

## FLAT-PANEL TELEVISION SUB-PANEL (January 2015)

This sub-panel is based on Single and Multiple-choice question types with a total of 2,790 respondents (which 1,882 respondents have Flat Panel TV) from Nusaresearch Panel. Statistical result includes tables in following content:

1. Type of television
2. Number of the Flat-panel television owned
3. Technology of the Flat-panel television set
4. Information of the Flat-panel television used most often
5. TV Channels usually watched
6. Foreign channels watched most often
7. Frequency of watching foreign channels
8. National channels watched most often
9. Frequency of watching national channels
10. Habit of watching television on weekday and weekend
11. Intention of buying a Flat-panel television
12. Information of the future Flat -panel television

### 1. Type of television [SA] (n=2,790)

	Frequency	Percent
<b>Total</b>	<b>2,790</b>	<b>100.0%</b>
Flat panel television (LCD, LED, Plasma)	1,882	67.5%
Other type of television	908	32.5%

### 2. Number of the Flat-panel television owned [SA] (n=1,882)

	Frequency	Percent
<b>Total</b>	<b>1,882</b>	<b>100.0%</b>
1 piece	942	50.1%
2 pieces	720	38.3%
3 pieces	170	9.0%
More than 3 pieces	50	2.7%

### 3. Technology of the Flat-panel television set [SA] (n=1,882)

	Frequency	Percent
<b>Total</b>	<b>1,882</b>	<b>100.0%</b>
TV LED	828	44.0%
TV LCD	691	36.7%
TV Plasma	193	10.3%
Smart TV	62	3.3%
TV 3D	24	1.3%
TV Ultra HD (UHD) / 4K	20	1.1%
TV OLED	5	0.3%
Don't know	59	3.1%

### 4. Information of the Flat-panel television used most often [SA-MA] (n=1,882)

Brand Name [SA]	Frequency	Percent
<b>Total</b>	<b>1,882</b>	<b>100.0%</b>
LG	515	27.4%
Samsung	426	22.6%
Sharp	257	13.7%
Toshiba	232	12.3%
Polytron	159	8.4%
Sony	117	6.2%
Panasonic	113	6.0%
Changhong	18	1.0%
Sanyo	12	0.6%
TCL	10	0.5%
Others	10	0.5%
Don't know	13	0.7%

Screen Size [SA]	Frequency	Percent
<b>Total</b>	<b>1,859</b>	<b>100.0%</b>
Less than 15 inch	26	1.4%
15 - 19 inch	92	4.9%
20 - 21 inch	340	18.3%
22 - 24 inch	318	17.1%
25 - 29 inch	261	14.0%
<b>30 - 34 inch</b>	<b>460</b>	<b>24.7%</b>
34 - 39 inch	82	4.4%
40 - 44 inch	155	8.3%
45 - 49 inch	25	1.3%
50 - 54 inch	22	1.2%
55 - 59 inch	25	1.3%
More than 60 inch	19	1.0%
Don't know	34	1.8%

Age of TV [SA]	Frequency	Percent
<b>Total</b>	<b>1,859</b>	<b>100.0%</b>
Less than 1 years old	296	15.9%
<b>1 - 2 years old</b>	<b>894</b>	<b>48.1%</b>
3 - 4 years old	486	26.1%
5 - 6 years old	107	5.8%
7 - 8 years old	27	1.5%
9 - 10 years old	18	1.0%
Over 10 years old	16	0.9%
Don't know	15	0.8%

Functions [MA]	Frequency	Percent
<b>Total</b>	<b>1,859</b>	<b>100.0%</b>
<b>Connected to USB, SD card</b>	<b>1,219</b>	<b>65.6%</b>
Color and brightness level set automatically	1,100	59.2%
Eco-friendly	938	50.5%
Connected to smartphone, tablet, laptop	711	38.2%
Antenna Booster	654	35.2%
Combined digital receiver	641	34.5%
Presence sensor	404	21.7%
Viewed 3D content	403	21.7%
Record TV program	355	19.1%
Connected to the internet/wifi	342	18.4%
Connected to radio	336	18.1%
Voice sensor	313	16.8%
Touch screen	163	8.8%
Do not have any featured is listed above	96	5.2%

Content received via . . [SA]	Frequency	Percent
<b>Total</b>	<b>2,790</b>	<b>100.0%</b>
<b>Antenna (Over-the-air Broadcast)</b>	<b>1,500</b>	<b>53.8%</b>
Cable Service Provider	655	23.5%
Satellite TV	551	19.7%
The Internet	57	2.0%
Telephone/telecommunications company	27	1.0%

#### 5. TV Channels usually watched [MA] (n=1,290)

	Frequency	Percent
<b>Total</b>	<b>1,290</b>	<b>100.0%</b>
<b>Domestic/ national TV Channels</b>	<b>1,060</b>	<b>82.2%</b>
International/ foreign TV Channels	584	45.3%

6. Foreign channels watched most often [MA] (n=584)

	Frequency	Percent
<b>Total</b>	<b>584</b>	<b>100.0%</b>
<b>HBO</b>	<b>334</b>	<b>57.2%</b>
National Geographic	314	53.8%
Discovery	247	42.3%
Cartoon Networks	235	40.2%
Disney Channel	233	39.9%
Star Movies	219	37.5%
Cinemax	219	37.5%
BBC	195	33.4%
CNN	192	32.9%
Star World	187	32.0%
Fox Sport	178	30.5%
AXN	144	24.7%
Star Sport	127	21.7%
Animal Planet	127	21.7%
KBS World	122	20.9%
NHK World	93	15.9%
Animax	92	15.8%
Chanel News Asia	84	14.4%
Chanel V	80	13.7%
Warner TV	77	13.2%
Travel&Living	67	11.5%
Baby TV	67	11.5%
Arirang	49	8.4%
Jim Jam	47	8.0%
DW	28	4.8%
Australia Network	25	4.3%
Others	46	7.9%
Don't watch	4	0.7%

7. Frequency of watching foreign channels [SA] (n=584)

	Total	Daily	4 - 5 times per week	2 - 3 times per week	Once per week	2 - 3 times per month	Once per month	Rarely watch	Never watch
Animal Planet	127	36	39	15	9	2	4	4	18
	100.0%	28.3%	30.7%	11.8%	7.1%	1.6%	3.1%	3.1%	14.2%
Animax	92	23	25	10	6	3	2	4	19
	100.0%	25.0%	27.2%	10.9%	6.5%	3.3%	2.2%	4.3%	20.7%
Arirang	49	9	12	6	3	1	0	4	14
	100.0%	18.4%	24.5%	12.2%	6.1%	2.0%	0.0%	8.2%	28.6%
Australia Network	25	5	4	0	1	3	4	6	2
	100.0%	20.0%	16.0%	0.0%	4.0%	12.0%	16.0%	24.0%	8.0%
AXN	144	55	33	25	8	1	4	9	9
	100.0%	38.2%	22.9%	17.4%	5.6%	0.7%	2.8%	6.3%	6.3%
Baby TV	67	38	6	8	1	2	0	6	6
	100.0%	56.7%	9.0%	11.9%	1.5%	3.0%	0.0%	9.0%	9.0%
BBC	195	70	54	32	17	4	6	6	6
	100.0%	35.9%	27.7%	16.4%	8.7%	2.1%	3.1%	3.1%	3.1%
Cartoon Networks	235	112	54	23	13	8	7	5	13
	100.0%	47.7%	23.0%	9.8%	5.5%	3.4%	3.0%	2.1%	5.5%
Chanel News Asia	84	23	19	18	9	4	2	4	5
	100.0%	27.4%	22.6%	21.4%	10.7%	4.8%	2.4%	4.8%	6.0%
Chanel V	80	26	22	9	11	2	2	5	3
	100.0%	32.5%	27.5%	11.3%	13.8%	2.5%	2.5%	6.3%	3.8%
Cinemax	219	97	58	20	16	5	4	8	11
	100.0%	44.3%	26.5%	9.1%	7.3%	2.3%	1.8%	3.7%	5.0%
CNN	192	69	44	35	25	4	4	3	8
	100.0%	35.9%	22.9%	18.2%	13.0%	2.1%	2.1%	1.6%	4.2%
Discovery	247	93	61	47	14	7	5	10	10
	100.0%	37.7%	24.7%	19.0%	5.7%	2.8%	2.0%	4.0%	4.0%
Disney Channel	233	109	54	31	10	5	5	6	13
	100.0%	46.8%	23.2%	13.3%	4.3%	2.1%	2.1%	2.6%	5.6%
DW	28	14	5	3	2	1	0	0	3
	100.0%	50.0%	17.9%	10.7%	7.1%	3.6%	0.0%	0.0%	10.7%
Fox Sport	178	64	41	34	15	5	1	8	10
	100.0%	36.0%	23.0%	19.1%	8.4%	2.8%	0.6%	4.5%	5.6%
HBO	333	164	79	44	19	8	4	6	9
	100.0%	49.2%	23.7%	13.2%	5.7%	2.4%	1.2%	1.8%	2.7%
Jim Jam	47	21	8	6	2	2	1	6	1
	100.0%	44.7%	17.0%	12.8%	4.3%	4.3%	2.1%	12.8%	2.1%
KBS World	122	50	28	22	7	3	3	6	3
	100.0%	41.0%	23.0%	18.0%	5.7%	2.5%	2.5%	4.9%	2.5%
National Geographic	314	121	78	54	24	9	6	12	10
	100.0%	38.5%	24.8%	17.2%	7.6%	2.9%	1.9%	3.8%	3.2%
NHK World	93	26	22	12	15	3	4	3	8
	100.0%	28.0%	23.7%	12.9%	16.1%	3.2%	4.3%	3.2%	8.6%
Star Movies	219	93	64	28	11	6	7	2	8
	100.0%	42.5%	29.2%	12.8%	5.0%	2.7%	3.2%	0.9%	3.7%
Star Sport	127	48	28	25	13	2	2	3	6
	100.0%	37.8%	22.0%	19.7%	10.2%	1.6%	1.6%	2.4%	4.7%
Star World	186	77	44	34	12	4	3	5	7
	100.0%	41.4%	23.7%	18.3%	6.5%	2.2%	1.6%	2.7%	3.8%
Travel&Living	67	26	14	11	5	3	4	1	3
	100.0%	38.8%	20.9%	16.4%	7.5%	4.5%	6.0%	1.5%	4.5%
Warner TV	77	28	22	9	8	3	1	2	4
	100.0%	36.4%	28.6%	11.7%	10.4%	3.9%	1.3%	2.6%	5.2%
Others	50	39	7	3	0	0	0	1	0
	100.0%	78.0%	14.0%	6.0%	0.0%	0.0%	0.0%	2.0%	0.0%

8. National channels watched most often [MA] (n=2,560)

	Frequency	Percent
<b>Total</b>	<b>2,560</b>	<b>100.0%</b>
<b>TRANS 7</b>	<b>2,085</b>	<b>81.4%</b>
TRANS TV	2,046	79.9%
RCTI	1,939	75.7%
Global TV	1,746	68.2%
SCTV	1,726	67.4%
Metro TV	1,683	65.7%
TV One	1,641	64.1%
ANTV	1,583	61.8%
Indosiar	1,458	57.0%
MNC TV	1,394	54.5%
NET TV	1,042	40.7%
KOMPAS TV	970	37.9%
TVRI	823	32.1%
Rajawali TV (rtv)	566	22.1%
SINDO TV	209	8.2%
JakTV	138	5.4%
O'Channel	128	5.0%
DAAI	111	4.3%
Elshinta	82	3.2%
banten TV	46	1.8%
Cahaya Banten TV (CTV)	26	1.0%
Others	27	1.1%
Don't watch	5	0.2%

9. Frequency of watching national channels [SA] (n=2,560)

	Total	Daily	4 - 5 times per week	2 - 3 times per week	Once per week	2 - 3 times per month	Once per month	Rarely watch	Never watch
Metro TV	1683 100.0%	1126 66.9%	254 15.1%	127 7.5%	47 2.8%	24 1.4%	6 0.4%	71 4.2%	28 1.7%
TV One	1641 100.0%	1075 65.5%	277 16.9%	124 7.6%	62 3.8%	13 0.8%	5 0.3%	56 3.4%	29 1.8%
ANTV	1583 100.0%	1053 66.5%	244 15.4%	137 8.7%	63 4.0%	12 0.8%	6 0.4%	48 3.0%	20 1.3%
Global TV	1745 100.0%	1139 65.3%	316 18.1%	147 8.4%	54 3.1%	17 1.0%	4 0.2%	51 2.9%	17 1.0%
SCTV	1726 100.0%	1095 63.4%	318 18.4%	155 9.0%	52 3.0%	19 1.1%	10 0.6%	60 3.5%	17 1.0%
RCTI	1939 100.0%	1288 66.4%	336 17.3%	160 8.3%	66 3.4%	18 0.9%	5 0.3%	48 2.5%	18 0.9%
TRANS 7	2085 100.0%	1517 72.8%	315 15.1%	138 6.6%	44 2.1%	14 0.7%	7 0.3%	32 1.5%	18 0.9%
TRANS TV	2046 100.0%	1446 70.7%	341 16.7%	143 7.0%	46 2.2%	12 0.6%	7 0.3%	35 1.7%	16 0.8%
MNC TV	1394 100.0%	812 58.2%	279 20.0%	144 10.3%	59 4.2%	18 1.3%	17 1.2%	47 3.4%	18 1.3%
TVRI	823 100.0%	302 36.7%	158 19.2%	135 16.4%	61 7.4%	24 2.9%	11 1.3%	94 11.4%	38 4.6%
Indosiar	1458 100.0%	821 56.3%	302 20.7%	135 9.3%	70 4.8%	23 1.6%	12 0.8%	70 4.8%	25 1.7%
NET TV	1040 100.0%	704 67.7%	171 16.4%	74 7.1%	33 3.2%	5 0.5%	8 0.8%	34 3.3%	11 1.1%
KOMPAS TV	968 100.0%	485 50.1%	227 23.5%	122 12.6%	43 4.4%	15 1.5%	13 1.3%	48 5.0%	15 1.5%
SINDO TV	209 100.0%	92 44.0%	42 20.1%	24 11.5%	16 7.7%	2 1.0%	3 1.4%	20 9.6%	10 4.8%
Rajawali TV (rtv)	566 100.0%	269 47.5%	138 24.4%	71 12.5%	37 6.5%	7 1.2%	5 0.9%	26 4.6%	13 2.3%
DAAI	110 100.0%	32 29.1%	27 24.5%	19 17.3%	11 10.0%	4 3.6%	1 0.9%	6 5.5%	10 9.1%
Elshinta	82 100.0%	29 35.4%	21 25.6%	13 15.9%	4 4.9%	1 1.2%	2 2.4%	8 9.8%	4 4.9%
Cahaya Banten TV (CTV)	26 100.0%	9 34.6%	4 15.4%	3 11.5%	2 7.7%	1 3.8%	0 0.0%	4 15.4%	3 11.5%
banten TV	46 100.0%	18 39.1%	9 19.6%	4 8.7%	4 8.7%	1 2.2%	1 2.2%	5 10.9%	4 8.7%
O'Channel	128 100.0%	45 35.2%	22 17.2%	24 18.8%	16 12.5%	3 2.3%	1 0.8%	9 7.0%	8 6.3%
JakTV	138 100.0%	42 30.4%	28 20.3%	24 17.4%	15 10.9%	4 2.9%	0 0.0%	16 11.6%	9 6.5%
Others	39 100.0%	24 61.5%	2 5.1%	2 5.1%	3 7.7%	0 0.0%	2 5.1%	6 15.4%	0 0.0%

10. Habit of watching television on weekday and weekend [MA] (n=2,790)

	Weekday		Weekend	
	Frequency	Percent	Frequency	Percent
<b>Total</b>	<b>2,790</b>	<b>100.0%</b>	<b>2,790</b>	<b>100.0%</b>
05.01 – 06.00	1,163	41.7%	764	27.4%
06.01 – 07.00	877	31.4%	1,028	36.8%
07.01 – 08.00	546	19.6%	1,548	55.5%
I never watch (Morning)	618	22.2%	459	16.5%
08.01 – 09.00	149	5.3%	687	24.6%
09.01 – 10.00	171	6.1%	876	31.4%
10.01 – 11.00	240	8.6%	1,031	37.0%
11.01 – 12.00	343	12.3%	959	34.4%
12.01 – 13.00	942	33.8%	1,116	40.0%
13.01 – 14.00	496	17.8%	912	32.7%
14.01 – 15.00	463	16.6%	688	24.7%
I never watch (Afternoon)	931	33.4%	213	7.6%
15.01 – 16.00	326	11.7%	687	24.6%
16.01 – 17.00	669	24.0%	1,216	43.6%
17.01 – 18.00	1,736	62.2%	1,754	62.9%
I never watch (Evening)	621	22.3%	354	12.7%
18.01 – 19.00	745	26.7%	877	31.4%
19.01 – 20.00	1,338	48.0%	1,446	51.8%
<b>20.01 – 21.00</b>	<b>1,754</b>	<b>62.9%</b>	<b>1,822</b>	<b>65.3%</b>
21.01 – 22.00	1,483	53.2%	1,686	60.4%
22.01 – 23.00	966	34.6%	1,246	44.7%
23.01 – 24.00	551	19.7%	807	28.9%
24.01 – 05.00	192	6.9%	350	12.5%
I never watch (Night)	36	1.3%	46	1.6%

11. Intention of buying a Flat-panel television [SA] (n=2,790)

	Frequency	Percent
<b>Total</b>	<b>2,790</b>	<b>100.0%</b>
<b>Definitely will purchase</b>	<b>1,275</b>	<b>45.7%</b>
Probably will purchase	1,112	39.9%
Neutral	342	12.3%
Probably will not purchase	49	1.8%
Definitely will not purchase	12	0.4%

12. Information of the future Flat -panel television [SA] (n=2,387)

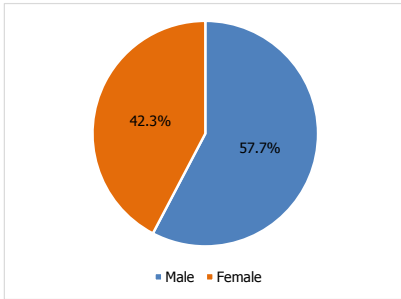
Technology of flat-panel television	Frequency	Percent
<b>Total</b>	<b>2,387</b>	<b>100.0%</b>
<b>LED TV</b>	<b>690</b>	<b>28.9%</b>
Smart TV	570	23.9%
LCD TV	427	17.9%
TV Ultra HD (UHD)	220	9.2%
Plasma TV	203	8.5%
TV 3D	145	6.1%
TV OLED	34	1.4%
Don't know	98	4.1%

Future brand	Frequency	Percent
<b>Total</b>	<b>2,387</b>	<b>100.0%</b>
<b>Samsung</b>	<b>803</b>	<b>33.6%</b>
LG	392	16.4%
Sony	384	16.1%
Sharp	238	10.0%
Toshiba	177	7.4%
Panasonic	168	7.0%
Polytron	145	6.1%
Sanyo	6	0.3%
TCL	4	0.2%
Changhong	3	0.1%
Others	1	0.0%
Don't know	66	2.8%

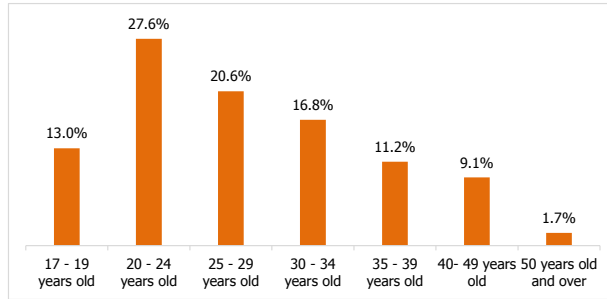
Future features	Frequency	Percent
<b>Total</b>	<b>2,387</b>	<b>100.0%</b>
<b>Connected to the internet/wifi</b>	<b>746</b>	<b>31.3%</b>
Viewed 3D content	319	13.4%
Eco-friendly	253	10.6%
Connected to smartphone, tablet, laptop	214	9.0%
Connected to USB, SD card	199	8.3%
Touch screen	178	7.5%
Record TV program	159	6.7%
Combined digital receiver	115	4.8%
Presence sensor	62	2.6%
Voice sensor	31	1.3%
Color and brightness level set automatically	27	1.1%
Antenna Booster	19	0.8%
Conected to radio	7	0.3%
Others	6	0.3%
Don't know	52	2.2%

## Respondent's Profile

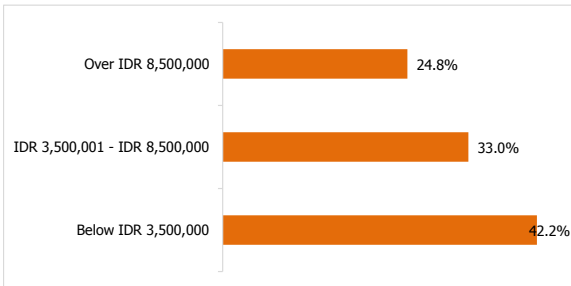
### 1. Gender (n=2,790)



### 2. Age (n=2,790)



### 3. Monthly Household Income (n=2,790)



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