



VIETNAM

JAN
2017

VIETNAM

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

94.93
MILLION

URBANISATION:

31%

INTERNET
USERS



50.05
MILLION

PENETRATION:

53%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

46.00
MILLION

PENETRATION:

48%

MOBILE
SUBSCRIPTIONS



124.7
MILLION

vs. POPULATION:

131%

ACTIVE MOBILE
SOCIAL USERS



41.00
MILLION

PENETRATION:

43%

JAN
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ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS (vs. JANUARY 2016)



INTERNET
USERS



+6%

SINCE JAN 2016

+3 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+31%

SINCE JAN 2016

+11 MILLION

MOBILE
SUBSCRIPTIONS



-13%

SINCE JAN 2016

-18 MILLION

ACTIVE MOBILE
SOCIAL USERS



+41%

SINCE JAN 2016

+12 MILLION

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DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE



MOBILE PHONE
(ANY TYPE)



we
are
social

98%

SMART
PHONE



Google

72%

LAPTOP OR
DESKTOP COMPUTER



44%

TABLET
COMPUTER



14%

TELEVISION
(ANY KIND)



Google

97%

DEVICE FOR STREAMING
INTERNET CONTENT TO TV



3%

E-READER
DEVICE



we
are
social

[N/A]

WEARABLE
TECH DEVICE



2%

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TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



6H 53M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



we
are
social

2H 33M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



global
web
index

2H 39M

AVERAGE DAILY
TELEVISION
VIEWING TIME



1H 26M

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INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

50.05
MILLION

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



53%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

47.19
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



50%

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INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET
WORLD STATS



49.06
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



50.05
MILLION

INTERNET
LIVE STATS



49.06
MILLION

CIA WORLD
FACTBOOK



40.10
MILLION

we
are
social



we
are
social

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FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



EVERY
DAY



87%

AT LEAST ONCE
PER WEEK



10%

AT LEAST ONCE
PER MONTH



3%

LESS THAN ONCE
PER MONTH



<1%

we
are
social

Google



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INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS (IN KBPS), AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET



AVERAGE INTERNET
SPEED VIA FIXED
CONNECTIONS



Akamai

6,270

KBPS

AVERAGE INTERNET
SPEED VIA MOBILE
CONNECTIONS



Akamai

3,419

KBPS

ACCESS THE INTERNET
MOST OFTEN VIA A
COMPUTER OR TABLET



we
are
social

14%

ACCESS EQUALLY VIA
A SMARTPHONE AND
COMPUTER OR TABLET



Google

30%

ACCESS THE INTERNET
MOST OFTEN VIA A
SMARTPHONE



55%

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SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



60%

YEAR-ON-YEAR CHANGE:

-16%

MOBILE
PHONES



StatCounter

34%

YEAR-ON-YEAR CHANGE:

+40%

TABLET
DEVICES



we
are
social

6%

YEAR-ON-YEAR CHANGE:

+48%

OTHER
DEVICES



0%

YEAR-ON-YEAR CHANGE:

0%

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WEEKLY ONLINE ACTIVITIES BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



CHECK
EMAIL



we
are
social

SMARTPHONE:

20%

COMPUTER:

13%

TABLET:

4%

VISIT A SOCIAL
NETWORK



Google

SMARTPHONE:

78%

COMPUTER:

38%

TABLET:

13%

USE A SEARCH
ENGINE



SMARTPHONE:

69%

COMPUTER:

37%

TABLET:

13%

LOOK FOR PRODUCT
INFORMATION



Google

SMARTPHONE:

21%

COMPUTER:

12%

TABLET:

4%

LISTEN
TO MUSIC



SMARTPHONE:

53%

COMPUTER:

28%

TABLET:

8%

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FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)



WATCH ONLINE
VIDEOS EVERY DAY



52%

WATCH ONLINE
VIDEOS EVERY WEEK



36%

WATCH ONLINE
VIDEOS EVERY MONTH



8%

WATCH ONLINE VIDEOS
LESS THAN ONCE A MONTH



3%

NEVER WATCH
ONLINE VIDEOS



2%

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HOW INTERNET USERS WATCH TELEVISION

COMPARISON OF THE METHODS AND DEVICES USED FOR ACCESSING AND DISPLAYING 'TELEVISION' CONTENT



REGULAR
TELEVISION
ON A TV SET



95%

we
are
social

RECORDED
CONTENT
ON A TV SET



9%

Google

CATCH-UP /
ON-DEMAND
SERVICE ON TV SET



12%



ONLINE CONTENT
STREAMED ON
A TV SET



14%

Google

ONLINE CONTENT
STREAMED ON
ANOTHER DEVICE



24%

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SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

46.00
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



48%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

41.00
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



43%

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FACEBOOK USAGE ANALYSIS

A BREAKDOWN OF FACEBOOK USERS BY DEVICE, FREQUENCY OF USE, AND GENDER OF USER



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



46.00
MILLION

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



89%

PERCENTAGE OF
FACEBOOK USERS USING
FACEBOOK EACH DAY



59%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



48%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



52%

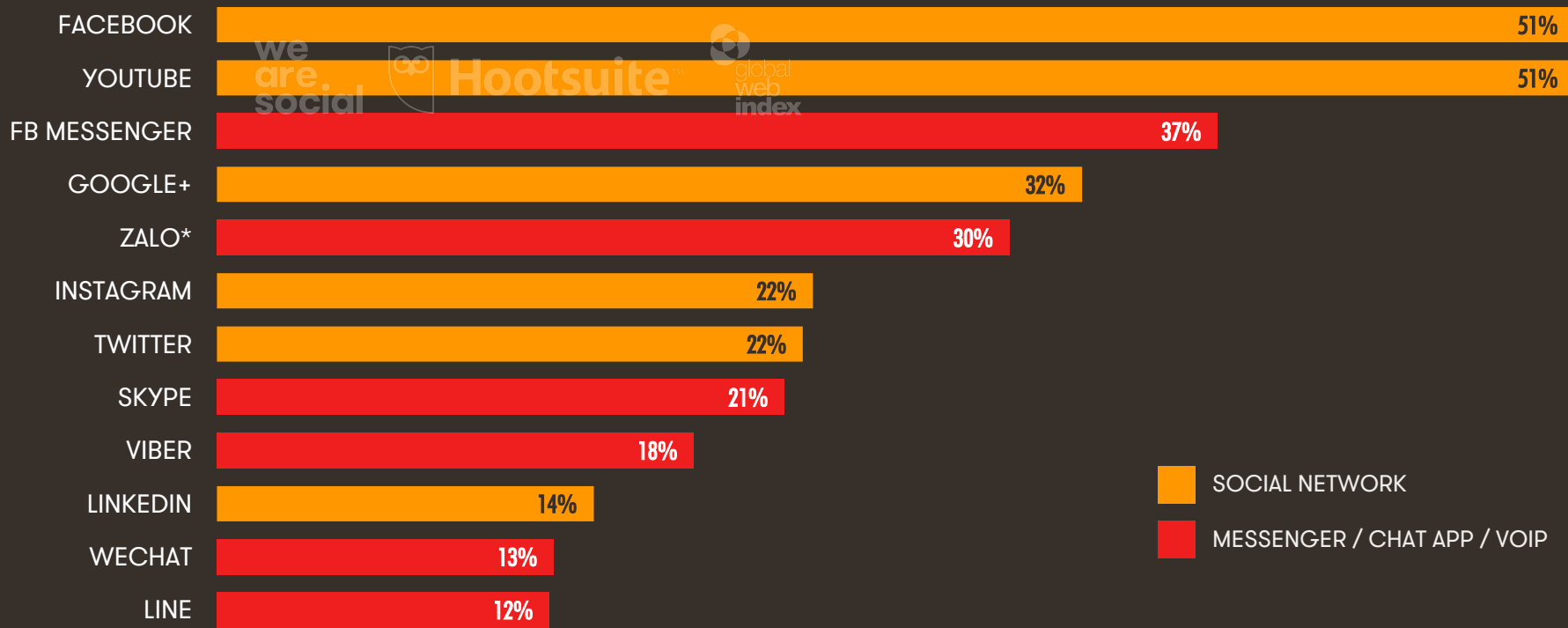
we
are
social

we
are
social

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MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



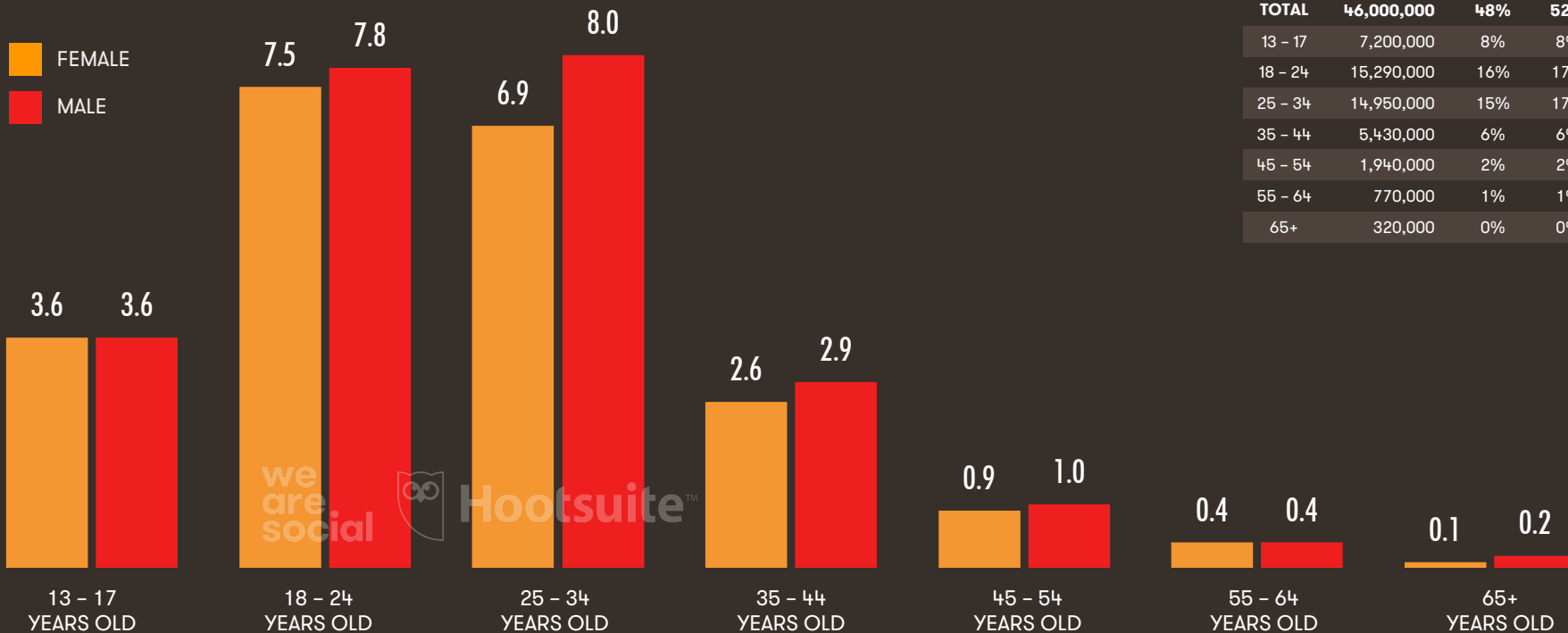
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PROFILE OF FACEBOOK USERS

BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



■ FEMALE
■ MALE



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MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS / SUBSCRIPTIONS



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



we
are
social

61.25
MILLION

MOBILE PENETRATION
(UNIQUE USERS vs.
TOTAL POPULATION)



GSMA

65%

NUMBER OF MOBILE
CONNECTIONS
(SUBSCRIPTIONS)



124.7
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

131%

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



2.04

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MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS / SUBSCRIPTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER
OF MOBILE
CONNECTIONS



we
are
social

124.7

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

131%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



89%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



GSMA

11%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



30%

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GSMA MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



OVERALL COUNTRY
INDEX SCORE



54.42

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



39.72

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



66.76

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



72.68

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



45.52

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

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MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



46%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



52%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



44%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



23%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



37%

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E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

48%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

43%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

39%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

29%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



29%

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E-COMMERCE REVENUES

TOTAL VALUE OF THE CONSUMER (B2C) E-COMMERCE MARKET, AND AVERAGE E-COMMERCE REVENUE PER USER



NUMBER OF PEOPLE
PURCHASING VIA
E-COMMERCE



33.26
MILLION



E-COMMERCE PENETRATION
(NUMBER OF PURCHASERS
vs. TOTAL POPULATION)



35%



TOTAL VALUE OF
NATIONAL E-COMMERCE
MARKET IN 2016 (IN US\$)



\$1.8
BILLION



AVERAGE ANNUAL
E-COMMERCE REVENUE
PER USER IN 2016 (IN US\$)



\$55