

# Vietnam Telecommunications Report Q4 2015

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## Abstracts

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**BMI View:** The adoption of 3G technologies has been strong in the Vietnamese mobile market and accounted for an estimated 21.2% at the beginning of 2015. The usage of data services has nevertheless been relatively low with less than 15% of 3G subscribers using data. In October 2015, Vietnam eventually readies itself for 4G services, with market leader Viettel leading the charge. That said, we have recently raised our outlook slightly for the country's broadband market, as telecom operator Viettel made plans to roll out high speed internet service nationwide in 2014. This will help to increase Vietnam's broadband penetration from 5.6% in 2013 to 8.2% over the next five years. Meanwhile Pay-TV sector is plagued by low prices, which are deterring investment.

### Key Data:

We are forecasting 156.30mn mobile subscribers by end-2019, a 162.1% penetration rate. However, we highlight the figure is distorted by inactive prepaid subscriptions and multiple SIM ownership.

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