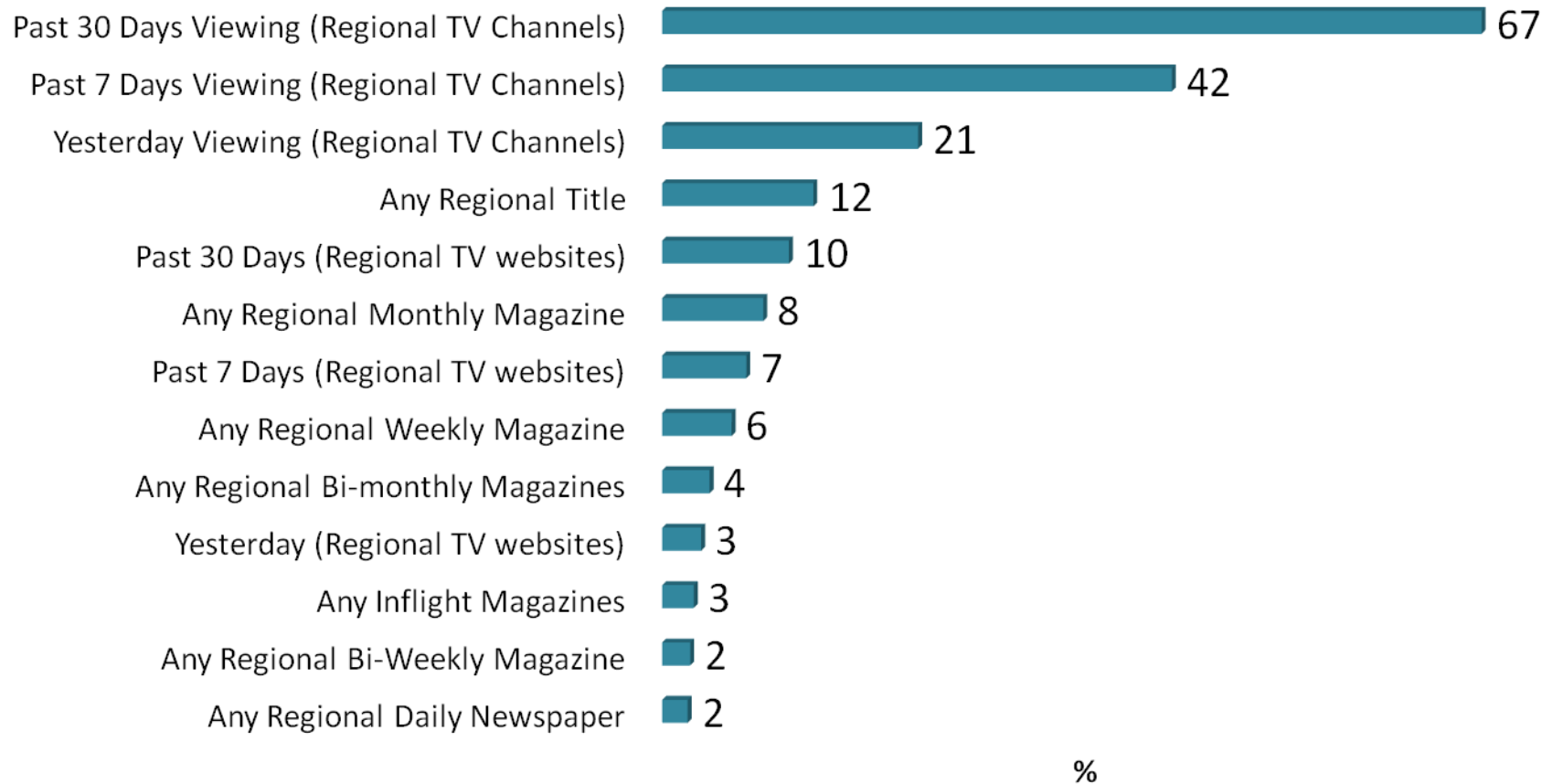


# Indonesia: Jakarta elites media consumption

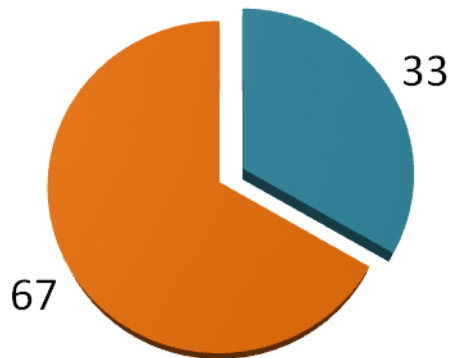


Source: Synovate PAX Q408-Q309

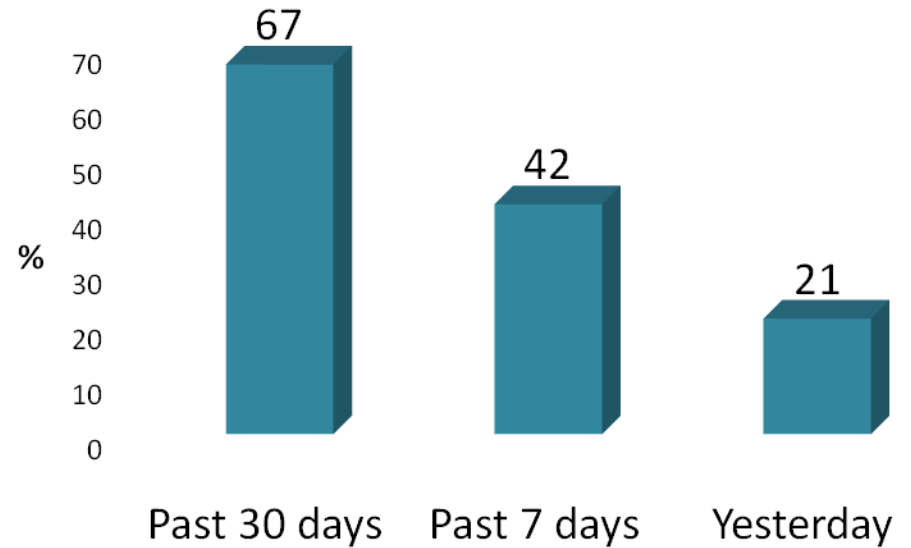
# Indonesia: Jakarta elites

33% have subscription TV

- Have access to subscription TV at home
- Do not have access to subscription TV at home



67% watch regional cable & satellite TV



# Indonesia: Jakarta Elites

## Regional TV Viewers



**SLR digital camera: 27.8%**  
**Index vs. All : 143**



**Plasma/LCD TV: 41.0%**  
**Index vs. All : 143**



**MP3 player: 60.1%**  
**Index vs. All : 121**

Source: Synovate PAX Q408-Q309  
Base: Past 7 days viewers