



*JBRIDGE.,JSC

Vietnam Television

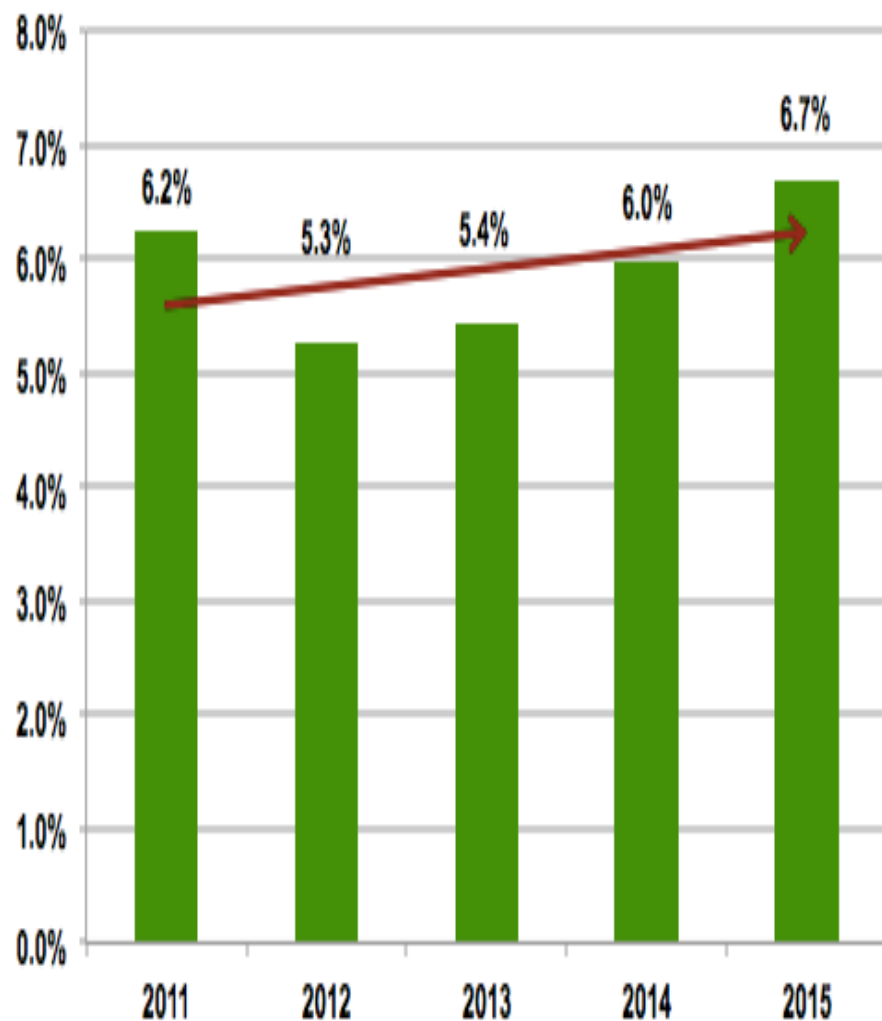
Presenter: Ha My Thao



Population: 94,515,000
(as of 28th July, 2016)

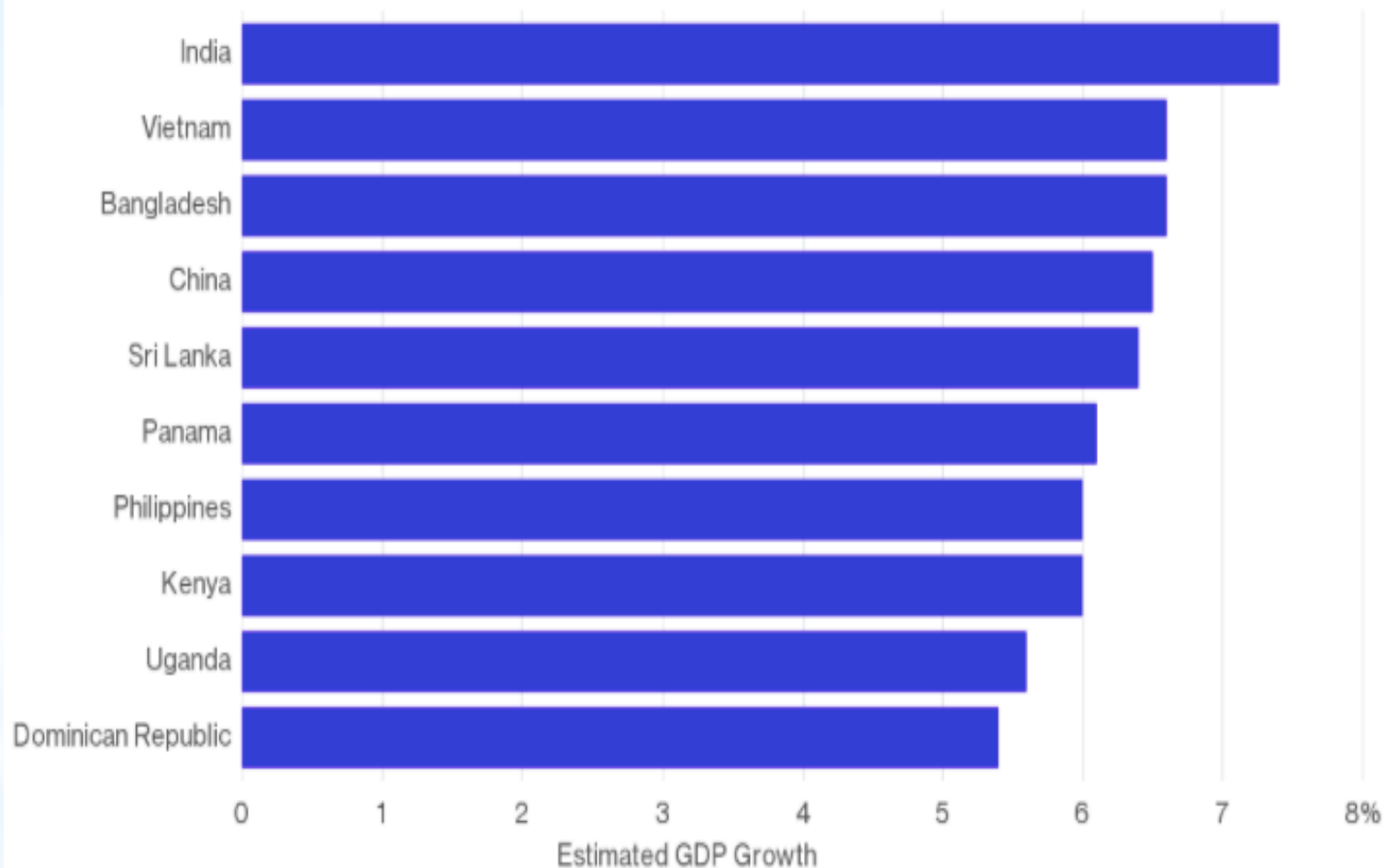
*Vietnam

GDP Growth Rate



Vietnam's Economy Seen Among This Year's Top Performers

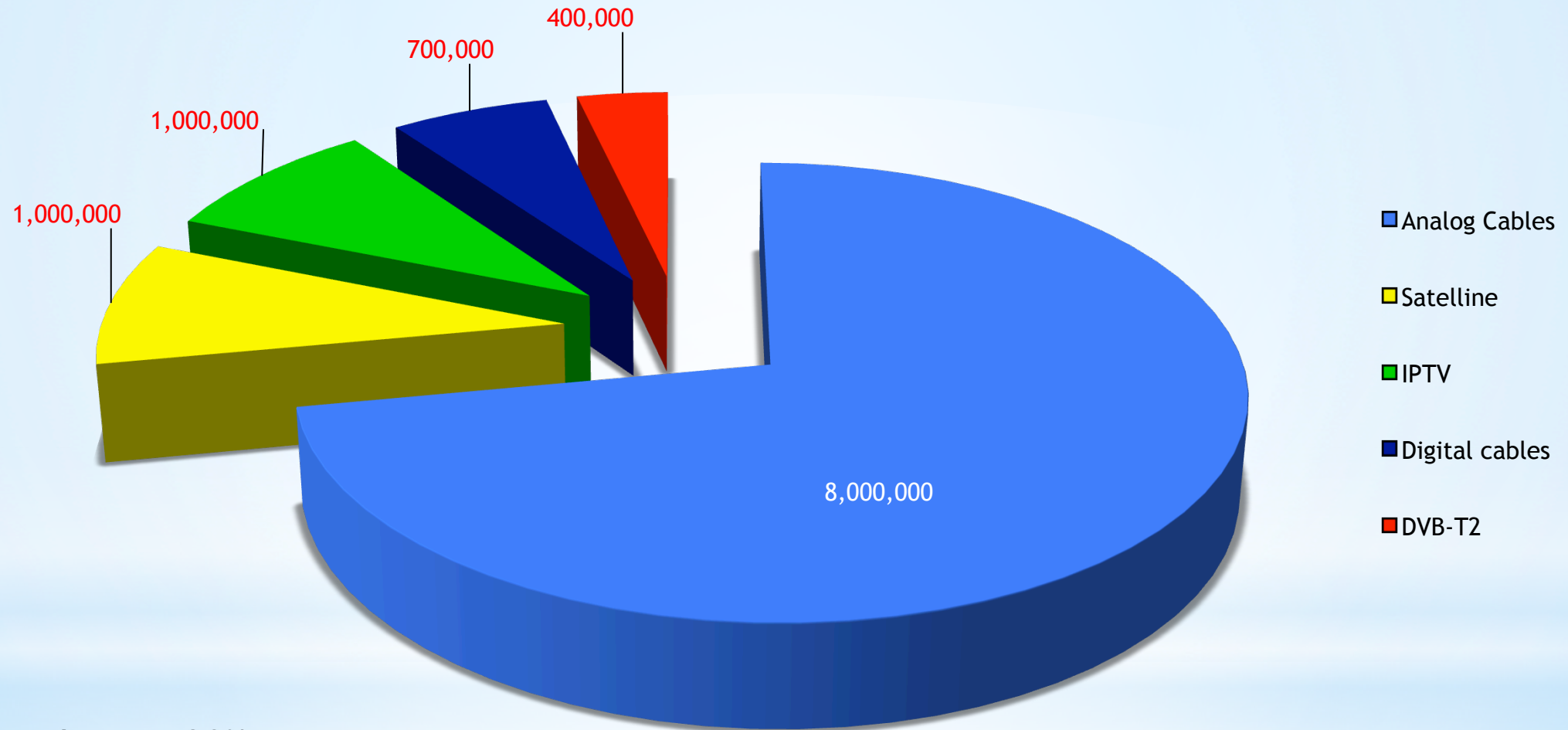
Top 10 fastest-growing economies in 2016



Source: Based on median forecasts in Bloomberg surveys of economists. Excludes some of the smallest economies

Bloomberg

Pay TV in Vietnam



Growth rate: 30%
ARPU: 5USD/month

* Pay TV



*TV Tech Trends

JAN
2016

DIGITAL IN VIETNAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are.
social

93.95
MILLION

URBANISATION: 34%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are.
social

47.30
MILLION

PENETRATION: 50%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are.
social

35.00
MILLION

PENETRATION: 37%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



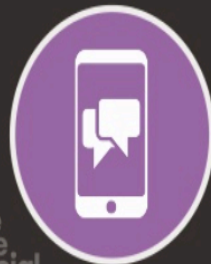
we
are.
social

142.99
MILLION

vs POPULATION: 152%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are.
social

29.00
MILLION

PENETRATION: 31%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

we
are.
social

• Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.

@wearesocialsg • 514

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS

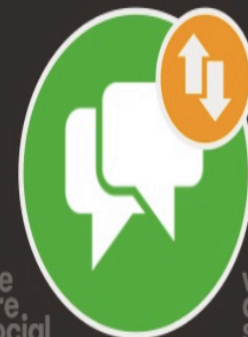


we
are.
social

+10%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are.
social

+25%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS

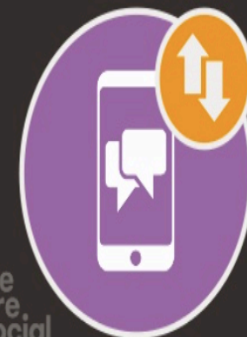


we
are.
social

+5%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



we
are.
social

+21%

SINCE JAN 2015

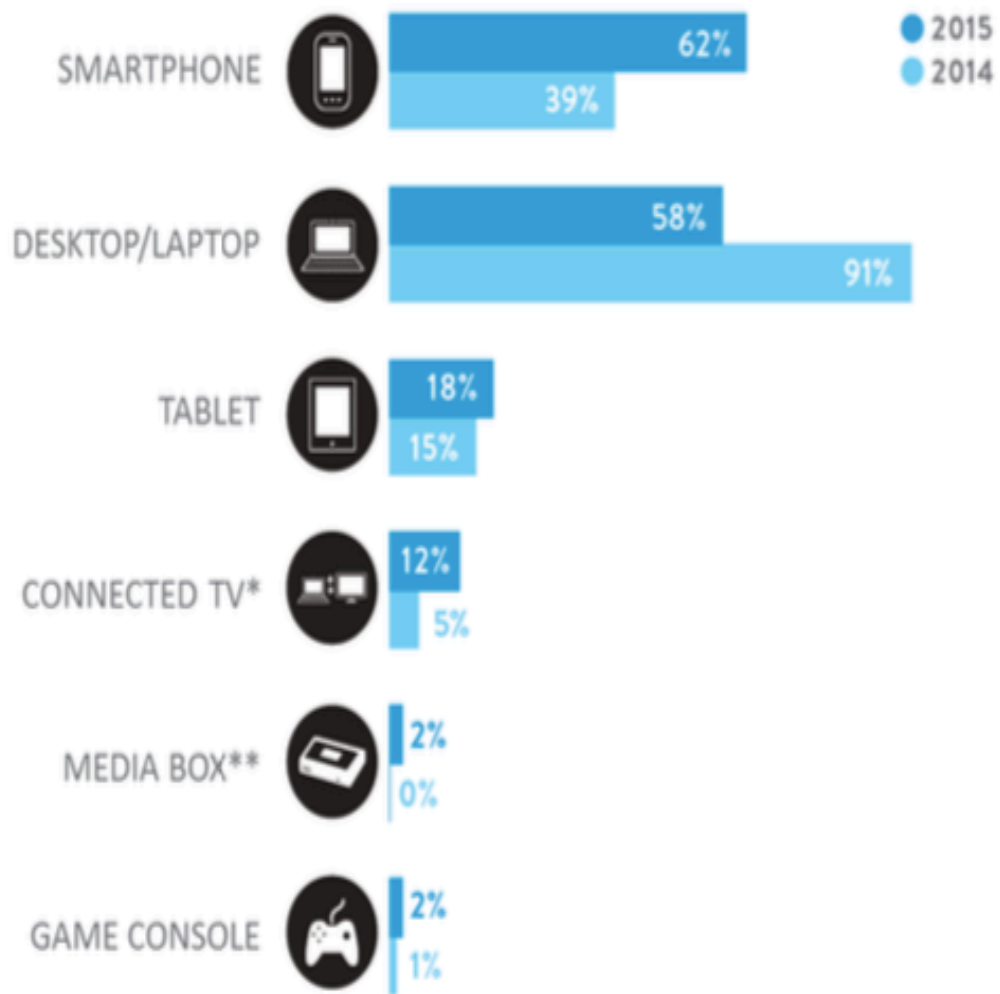
we
are.
social

• Sources: UN, US Census Bureau; InternetWorldStats, Facebook, GSMA Intelligence.

@wearesocialsg • 515

DEVICES USED FOR WATCHING ONLINE VIDEO

AS A PROPORTION OF TOTAL ONLINE POPULATION



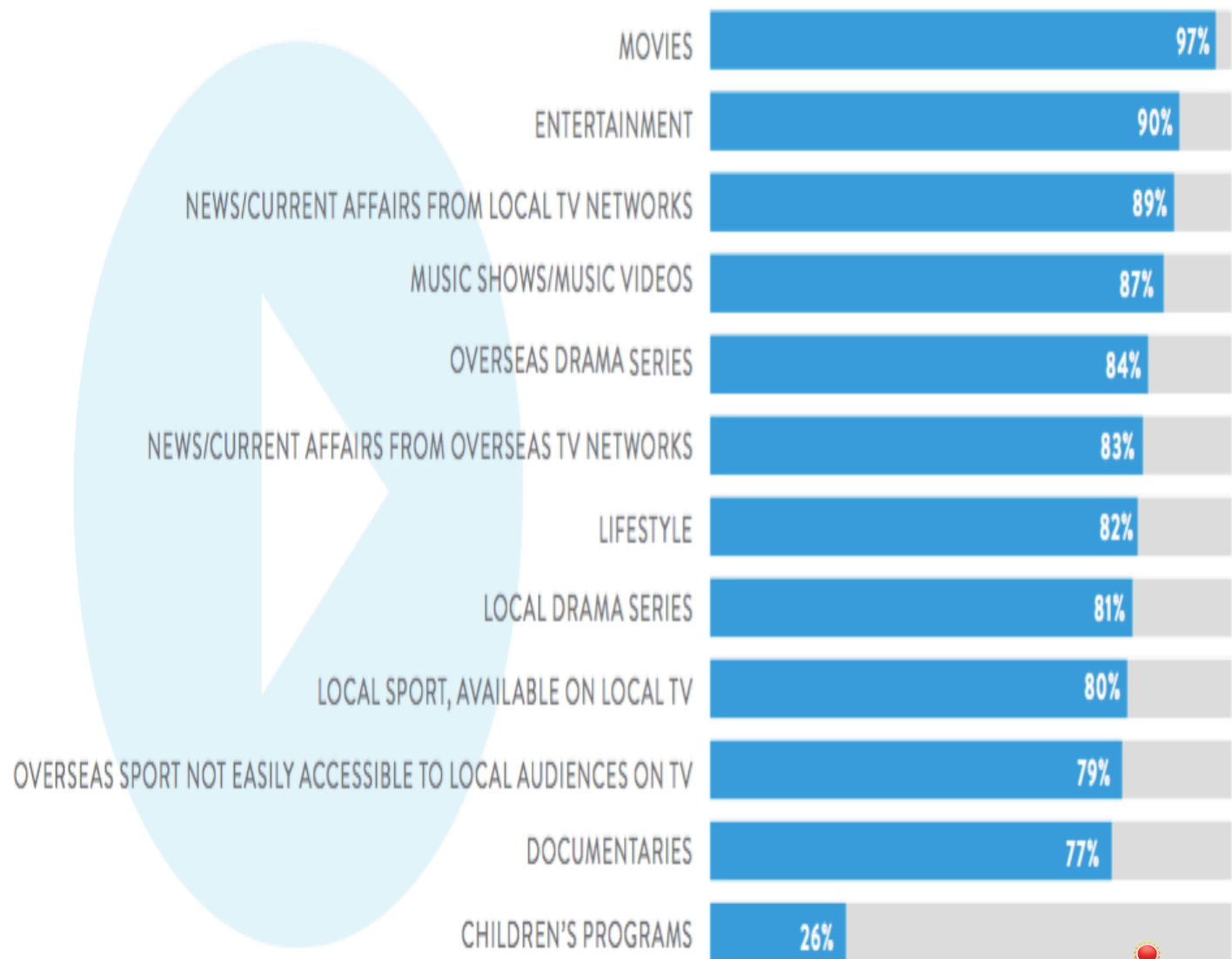
*Connected TV = Smart TV/TV that connects to the internet via a separate device

**Captured for the first time in 2015

Source: Nielsen Vietnam Cross-Platform Insights 2015/2016

WHAT ARE VIETNAMESE WATCHING?

VOD CONTENT (AMONG THOSE ACCESSING VOD SERVICES)





* Typical business partners in telecom sector

Business partners



- VNPT is one of the biggest telecom operators in Vietnam.
- Broadest range of services: mobile services, fixed high speed Internet (xDSL, optical), PSTN
- Largest IPTV service provider.

Business partners



Viettel is one of the world's fastest growing telecom operators

Pioneering in innovation and creativity.
Listening and understanding in order to provide specialised customer care.



Hãy nói theo cách của bạn

- The largest mobile telecom operator in VN and one of the world's fastest growing telecom operators

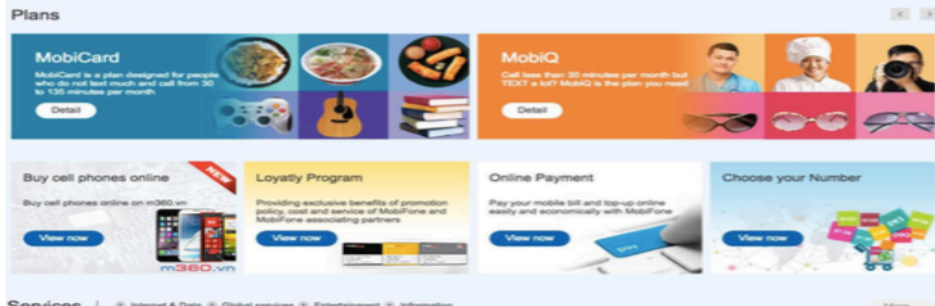


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Business partners



Packages Services Promotions Customer Support My MobiFone



- First mobile telecom services provider in Vietnam
- Highest ARPU mobile phone services.

tries and a customer base
s around the world in Asia,
munications, Viettel also
(End Technology and some
, Commerce, Importing and

e in
untries
over
0 employees

8

Business partners

Hỗ trợ lắp đặt

0914171900

Hotline đăng ký: 0914171900 - 0986801900

TIN TỨC MOBIVT

Chuyển hàng đầu thu DVB-T2 giá rẻ

Người Sài Gòn đi sắm đầu thu DVB-T2

Ngày 31/12 sẽ tắt sóng truyền hình analog 28 GHz

Truyền hình An Viên - MobiTV

Đăng ký Online tặng ngay 50.000đ

DTT miền Bắc:

Gói A: 20.000đ/tháng (68 kênh)

Gói B: 50.000đ/tháng (101 kênh)

Hotline đăng ký: 0914171900 - 0986801900

www.anvientv.net

DTT miền Nam:

Gói A: 20.000đ/tháng (66 kênh)

Gói B: 50.000đ/tháng (99 kênh)

Gói Add-on: 66.000đ/tháng (99 kênh + SCTV, SCTV9, SCTV14)

mobiTV

- Former AnVien TV
- First and only pay-TV DVB-T2 operator in Vietnam.
- Acquired by MobiFone in 2016

OTT video channels on VN mobile networks

GAME SHOW / THỬ THÁCH VỚI NGƯỜI NỔI TIẾNG

- General entertainment video channels to be launched on mobiTV platform in Sep-16.
- ZenTV channel to be launched in Oct-16.
- Same contents to be launched on other mobile platforms in 2017.

VOD channels

- Anime for kids.
- Business model: Revenue sharing with telcos
- Start launch: beginning 2017

Linear TV

- Music
- Dramas
- Fashion show
- Documentaries
- Travel & living
- Formats

* Contents



Thank you for your attention!