

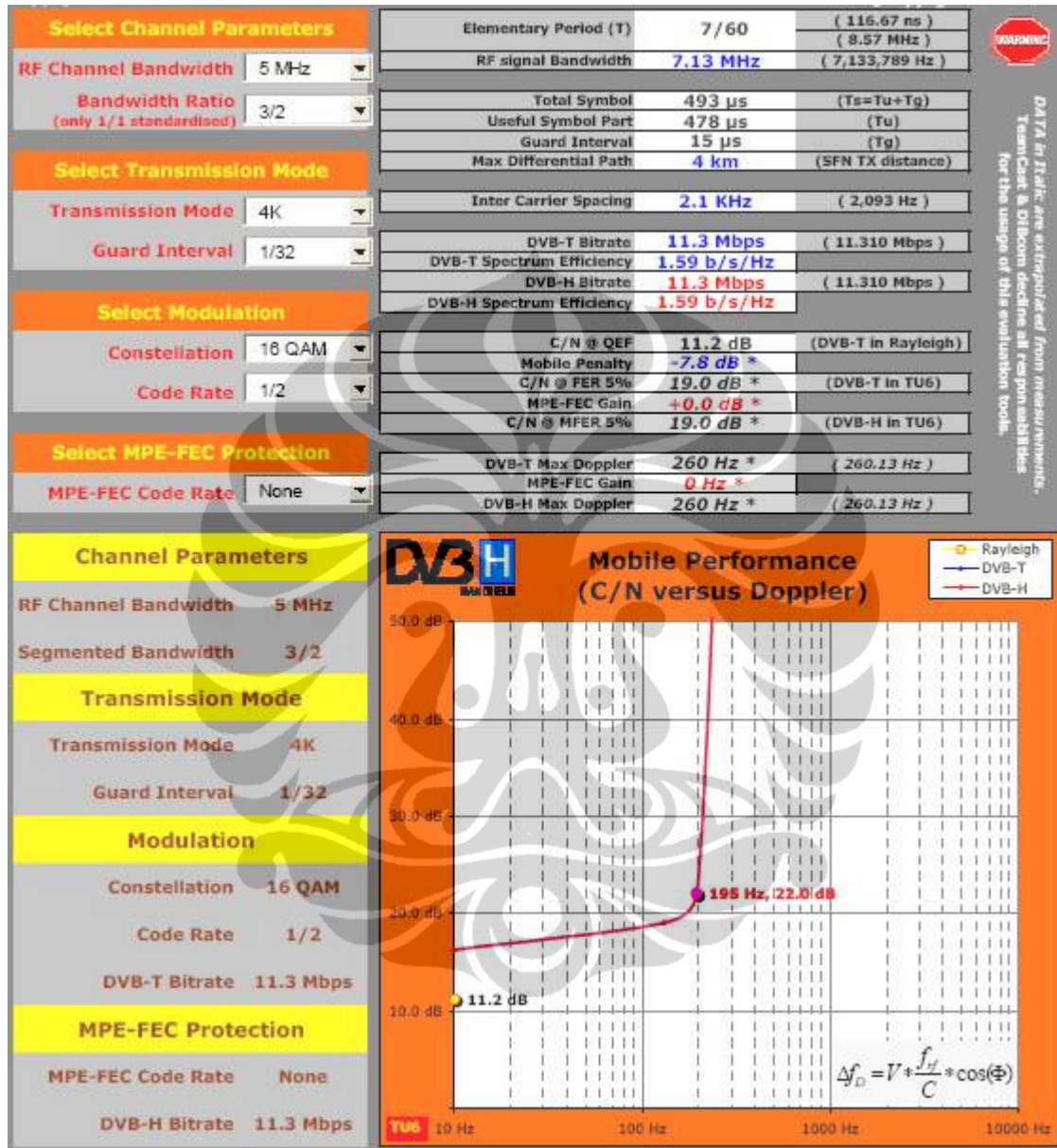
LAMPIRAN

Lampiran 1. Perhitungan Bisnis Implementasi DVB-H di Jakarta

DVB-H - FINANCIAL ANALYSIS
Scenario: SELF INVESTMENT
JABODETABEK

No.	Item	Unit	2h 2008	1h 2009	2h 2009	1h 2010	2h 2010	1h 2011	2h 2011	1h 2012	2h 2012	1h 2013	2h 2013
1	Market Projection												
	a. Basic Mobile TV Subscriber	subs	50,000	100,000	200,000	350,000	525,000	656,250	820,313	1,025,391	1,291,738	1,602,173	
	b. Premium Mobile TV Subscriber	subs	10,000	20,000	40,000	70,000	105,000	131,250	164,063	205,078	256,348	320,435	
	c. Total subscriber (average)	subs	60,000	120,000	240,000	420,000	630,000	787,500	984,375	1,230,469	1,548,086	1,922,607	
2	Revenue Projections												
	a. Content Download	IDR	-	90,000,000	170,000,000	320,000,000	540,000,000	810,000,000	1,020,000,000	1,280,000,000	1,600,000,000	1,960,000,000	
	b. Advertising	IDR	-	27,000,000	54,000,000	108,000,000	162,000,000	229,500,000	292,500,000	365,625,000	457,031,250	568,789,063	
	c. Subscription	IDR	-	450,000,000	900,000,000	1,800,000,000	3,600,000,000	5,400,000,000	7,200,000,000	9,000,000,000	10,800,000,000	12,600,000,000	
	Total gross revenue (after revenue shared)	IDR	-	567,000,000	1,154,000,000	2,298,000,000	4,500,000,000	6,729,500,000	10,020,500,000	14,220,500,000	19,880,500,000	26,847,500,000	
3	Profit/Loss												
	a. Gross Revenue	IDR	425,250,000	850,500,000	1,701,000,000	3,402,000,000	5,103,000,000	6,804,000,000	8,505,000,000	10,206,000,000	11,907,000,000	13,608,000,000	
	b. Cost of Sales	IDR	400,000,000	800,000,000	1,600,000,000	3,200,000,000	4,800,000,000	6,400,000,000	8,000,000,000	9,600,000,000	11,200,000,000	12,800,000,000	
	c. Gross Profit	IDR	25,250,000	50,500,000	101,000,000	202,000,000	303,000,000	404,000,000	505,000,000	606,000,000	707,000,000	808,000,000	
	d. Operational Costs	IDR	12,757,500	25,515,000	51,030,000	102,060,000	153,090,000	204,120,000	255,150,000	306,180,000	357,210,000	408,240,000	
	e. EBITDA	IDR	12,492,500	24,985,000	49,970,000	99,940,000	149,870,000	199,740,000	249,610,000	299,480,000	349,350,000	399,220,000	
	f. Depreciation	IDR	886,155,600	886,155,600	886,155,600	886,155,600	886,155,600	886,155,600	886,155,600	886,155,600	886,155,600	886,155,600	
	g. EBIT	IDR	-	(873,663,100)	(836,185,600)	(786,215,600)	(736,245,600)	(686,275,600)	(636,305,600)	(586,335,600)	(536,365,600)	(486,395,600)	
4	Profitability Ratio												
	a. Gross Profit Margin	%	0%	-6%	-37%	-82%	-95%	-98%	-99%	-99%	-99%	-99%	
	b. EBITDA Margin	%	0%	3%	7%	9%	9%	9%	9%	9%	9%	9%	
	c. EBIT Margin	%	0%	-20%	33%	82%	91%	94%	96%	97%	97%	97%	
	d. Operating Exp Ratio	%	0%	3%	3%	2%	2%	1%	1%	1%	1%		
5	CAPEX	IDR	26,594,668,000	-	-	-	-	-	-	-	-	-	
	Cash Flow	IDR	-	(26,594,668,000)	(26,572,175,500)	(25,034,115,500)	(23,496,055,500)	(21,957,995,500)	(20,419,935,500)	(18,881,875,500)	(17,343,815,500)	(15,805,755,500)	
6	Beginning Position	IDR	(26,594,668,000)	12,492,500	1,538,060,000	7,352,780,000	18,492,440,000	28,618,939,750	42,915,367,188	53,769,208,984	61,854,772,949	67,969,447,371	
	Net Cash Flow	IDR	(26,594,668,000)	(26,572,175,500)	(25,034,115,500)	(23,496,055,500)	(21,957,995,500)	(20,419,935,500)	(18,881,875,500)	(17,343,815,500)	(15,805,755,500)	(14,267,695,500)	
	Cumulative CF	IDR	-	(26,572,175,500)	(51,606,291,000)	(77,040,406,500)	(102,474,522,000)	(127,908,637,500)	(153,346,753,000)	(178,785,868,500)	(204,164,984,000)	(229,942,109,500)	
7	Valuation												
	a. NPV	IDR	200,008,735,190	-	-	-	-	-	-	-	-	-	
	b. IRR	%	47%	-	-	-	-	-	-	-	-	-	
	c. Payback	year	2.5	-	-	-	-	-	-	-	-	-	

Lampiran 2. Perhitungan Pemancar DVB-H di Jakarta



Lampiran 3. Transmisi & Performansi Stasiun Bergerak DVB-H

