

# VIETNAM

Asia Video Content Dynamics 2023

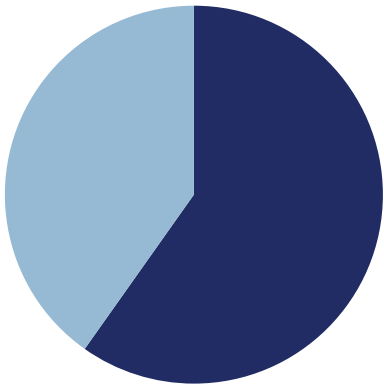
## VIETNAM – SUMMARY

## VIETNAM – INDUSTRY OUTLOOK

## VIETNAM – TELEVISION: SIZE AND STRUCTURE

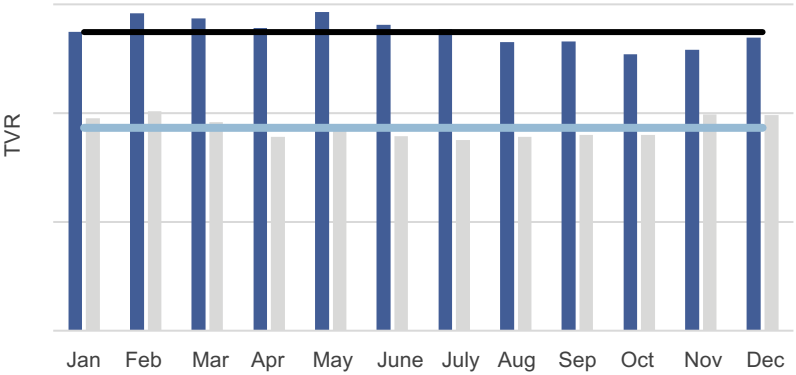
# VIETNAM – TELEVISION: SIZE AND STRUCTURE

TV Audience Share by Platform  
(CY2022)



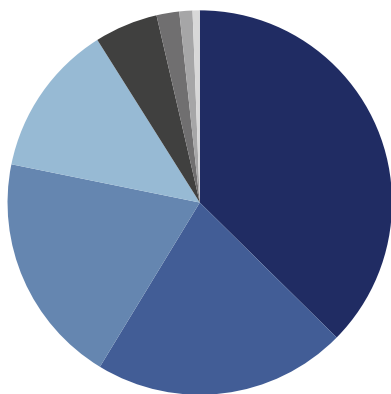
Source: Kantar Media Vietnam

Monthly TVR  
(CY2022)

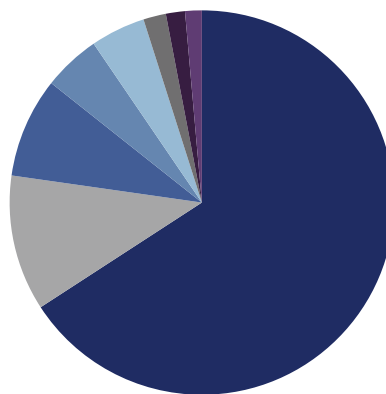


## VIETNAM – TELEVISION: GENRES

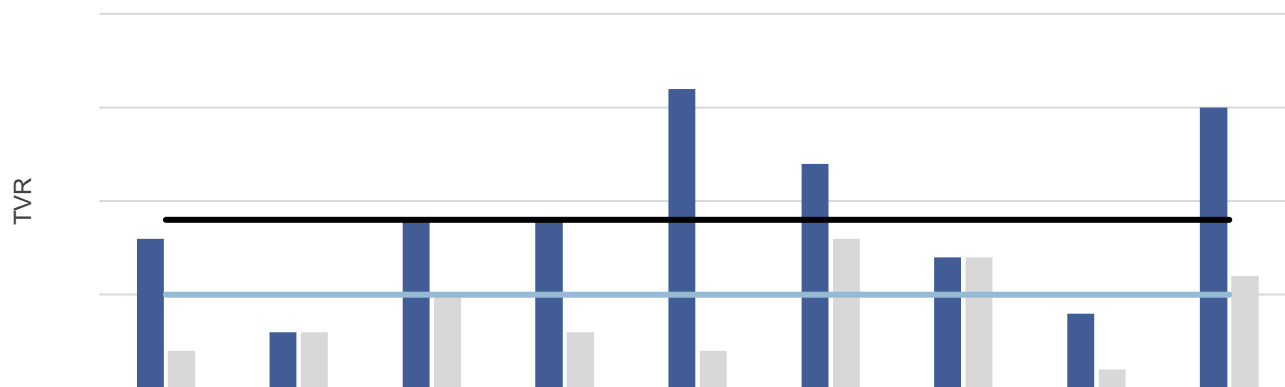
Audience Share by Genre – FTA (CY2022)



Audience Share by Genre – Pay-TV (CY2022)



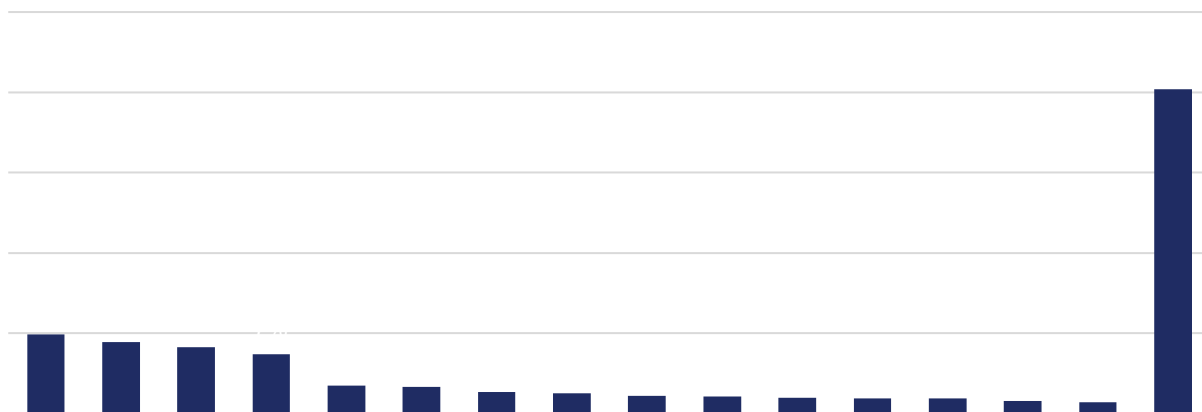
TVR by Genre (CY2022)



Source: Kantar Media Vietnam

## VIETNAM – TELEVISION: CHANNEL SHARES

Audience Share – Top 15 FTA Channels (CY2022)



Source: Kantar Media Vietnam

VIETNAM – TELEVISION: TOP 2022 TITLES (FTA)

Rank	Title	Genre	Channel	TVR	Audience Share
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

Source: Kantar Media Vietnam





VIETNAM – TELEVISION: TOP 2022 TITLES (PAY-TV)

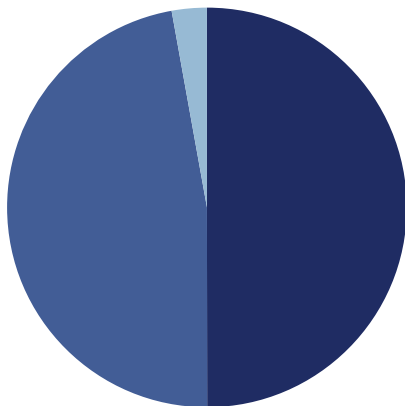
Rank	Title	Genre	Channel	TVR	Audience Share
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

Source: Kantar Media Vietnam


## VIETNAM – ONLINE VIDEO VIEWERSHIP: Q1 2023

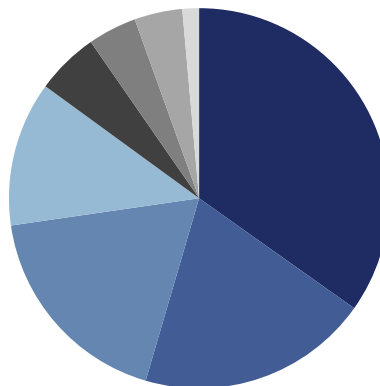
### Total Online Video Viewership

Total Hours:

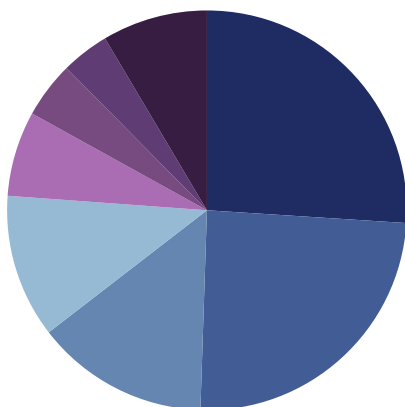


### Premium Video Viewership

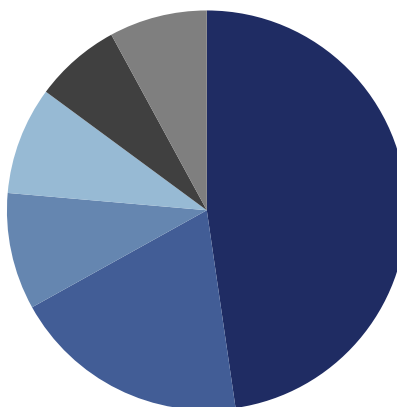
Total Hours:



### Premium Video Consumption by Genre



### Premium Video Consumption by Origin



Note: Platforms covered include Netflix and iQIYI.  
Source: AMPD Research

## VIETNAM – ONLINE VIDEO: KEY PLAYERS

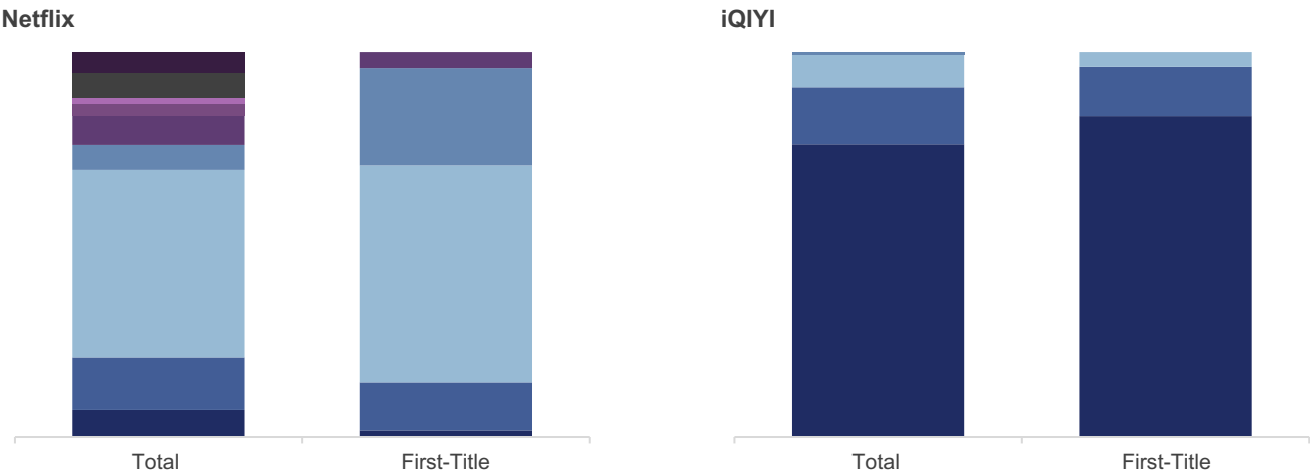
# VIETNAM – ONLINE VIDEO: KEY PLAYERS

Platforms	YouTube	TikTok	Netflix	VTV VOD	VieOn	TV360	FPT Play
Model							
Monthly D2C Price (US\$)							
Paying Subscribers							
Monthly Active Users (mil.)							
Avg. daily time/user (Hours)							
Number of Titles Accounting for 80% of Quarterly Viewing							

Note: Average exchange rate of US\$1=VND23,408  
Paying subs as of 2022; monthly active users as of Q1 2023.

## Total and First Title Viewership by Content Type – Q1 2023

(First title refers to viewership of new/returning users after 28 days of inactivity)



Source: AMPD Research

VIETNAM – CONTENT DEMAND: TOP 25 TITLES (Q1 2023)

Rank	Title	Type	Genre	Origin	Platform
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

Source: AMPD Research

Source: AMPD Research

## VIETNAM – THEATRICAL

### Box Office Summary (2022)

<b>Total Gross Box Office (US\$ mil.)</b>	
% Foreign	
% Local	
<b>Total Admissions (mil.)</b>	
<b>Number of Releases</b>	
# Foreign	
# Local	
<b>Average ticket price (US\$)</b>	
<b>Admissions per capita</b>	

Source: Industry Sources

### Top 20 Box Office (2022)

Rank	Title Name	Release Date	Box Office (US\$M)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

Note: Shading indicates domestic production  
Source: Industry Sources

## VIETNAM – CONTENT CREATION

1. **Introduction**  
 2. **Background**  
 3. **Methodology**  
 4. **Results**  
 5. **Conclusion**  
 6. **References**  
 7. **Appendix**  
 8. **Index**  
 9. **Glossary**  
 10. **Summary**  
 11. **Abstract**  
 12. **Keywords**  
 13. **Subject**  
 14. **Topic**  
 15. **Field**  
 16. **Area**  
 17. **Discipline**  
 18. **Branch**  
 19. **Division**  
 20. **Department**  
 21. **Faculty**  
 22. **School**  
 23. **College**  
 24. **University**  
 25. **Institution**  
 26. **Organization**  
 27. **Association**  
 28. **Society**  
 29. **Community**  
 30. **Group**  
 31. **Team**  
 32. **Club**  
 33. **League**  
 34. **League**  
 35. **League**  
 36. **League**  
 37. **League**  
 38. **League**  
 39. **League**  
 40. **League**  
 41. **League**  
 42. **League**  
 43. **League**  
 44. **League**  
 45. **League**  
 46. **League**  
 47. **League**  
 48. **League**  
 49. **League**  
 50. **League**  
 51. **League**  
 52. **League**  
 53. **League**  
 54. **League**  
 55. **League**  
 56. **League**  
 57. **League**  
 58. **League**  
 59. **League**  
 60. **League**  
 61. **League**  
 62. **League**  
 63. **League**  
 64. **League**  
 65. **League**  
 66. **League**  
 67. **League**  
 68. **League**  
 69. **League**  
 70. **League**  
 71. **League**  
 72. **League**  
 73. **League**  
 74. **League**  
 75. **League**  
 76. **League**  
 77. **League**  
 78. **League**  
 79. **League**  
 80. **League**  
 81. **League**  
 82. **League**  
 83. **League**  
 84. **League**  
 85. **League**  
 86. **League**  
 87. **League**  
 88. **League**  
 89. **League**  
 90. **League**  
 91. **League**  
 92. **League**  
 93. **League**  
 94. **League**  
 95. **League**  
 96. **League**  
 97. **League**  
 98. **League**  
 99. **League**  
 100. **League**

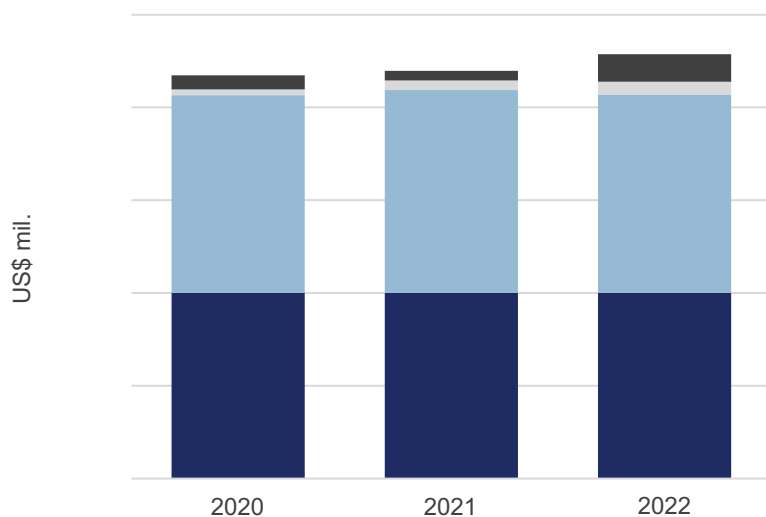
### Costs, Revenue & Ownership

Genre	Production Costs/Hr	Indicative Production Margin	Revenue Model	IP Ownership	Key Domestic Producers
Documentary	Low	High	TV, Streaming, Educational	Public Domain, Educational Institutions	China Central Television (CCTV), CCTV-9
Animation	Medium-High	Medium	Box Office, Streaming, Merchandise	Private Studios, Government Support	Shanghai Animation Film Studio, China Film Group Corporation
Live Action	High	Low-Medium	Box Office, Streaming, Merchandise	Private Studios, Government Support	China Film Group Corporation, Huayi Brothers
TV Series	Medium	Medium	TV, Streaming	Private Studios, Government Support	China Central Television (CCTV), Tencent Video
Short Film	Low	High	Festivals, Streaming, Educational	Public Domain, Educational Institutions	China Central Television (CCTV), CCTV-9
Gameplay	Medium	Medium	Box Office, Streaming, Merchandise	Private Studios, Government Support	China Film Group Corporation, Huayi Brothers
Music Video	Low	High	TV, Streaming, Merchandise	Public Domain, Educational Institutions	China Central Television (CCTV), CCTV-9
Comedy	Medium	Medium	Box Office, Streaming, Merchandise	Private Studios, Government Support	China Film Group Corporation, Huayi Brothers
Drama	High	Low-Medium	Box Office, Streaming, Merchandise	Private Studios, Government Support	China Film Group Corporation, Huayi Brothers
Documentary	Low	High	TV, Streaming, Educational	Public Domain, Educational Institutions	China Central Television (CCTV), CCTV-9

Source: Media Partners Asia

## VIETNAM – CONTENT INVESTMENT

Video Industry Content Costs by Platform



Source: Media Partners Asia



## VIETNAM – VIDEO CONTENT VALUE CHAIN



Source: Media Partners Asia