

Highlight of Content Industry in Indonesia

@maswaditya

Founder of HelloMotion Academy, World Champion Young Creative Entrepreneur 2007 London



HELLO MOTION

HIGH SCHOOL

Bintaro





150 Triliun Rupiah!

winning the title of
Japan's most
popular mascot in an
online poll in 2011

2,9 Triliun Rupiah

Pendapatan tahun 2010

2,4 Triliun untuk Produk Makanan & Minuman
200 Milyar untuk Aksesoris & Ornamen

10 Triliun Rupiah

Nilai Karakter Kumamon

400

Formulir Aplikasi
Pengajuan Ijin
Penggunaan Karakter
Kumamon / Bulan

8,200 items



CONTENT = Rp.1.025.850.000.000.000

**BOOKS,
NEWSPAPERS,
IMAGES & TEXT**

Newspaper (17.4)
Magazines (12.2)
Books (6.7)
Internet Distribution (3.6)
Package Software (1.6)
Cellphone Distribution (0.9)

42.3%

VIDEO

TV Broadcasting (24.6)
Video Software (6.0)
Cable TV (2.6)
Movie Theater (1.4)
Cellphone Dist. (0.2)
Internet Dist. (0.2)

35.3%

GAMES

Arcade Games (4.7)
Game for PC (0.5)
Mobile Phone Game (0.4)
Online Game (0.4)

8.4%

MUSIC /AUDIO

Karaoke (6.7)
Music Software (4.5)
Radio Broadcasting (1.7)
Cellphone Dist. (1.2)
Concert (1.0)
Internet Dist.(0.2)

14%

Jualan Animasi?

~~Jualan Animasi!~~

Jualan Konten!

R
E
S
I
K
O

Tinggi



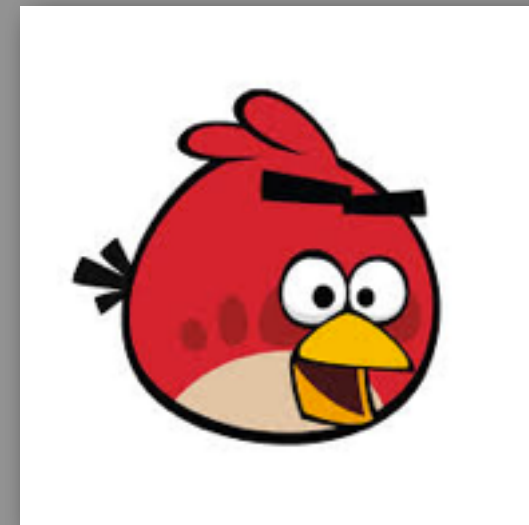
Merchandise



Animasi



Komik



Games

Rendah

Rendah

Tinggi

I
N
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I

a brief of **Indonesian** **Animation**

1950's



1980's



1990's





INDONESIAN MILLENNIALS

born 1980 - 2000

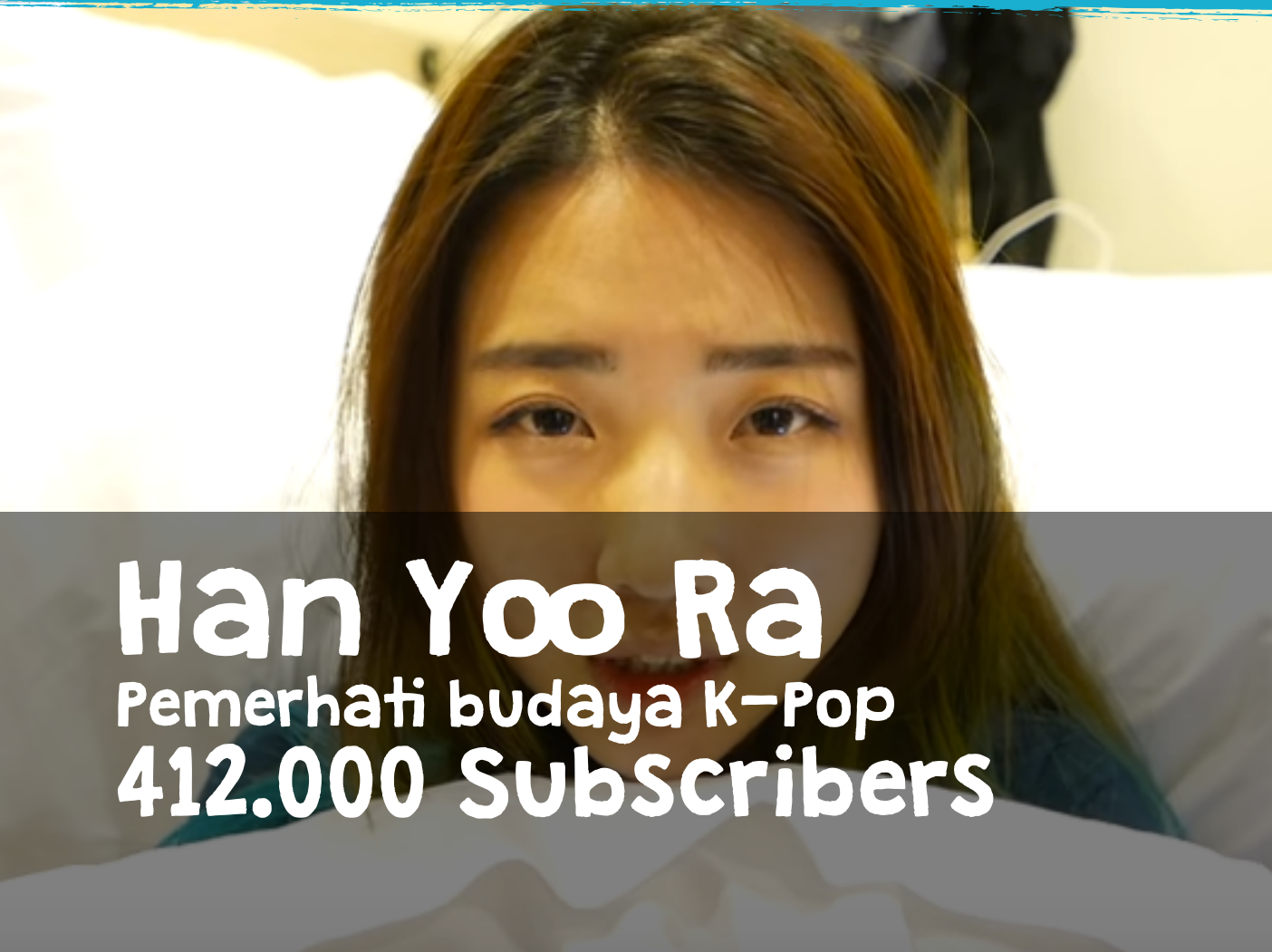


PENEMUAN

BUKANLAH PROSES LINEAR,
DARI IDE MENJADI
PRODUK YANG BERPANGKAP EKONOMI.
SEBALIKNYA, PENEMUAN ADALAH
INTERAKSI YANG KOMPLEKS
ANTARA...

AMON SALTER, PENELITI PUSAT STUDI INOVASI,
IMPERIAL COLLEGE





Han Yoo Ra

Pemerhati budaya K-Pop

412.000 Subscribers



Bayu SKAK

Komedian Jawa

760.000 Subscribers



Reza Octovian

Gamers

1.098.000 Subscribers



Aulion Wirizqi

Stop Motion Artist

338.000 Subscribers



rifalisme

Kekinian

You guys can use this stickers for your daily conversation.

Rp12.000

Send as a Gift

Purchase



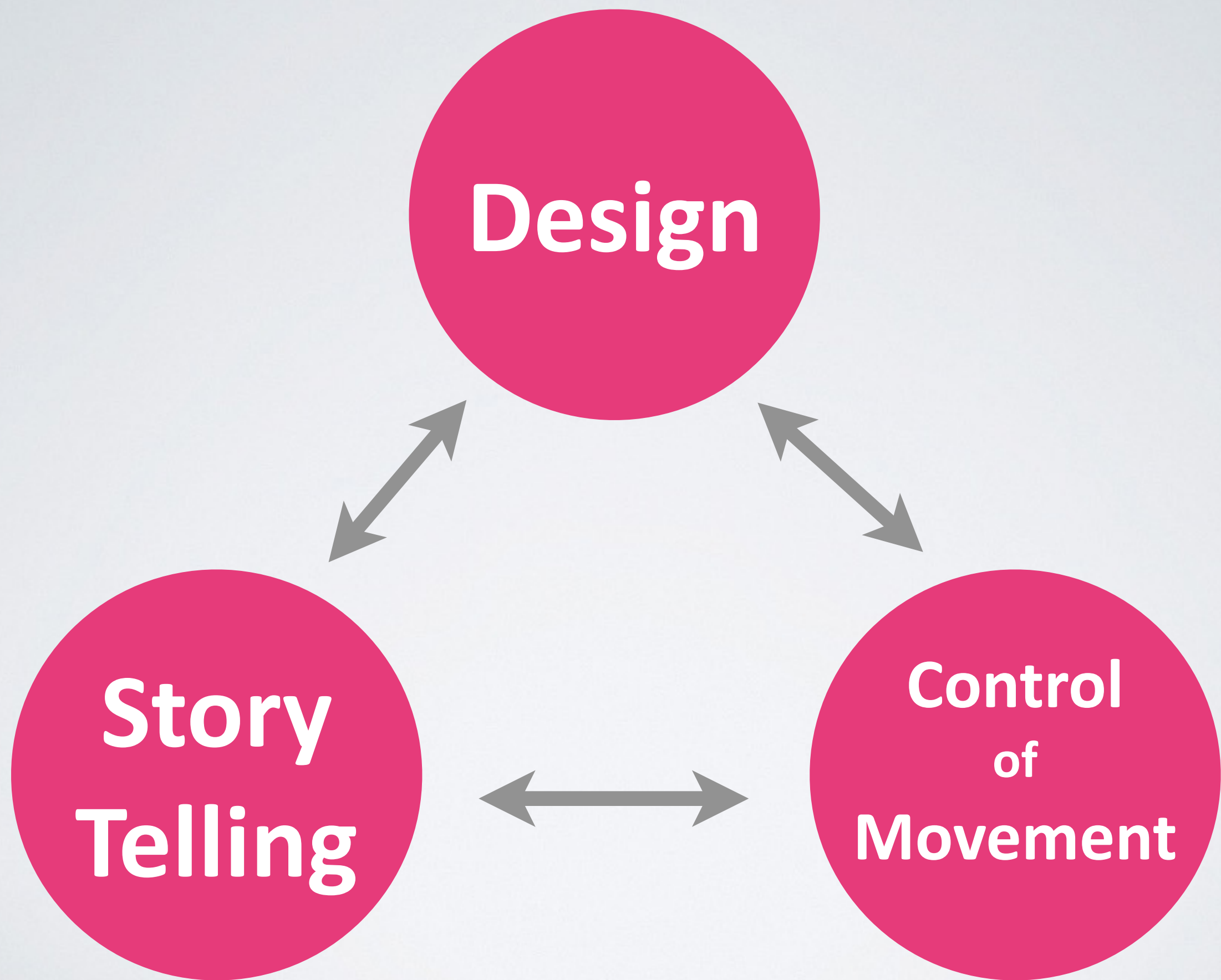


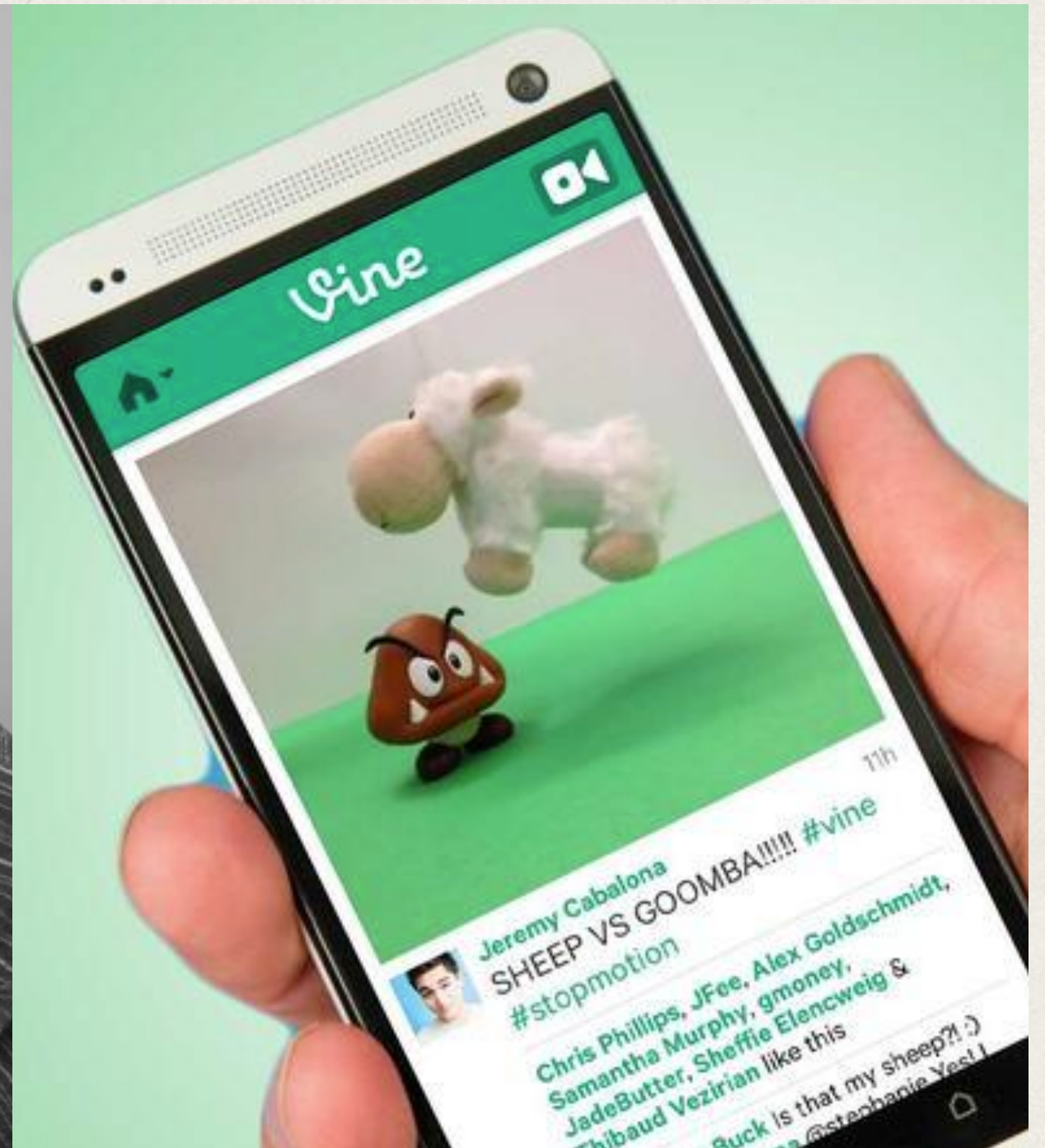
Animation about local ghosts!



Ghostly Trio CS, 78,000 Followers







Pinot, Vine Artist, 413K Followers

17.000 Islands of **Animagination**



Profile



Pinot

Indonesian father of Neverland family. Believe in dream, graphic design and Apple. Work as Illustrator & Animator in Kuwait. <http://about.me/pinot>
Kuwait City, Kuwait

213,2K FOLLOWERS • 162 FOLLOWING



Following

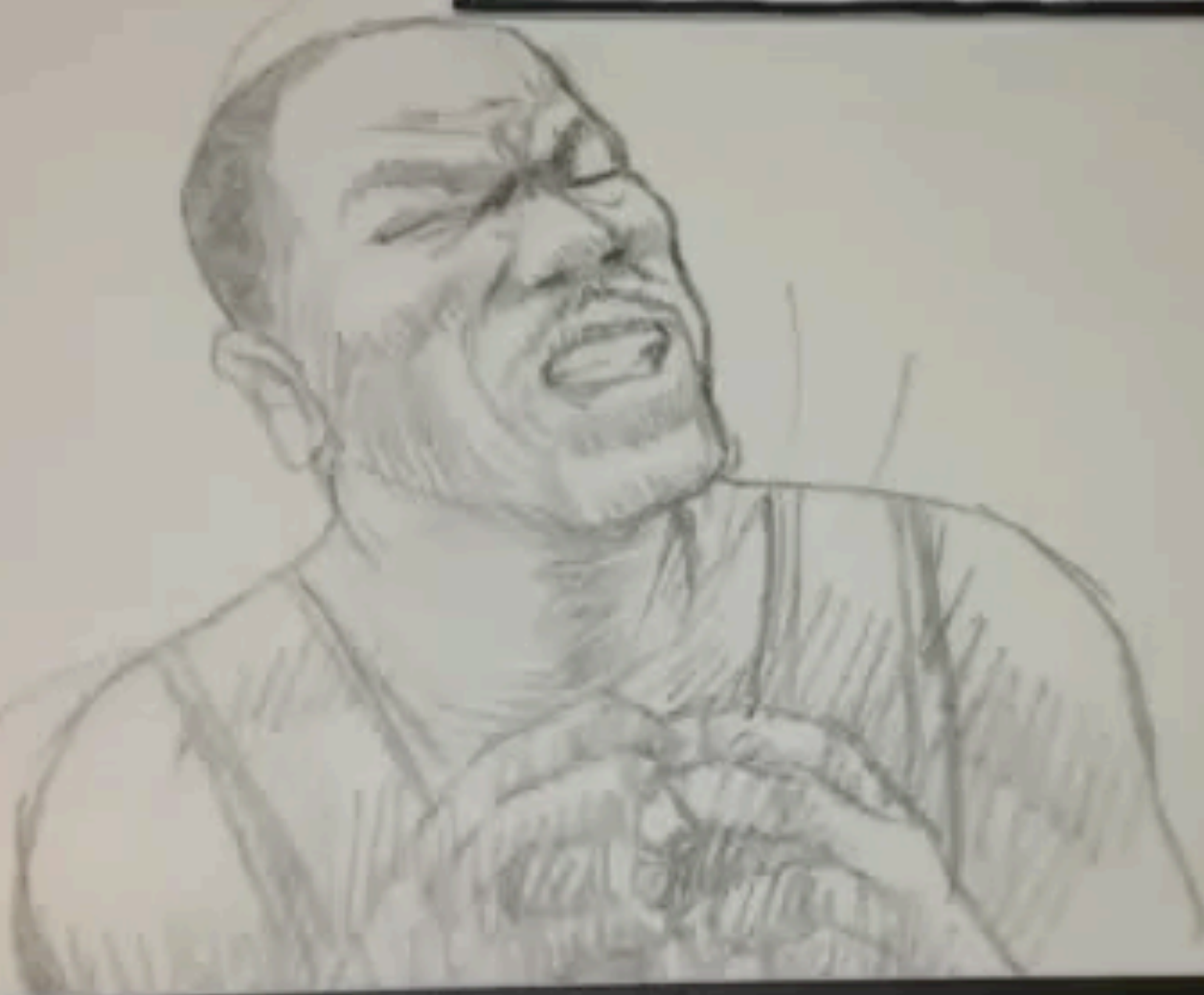
435 POSTS

6.550 LIKES

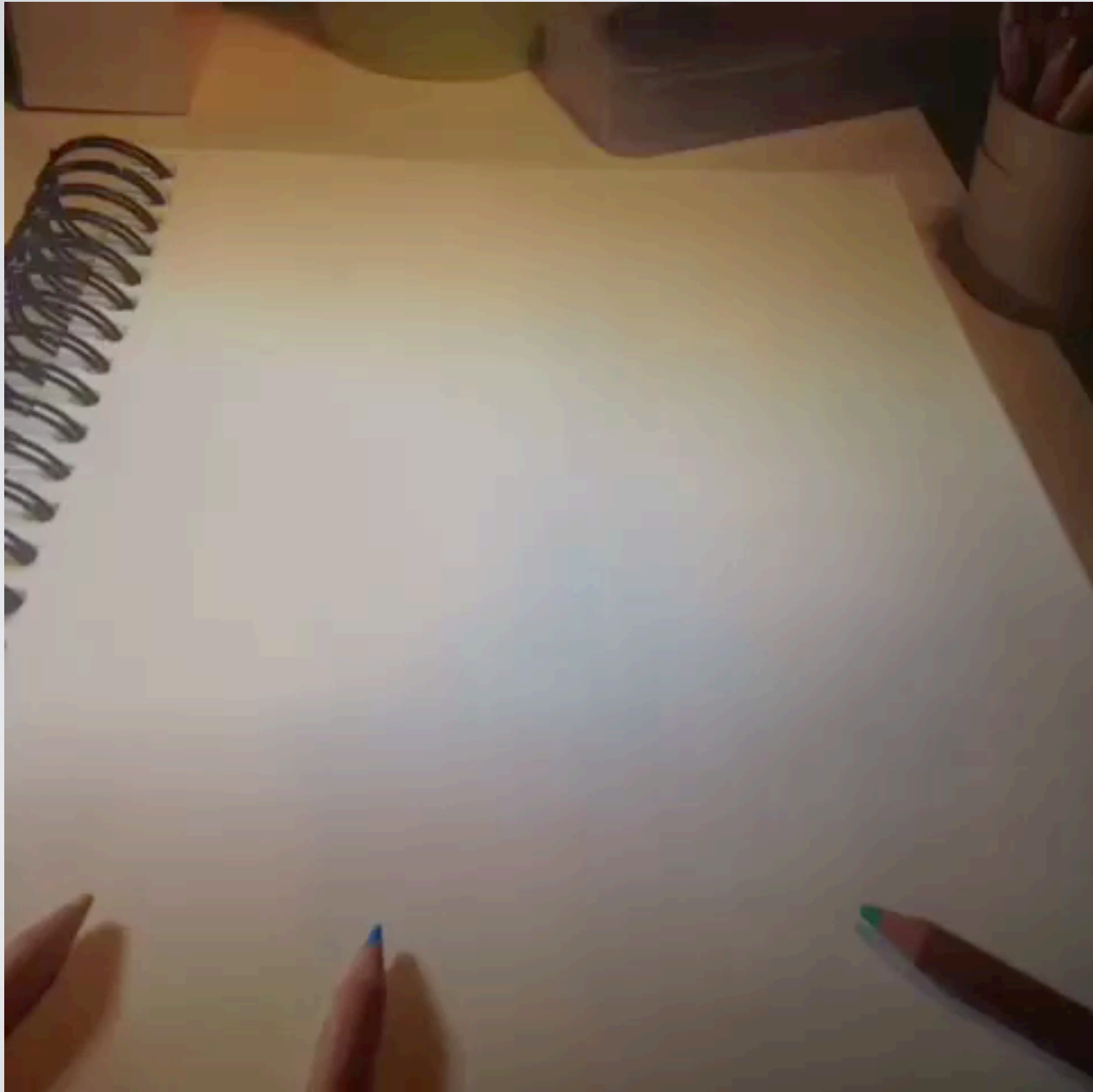


BBC
Children
in Need

The Injury



ESPN





Iksan Bangsawan,
21 tahun,
Kuliah Teknik Sipil
di Makassar



Sapi Perjaka

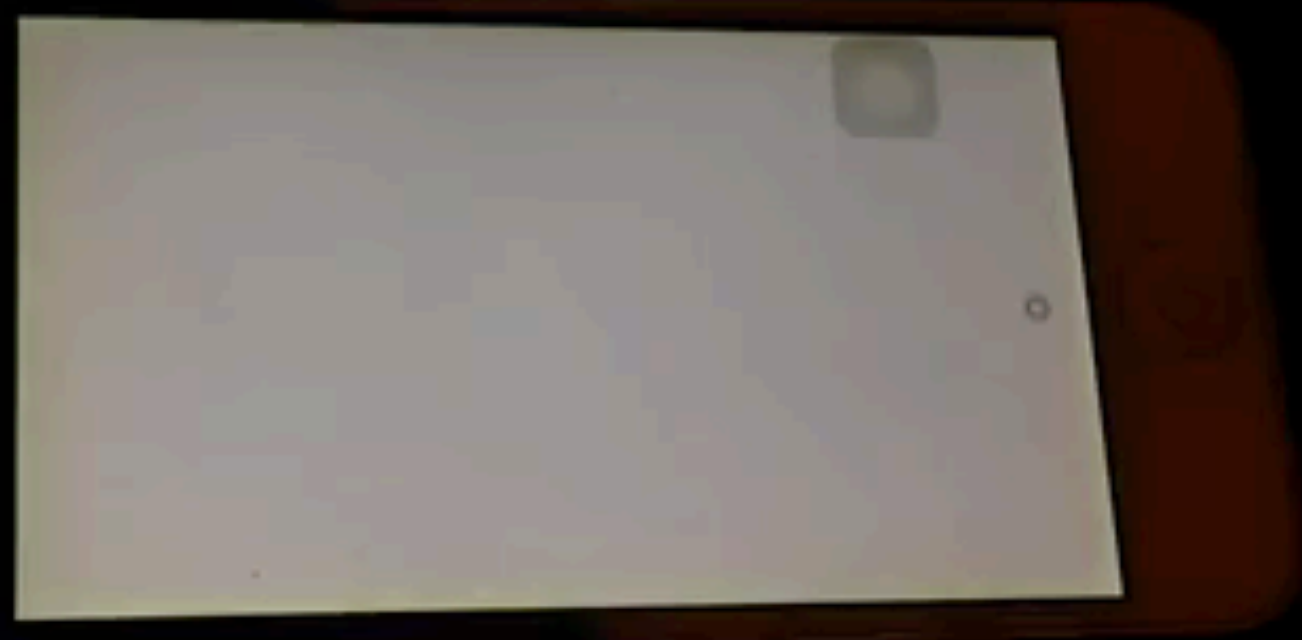


16.500



29.500

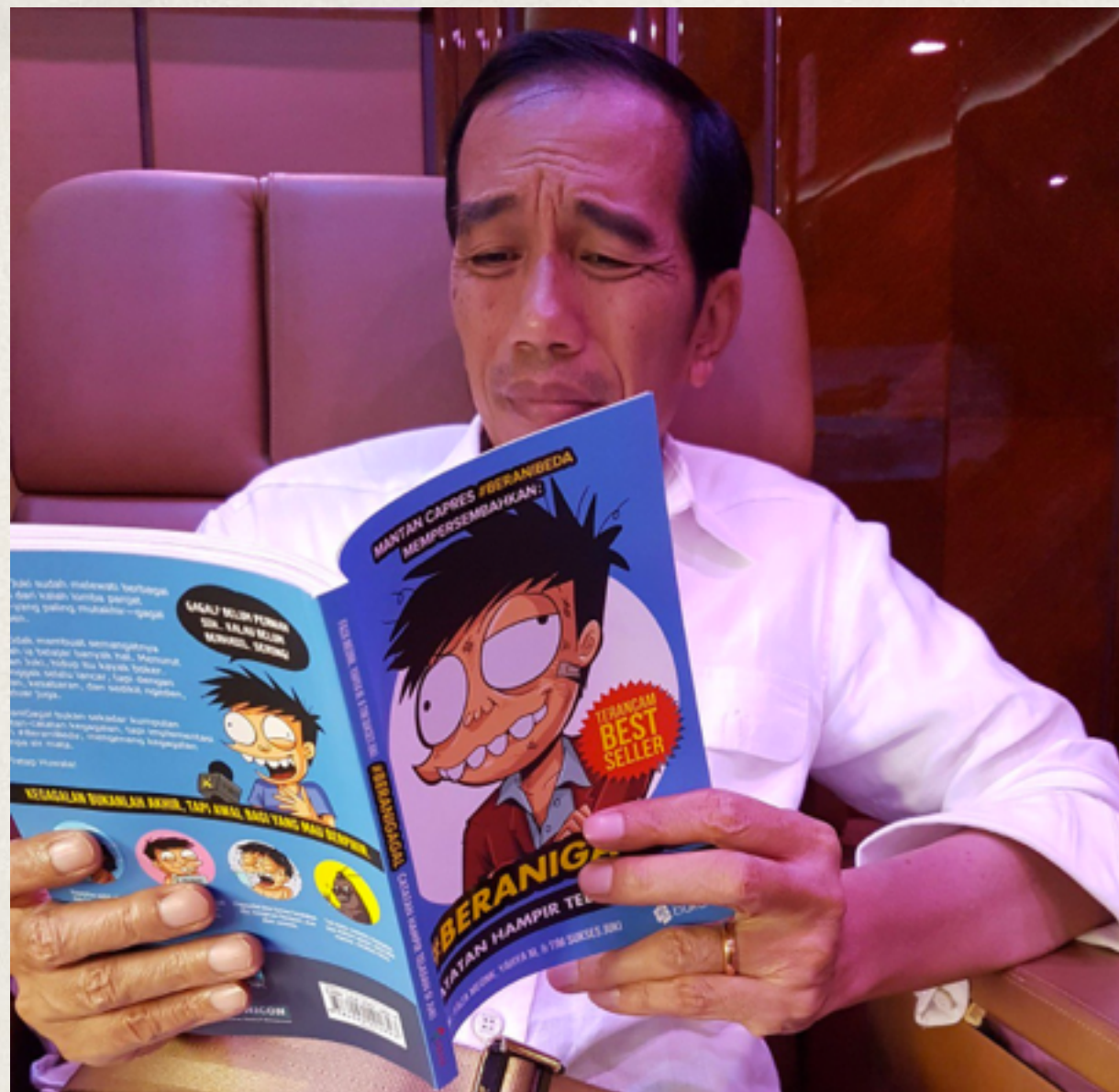






PENGARUH KARTUN #2





Si Juki

279.000 Followers

17.000 Islands of **Animagination**





Aditya & Sopo Jarwo

High Rating Animated Series
in national TV



Kratoon

Youtube aggregator for
local animation



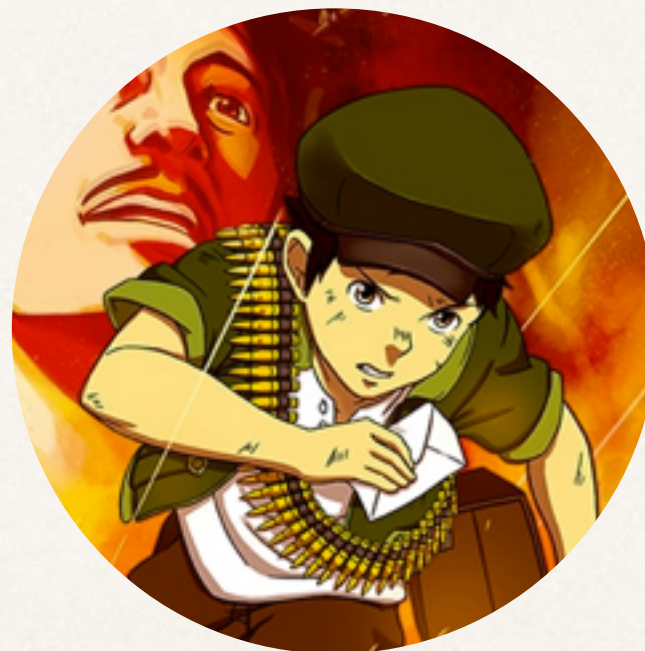
Pop Con Asia

Local Pop culture exposure
through exhibition



HelloFest

Largest Movie Concert in SEA,
500 animation accepted / event



Battle of Surabaya

Indonesian animated movie
from the last 10 years



Ministry of Education & Culture

Has created 50 animation
vocational school

DESIGN THINKING

A red circle representing the Empathy stage of the Design Thinking process.

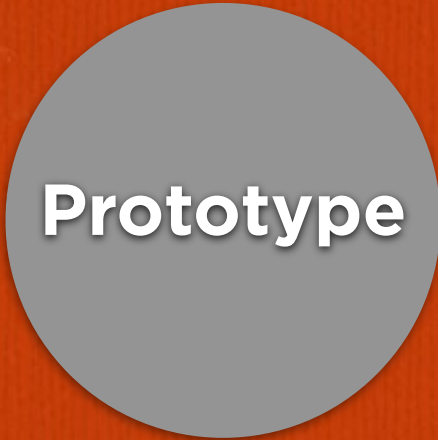
Empathy

A yellow circle representing the Define stage of the Design Thinking process.

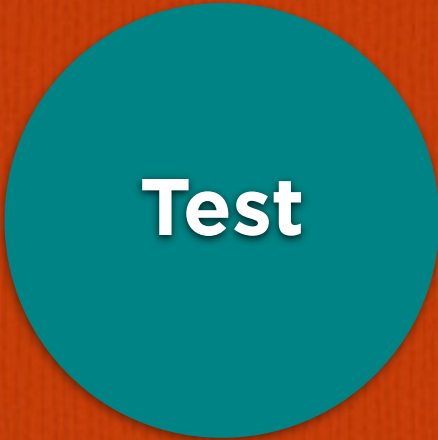
Define

A purple circle representing the Ideate stage of the Design Thinking process.

Ideate

A gray circle representing the Prototype stage of the Design Thinking process.

Prototype

A teal circle representing the Test stage of the Design Thinking process.

Test





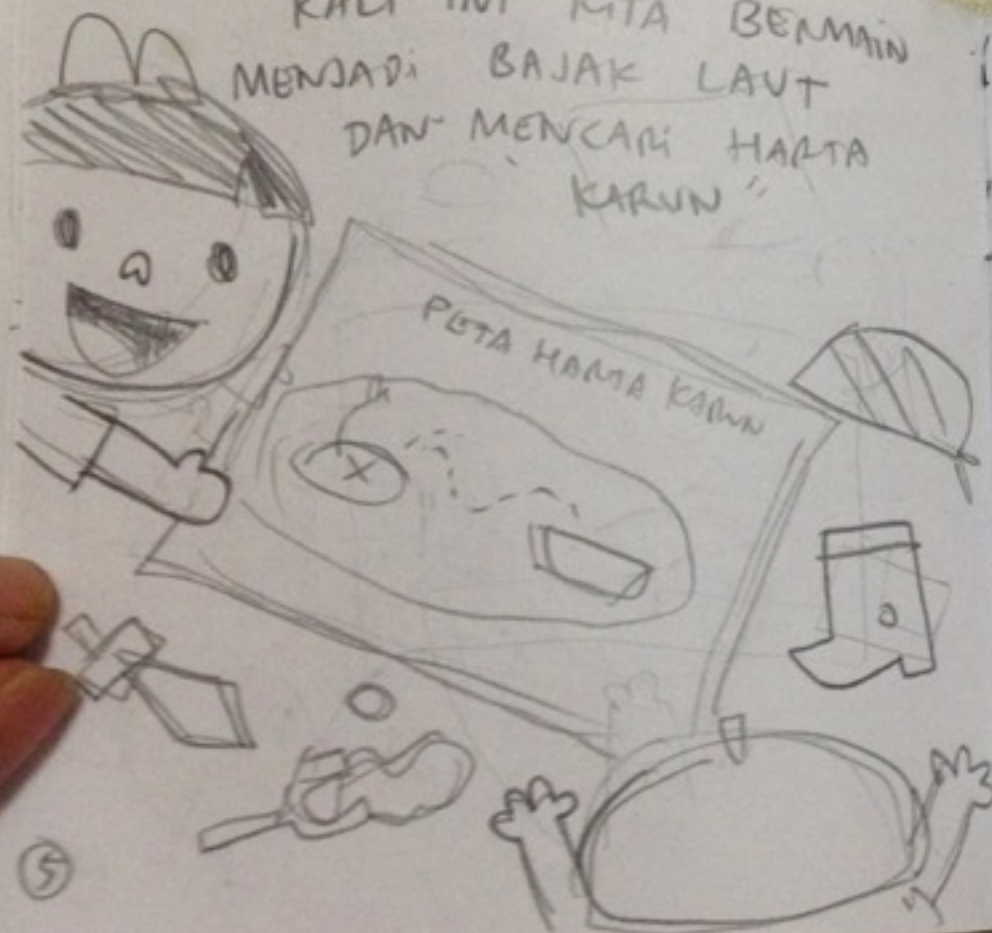
+





FUN  Cican

"KALI INI KITA BERMAIN
MENJADI BAJAK LAUT
DAN MENCAHI HARTA
KARUN"



AYO KELUAKKAN PERLENGKAPAN
KALIAN, PEDANG KAW, ROMPI,
BAGU, TEMOPUNG, SEPATU BOOT, DLL



This time they became
pirates and sought for
treasure.

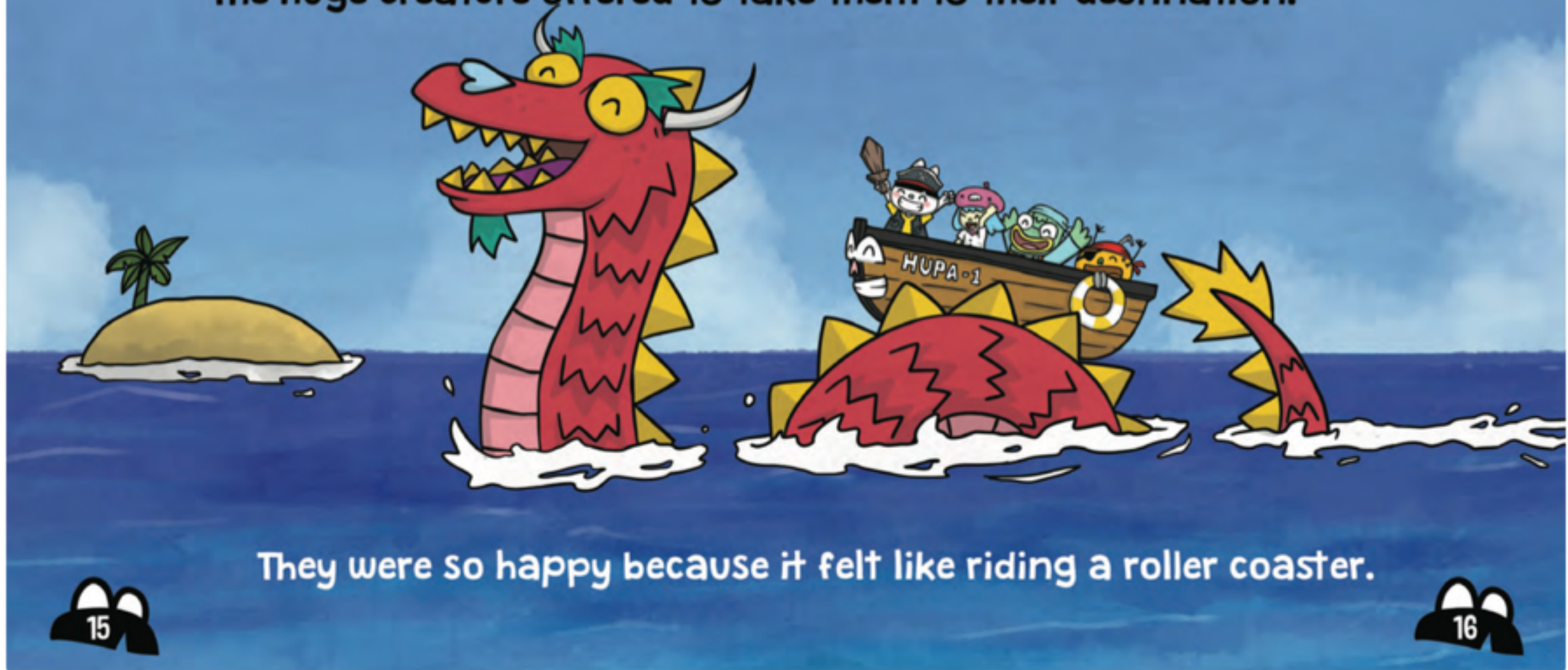
Cican and his friends took
their tools out.
Could you find the binoculars?



Let's sail and find the treasure with Cican!



Cican and his friends apologized for the misunderstanding.
The huge creature offered to take them to their destination.



They were so happy because it felt like riding a roller coaster.

The Adventure Series
FUN Cican

Wahyu Aditya

Halo
cican



The Pirates and The Water Monster



@hellocican



@hellocican



FUN
cican



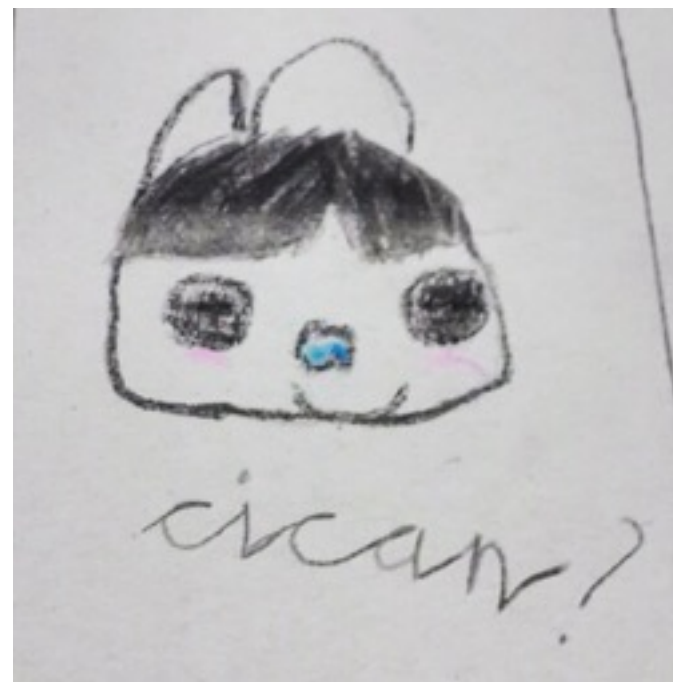


< Activity

54 mins ago



Ochi : Tadi Zoey field trip ke toko buku, adalah nih boneka Cican ikutan nemenin story telling anak2.





fufuelmart

19m

Semangaaat pagiii... Jumuah mubarakah!
 💜💜💜 Hasil jerih payah begadang sambil belajar scanning, printing dan laminating
 😭😭 Untuk Kk Emil yang lagi kecanduan sama Cican, si tokoh karakter lucu, gemesin dan seru banget dari serial buku @funcican
 🙄 Karena Bundaminya gak bisa gambar, jadi di scan dan print sendiri buat wayangnya. (Untuk konsumsi pribadi gak dijual bebas 🙄) Bisa jadi media Kk Emil sambil baca sambil imajinasi dengan wayangnya. Berhasil bikin Kk Emil kegirangan pas bangun dikasih tahu ada

penokohnya KUAT banget. Emil sampai langsung hafal nama-nama cican dan temen2nya. Bahkan beberapa adegan di buku, dia langsung peragain. Cican ini ngajarin hal baik sama anak2 dgn cara yg asyik dan ekspresi yg gemesin 😂 Selain cerita, di dalemnya juga ada aktifitas seru kayak mencari jejak, berhitung, main i spy berbagai benda, sampai mencari perbedaan gambar. Setiap hari, kami harus membacakan lebih dari 10 kali buku ini. Karena kalau kk lagi suka buku, dia harus sampai hafal tiap lembar itu percakapannya apa aja, jadi pas dia baca sendiri, suka sok2an kek yg udah bisa baca gitu 😂 Ah kak. kamu kan baru #Emil32bulan 😊



Lisensi Fun Cican :

Jan - Apr 2016

1. Buku Cetak

4,5 Milyar

2. Animasi

500 Juta

3. Merchandise

100 Juta

Total : Rp 5,1 Milyar

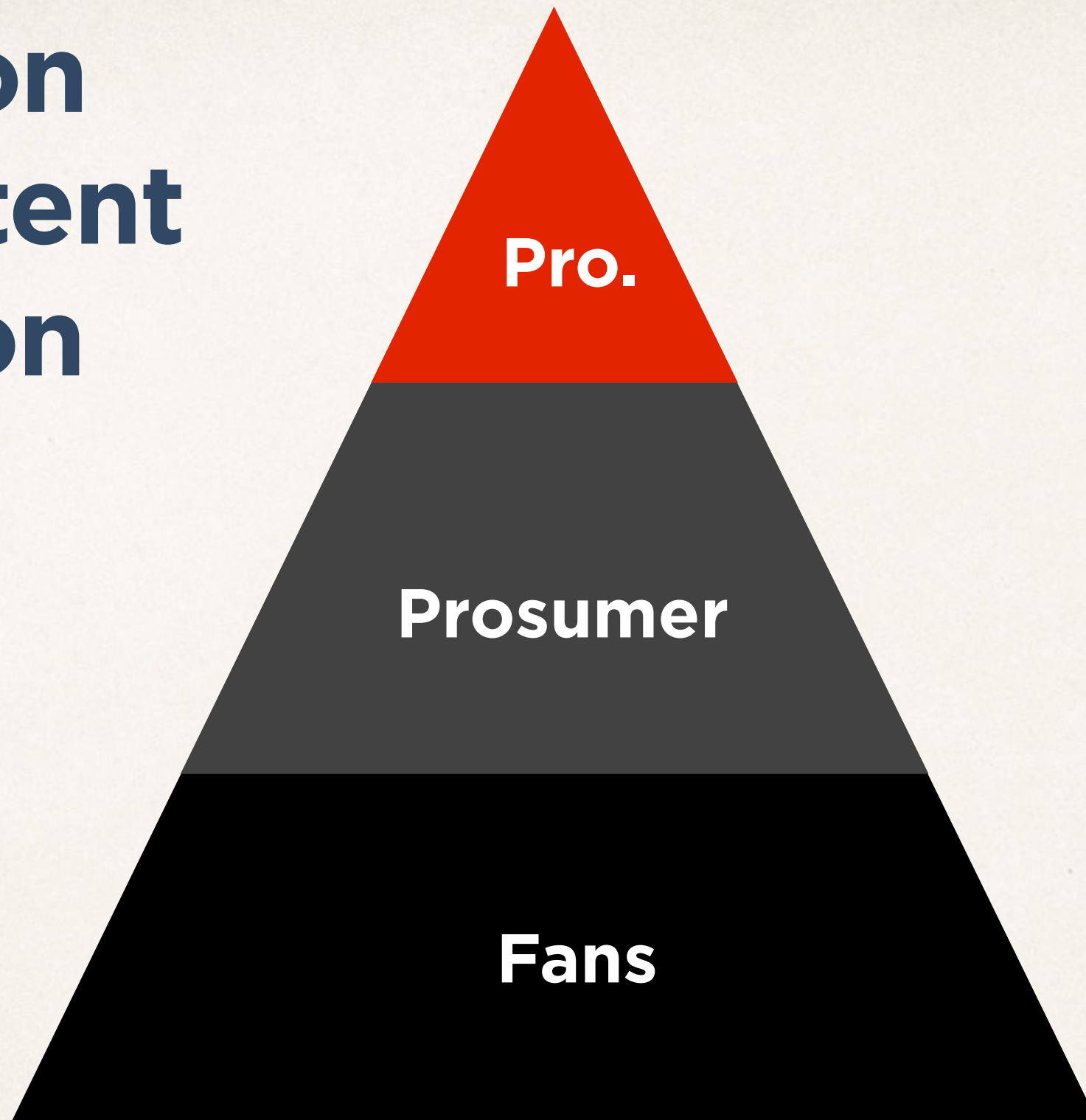
Jumlah
Keterlibatan
SDM :

+100 Orang

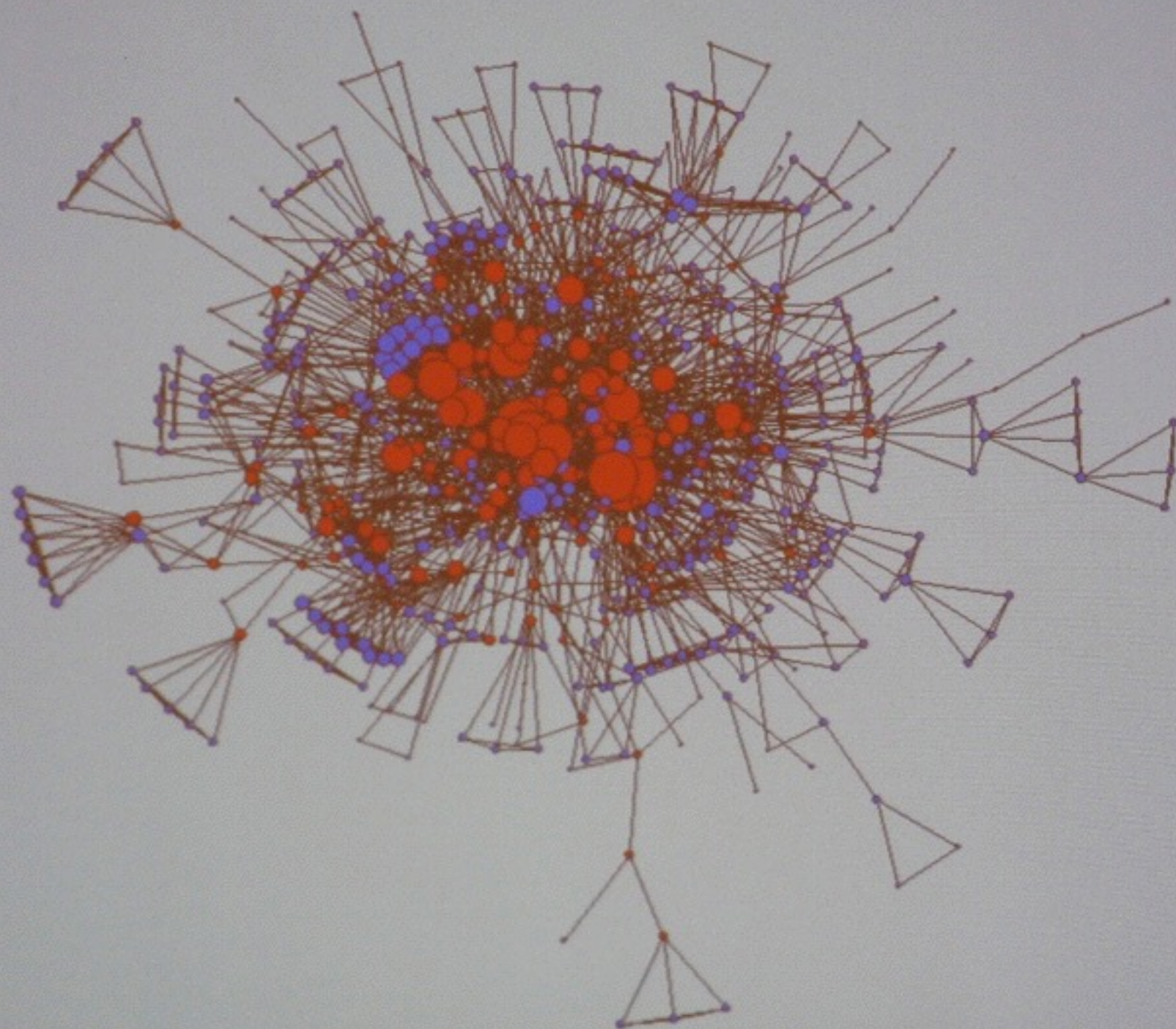
Catatan :

Angka merupakan prediksi omzet Januari hingga April 2016, Lisensi berupa total buku 30 judul @3000 eksemplar, proyek animasi PSA dan penjualan merchandise dalam bentuk apparel dan toys.

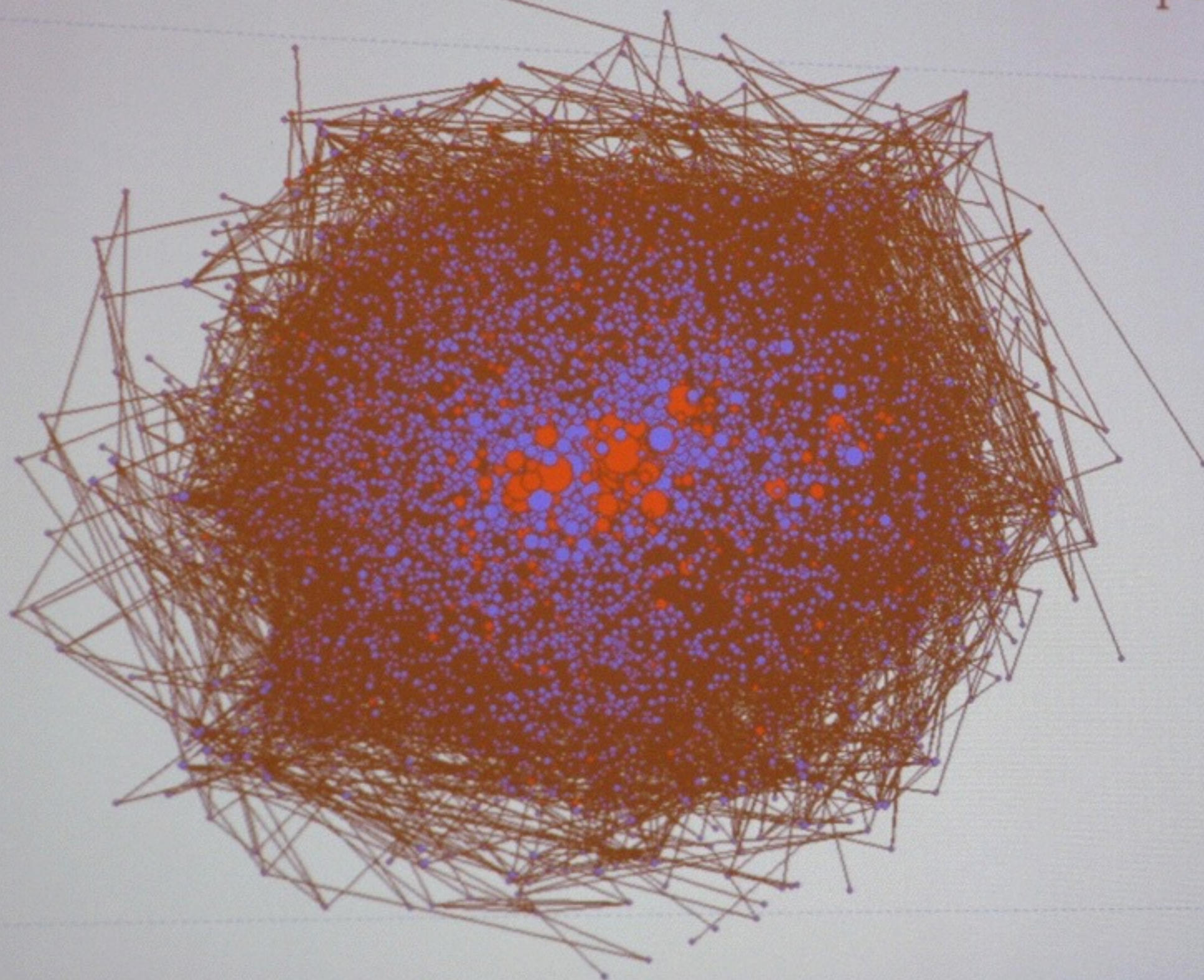
Collision in Content Creation



A filmmaker's collaboration network in China



A filmmaker's collaboration network in Japan





HELLO MOTION
ACADEMY

X



PROGRAM : CURHAT LEWAT VIDEO SKETSA

Hand Drawn Video, Whiteboard Video, Draw My Life



Murid tidak diajarkan untuk menilai gambar yang mereka buat jelek atau bagus, tetapi apakah gambar itu dapat dimengerti dan bisa bercerita.

Murid berani untuk mengungkapkan gagasannya diekspresikan lewat gambar sehingga dapat memberi inspirasi baru bagi masyarakat.



BASIC DRAWING



BASIC PROPORTION



BASIC STORYBOARD



BASIC STORYTELLING

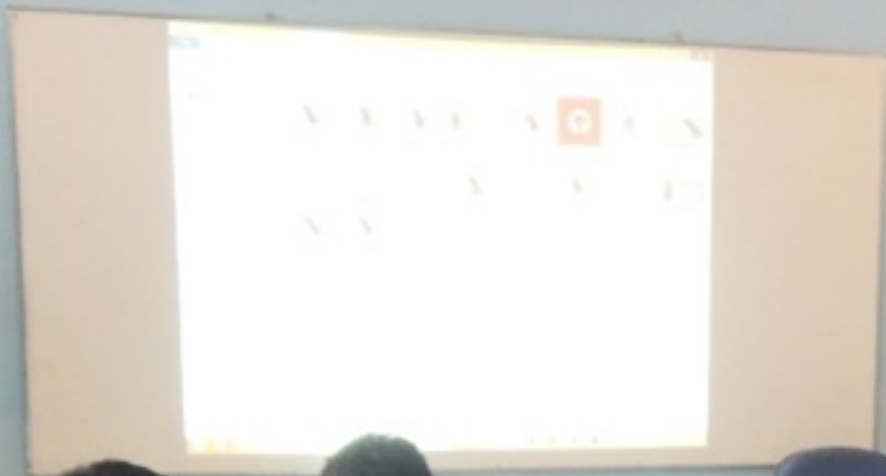


BASIC VIDEO RECORDING



BASIC EDITING





LPKA Bersahabat
Berh. Santun. Harmonis dan Bermartabat

LPKA Bersahabat









80%

Usia Siswa :
18 - 24 Tahun

71%

Mendapatkan pekerjaan
1-3 bulan
setelah kelulusan

70%

Mendaftar karena
rekomendasi
dari kerabat / teman



“
Begitu lulus,
saya dijadwalkan
interview karier
oleh **HelloMotion**,
lalu diterima di
CNN Indonesia!
”

Suluh Widhi A.

Alumni Kelas Profesional Multimedia

3 BULAN

Basic - Intermediate

**Kelas Profesional
Multimedia**

1 BULAN

Basic - Intermediate

**Graphic Design, 2D
Animation, 3D
Animation, Editing,
Motion Graphic**

CUSTOMIZE

Basic - Intermediate

**Private Class,
Corporate Class**



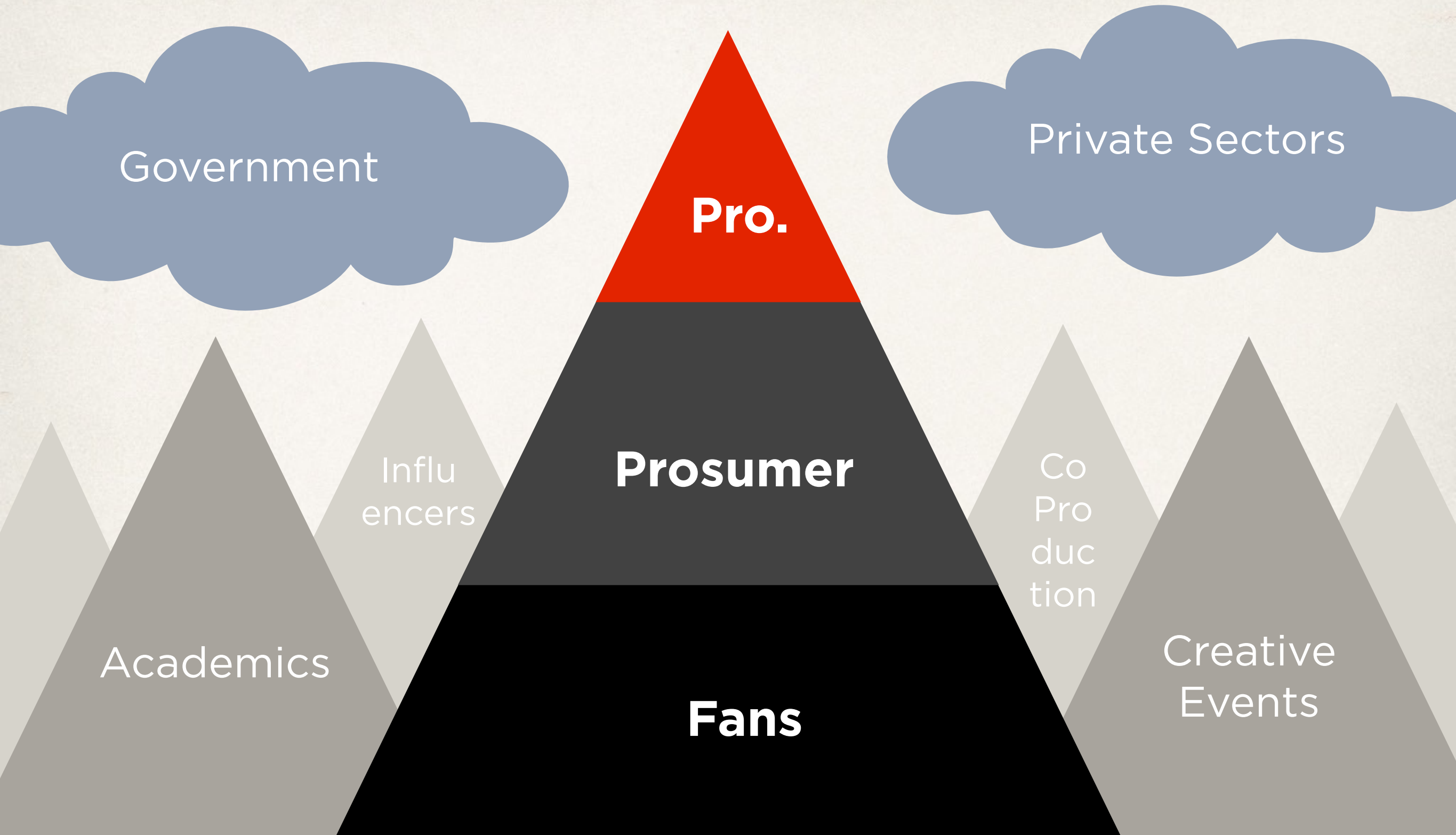
HELLOFEST





17.000 Islands of **Animagination**

Content Making Harmony



Highlight of Content Industry in Indonesia

@maswaditya

Founder of HelloMotion Academy, World Champion Young Creative Entrepreneur 2007 London

