

Digital News

April 2014



socialvideolab



Indonesia Agenda


- Indonesia Computer Festival and Indonesia Cellular Show at 4 June 2014 - 8 June 2014
- Indocomtech 2014 at 29 October 2014 - 2 November 2014
- Google I/O at 25 June 2014 - 26 June 2014


News updates in Indonesia

1. Global Mobile data traffic to increase 11-fold from 2013-2018: Cisco
 - By 2018, nearly 5bil mobile users and more than 10bil devices/ connections
 - 69% of mobile data will be video, thanks to faster speeds and smarter devices
2. Telkom has signed a memorandum of understanding (MoU) with the Social Rewards Service, 8Share, via the Telkom Market BAridge programme, which plans to connect new products and services to Indonesian users via Telkom's marketing channels

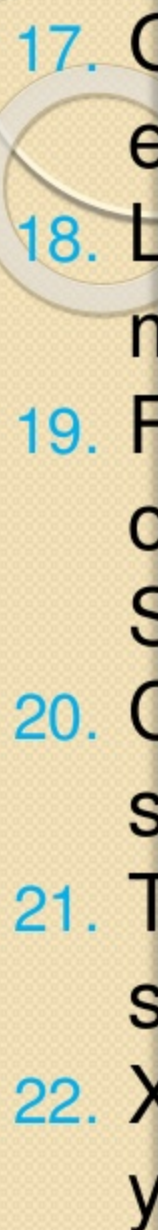
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3. Adidas Indonesia has appointed VML Qais as its digital agency of record. VML Qais Indonesia, part of Y&R Group Indonesia, is tasked with leading, consolidating and strategizing all of adidas Indonesia's digital marketing efforts.
 4. The merger of Seed and mediaQuark, The company will retain the mediaQuark moniker – to create a real time media intelligence company focused on Asia is an interesting development. Together the new mediaQuark products should allow programmatic buyers to operate across 1st and 3rd party data sets to really show off the capabilities of data-driven marketing in the region


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5. SOYJOY Indonesia appointed Klix Digital to continue their mission on educational health
 6. Half a billion new smartphone users across China, India, Vietnam and Indonesia in 2014
 7. Epayments are taking off in Indonesia as ecommerce grows in country. That has caused the Bank of Indonesia to revise its regulations governing the nation's epayment services. There are currently 17 online payment companies in Indonesia.
 8. In2Nite, a last-minute hotel booking app, raises \$2.8 million to expand throughout Asia

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9. Path growing fast in Indonesia because of share music feature. Path is testing to increase the number of friend limit to 500 friends.
 10. Rocket Internet and Qatar's Ooredoo team up to create an ecommerce empire in Asia.
 11. Another Indonesian startup eats dessert as Japan's Cookpad acquires DapurMasak.
 12. UC Browser woos Indonesia, sees market share double to 11%.

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13. Enterprise data center provider Equinix from the United States has been expanding its business in Indonesia by presenting a Tier 4 data center class. Presence Equinix is predicted to woo the large Internet companies like Google, Facebook, Research In Motion, and so on, to put its servers in Indonesia,
 14. Chocolabs, a Taiwan-based app developer and part of accelerator AppWorks' family, announces the launch of its TV drama streaming app for the Indonesian audience called Dramot. If the app gets good traction in the country, then Chocolabs will consider launching more apps for Indonesia

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15. Bloomberg TV Indonesia has two tech-related shows for weekly startup coverage, called TechNow and Startup. The shows deliver the latest news about software, hardware, gadgets, telecommunications, internet, mobile development, social media, startups, and tech entrepreneurs. The channel aims to give insight including data about startups and the tech market to Indonesian society.
 16. Indonesian online store Shopdeca reveals today that it has received second funding round from Singapore-based Polaris Digimedia worth “up to US\$1 million” for an equity stake of 33.5 percent.

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17. Google survey finds that half of Indonesia's ecommerce non-adopters will shop online soon.
 18. LivingSocial quits Southeast Asia with \$18.5 million sale of regional business to iBuy Group.
 19. Finally, Facebook opens office in Indonesia. The office is located inside Pacific Place building in South Jakarta.
 20. CyberAgent Ventures to hold Southeast Asia's startup matchmaking event in Indonesia.
 21. To stop so many students dropping out of high school, Indonesia will let kids study online instead.
 22. Xiaomi set to expand into 10 more countries this year, including India, Indonesia, and Brazil.

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- 23. Yello Mobile acquires Indonesian price comparison site PriceArea.
 - 24. There are top 30 funding rounds and acquisitions from Indonesia on 2013. To see the full list go to : <http://www.techinasia.com/30-fundings-acquisitions-indonesias-tech-scene-2013/>
 - 25. AbraResto hits 1.2 million monthly page-views, adds food listings for Bandung.
 - 26. Lovebirds, meet Weddingku, Indonesia's biggest online wedding directory.
 - 27. Iconic Swedish furniture designer and retailer IKEA has appointed Arcade Jakarta to handle its integrated market launch in Indonesia.

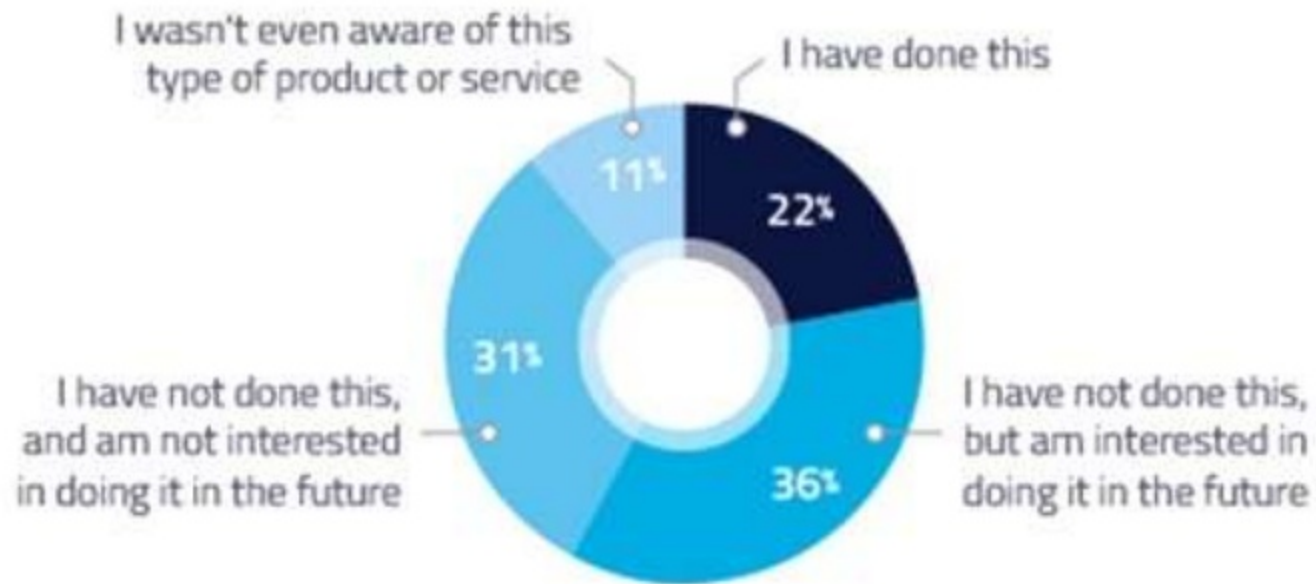
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- 28. Arcade launches Cupid Games for Closeup in Nigeria, India and Indonesia.
 - 29. Arcade Jakarta have been appointed to handle everything digital for Unilever's biggest deodorant brand in Indonesia.
 - 30. The Consumer Interaction Centre of Coca-Cola Indonesia appointed Arcade Indonesia to boost the quality of content creation for Social Media for 3 months.
 - 31. Unilever has awarded the digital account of POND'S Mass and the digital activation of Cornetto's Taylor Swift RED tour to Arcade in Indonesia.

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29. Shakey's, one of the leading Pizza chains in the Philippines, has appointed Mobext as its new digital agency of record, following a review of its communications strategy for the next two years. Mobext is the first and only pure play mobile marketing agency, It is now present in nine Asian markets, namely India, Indonesia, Philippines, Singapore, Hong Kong, Vietnam, China, and Australia.
30. Lowe Indonesia will partner with PT Indofood Sukses Makmur brand Qtela, to market a new range of snacks. The win comes on the heels of Lowe Indonesia's successful retention of marketing duties for Indofoods' iconic instant noodle brand, Indomie.

Infographic in Indonesia

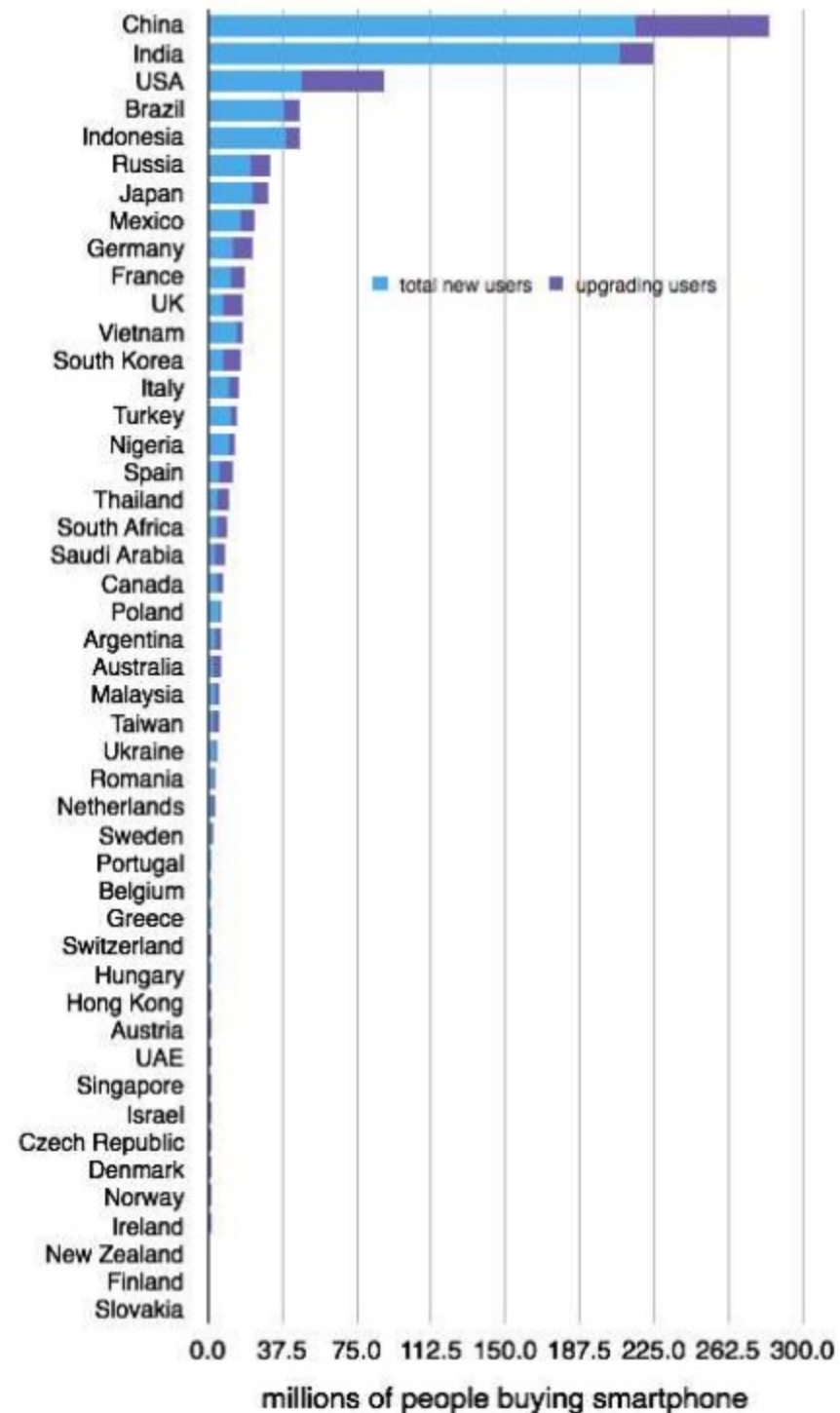
Video on demand

GLOBAL



Smartphone buying

The smartphone world in 2014



Indonesia's airlines social media (INFOGRAPHIC)

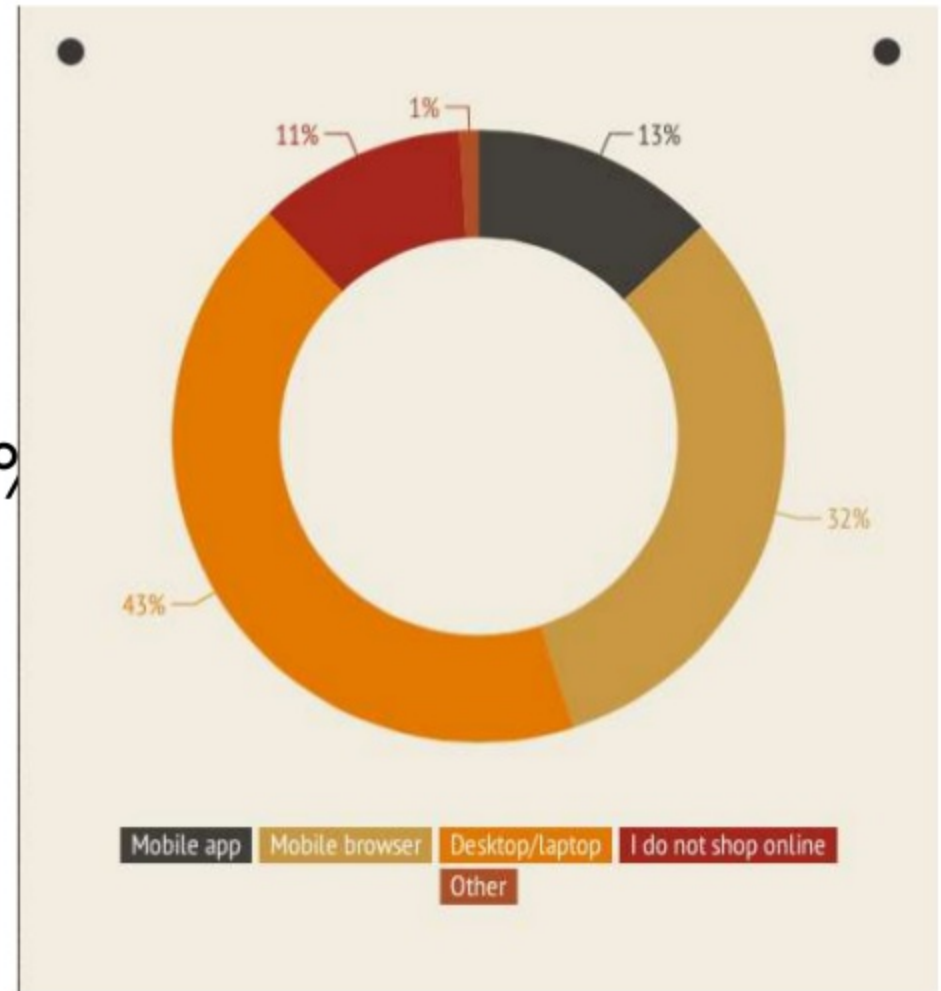
The data was analysed from January 1 2013 to March 31 2014. As a strong regional player, AirAsia tops five out of the seven social media platforms in Indonesia. Yet the national airline Garuda Indonesia has the greatest number of engaged fans in total.

Compared to last year's data, Garuda Indonesia is the biggest gainer, growing its Facebook fan-base by 700 percent while its Twitter followers increased three-fold. See the full infographic here

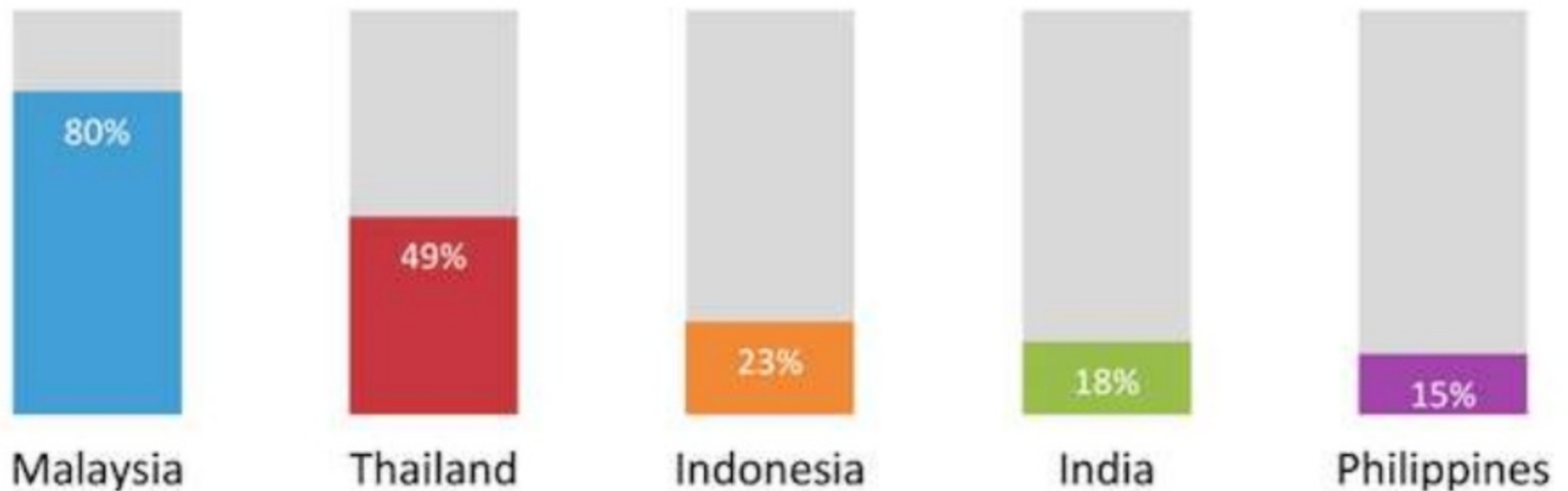
[:http://www.techinasia.com/indonesian-airlines-embraces-social-media-power-infographic/](http://www.techinasia.com/indonesian-airlines-embraces-social-media-power-infographic/)

Apps Mobile Users Analytics in Indonesia

1. Social media: 73%
2. Music: 52%
3. Games: 49%
4. Instant messaging: 35%
5. Photo apps: 34%



Smartphone Penetration (%) 2013



In countries like India and the Philippines, less than a fifth of the population owns a smartphone leaving plenty of room for growth

Southeast Asian startup opportunity map by country

■ Saturated
 ■ Mature
 ■ Semi-mature
 ■ Infancy

	Philippines	Thailand	Indonesia	Malaysia	Vietnam	SEA
Deals	Metrodeal	Ensogo	Groupon (Disdus)	Groupon	Hotdeal.vn	Groupon
Communications	Facebook/Viber	Facebook/Line	Facebook/Whatsapp	Facebook/Whatsapp	Facebook/Zalo	Facebook/Whatsapp
Search	Google	Google	Google	Google	Google	Google
Listing	Sulit	Dealfish/OLX	Tokopedia	Mudah.my	muaban.net	Craigslist
Blogging	Blogspot	Blogspot	Blogspot	Blogspot	Blogspot	Blogspot
Jobs	Jobstreet	JobsDB	Jobstreet	Jobstreet	Vietnamworks.com	Jobstreet
News	Rappler	Sanook	Detik	Says.com	VNexpress.net	Yahoo/CNA
Community	PinoyExchange	Pantip	Kaskus	lowyat.net	Webtretho	-
Local discovery	Spot.ph	Zodio	Urbanesia	TimeoutKL	Place.vn	-
Music	SoundCloud	4shared	SoundCloud	Spotify	mp3.zing.com	SoundCloud
Gaming	Y8	MOL (Zest Inter.)	Video Games ID	MOL	VNG	MOL
Online retail	Zalora	Zalora	Tokobagus	Lazada	Lazada	Lazada
Dating	Tinder/Pastor	Noonswoon	Setipe	Kehmistry	Badoo	Skout/Badoo
Social discovery	Pinterest	Pinterest	Facebook	Facebook	Pinterest	Facebook
Payment	AsiaPay/DragonPay	2C2P	Klikpay BCA	iPay88	SmartLink	PayPal
Real estate	Sulit/Ayosdito	DDProperty	Rumah123	iProperty	Muaban.net	iProperty
Ticketing	Ticketnet	ThaiTicketMajor	Rajakkarcis	Redtix	Ticketbox.vn	-
Events	Eventbrite	Eventbrite	Eventbrite	Eventbrite	Eventbrite	Eventbrite
Finance	Lenddo	StockRadars	DetikFinance	iMoney	Cafef.vn	Yahoo Finance
Biz networking	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn	LinkedIn
Rentals	Ayosdito	Hipflat	Travelmob	iBilik	Airbnb	Travelmob
Dining	Munchpunch	Wongnai	AbraResto	OpenRice	Foody.vn	OpenRice
Travel	TripAdvisor	HotelQuickly	Traveloka	Sota.travel	Chudu24	TripAdvisor/Agoda
Auto	Sulit	Carzeek	Otosia	Carlist	Bonbanh	-
Transportation	Uber/GrabTaxi	Easy Taxi	Bluebird Taxi	GrabTaxi	Vexere	EasyTaxi/GrabTaxi
Education	ActionStack	Eduzones	Zenius	Easyuni	Hocmai.vn	Coursera/Khan Acad
Microwork	Freelancer	Freelancer	Gobann	Freelancer	Freelancerviet.vn	oDesk/Freelancer
Subscription retail	Glamourbox	VanityTrove	Lolabox	VanityTrove	Glamybox	VanityTrove

Graved: Jakarta diners spent \$1.5 billion on dining out in 2013 (INFOGRAPHIC)

Indonesia's social dining directory and online reservation service Graved today published a fun infographic about food – more specifically, about Jakarta citizens' dining behavior.

The infographic reveals just how social Jakarta diners are. These diners are most active on Twitter, followed by Facebook, Instagram, and then Path. These users made an approximate 40 million online searches about restaurants to dine at food promotions in 2013.

To see the full infographic go to

<http://www.techinasia.com/graved-jakarta-diners-spent-15-billion-dining-2013-infographic/>

Survey : Who will gain from Indonesia's e-commerce big bang?

- According to a new [survey](#) carried out by Google Indonesia and research firm TNS, half of Indonesia's non-online shoppers anticipate making their first online purchase within the next 12 months. This follows February's report from [eMarketer](#), which projected 45% sales growth for e-commerce in Indonesia this year.
- There are already [75 million](#) middle class and affluent consumers in Indonesia and around 75 million Internet users. In 2014 alone, Indonesia is projected to add [39.8 million](#) new smartphone users