



MUKPIM ANANTACHAI

Head of Content Partnerships, YouTube Vietnam & Thailand



YOUTUBE: THE VIETNAM MAINSTREAM **VIDEO PLATFORM**

YouTube's Mission

Our mission is to give everyone a voice and show them
the world.

We believe that everyone deserves to have a voice, and that the
world is a better place when we listen, share and build community
through our stories.



Creators

Users



1

**Billion Hours Daily
Globally**



2 Billion

**Monthly logged in
users Globally**



500 Hours

of content uploaded every min.
Globally



Vietnam

TOP 5

GLOBAL WATCHTIME

95%

of Vietnamese internet population
is on YouTube



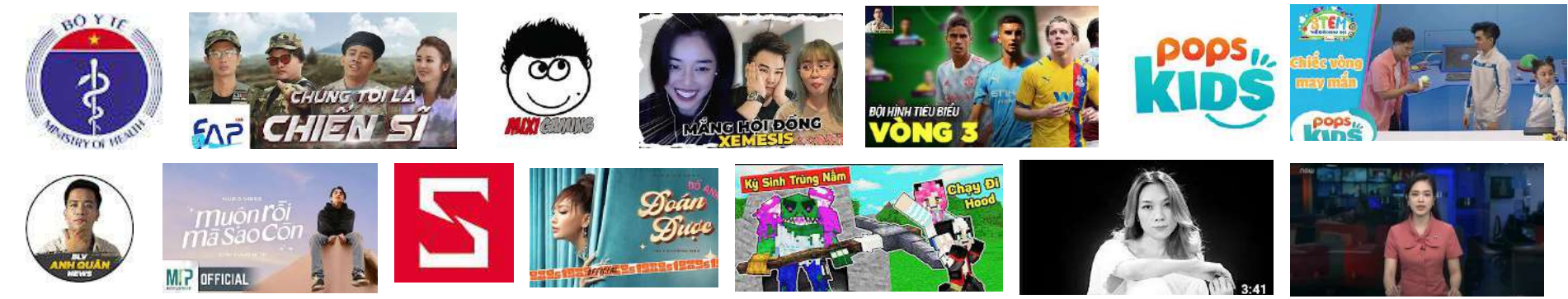
75%

Casting watch time growth over year





It's not just about TV, Music and Entertainment

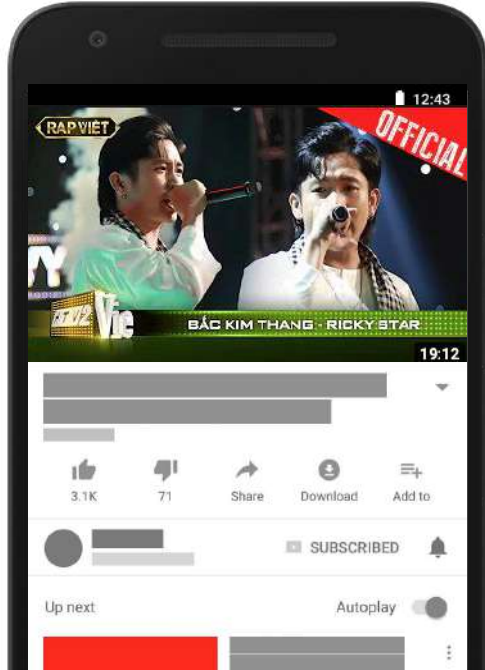




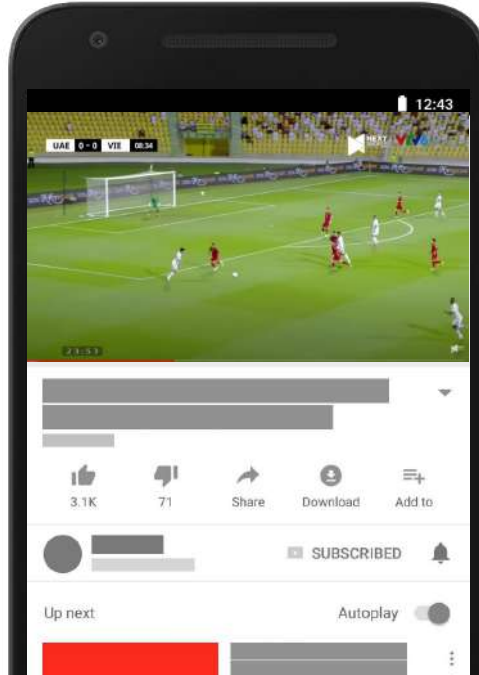
Broadcasting partners' SUCCESS

Premium

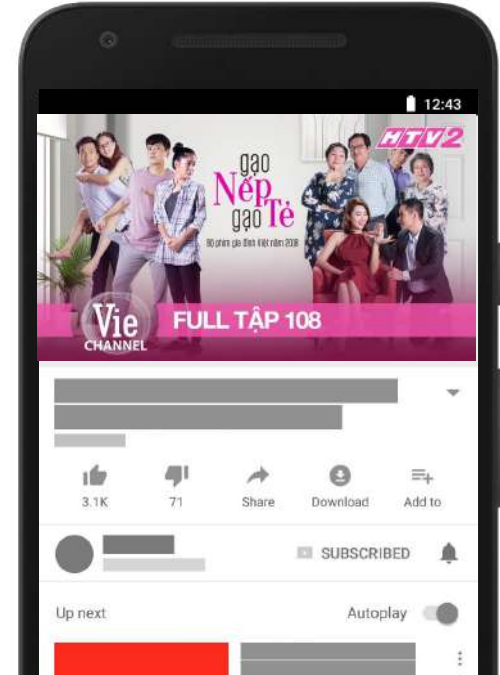
Rap Viet



WC Qualifier



Gao Nep Gao Te



The Foundations

Content
management &

Audience
Optimization

Data Analysis

Copyright
Protection





Reach new

AUDIENCES
& REVENUE

#Shorts #YouTubeShorts
#Shortformvideo

6.5

Billions global views per day



Alternative revenue source - CHANNEL MEMBERSHIP

The screenshot shows the YouTube channel page for MixiGaming, which has 5.59M subscribers. The channel navigation bar includes HOME, VIDEOS, PLAYLISTS, COMMUNITY, and CHANNELS. A video titled "ĐỘ TỘC 2 | FROM MIXI WITH L" is featured, with 23,889,090 views and posted 3 weeks ago. The video description includes the text "ĐỘ TỘC 2 | FROM MIXI WITH L PHÁO x ĐỘ MIXI [OFFICIAL MV] #mixigaming #dotoc2" and "Chào cả nhà." Below the video, it says "Bài hát này làm từ tháng 4/202" and "Cứ trôi qua ngày".

A membership overlay is shown on the right side of the video. The overlay features a portrait of a man and the text "TỘC CA OFFICIAL LYRIC VIDEO". It lists three membership tiers:

Tier	Price	Perks
Độ Tộc 0,5	THB 50.00/month	Recurring payment. Cancel anytime. Creator may update perks.
Độ Tộc	THB 65.00/month	Loyalty badges next to your name in comments and live chat
Độ Tộc 2	THB 150.00/month	Custom emoji to use in comments and live chat

The overlay also shows a "JOIN" button and a grid of custom emojis available to members.

Feature that allows viewers to pay a monthly fee to get **unique badges, new emoji, and custom perks** offered by the channel.



THANK YOU