Media Profile
Televisi Republik Indonesia (TVRI)
Broadcast Reach

- 24 hours of national broadcast
- 29 local city stations
- 365 transmitter locations
- 378 digital analog transmitter
- 68 digital transmitter
- 29 provinces, reach out 68% of the population = over 200 million inhabitants (Analog and Digital)
- Reach up to the borders Sabang-Merauke Miangas-Rote

Nielsen
10 cities measurements, 8,000 people meters to represent 52 million people. (Analog only)
**Number of Transmitters**

Analog and Digital

<table>
<thead>
<tr>
<th>Channel</th>
<th>VHF Transmitters</th>
<th>UHF Analog</th>
<th>Dual Cast</th>
<th>Digital Transmitters</th>
<th>Total of Transmitters</th>
</tr>
</thead>
<tbody>
<tr>
<td>TVRI</td>
<td>378</td>
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<td>378</td>
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<tr>
<td>RCTI</td>
<td>52</td>
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<tr>
<td>Metro</td>
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<td>Indosiar</td>
<td>40</td>
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<tr>
<td>SCTV</td>
<td>47</td>
<td></td>
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</tbody>
</table>

TVRI has the largest number of transmitters in Indonesia, more efficient at competitive prices.

*Source: SMV TV Satellite Media Profile*
TVRI Broadcast Footprint
Via Satellite

Cross-border Cooperations

11 ASEAN Countries
- Japan
- South Korea
- China
- Hongkong
- Taiwan
- Macau
- Australia
- Jordania
- Saudi Arabia
- Qatar, UAE
- Kuwait
- India, Pakistan
- Papua New Guinea

Cross-border Cooperations
- ABU Asia - Pacific Broadcasting Union
- VOA - USA
- RAI TV - Italy
- DW TV - Germany
- KBS - South Korea
- RTM - Malaysia
- NHK - Japan
- BBC - London
- ABC - Australia
## Broadcasting Stations

### 1 National Broadcasting Station
### 29 TVRI Regional Broadcasting Station
### 68 Digital Broadcast Network Station

<table>
<thead>
<tr>
<th></th>
<th>Station Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>TVRI Station - Aceh</td>
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<tr>
<td>2.</td>
<td>TVRI Station - Sumatera Utara</td>
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<td>3.</td>
<td>TVRI Station - Sumatera Selatan</td>
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<td>4.</td>
<td>TVRI Station - Jawa Barat</td>
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<td>5.</td>
<td>TVRI Station - Jawa Tengah</td>
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<tr>
<td>6.</td>
<td>TVRI Station - Jawa Timur</td>
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<tr>
<td>7.</td>
<td>TVRI Station - DI Yogjakarta</td>
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<tr>
<td>8.</td>
<td>TVRI Station - Kalimantan Timur</td>
</tr>
<tr>
<td>9.</td>
<td>TVRI Station - Sulawesi Selatan</td>
</tr>
<tr>
<td>10.</td>
<td>TVRI Station - DKI-Jakarta-Banten</td>
</tr>
<tr>
<td>11.</td>
<td>TVRI Station - Bali</td>
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<tr>
<td>12.</td>
<td>TVRI Station - Jambi</td>
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<tr>
<td>13.</td>
<td>TVRI Station - Nusa Tenggara Timur</td>
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<tr>
<td>14.</td>
<td>TVRI Station - Bengkulu</td>
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<td>15.</td>
<td>TVRI Station - Kalimantan Selatan</td>
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<tr>
<td>16.</td>
<td>TVRI Station - Kalimantan Barat</td>
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<td>17.</td>
<td>TVRI Station - Kalimantan Tengah</td>
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<td>18.</td>
<td>TVRI Station - Maluku</td>
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<td>19.</td>
<td>TVRI Station - Riau</td>
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<td>20.</td>
<td>TVRI Station - Sulawesi Tengah</td>
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<td>21.</td>
<td>TVRI Station - Sumatra Barat</td>
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<td>22.</td>
<td>TVRI Station - Papua</td>
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<td>23.</td>
<td>TVRI Station - Lampung</td>
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<td>24.</td>
<td>TVRI Station - Gorontalo</td>
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<tr>
<td>25.</td>
<td>TVRI Station - Nusa Tenggara Barat</td>
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<tr>
<td>26.</td>
<td>TVRI Station - Sulawesi Barat</td>
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<tr>
<td>27.</td>
<td>TVRI Station - Sulawesi Tenggara</td>
</tr>
<tr>
<td>28.</td>
<td>TVRI Station - Bangka Belitung</td>
</tr>
</tbody>
</table>
Program Performance

Audience share (Data AGB Nielsen)

- **Sea Games** (3,9)
- **New Year’s Eve** (7,0)
- **G30 S-PKI** (10,1)
- **Serambi Islam** (4,1)
TVRI Audience Data Profile

**Based on gender**
- 49%
- 51%

**Based on age**
- 5 – 19 years old: 44%
- 20 – 39 years old: 20%
- 40+ years old: 34%

**Based on profession**
- Housewives: 21%
- Blue Collar: 31%
- Student: 21%
- White Collar: 15%
- Retired: 12%

**Based on social class**
- Upper: 58%
- Middle: 31%
- Lower: 11%

Source: Research Nielsen TV View
It is efficient and effective to be partnered with TVRI because..

1. The broadest range of broadcast:
   - Reach out Sabang - Merauke
   - Miangas - Pulau Rote
   - 378 total area of transmitters
   - Southeast Asia Footprint Satellite
   - North Asia, Western Asia, India, Australia
   - Multi-platform

2. The largest potential audiences
   - Reaches more than 200 million people all over Indonesia
   - Potential Audiences: Rural, urban, and border

3. Program
   - Children Programs
   - High quality News Program - independent
   - Music, Religious, and Entertainment Program
   - Arts program - culture and education

4. Efficient, effective and competitive Advertising cost

5. Regional Network
   - 29 regional station
   - Regional broadcast – content local
   - 4 local and national digital channel
   - 68 cities of digital transmitter
TVRI Cooperations Partners

The Ministries/ State Institutions:
- Ministry of Health
- Ministry of Tourism
- Ministry of Research, Technology, and Higher Education
- Ministry of Education and Culture
- People’s Consultative Assembly, People’s Representative Council, Regional Representative Council
- Ministry of Village, Disadvantaged Region, Transmigration
- Ministry of Agriculture
- Ministry of Comm & Info, Tech
- Ministry of Transportation
- Ministry of Environment and Forestry
- Ministry of Religious Affairs
- Ministry of Youth and Sport Affairs
- Ministry of Energy and Mineral Resource

UKP Pancasila
LEMHANAS (National Resilience Institute)
Mabes POLRI (Indonesian National Police)
Ministry of Public Works and Public Housing
Ministry of Marine Affairs and Fisheries
General Election Commission
BAZNAZ (Indonesian Zakat Body)
Ministry of State Owned Enterprises
Ministry of Social Affairs
Ministry of Defence
Ministry of Home Affairs

State Owned Enterprise:
- Pertamina
- PLN
- Bulog
- BRI

Private Sector:
- Garuda Food
- Sido Muncul
- Susu Ultra
- Panasonic
- Djarum Corporate
- Indosat
- Dompet Dhuafa
Multi-platform Media in Network

Live streaming TVRI Hub, 29 TVRI Regional Station dan 4 TVRI Digital Program can be watched from all over the world.

www.tvri.go.id/live
Android App: TVRI KLIK

TVRINasional @TVRINasional @tvinasional