

Indonesia's Streaming Service, Vidio Vs. Netflix

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Indonesia's upcoming local streaming service, [Vidio](#), has risen to popularity next to Netflix and Disney+ despite previous failed attempts. Global giant entertainment companies like Netflix, Disney+, or even Amazon, are used everyday and more widely known in all different countries, which raises the question if local companies can go against them. With different factors coming into play such as price, content, or type of audience, people will most likely choose a streaming service that is more popular.

Indonesia being a developing country, they are already put at a disadvantage. Their local film industry is not as developed nor as successful as big Western entertainment companies. It possibly has resulted in Western companies being opposed to creating content for Indonesia.

[PT Suya Citra Media](#), a media company that owns Vidio, [Chief Executive Sutanto Hartono](#) had [stated](#), "Most of the competitors that you mentioned, at least the western ones, are not really at the point of investing a lot of money in local Indonesia originals." Though Netflix wants to gain more subscribers in Indonesia, they believe it will be too time consuming and expensive with no guarantee they will make the money back. The National Film Market provides more screening for Indonesia as their market increases. "The government is ready to sponsor national film actors to work with international film actors in producing quality films that will attract more audiences." Though Netflix may

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not be ready to invest into Indonesia's film market, Indonesia [is eager](#) to build up their audience as well as including outside contributions.

Outside factors contribute to sales as well. [Telkom Group](#), Indonesia's largest telecommunication service provider, wedged competition between their local streaming services and global streaming industries. It is said that [Netflix was banned](#) from wifi streaming services in 2016 because of a political motive. Telkom Group believed that Netflix had relations to carrying pornography and supporting terrorism. It would not be surprising if this belief has potential customers or local companies stray away from global giant entertainment companies in the West.

Netflix has also gained other Asian territories that still favor US content. [Vivek Couto, head of Media Partners Asia](#), recalled, "Most people still sign up for its international programming. The customers in India don't turn on Netflix to watch Indian content." Although there are a lack of selections that cater to Asian culture, Indian viewers still [seek out](#) more international broadcasting than their own due to Netflix's diverse range of content.

The cost is also an important factor when deciding on a streaming service. Cheaper plans don't always guarantee that the viewer will commit. In the US, automatic payment plans are a set price that is paid each month on a particular date. In India, [customers are required](#) to approve recurring payments due to an implemented law to track transactions. [Netflix had cut down](#) to 199 rupees (\$2.60) per month from 499 rupees (\$7.50), it showed viewers still favored a Western entertainment company.

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Local television [isn't as popular](#) as streaming services due to government's regulations.

Most of the civilians have preferred mobile streaming because of a more stabilized connection line, [assuming](#) there will be an increase of more than 150% of subscriptions.