



glance

INDONESIA SMART LOCK SCREEN
REPORT 2023



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The need to connect is what makes us human, to break free from the shackles of everyday monotony and find inspiration and joy through people and ideas from all over the world. It's this defining insight that led us to create Glance, the smart lock screen.



FOREWORD

In his book Blink, Malcolm Gladwell spoke about the power of thinking without thinking. The Glance smart lock screen is the visual analogue of this powerful idea – a quick glance at the lock screen can bring immense joy, inspire ideas and spur action that has the power to transform our lives.

We have been making the lock screen smart since 2019. In a delightful way. Today, more than 200 million consumers use Glance on their lock screen for their daily dose of trending stories, live entertainment, games, sports, weather updates and much more. And deriving joy and inspiration from it.

More than 75 million gamers play and watch games, compete and connect with fellow gamers through our gaming platform Nostra. It has become the largest gaming platform in India and Southeast Asia delivering delight to gamers on the lock screen.

Roposo, our LIVE platform is redefining the way consumers experience trends, sports, entertainment and music. Driving these experiences are creators who want to express themselves, share their take on any trend and connect with their fans.

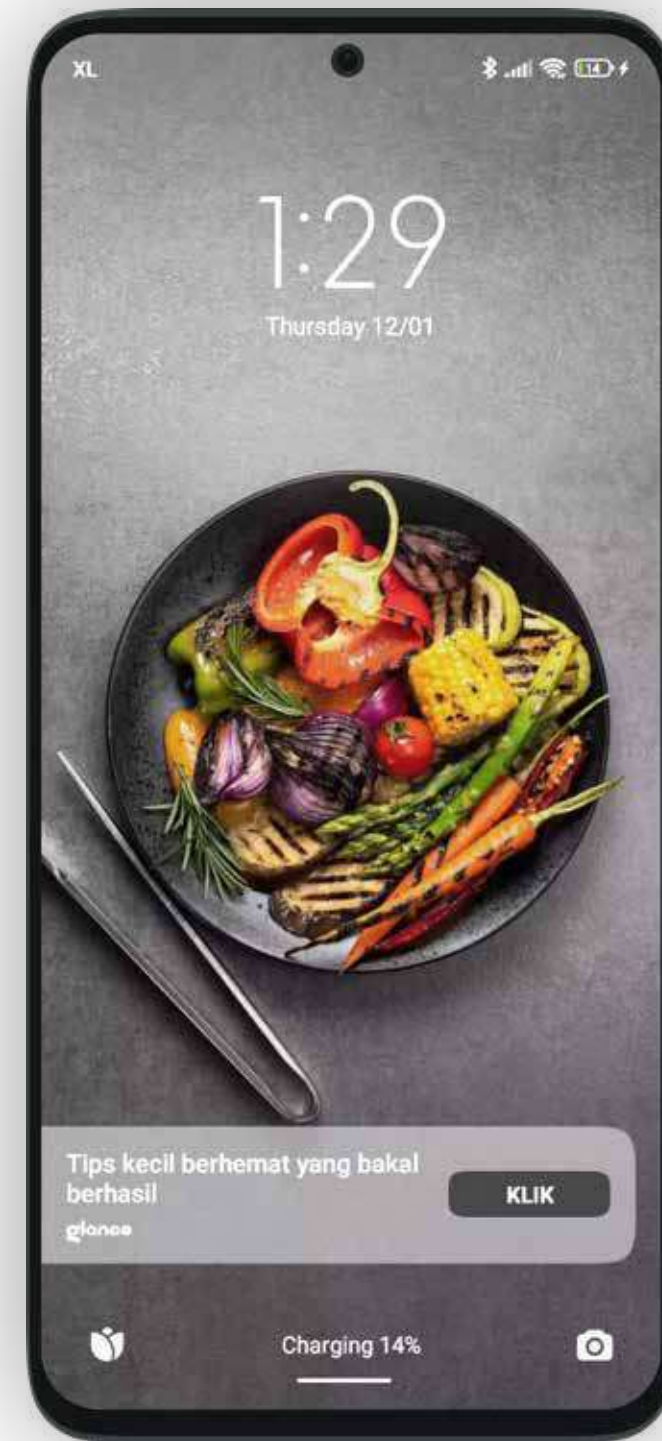
As the world of Glance grows, so does our understanding of what makes our consumers tick, and what doesn't. This report provides insights into the world of Glance and how it is impacting the lives of our consumers.

Whether you are a smartphone maker looking to convert your consumers into fans, a brand trying to connect with consumers and narrate your story, a game developer trying to understand gamers, a creator seeking fans, or a publisher looking for an audience, this report is for you. And if you are a consumer that has been inspired by Glance, we have the deepest gratitude for you.

Our aim is to bring empowerment and joy to consumers with the power of a glance, and to continue to make a difference in consumers' lives. And we'd love it, if you'd want to come along.

GLANCE INDONESIA:

A smart lock screen experience across Xiaomi, Vivo, Realme and Oppo



mi



realme



vivo



oppo



GOING DIGITAL WITH A PURPOSE

A leading smartphone market with optimistic consumer sentiments, love for digital services and omni-channel methods along with a growing Gen Z smartphone user base that is deeply engaged on social media and entertainment platforms.

With almost 90% consumers visiting these platforms at least once a week, this audience's hunger for everything digital is fueled by a combination of what they seek, and what they end up stumbling upon. They want to stay entertained and informed, they don't just want to play snake and ladders; they want to move up the ladder.

For this vibrant Indonesia, the Glance lock screen offers:



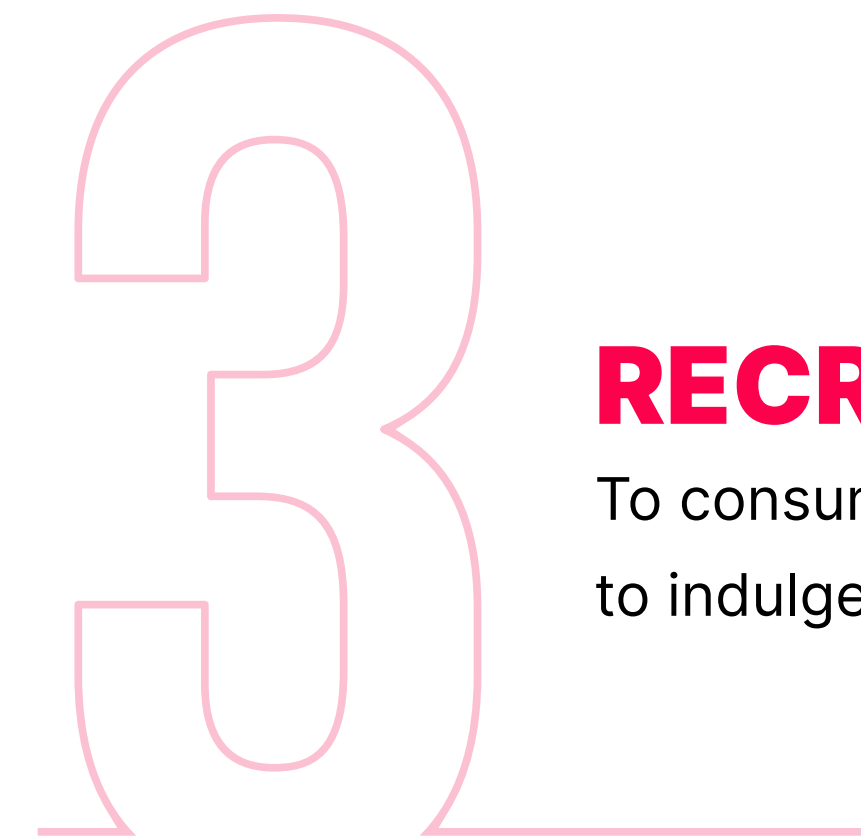
GROWTH:

To consumers who want to be better, smarter, fitter.



CONNECTION:

To consumers who no longer wish to walk a lonely road.



RECREATION:

To consumers hungry for opportunities to indulge their tastes.



01 **GROWTH:**

Why stop when you can improve yourself every day?

Upgrade your skills, languages, habits – get inspired!



02 **CONNECTION:**

Reaching out has never been easier!

Collaborate for work, hobbies, ideas, or just to get to know someone better.



03 **RECREATION:**

Satiate your hunger for gaming and indulge your tastes!

Find new games, new hobby ideas, and consume uplifting content on the lock screen.

INDONESIANS WANT, GLANCE PROVIDES

Upskill, collaborate, or play?

Glance has everything to make the tech-savvy Indonesian consumers stay engaged and celebrate life. A reason to be Selalu Happy!

Here's a snapshot:

90%
Content in
Bahasa

03
Formats
(text, video
& live)

80%
Video content
consumed

22
Different genres
to choose from

250+
Daily text and
video content cards

The background of the left side of the slide is an aerial photograph of a tropical beach. The top half shows dense, dark green foliage, while the bottom half shows clear, turquoise water with white foam from waves washing onto a sandy beach.

LEARNING ON THE GO:

Glance exclusive English and Korean language learning, dancing and food videos.

GAMING ONLINE AND OFFLINE:

400+ casual games across 15+ genres.

ENTERTAINMENT LIKE NEVER BEFORE:

Short videos, episodic content and now - LIVE! With 3+ live-streams/day since May 2022.

SEE.LOVE. SHARE.REPEAT.

With Glance, the lock screen is no longer just a gateway to the world inside a phone; it's a destination in itself.

And the consumers can't wait to get to this destination, because there's always something that'll hit the right spot.

What's more?

When they like what they see, they make sure their world sees it too!

100%
Increase
in DAU

2.70x
Growth
in DEU*

100K+
Likes for the
most loved
content piece

25K+
Shares for the
most loved
content piece

Time period: Jan '22 - Dec '22

*DEU for Xiaomi, Realme, and Oppo

THERE'S SOMETHING TO LOVE FOR EVERYONE

Whether you're looking for the latest updates on K-Pop, tips on lifestyle, fashion and relationships, or the coolest features on the brand-new Tesla, and more; it's all there right on the smart lock screen.

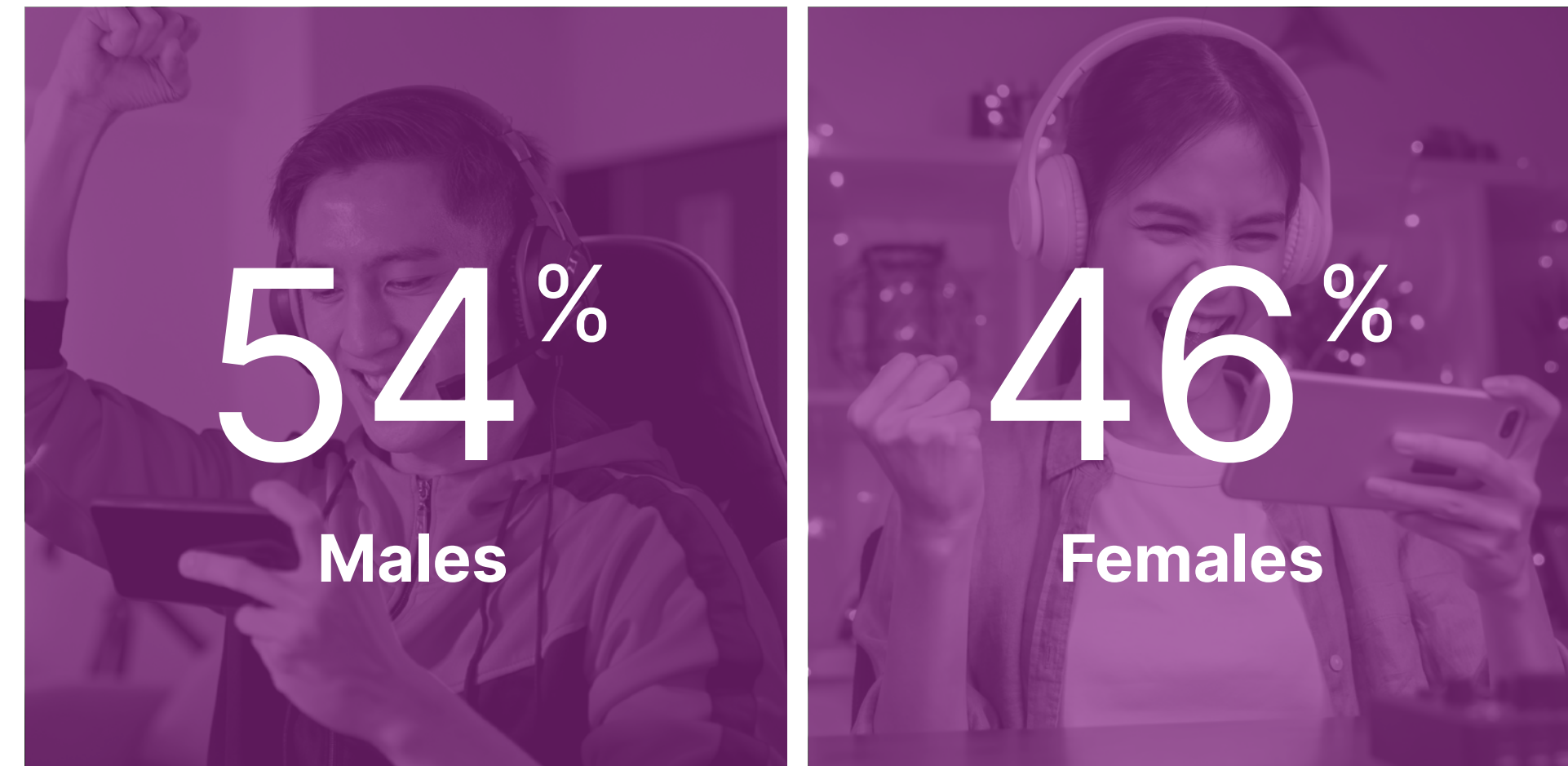


Top content categories, % watch time

INDONESIAN USERS UNITED BY THE LOCK SCREEN

Glance's massive variety of content brings both men and women across ages in droves.

Glance consumers, Gender split



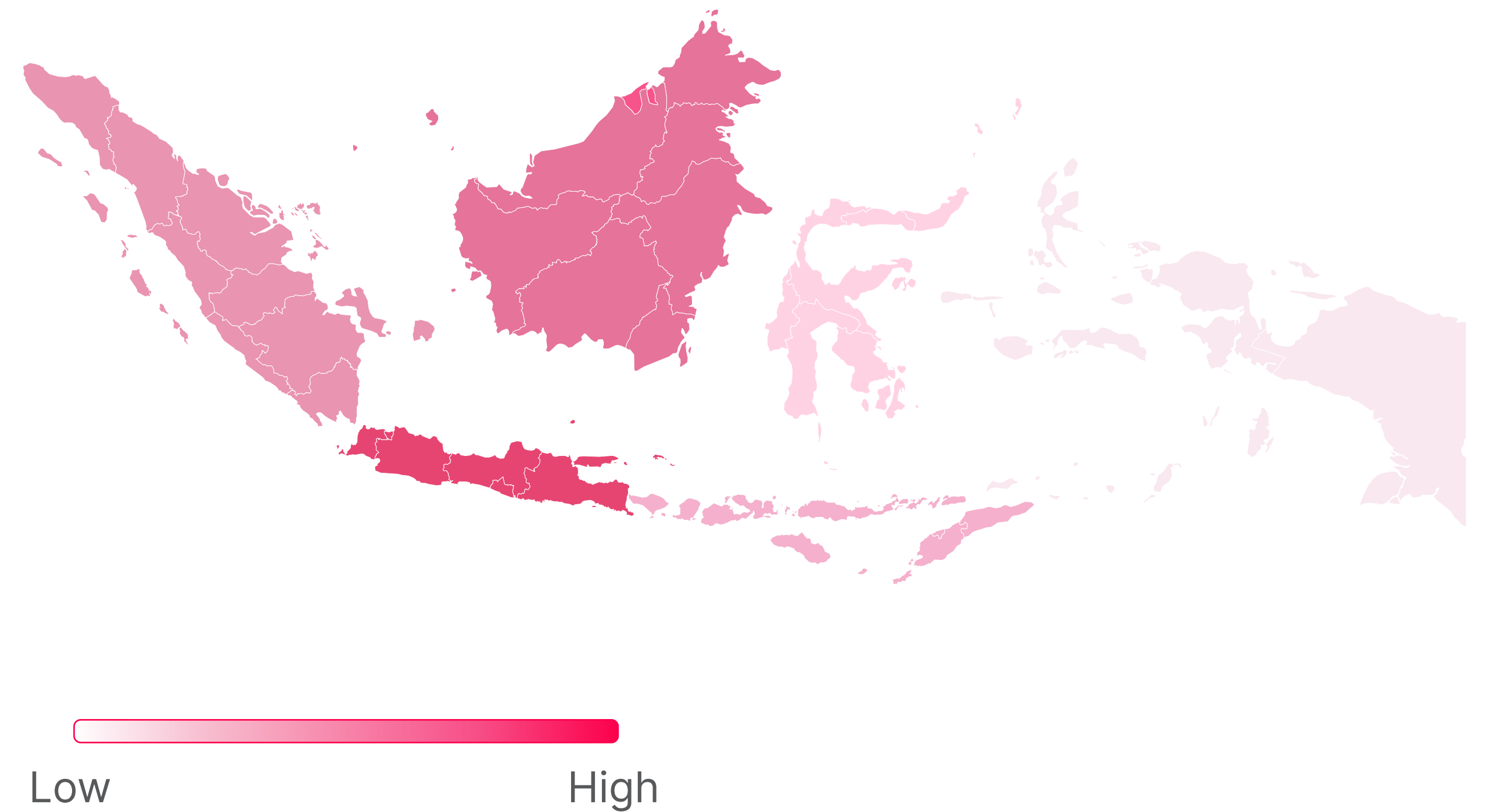
Glance consumers, Age composition



INDONESIAN ISLANDS UNITED BY THE LOCK SCREEN

But that's not all. Users from across Indonesia's thousands of islands spanning 700,000 square miles all agree on one thing: the smart lock screen!

Glance consumers spread by islands



KYC KNOW YOUR CULTURE

Know Your Customer might be enough for a bank, but how does one create an immersive experience that resonates with everyone?

At Glance, KYC stands for **Know Your Culture**. It means working with strategic partners, who understand Indonesia and by doing this, Glance is able to launch content that captures the hearts and minds of Indonesia.



685K likes
140K Shares
3.95Mn Clicks



356K likes
175K Shares
4.02Mn Clicks

Content cards, Ramadan & Independence Day

Content Partners:





**SKIP WAITING.
GET GAMING.**

There was a time when users were okay to sit and twiddle their thumbs away. Now they want their thumbs deep in engaging gaming action, before the thought of boredom has a chance to even cross their mind.

And that's exactly what Nostra* provides!

**No compatibility checks. No installation. A massive library of pure dopamine.
And the gamers are rushing in.**

400⁺
Games

~6.6^{Mn}
Consumers come to
Nostra every month

15⁺
Categories

~200[%]
Growth in
consumer base

LIVE THE ACTION

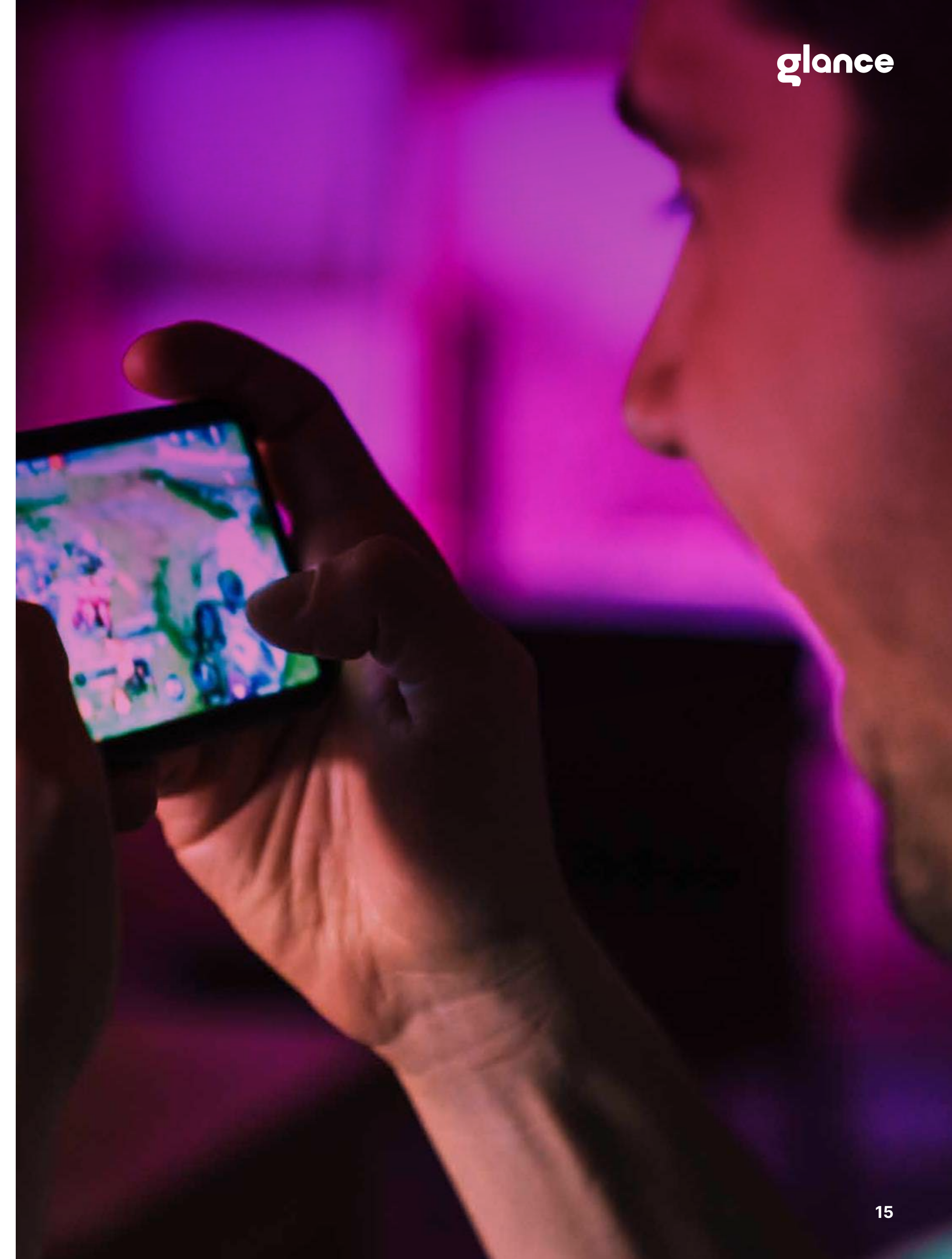
L.I.V.E ((•))

Gamers live, breathe and play games. And everyone loves to watch a good game. So, Glance introduced live gaming tournaments on the lock screen through Nostra.

An unforgettable stadium-like experience where the pros play and everyone else watches, learns and cheers.

Access to evolved gameplay, biting commentary and a gateway to gaming events.

In just around 40 days of being launched in mid-2022, total watch hours racked up to **222,000 + hours!**





TRENDING LIVE-STREAMERS

Selly

4,056,872 viewers tuned in for her shows



Thalia

1,401,563 viewers tuned in for her shows

Cocacila

2,030,357 viewers tuned in for her shows

SKIP THE DRAMA, FOR THE GOOD KIND OF DRAMA

If gaming and live action was not enough, Glance had another surprise for Indonesia in 2022: Glance OTT.

That's right, episodic content from key OTT partners, served on your lock screen.

Because why download an app, sign in, find a show and then start watching when you can "skip intro" and see the drama right there on your lock screen?



7 different shows

1st to 3rd episodes free on Glance

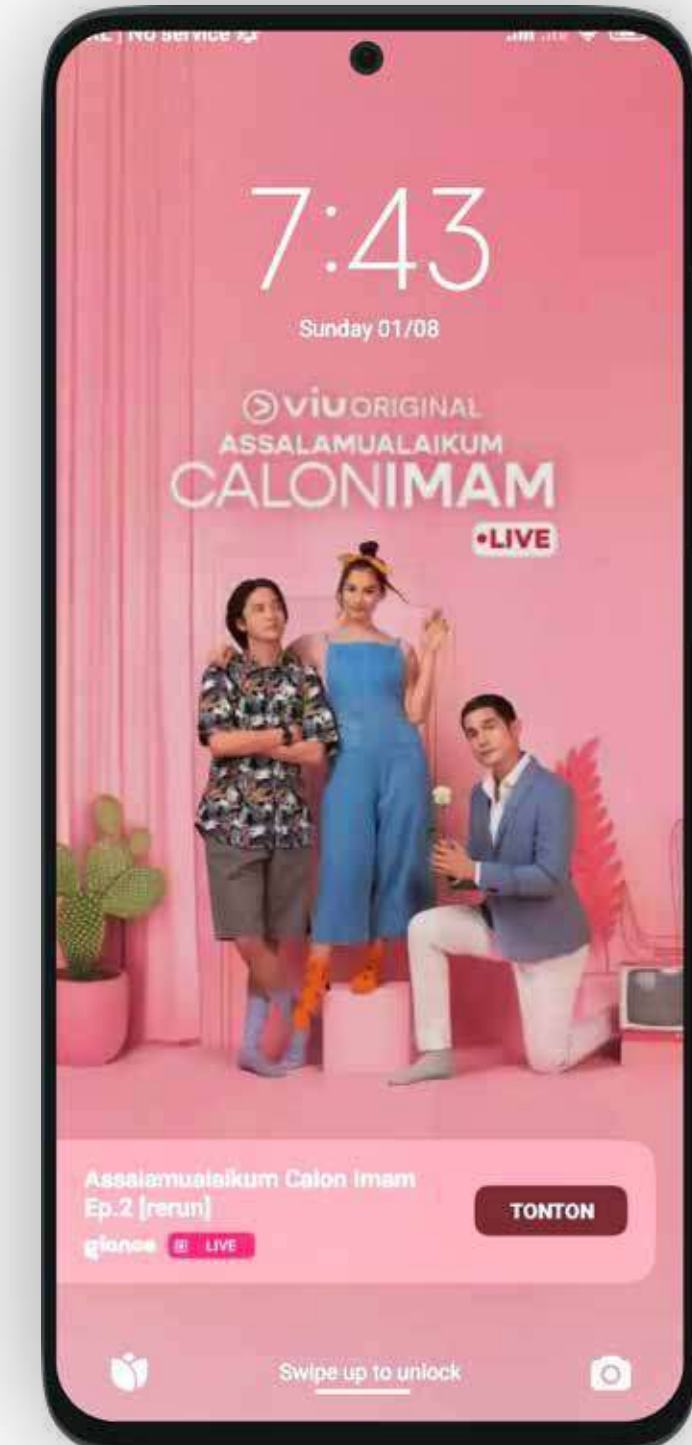
~550K Total Views

21K+ Watch Hours

Most watched episodes on Glance

Sumber Rezeki

Calonimam



1.1Mn Views
44K Watch Hours

0.9Mn Views
37K Watch Hours

THE ACTION
NEVER STOPS

Most watched live tournamnets on Glance

E-soccer



436K Views
15K Watch Hours

PUBG for ladies

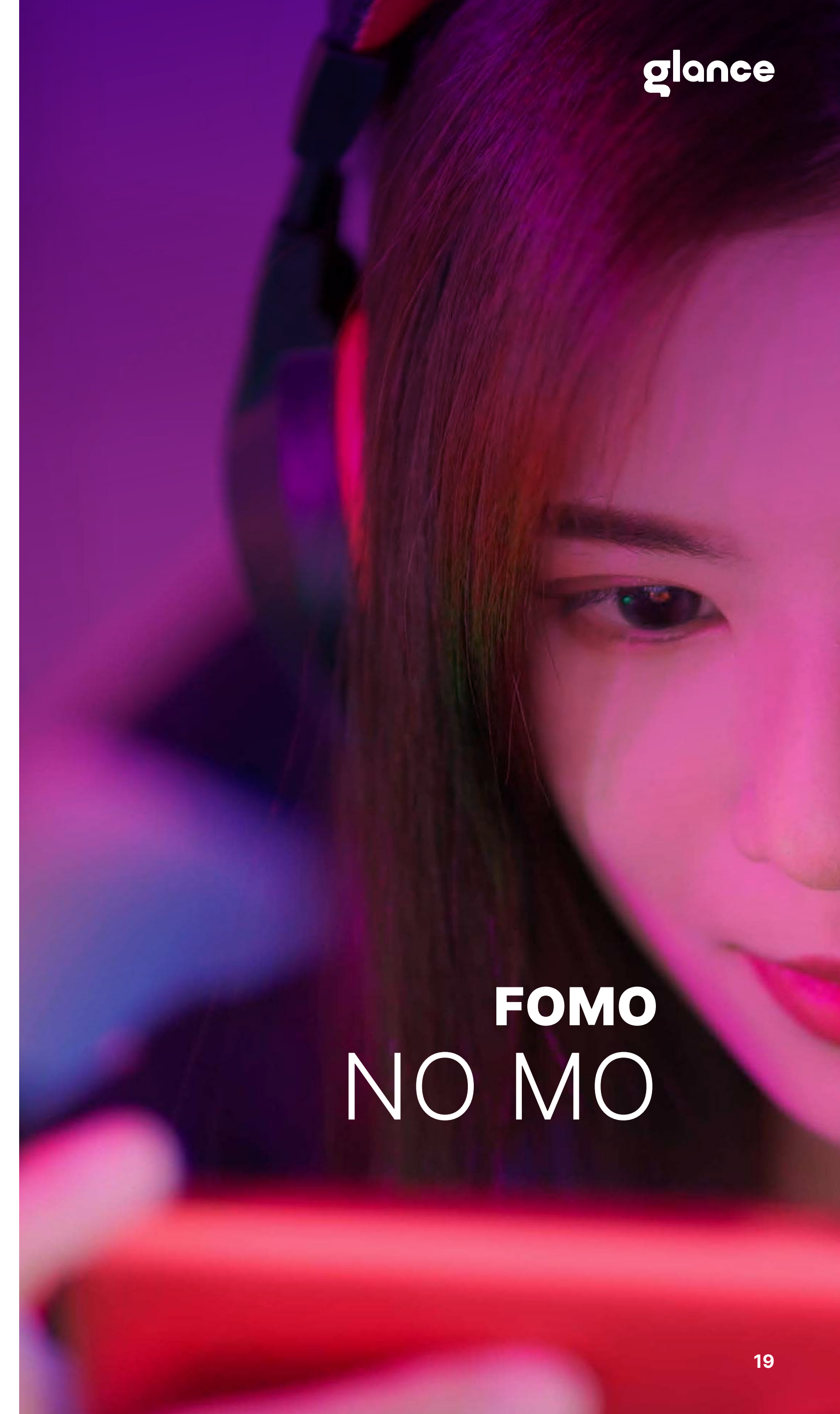


47K Views
1.9K Watch Hours

Valorant



2.8Mn Views
124K Watch Hours



FOMO
NO MO

Lock screen content consumed by time of the day



COMFORT CONTENT
ALL DAY LONG!

Most people have a sacred routine in the mornings, before they start their work, and then again in the evenings, before they end their day.

These hours are for content they love! Something that engages and relaxes. For most smartphone users in Indonesia, that routine is Glance.

That's why Glance consumers peak at 10 am for news, lifestyle and entertainment, and then at 5 pm, winding down with games, entertainment and self-care.

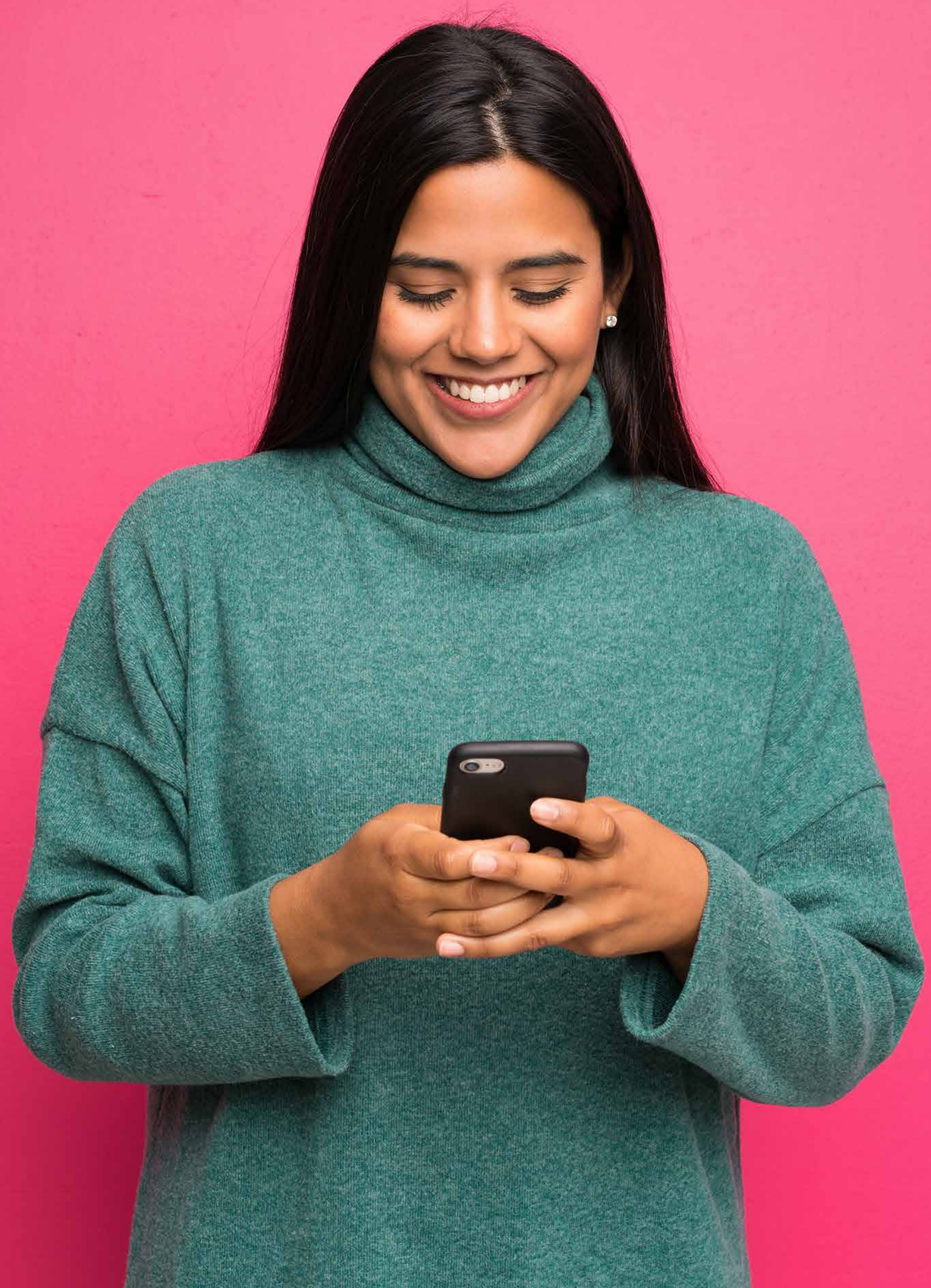
GLANCE METHODOLOGY

The findings in this report are based on Glance and Nostra platform data, consumer survey data and industry reports.

The OEM brands covered in this report are Xiaomi, Realme, Oppo & Vivo.

Time frame:
Jan '22 to Dec '22

Target consumers:
Glance Consumers



GLANCE LINGO

▶ **OEM:**

The mobile manufacturer company on which we display our content.

▶ **OTT on lock screen:**

1st and 2nd episode of new OTT shows streamed on the lock screen

▶ **LIKES:**

Number of times the Like button on the Glance card was clicked.

▶ **SHARES:**

Number of times the Share button on the Glance card was clicked.

▶ **Number of Glances:**

Number of times the Glance card was seen.



GLANCE LINGO

▶ **Live on Glance:**

A streaming service for real-time, interactive content on the lock screen of Android smartphones

▶ **DEU:**

The number of unique users that interacted with any of the games or Live shows in Glance in a day.

▶ **DAU:**

The number of unique users who came into the gaming section of Glance in a day.

▶ **MAU:**

The number of unique users who came into gaming section of Glance within a 30-day window.



Founded in 2019, Glance is a consumer technology company that operates some of the most disruptive digital platforms including Glance, Roposo, and Nostra.

Glance has redefined the way internet is consumed on the lock screen, removing the need for searching and downloading apps. Over 400 million smartphones now come enabled with Glance's next-generation internet experience.

Nostra is India and Southeast Asia's largest gaming platform with a rich variety of gaming experiences (instant, online, live, tournaments). The platform offers game developers innovative plug-and-play solutions and instantaneous access to passionate gamers, while brands can leverage it for unique contextual engagement with their audiences.

Roposo is a creator-driven live entertainment commerce platform that brings together creators, shopping and entertainment in a single destination.

Headquartered in Singapore, Glance is an unconsolidated subsidiary of InMobi Group and is funded by Jio Platforms, Google, and Mithril Capital. For more information visit glance.com.

ABOUT GLANCE

THANK YOU

Reach out to
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