



# Vietnam video streaming market study

Asia Plus Inc.

Q&Me is online market research provided by Asia Plus Inc.

# Overview

Video streaming service is popular in Vietnam market with many suppliers like FPT Play, Zing TV, WeTV, Netflix, ... With the current speed of internet development in Vietnam, people can access these types of services easily.

Therefore, we conducted a survey to understand consumer's behavior and habits about video streaming service. This survey was conducted among 20-49 years old of 617 samples in 2020 February (those who recognize video streaming is 202).



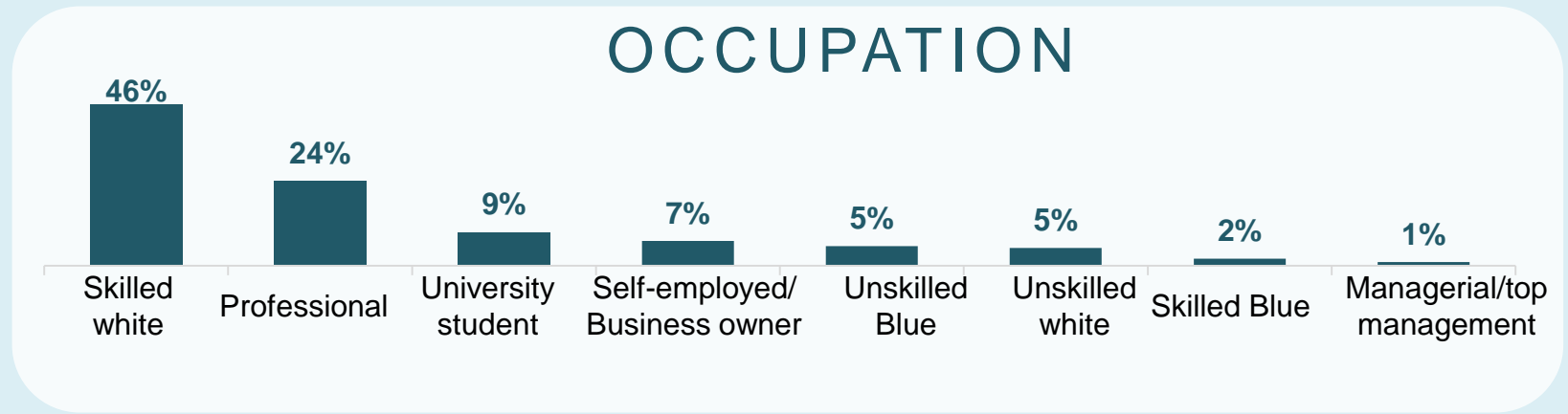
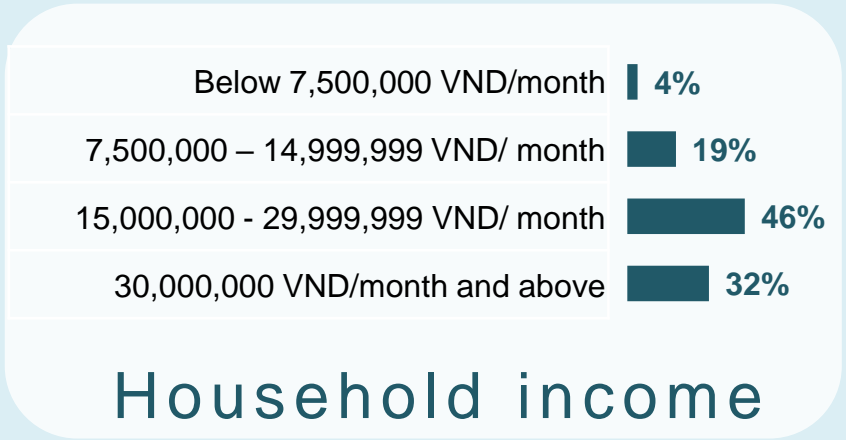
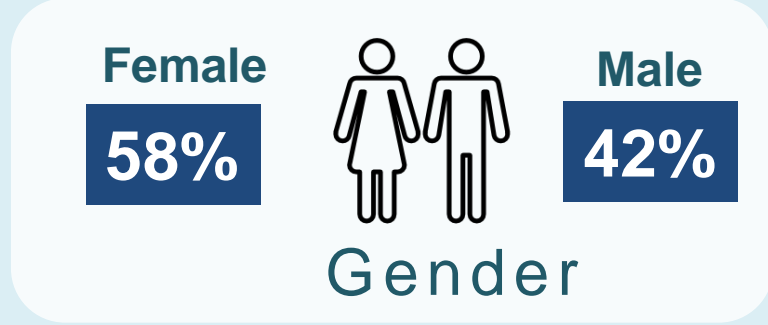
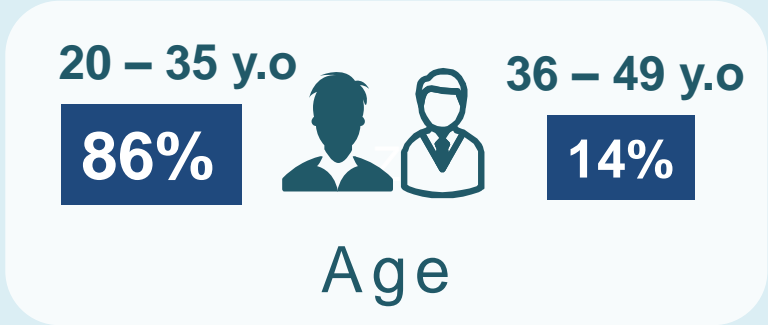
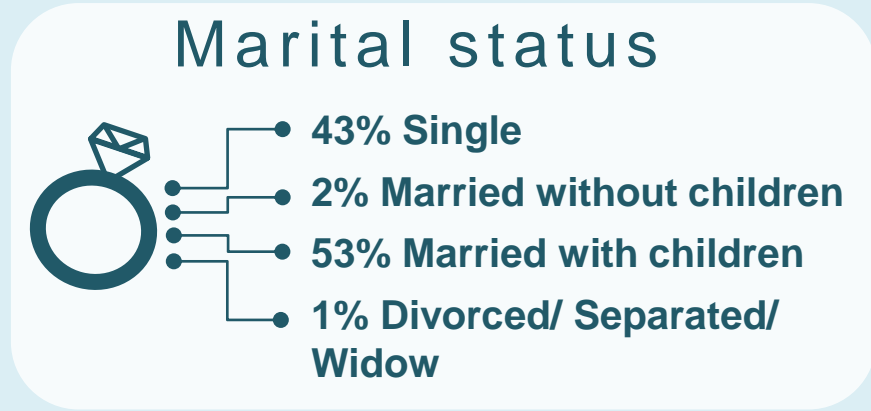
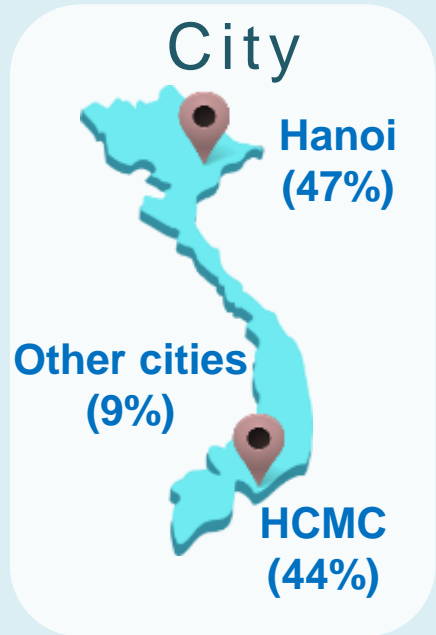
Recognition rate:



**31%**  
aware of  
“the video  
streaming service”

Total sample size  
n=202

**Demographic**  
**Profiling**

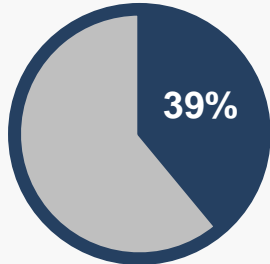


# Top 5 Popular video streaming subscription service



FPT Telecom JSC  
(<https://fptplay.vn>)

## Usage



1<sup>st</sup> in market

## Favorite program

68% TV series/ Feature film

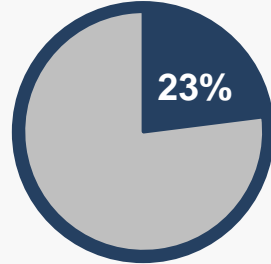
56% Music

48% Sports



Netflix Inc.  
(<https://www.netflix.com/vn>)

## Usage



2<sup>nd</sup> in market

## Favorite program

72% TV series/ Feature film

62% Sports

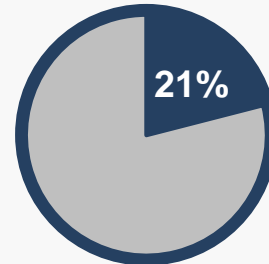
57% Entertainment program/  
Game show/ Reality show



(Vietnam)

Vienam Television  
Cable Corporation  
(<http://dichvu.vtvcab.vn/dich-vu/truyen-hinh-theo-yeu-cau>)

## Usage



3<sup>rd</sup> in market

## Favorite program

65% Entertainment program/  
Game show/ Reality show

65% TV series/ Feature film

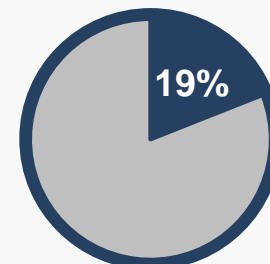
58% Sports



(Vietnam)

Vietnam Satellite Digital  
Television Kplus Co., Ltd  
(<https://www.kplus.vn>)

## Usage



4<sup>th</sup> in market

## Favorite program

62% Entertainment program/  
Game show/ Reality show

62% Sports

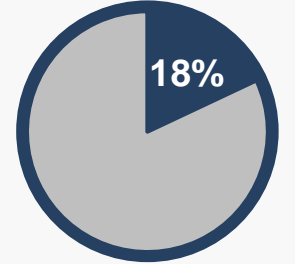
51% TV series/ Feature film



(Vietnam)

VNG Corporation  
(<https://tv.zing.vn>)

## Usage



5<sup>th</sup> in market






## Favorite program

68% Entertainment program/  
Game show/ Reality show

65% TV series/ Feature film

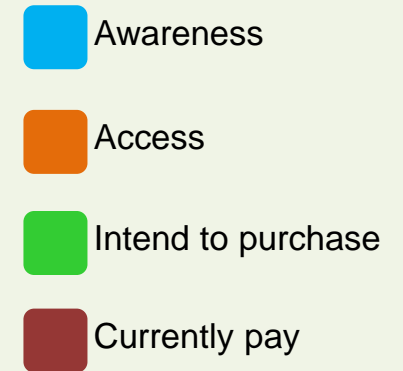
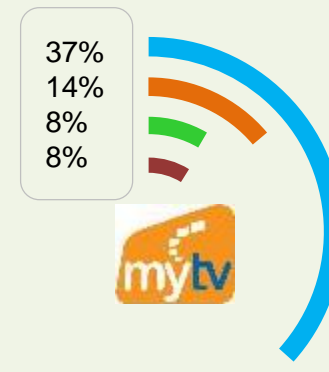
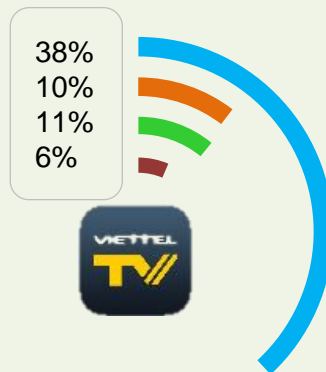
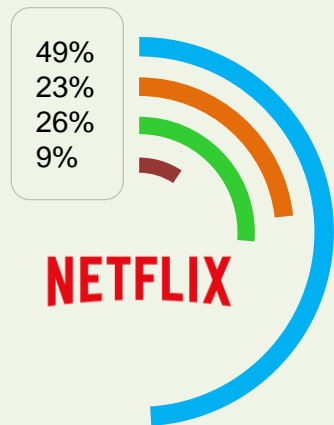
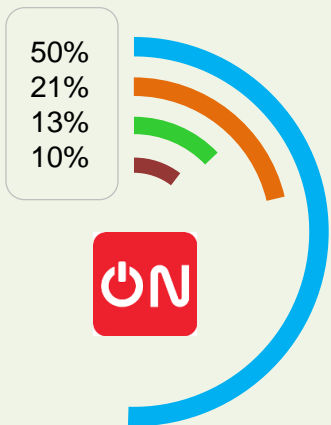
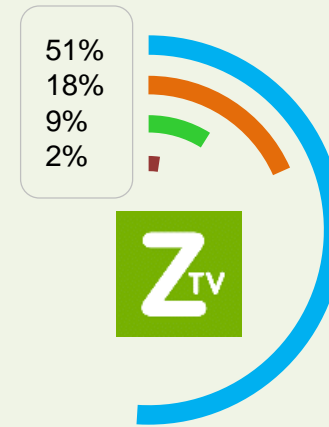
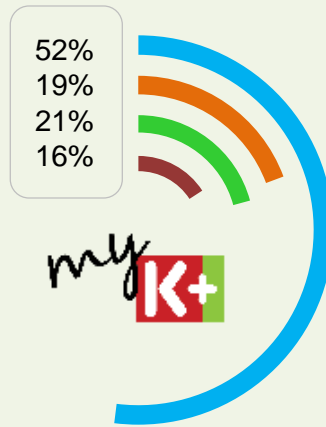
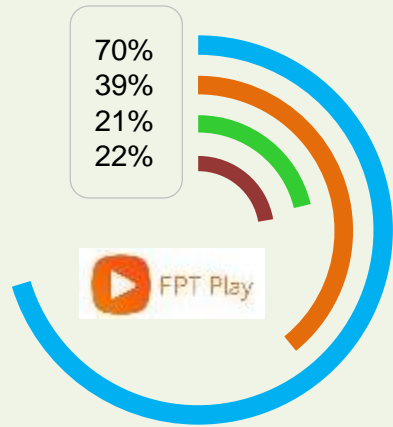
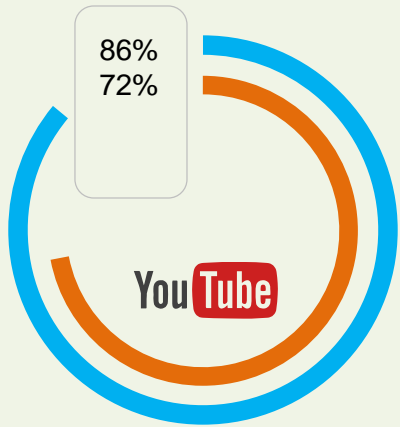
54% Sports

# Top 5 Popular video streaming subscription service

Service	Package payment		1 month	2 month	3 month	6 months	12 months
	VIP	>	100,000 VND	200,000 VND		600,000 VND	1,200,000 VND
	Basic	>	180,000 VND				
	Standard	>	220,000 VND				
	Premium	>	260,000 VND				
	Premium	>	145,000 VND		435,000 VND	870,000 VND	1,500,000 VND
	TV Box	>	145,000 VND		435,000 VND	870,000 VND	1,500,000 VND
	MyK+ Now (Only for Laptop, Tablet, Smartphone)	>	125,000 VND				
	ON VIP	>	66,000 VND		198,000 VND (Bonus +1 month)	396,000 VND (Bonus +2 months)	792,000 VND (Bonus +4 months)
	ON GĐ	>	88,000 VND		264,000 VND (Bonus +1 month)	528,000 VND (Bonus +2 months)	1,056,000 VND (Bonus +4 months)
	VIP	>	99,000 VND			599,000 VND	999,000 VND
							

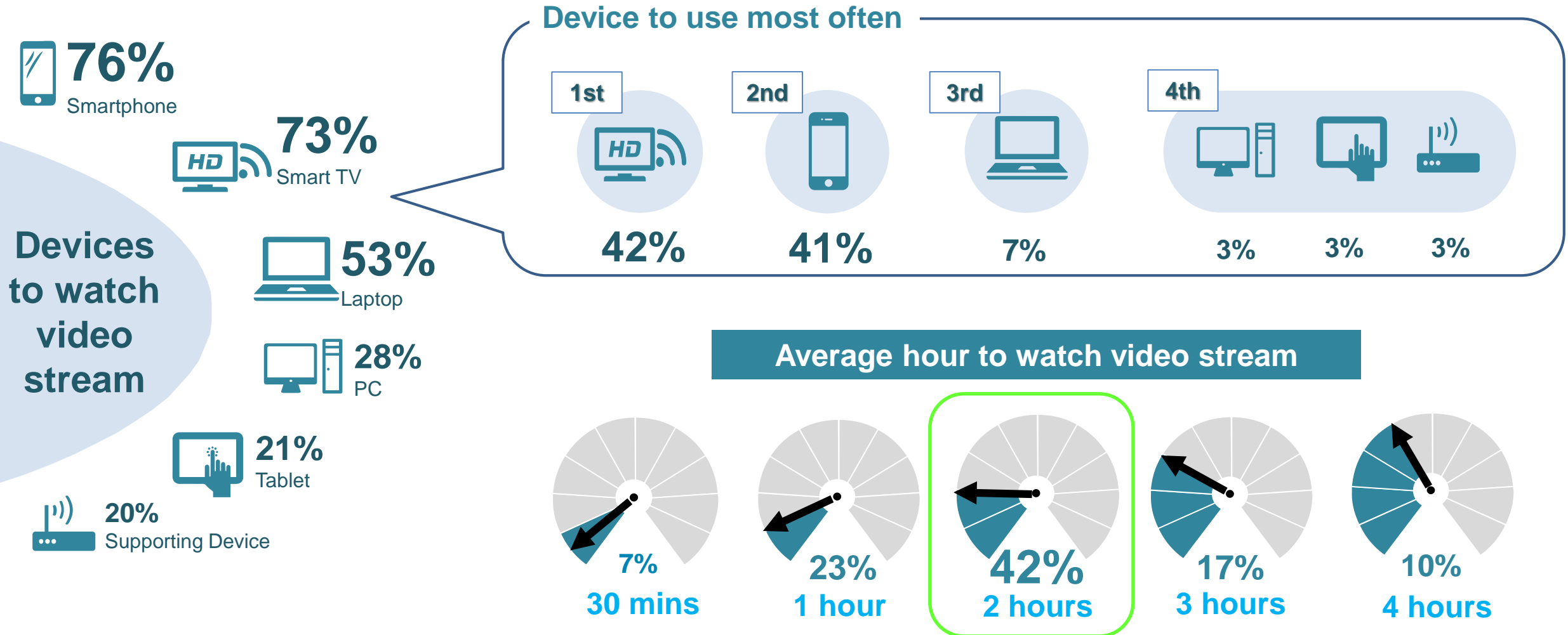
# Brand funnel of video streaming service

Youtube gets the highest traffic due to free access for all programs. Among the subscription services (paid service), FPT Play gains the highest share thanks to its diversify of programs and contents which more relevant with Vietnamese consumers. Following after is Netflix which is well known for movie series and family sharing package.

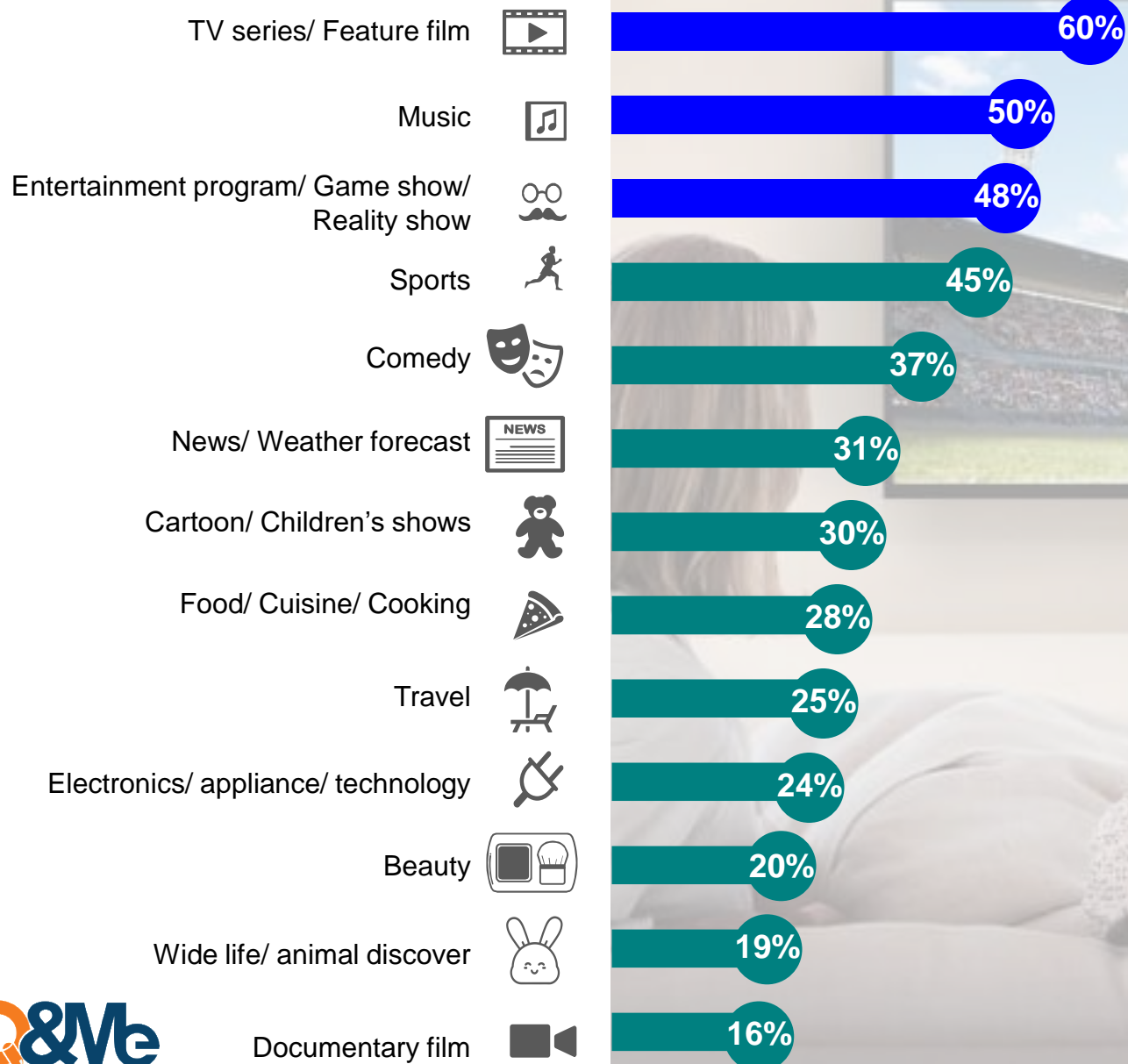


# Video streaming watch habit

Smartphone (76%) & Smart TV (73%) are used the most when watching video streaming.  
Majority consumers watch video streaming around 2 hours in average (42%)



# FAVORITE CONTENT/TOPIC



More than half of consumers are attracted to video streaming service by TV series/ Feature film (60%), Music (50%), and Entertainment program/ Game show/ Reality show (48%).



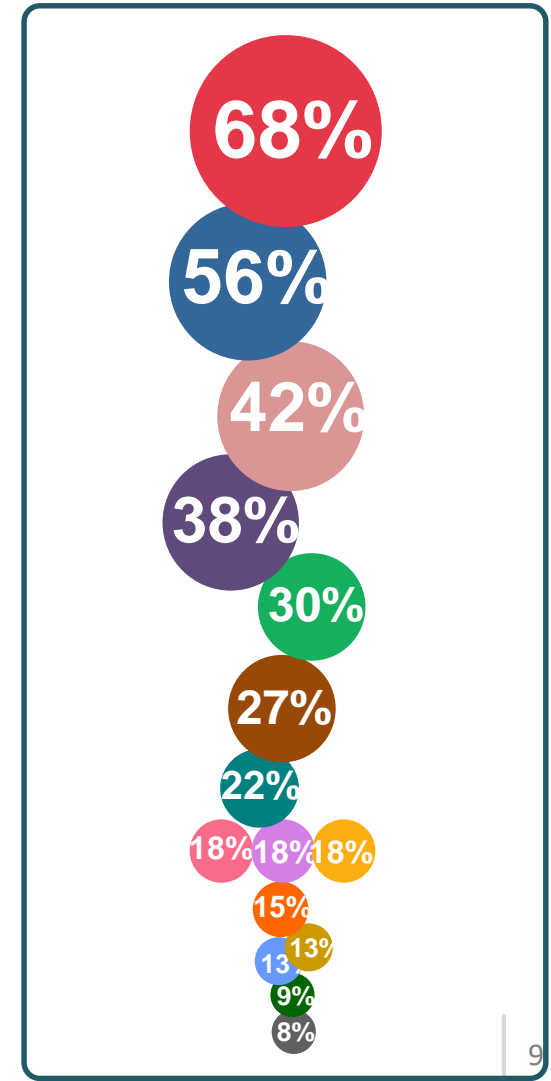


# SOURCE OF Awareness



TV ad/ TV programs/Introduction on TV and Social Media are found as most common channels to interact with. Offline channels are leaving short of, which seen promising channels for service providers to increase its awareness.

- TV ad/ TV programs/ Introduction on TV
- Social Media (Facebook, Instagram, Zalo, ...)
- Search engine such as Google
- Recommendations from relatives, friends, colleagues, neighbours
- Newspaper/ Magazines ad/ Articles
- Banner ads when surfing the internet
- Radio ad/ Radio programs/ Introduction on radio
- Banner on the bus, taxi, bus station
- Ads on LCD at buildings, elevator, cinema
- Ads when watching movie/ music/ video
- Official website of the video streaming service
- Billboard
- Online reviews in Public forums
- Mobile SMS
- Ads in game

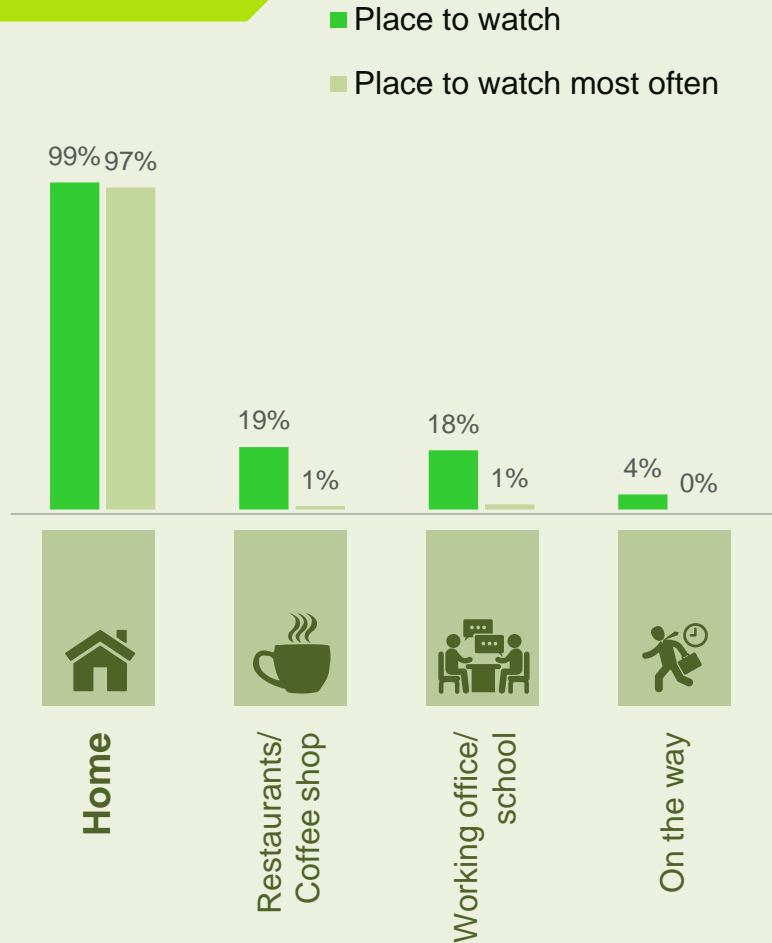


A12. Which source of information that you heard, noticed or come across information about the video streaming service in general?

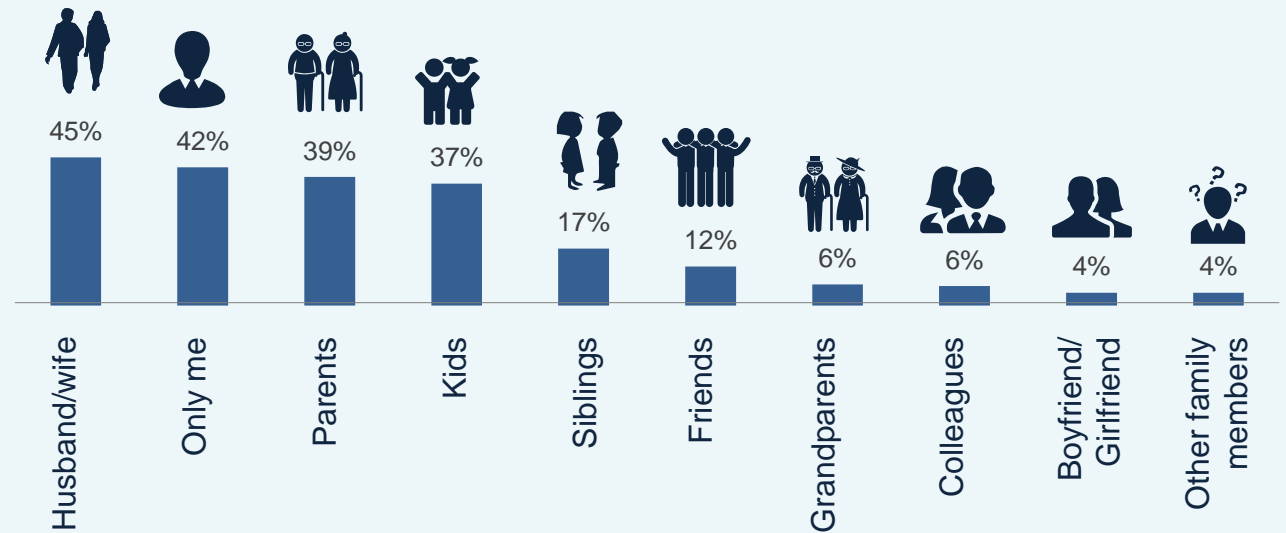
# Video streaming watch habit

Majority consumers watch video at their home (97%) with their partner (husband/wife) 45%. Thus, promotions & communication related to family or group sharing could help attracting more users.

## Place to watch

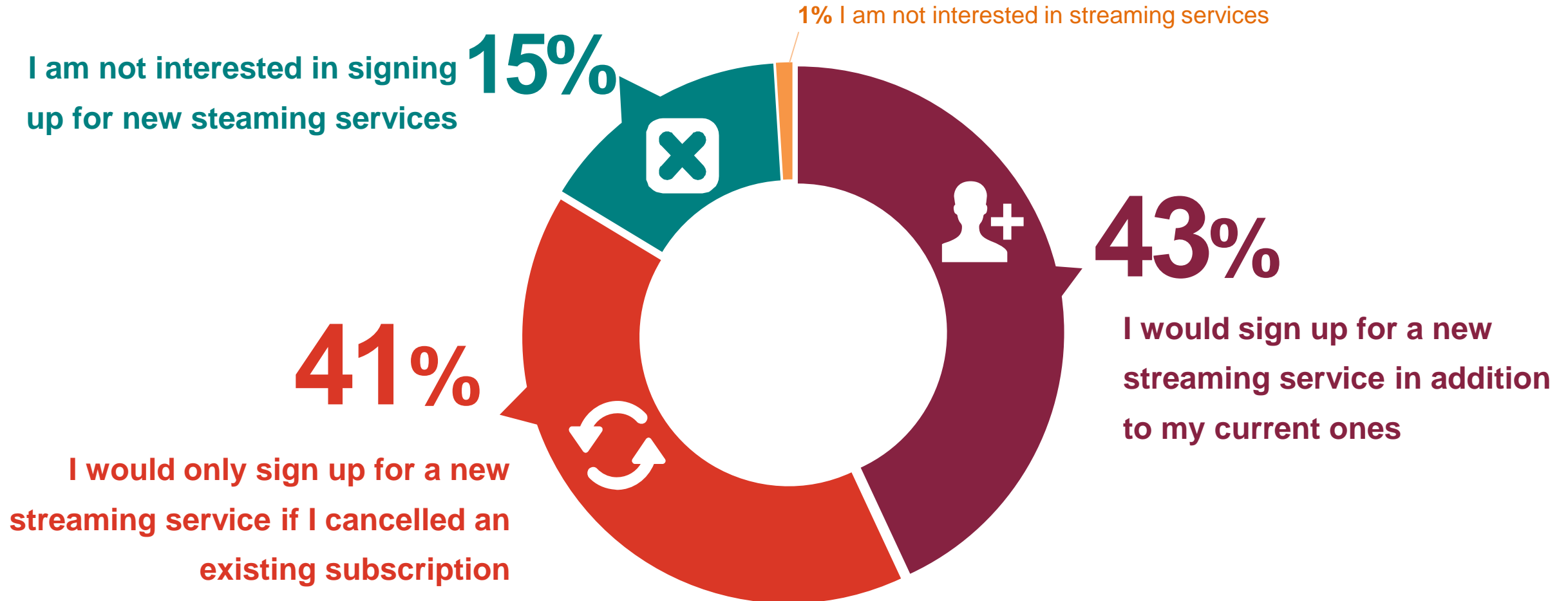


## Whom to watch with



# Subscribing for streaming service

Majority of people (84%) are interesting in signing up a new video streaming service. However, they are not willing to use multiple services at same time. Saying that, 41% will buy new service only when cutting off the current subscription.

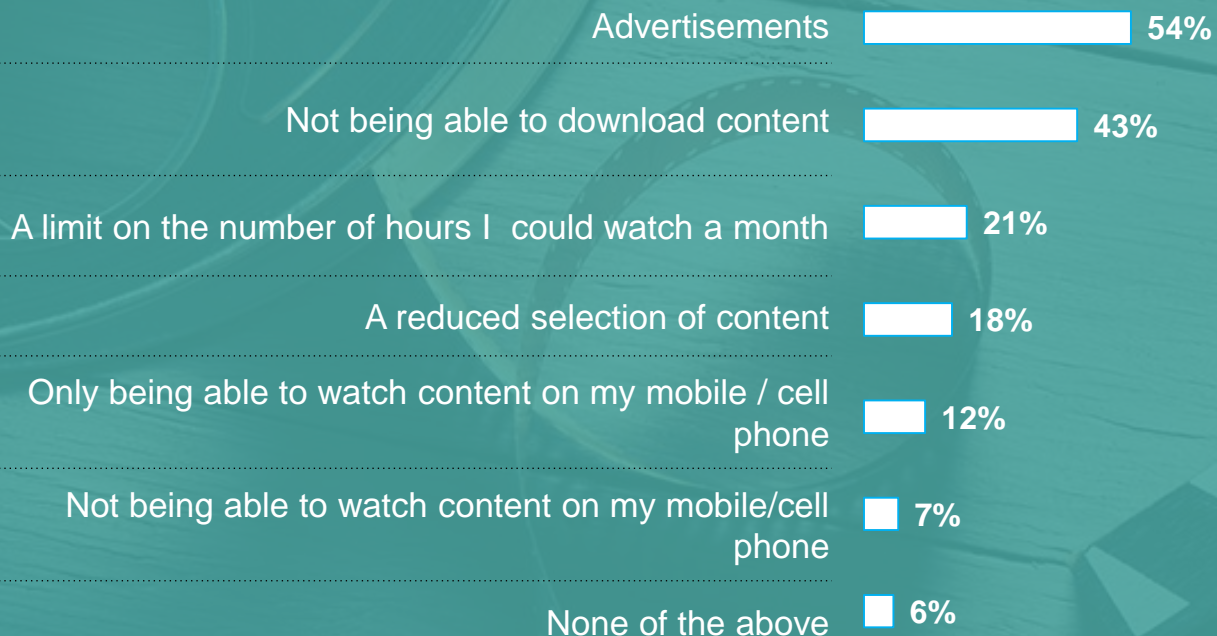


Regarding to spend less money, consumers are willing to accept advertisement during watching (54%) and not able to download (43%)

Having favorite shows/movies seen the most motivator for audience to sign of for new service. Exclusive content is found as unique selling point to attract users.



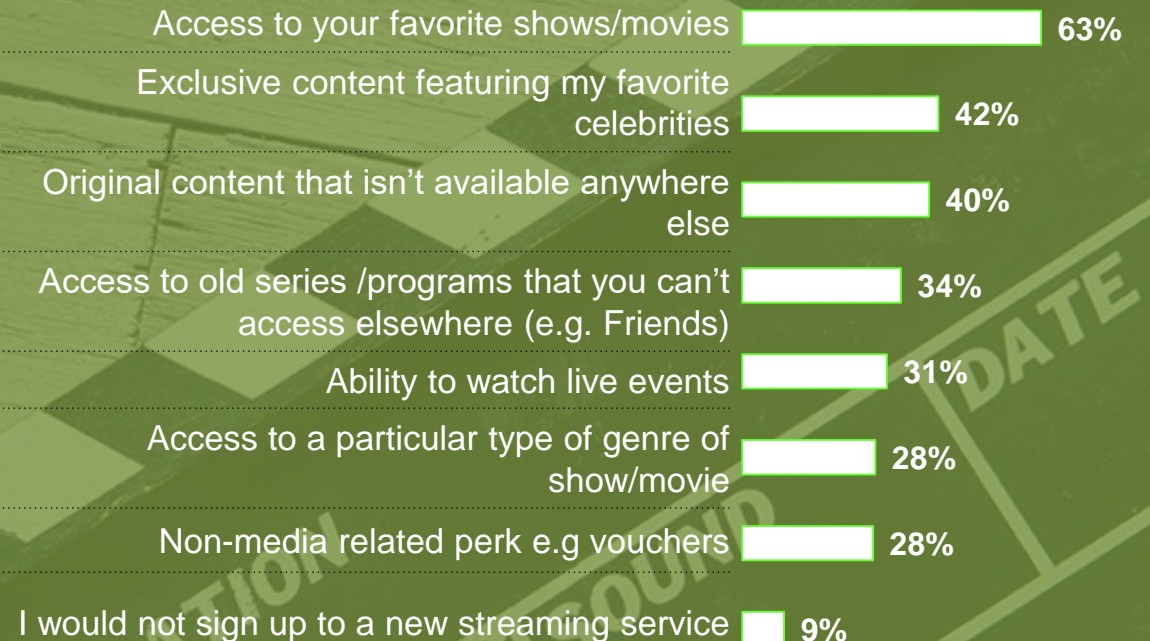
## ACCEPTABLE LIMITATION TO PAY LESS



A16. What would you be willing to accept from streaming service if it meant you were able to pay less for the subscription?



## TRIGGER TO SIGN UP TO A NEW SERVICE



A15. Which of the following would encourage you to sign up new streaming service?



# STUDY ABOUT VIDEO STREAMING SUBSCRIPTION SERVICE MAR 2020

For more information please contact:

**Asia Plus Inc. & Kadence  
International**

t +84 2839 100 043  
w [www.gandme.net](http://www.gandme.net) or  
w [www.kadence.com](http://www.kadence.com)