Vietnam Market Overview

AVIA 2021 Vietnam in View

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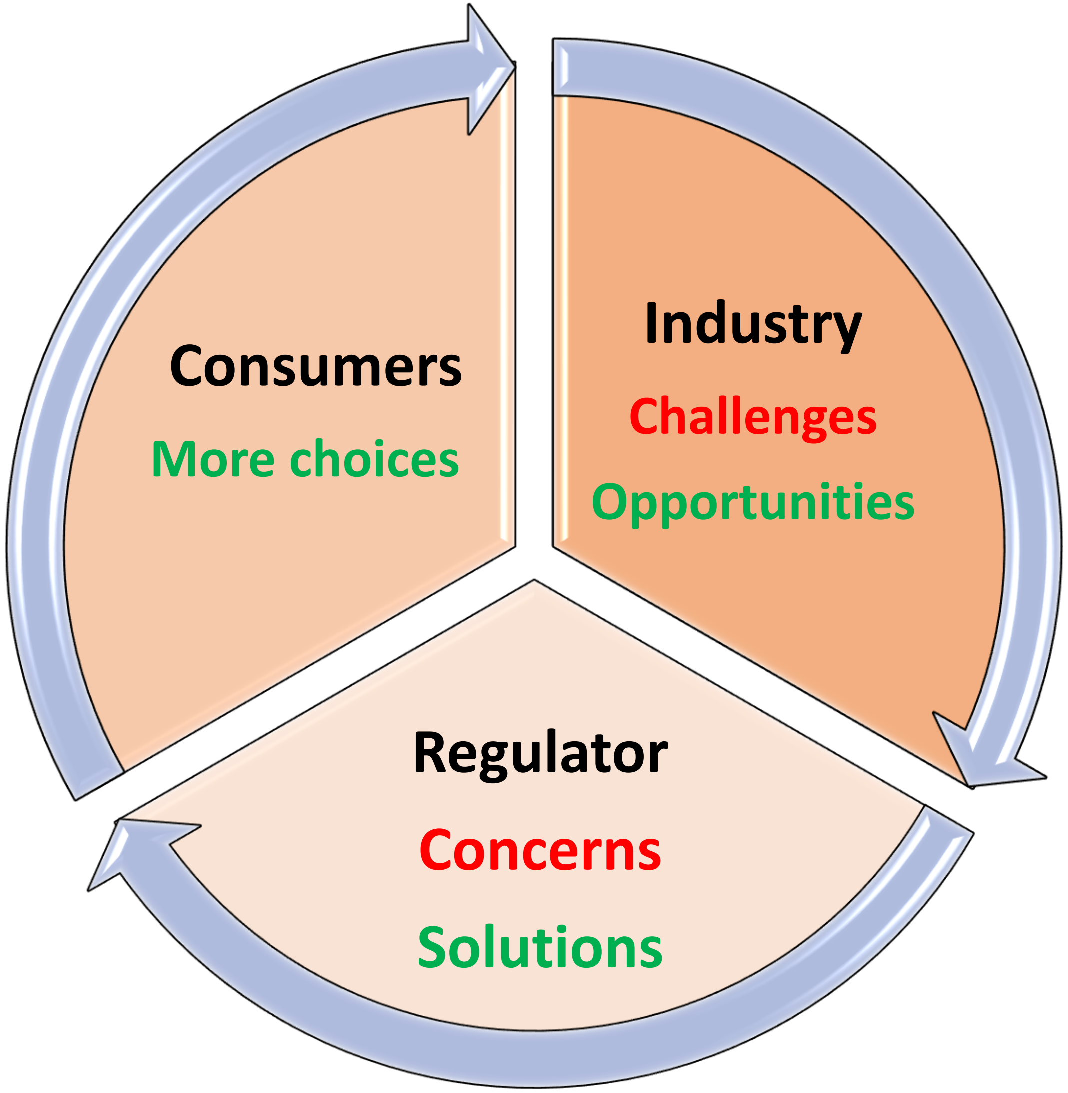
A Promising Market in Transformation

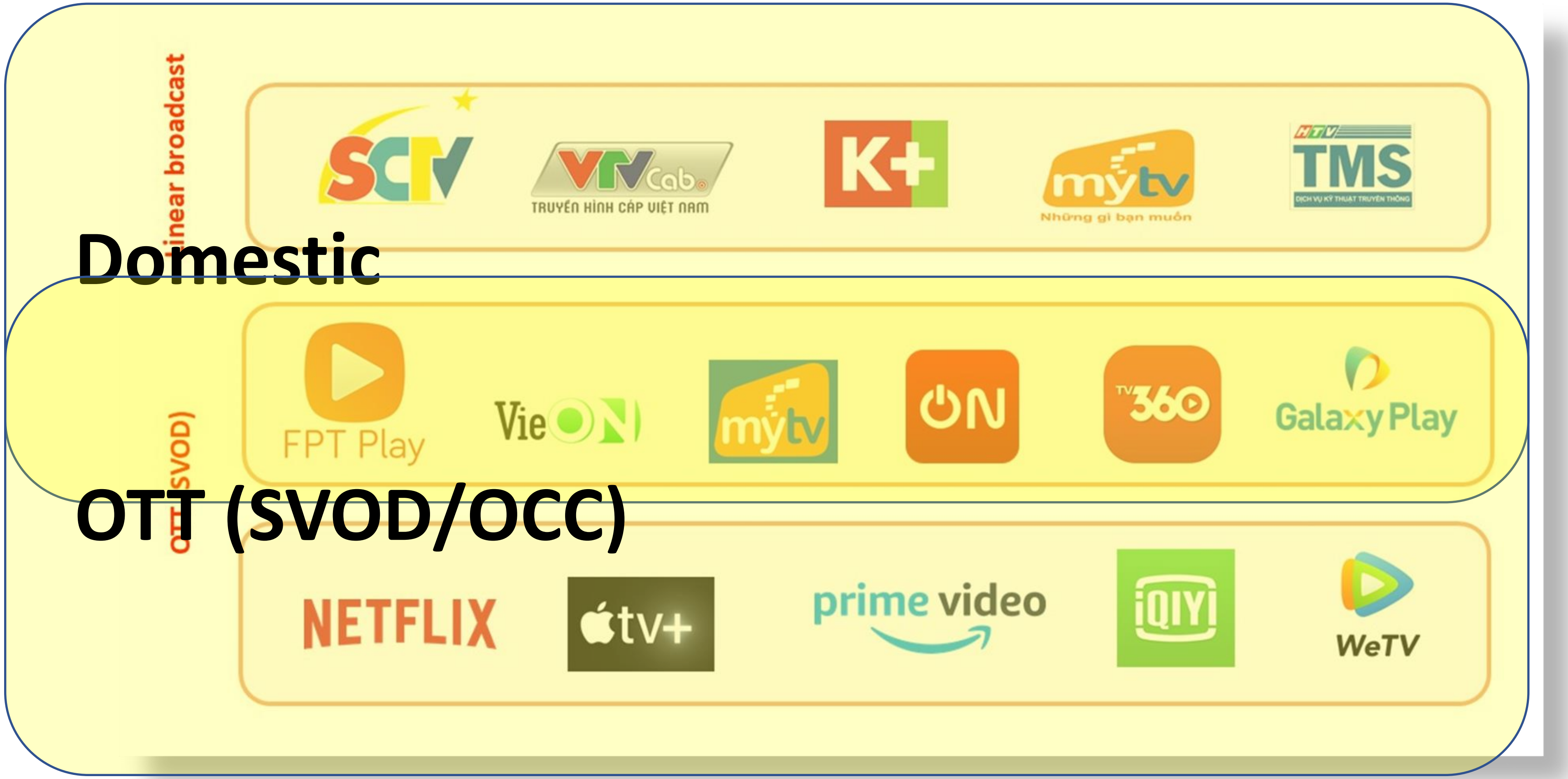


Summary of Vietnam	Penetration*
Population	97,580,013
Total Households	27,105,559
TV Households	26,010,528
TV penetration**	95.96%
FTA-only TVHHs (Free DTT & Free DTH)***	47.89%
Pay TV penetration	52.11%
Cable TV penetration (analogue & digital)	32.53%
Pay Satellite TV penetration	6.14%
IPTV penetration	9.62%
Digital terrestrial (Pay DTT)	0.77%
OTT penetration	6.98%
MobileTV penetration	3.08%

Source: General Statistics Office, MIC, AVIA
**Percentage of TVHHs*
***Percentage of Total HHs*
**** DTT and DTH coverage of TVHHs is 80% and 20% respectively*

Consumers: more choices

More service providers



Domestic

OTT (SVOD/OCC)

Consumers: more choices

Much more contents. More transaction methods.

Linear broadcast channels: 265

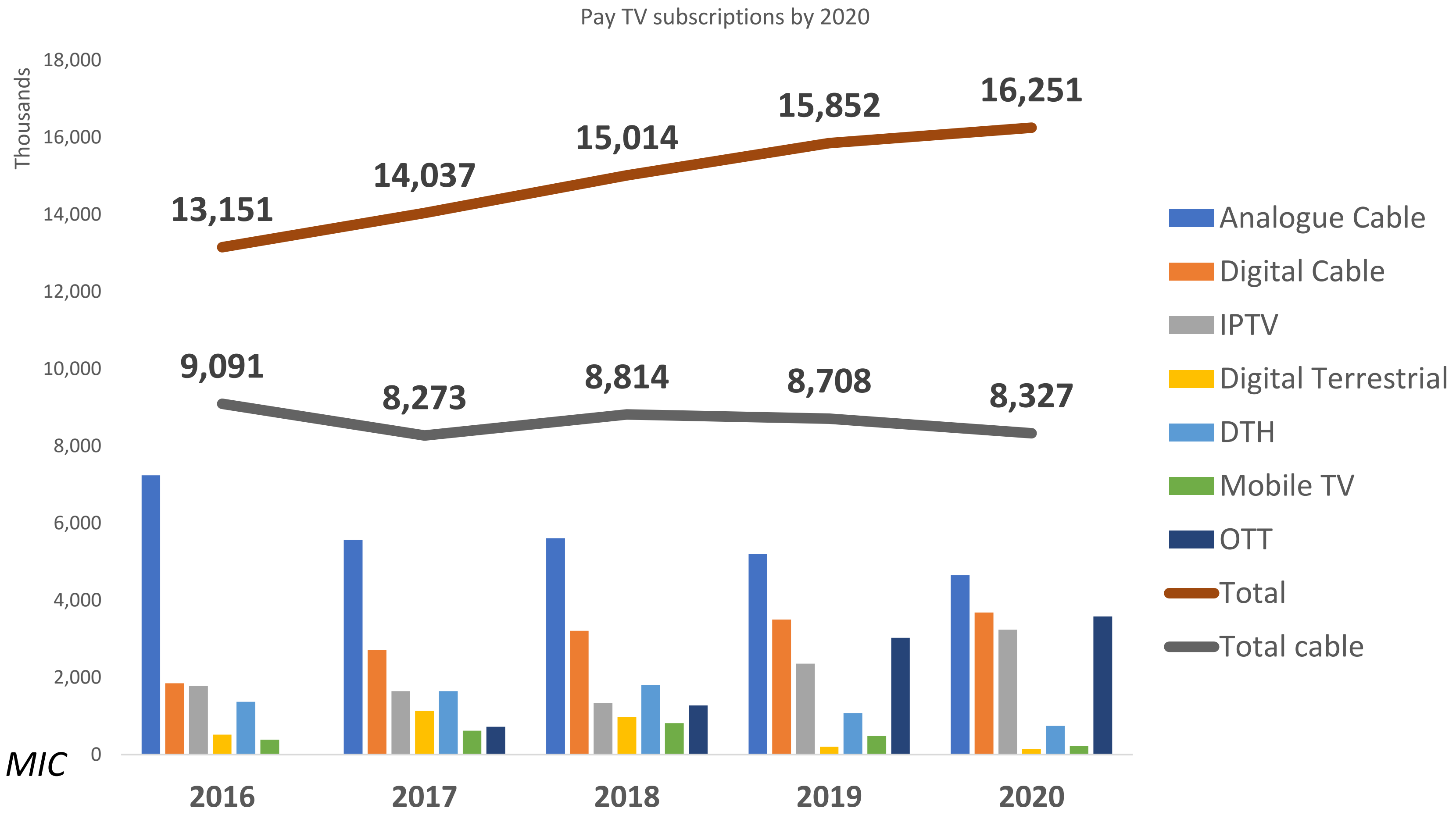
196 domestic

69 foreign

OTT (SVOD/OCC): Tens of thousands of titles in wide variety of genres and formats from studios and producers in Vietnam and around the world

Industry: Challenges & Opportunities

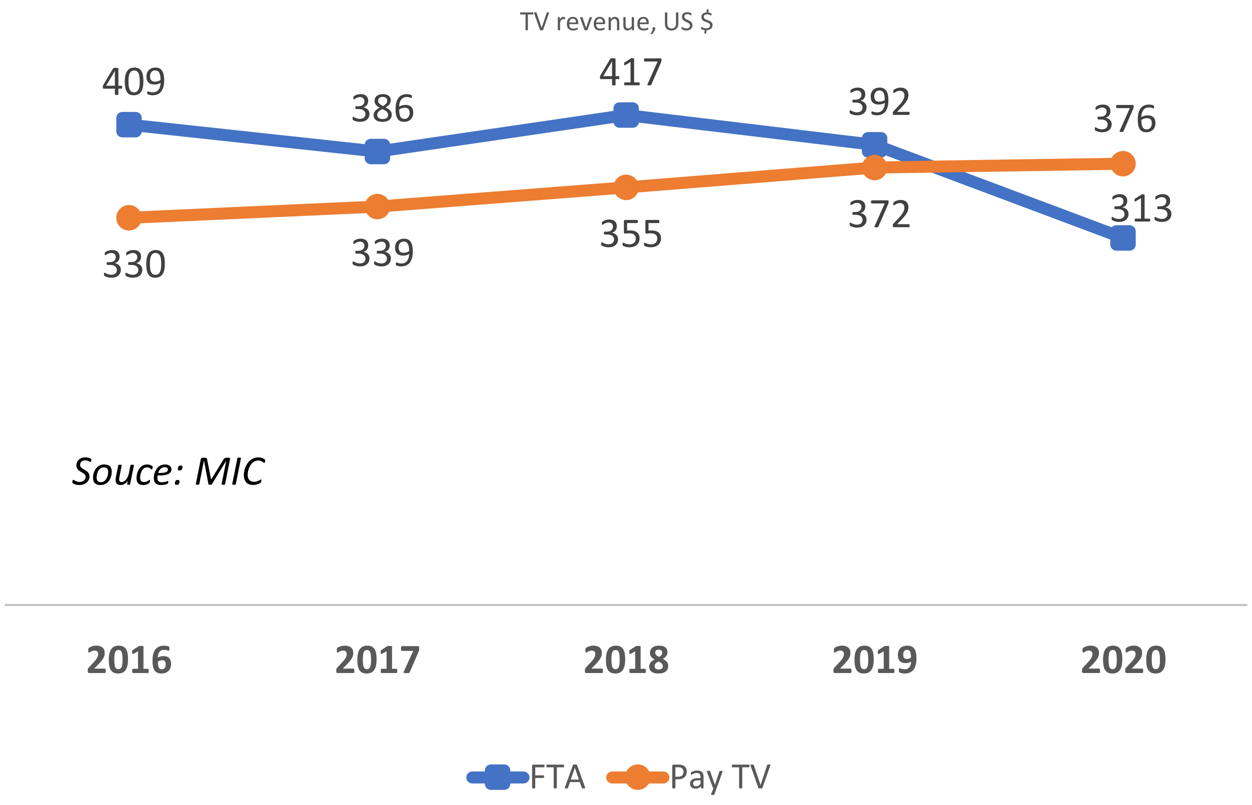
Subscriptions: Dropping for linear broadcast business, growing fast for OTT



Souce: MIC

Industry: Challenges & Opportunities

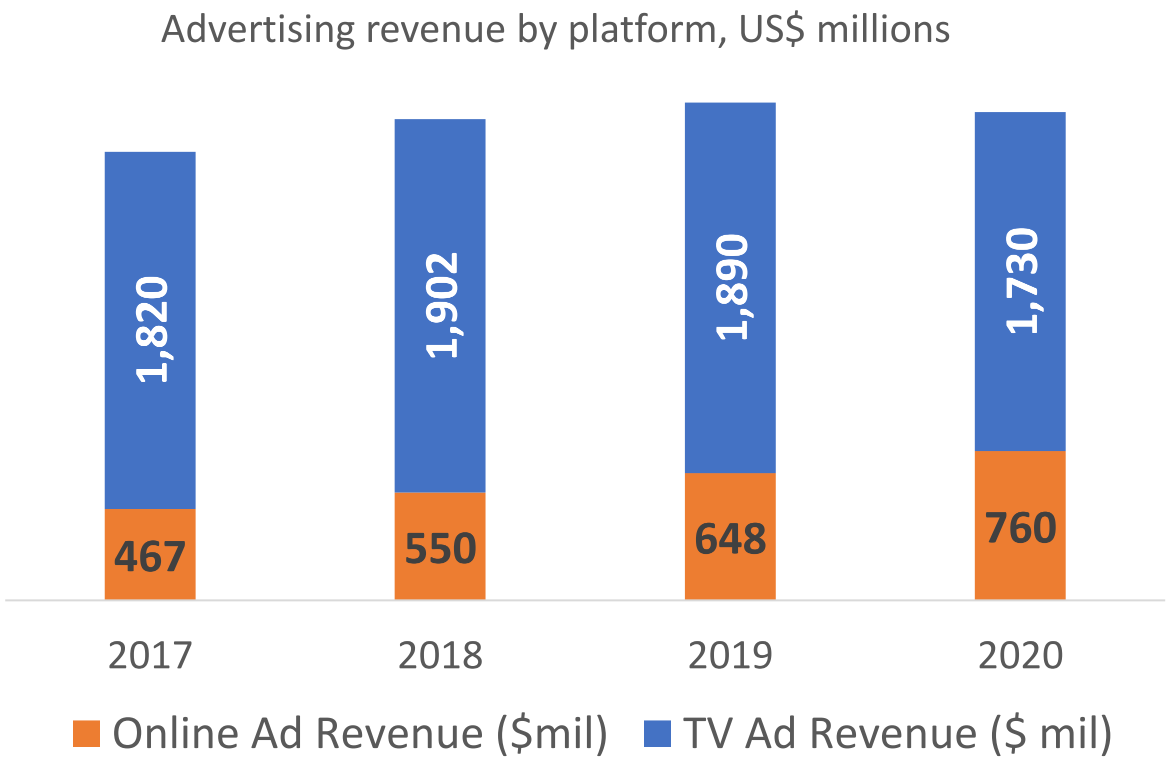
Revenue: Growing for pay TV, declining for FTA



Souce: MIC

Industry: Challenges & Opportunities

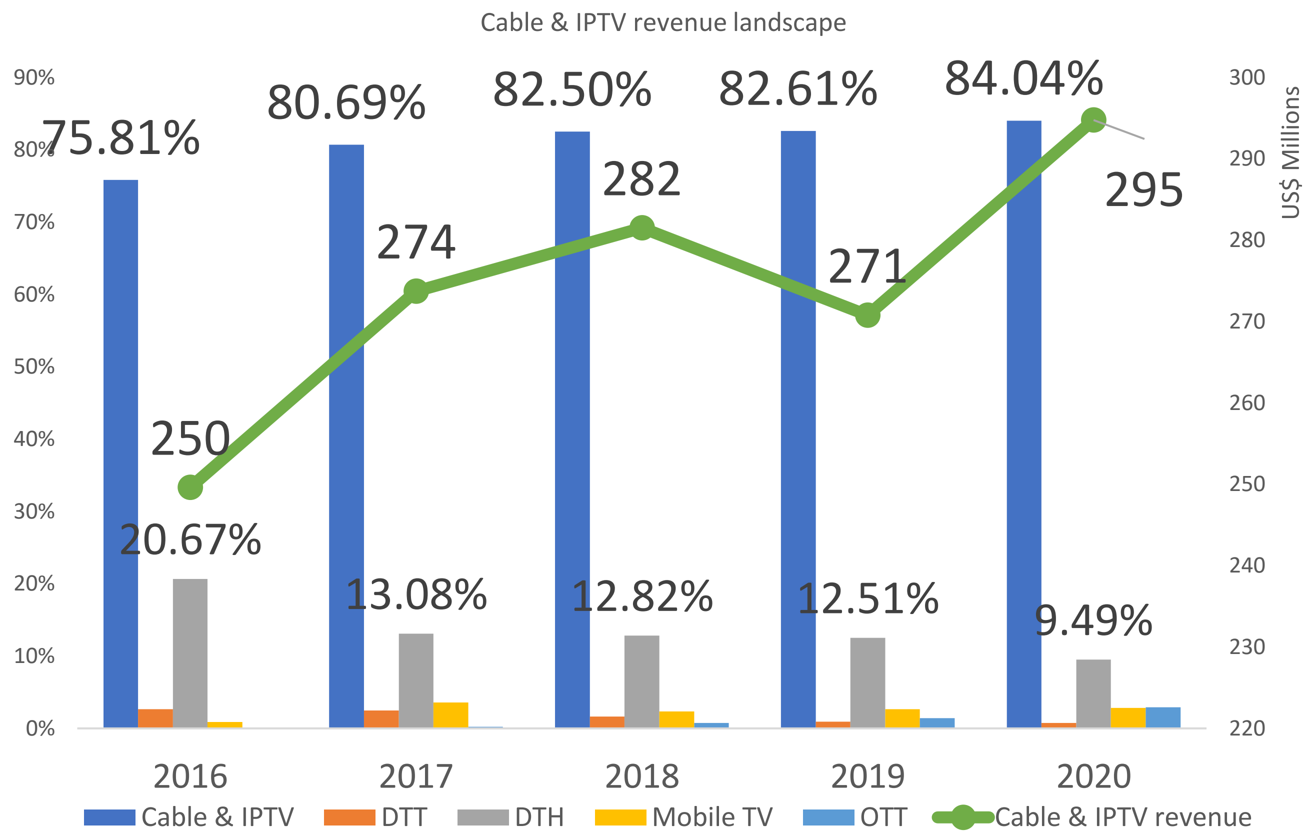
TV ad spend is declining but still makes up the bulk of total expenditure



Source: TV Ad spend, Kantar Media; Online Ad spend, ANTS

Industry: Challenges & Opportunities

Revenue share: Cable is still king

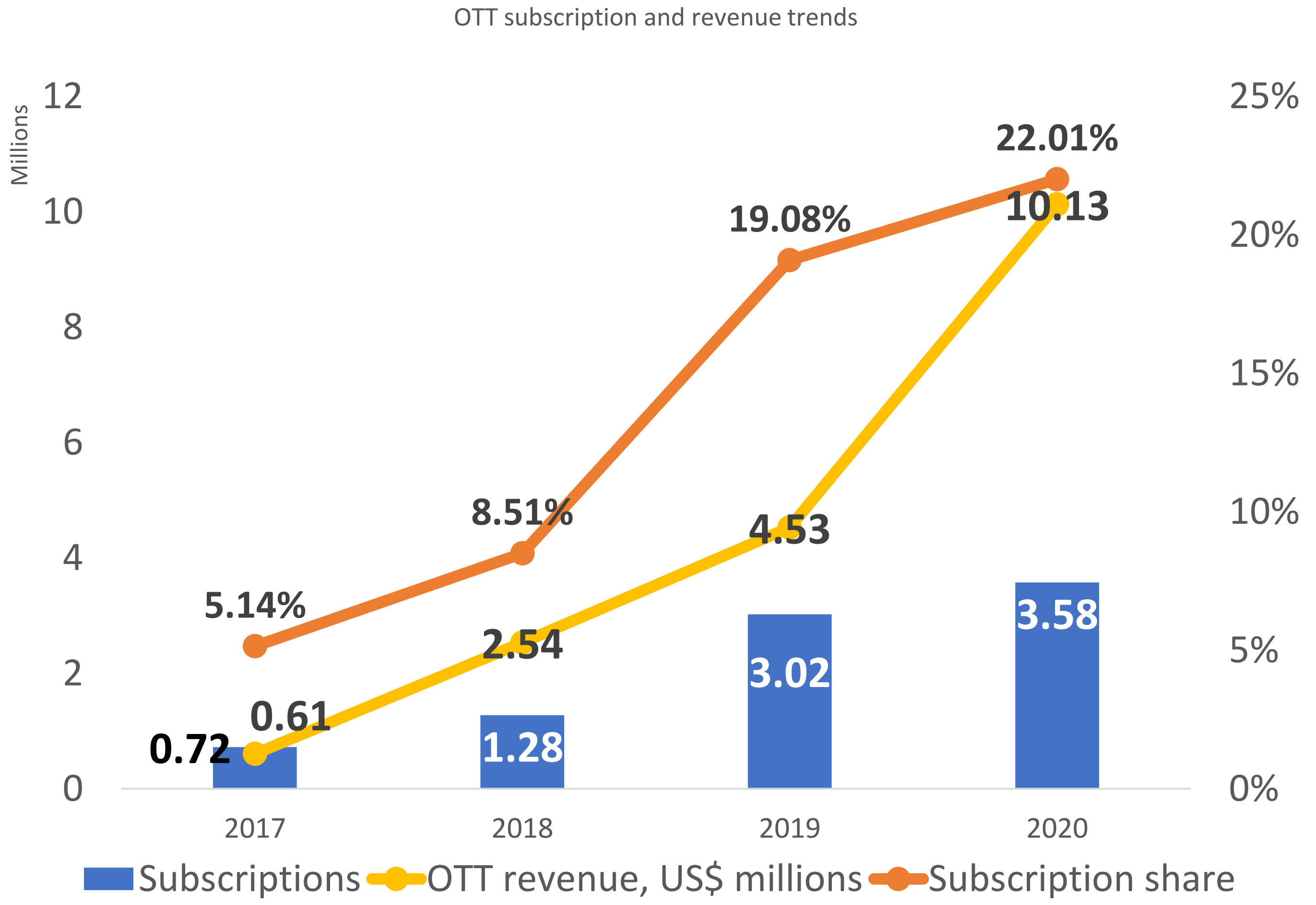


Source: MIC

Columns show % of total pay TV revenue; Line shows US$ millions. MIC does not publish separate revenue data for cable and IPTV.

Industry: Challenges & Opportunities

OTT is the biggest winner in terms of subscription and revenue growth



Source: MIC

Regulator: Concerns & Solutions

- Content control
- Competition between local telcos and traditional pay TV operators with original programming
- Competition between domestic industry and foreign services

- Pre-censorship for channels, ex-post censorship for OTT
- Simple licensing for foreign OTT services
- Cross-border tax registration and payment