

CEO of Vidio Sutanto Hartono (in blue suit) and Managing Director of Vidio Monika Rudijono (in red suit) with casts of 2023 Vidio Original Series

# Vidio ORIGINAL SERIES 2023



ONE TO KNOW

# A Streaming Success

Vidio's rise has opened a pathway for more Indonesian creative talents to explore their talent *By Audrea Denneisha*

Remember twelve years ago when you would sit on your couch, turn on the TV, and find out you've missed your favourite shows because you arrived home late? Those days are long gone for millions of Indonesians whose entertainment preferences have shifted to online streaming. But no matter what the trend is, Surya Citra Media (SCM) has accompanied our people throughout the evolution with its dearly beloved nationwide Free-to-Air (FTA) TV stations and now with its hugely popular Over-The-Top (OTT) service, Vidio.

The man behind SCM's enduring relevance and digital expansion success is none other than its CEO, Sutanto Hartono. Before being appointed as the CEO of SCM and Vidio, Sutanto had aced in several other industries, from consulting to music recording. In his 11 years of devotion to SCM, he has had a front-row seat to witnessing the ever-changing Indonesian consumer behaviour in media and entertainment.

SCM owns four nationwide TV stations; two are already known for its strong presence among Indonesian society, SCTV and Indosiar; and the other two are Moji and Mentari TV, both newly launched in 2022. But even with the strong grasp SCM already had in the national media industry, they caught early on that a shift was happening as digital media began taking over the world. Noticing the upcoming

wave of transformation, Sutanto and his partners quickly adopted the mindset: "If we don't disrupt ourselves, somebody else will."

In 2014, Vidio was launched after Adi Sariaatmadja (son of Eddy Sariaatmadja, founder and chairman EMTEK, SCM's holding company) came up with the idea of putting shows already broadcasted on TV on an online platform so people can rewatch them. So during the mid-2010s, when many Indonesians were just beginning to switch to online streaming, Vidio already existed to complement SCM's TV-dominant ecosystem.

Vidio has now become Indonesia's leading local OTT platform. It is known for being the home of premium and most complete sports content, including the past Asian Games 2018 and FIFA World Cup 2022, which contributed significantly to the platform's popularity and subscription numbers. But on the side, Vidio's original series, which are Indonesian shows produced by Vidio exclusively for viewing on vidio.com, have also become a well-loved category.

"In this industry, we must compete with local and global players. Vidio has to be better in certain aspects, and one of our ways to achieve that is through our original series," Sutanto explains. Vidio's original series have broken many boundaries and produced

unique storylines with qualities that can compete with those produced abroad. Now, they continuously expand their original series, producing more variations and genres to capture a broader market. "No matter the platform, our people have always loved locally-produced content, and that's a good thing for us," he adds, stating that according to a 2022 data by Media Partner Asia, out of all categories available in OTT platforms operating in Indonesia, local Indonesian contents are still the most watched compared to those coming from other countries, making up 34% of the figure.

Vidio is not alone in creating its original series. It collaborates with prominent figures such as local content creators and production houses through joint ventures. With his decades of experience working with Indonesian content creators, Sutanto is confident that the quality of Indonesian creative talents is among the best in Asia.

Gazing into the future, Sutanto admits they still have a long transformative journey ahead of them. SCM has several exciting projects in the works, including a social media-based advertising business. "The world continuously evolves, and no one knows what will happen in the next two years. Thus, If we want to keep growing, we must follow the dynamics and gain more capabilities," Sutanto states.