility with OTT applications, high internet speed, and surge in subscription of over-the-top videos in Indonesia have boosted the growth of the Indonesia OTT market. Moreover, economical charges of OTT services supplemented the market growth. On the contrary, challenges in consumer engagement and dominance in piracy of digital streaming ecosystem hamper the market growth. On the contrary, shift in focus toward generation of local



content and integration of advanced technologies in OTT services are expected to open lucrative opportunities for the market growth in the future.

COVID-19 scenario:

1. The COVID-19 outbreak had a positive impact on the growth of the OTT market across the globe, especially in Indonesia. The rise in demand for OTT services due to growth in online communication services and increased use of online entertainment platforms supplemented the market growth.
2. According to a survey, around 46% viewers watch online content and primetime OTT consumption of 10 pm to 12 pm has moved to 7 pm onward due to pandemics.
3. The rise in time spent on smartphones has increased during the pandemic, which fueled the growth of the market.

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Depending on content type, the video segment dominated the Indonesia over-the-top market share in 2020, and is expected to continue this trend during the forecast period as online video streaming is a more feasible option available for consumers with rapid commoditization of data and ongoing price wars. This has led to influx of various global, local, and independent platforms across Indonesia in the past year that focuses on capitalization in the Indonesia over-the-top market market.

By end user, the e-commerce segment is anticipated to showcase the highest CAGR of 40.9% during the forecast period, as the companies in the e-commerce industry are not only using over-the-top services, but also launching their own on-demand video streaming platforms. However, the media & entertainment segment held the largest share in 2019, accounting for more than one-third of the Indonesia OTT market, as the increase in popularity of over-the-top content has transformed processes and operations of media and entertainment companies.

By user type, the commercial segment held the lion's share in 2019, contributing to more than half of the Indonesia OTT market, due to numerous benefits provided by these services and rise in number of enterprises in Indonesia that started using their own OTT services. However, the personal segment is estimated to register the highest CAGR of 34.3% during the forecast period, as several individual users are adopting OTT services to launch their own videos.

By component, the solutions segment held the largest share in 2019, accounting for nearly two-thirds of the Indonesia OTT market, due to rise in demand for innovative over-the-top solutions for media sharing by consumers. However, the services segment is projected to portray the highest CAGR of 35.1% during the forecast period, owing to increase in adoption of services

among end users and effective functioning of software and platform throughout the process.

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The payment infrastructure in the country is underdeveloped, with a relatively low banking population. As a result, common payment methods include cash-on-delivery (COD) and ATM bank transfers for goods, while digital goods are often purchased using vouchers or carrier billing. In this context, OTT platforms have emerged as a widely preferred option, utilized by various OTT service providers.

Currently, leading players in Indonesia's OTT market emphasize user-generated content (UGC) models supported by advertising, such as YouTube, vidio.com, and movie streaming platforms like nonton.com. Although advertisement-based revenue models dominate the market at present, there is a growing trend towards the adoption of subscription-based revenue models in the coming years.

Major market players

Amazon Prime Video

iflix

CatchPlay

Mola TV

Netflix Indonesia

PT. Media Nusantara Citra Tbk. (MNC Media)

PT Telekomunikasi Selular (Telkomsel)

Vidio.com

PT. Telekomunikasi Indonesia, Tbk (Telkom Indonesia)

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The report focuses on the growth prospects, restraints, and opportunities. Indonesia OTT market forecast. The study uses Porter's five forces analysis to understand the impact of various factors such as bargaining power of suppliers, competitive intensity of competitors, the threat of new entrants, the threat of substitutes, and bargaining power of buyers on the Southeast Asia 5G private network market.

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