

# Confronting the social media regulatory challenge

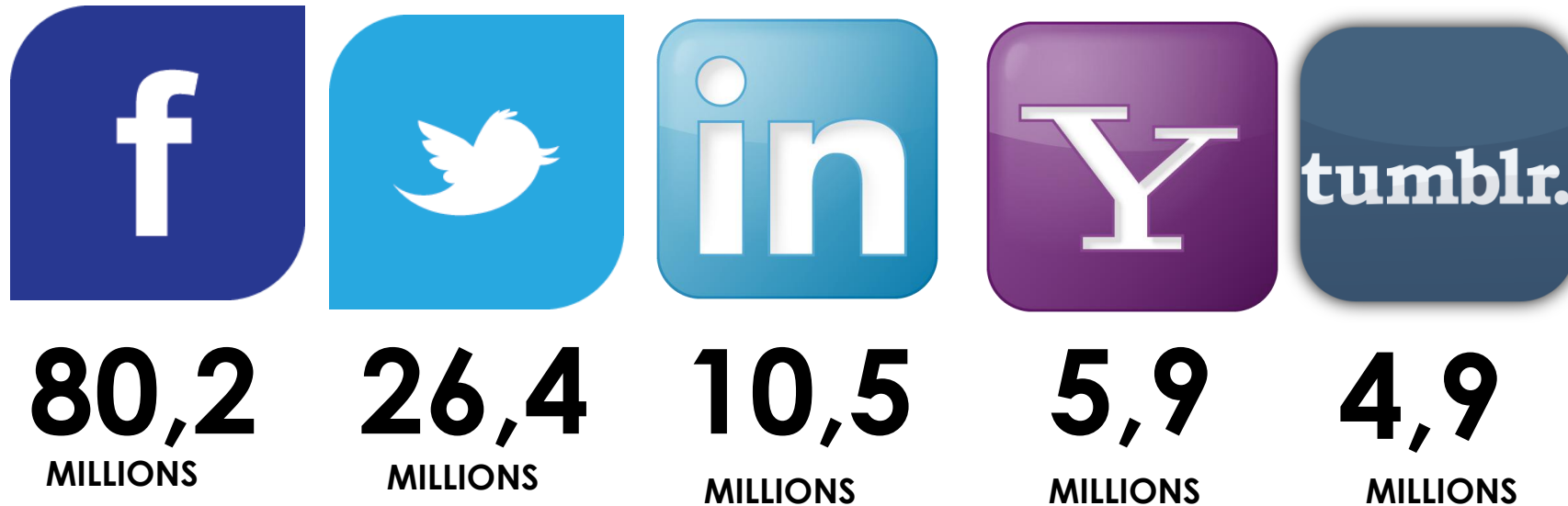
ITU – ASEAN Forum on Social Media Trends,  
Opportunities, Policy and Regulatory Challenges

16-17 December 2014



KOMINFO

# Social Media Profile in Indonesia (1)



Source:  
Comscore  
Media  
Metrix, 2013



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# Social Media Profile in Indonesia (2)

SOCIAL MEDIA  
PENETRATION as  
A PERCENTAGE  
of THE TOTAL  
POPULATION



15%

AVERAGE TIME  
SOCIAL MEDIA  
USERS SPEND  
EACH DAY



2H54M

PERCENTAGE of  
MOBILE USERS  
USING SOCIAL  
MEDIA APPS  
on THEIR HOME



74%

PERCENTAGE of  
MOBILE USERS  
USING LOCATION-  
BASED SERVICES



32%

Source: We Are Social SG JAN 2014



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# Social Media Profile in Indonesia (3)

NUMBER of  
ACTIVE MOBILE  
BROADBAND  
SUBSCRIPTIONS



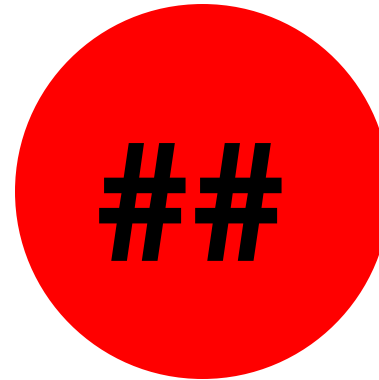
**80,1M**

MOBILE BROADBAND  
SUBSCRIPTIONS  
AS A PERCENTAGES  
of TOTAL POPULATION



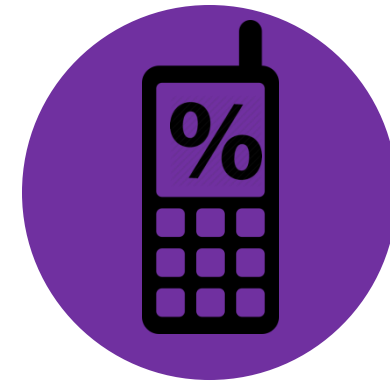
**32%**

ACTIVE SOCIAL  
MEDIA USERS  
ACCESSING SOCIAL  
MEDIA on a MOBILE  
DEVICE



**52M**

PERCENTAGE of  
MOBILE SOCIAL as  
a PERCENTAGE of  
the TOTAL  
POPULATION



**21%**

Source: We Are Social SG JAN 2014



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# Benefit of Social Media

*Increasing Social  
Inherent*

Increasing Public  
Participation on  
Many Government  
activities

*Political education*

Creating Micro  
Business Activities



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# How Social Media Impacted Industry

1. Social Media triggering data consumption and CAGR data growth is approx 146%
2. Substitution of SMS and Voice Call by Social Media is impacted to decline ARPU approx 5%
3. Transform operators tariff plan to be a data volume bases. Price war are in data volume based, instead of in SMS and Voice



# Social Media Opportunities

1. As tool to create a data usage market. Data usage market will support transformation of telco industry to broadband industry
2. As tool to preparing broadband ecosystem; educating people to use application and content properly
3. Encourage operators to develop new products as an IT solution to Customer in avoiding impact of dump pipe phenomena, such as M2M application, mobile banking, etc



# Regulatory Challenge

1. Does operator should tariff social media? B-to-B solution is preferred
2. Telco industry build national ICT infrastructure and need to be protected
3. User protection from crime

