

# Vietnam Television Comprehensive Report 2017

<https://marketpublishers.com/r/V31C36FAAA6EN.html>

Date: February 2017

Pages: 102

Price: US\$ 2,495.00 (Single User License)

ID: V31C36FAAA6EN

## Abstracts

The history of television broadcasting is always in line with the history of humanity, due to the increase in information demand of the publicity, technology advance and the appearance of global exchange. Television broadcasting technology has experienced 3 main periods: electronic broadcasting, electromagnetic broadcasting and digital broadcasting.

The proportion of revenue from pay television in North American and Europe is the largest compared to other areas.

Satellite television revenue accounts for the highest proportion of pay television revenue over the world, followed by digital cable television. Revenue of global pay television increased continuously in 2010-2015 period and is predicted to increase in 2016 and 2017.

In the trend of developing pay television, the advent of Internet Protocol Television (IPTV) was after ones of cable, satellite and terrestrial television... Despite the late appearance, IPTV had significant development in revenue.

The market share of global television is going through a significant change, the proportion of free television decreased in 2009-2015 period, while the proportion of pay television increased continuously in this period.

Television broadcasting is characteristically a costly type of communications so the cost factor plays an important role. Therefore, participating in the socialization of new television programs will bring the television industry opportunities to develop. This process started and continued with high speed due to the participation of many private sources and elements. In contrast, the source of investment for television broadcasting before mainly came from government and if only relying on government budget, it is

increasingly difficult for the development of television broadcasting.

Income from advertisement is also one of the motivations for the development of television broadcasting industry. Besides income from advertisement, Vietnam television is also developing the pay television sector and encouraging other investment sources in the society for its program production.

According to the digitalization proposal of the government, as of 15th August 2016, there were 4 major cities namely Hanoi, HCM City, Hai Phong, Can Tho and one province – Binh Duong officially stopping the analog terrestrial broadcasting. To watch television programs, viewers have to install digital receivers DVB-T2 for their TVs. One notable point is that 32-inch and larger televisions sold after 1/4/2014 already have DVB-T2 receivers therefore viewers do not have to buy additional receivers.

In the groups of pay television companies in Vietnam, revenue of VTVcab leads the industry. In contrast, other pay television companies barely made profit or even lost. K+ continue to heavily lost while FPT and MyTV barely had profit.

In the revenue structure of pay television in Vietnam, the proportion of cable television and Internet Protocol Television is highest with around 80%. Average revenue per subscription in one month in 2015 in Vietnam was only 5 USD, which was lowest compared to other countries in the areas.

SCTV and VTVcab is the two leading companies in the subscribers share and revenue share in pay television sector. Hanoi and Ho Chi Minh City is the two leading cities in the country in terms of number of pay television subscribers. In 2016, total revenue of Vietnam television broadcasting industry was VND 12,013 billion.

## Contents

### Summary

#### I. Business Environment

##### 1.1. Macroeconomic situation

Figure 1. Growth of GDP by quarter, I//2014 – IV/2016

Figure 2. Urbanization rate in Vietnam, 2005-2016

Figure 3. Population pyramid,2015

Figure 4. VND/USD exchange rate, 1/3/2015-1/9/2016

Figure 5. Usable income and household spending, 2008-2017f

Figure 6. Revenue of electronics and technology devices retail of each groups.

9M/2016

##### 1.2. Legal barriers

##### 1.3. Economic agreements

#### II. Market overview

##### 2.1. Global television broadcasting market conditions

Figure 7. Proportion of global pay television by regions

### 2015-2016

Figure 8. Proportion of pay television by technologies, 2014-2015

Figure 9. Global pay television revenue, 2010-2017f

Figure 10. Market share of global television broadcasting, 2009-2015

Figure 11. Revenue of IPTV in the world, 2010 – 2016e

Figure 12. Number of IPTV subscriptions in the world, 2010-2016e

Figure 13. Number of DTH digital television subscriptions , 2010-2016

Figure 14. DTH penetration rate over the world, 2012-2018

Figure 15. Top 10 countries having highest pay television revenue in 2015

Figure 16. Top 10 countries having the largest number of pay television subscriptions in the world in 2015

Figure 17. Top 10 countries having the highest household pay television penetration rate in the world in 2015

Figure 18. Television sales volume in the world, 2013-2016

Figure 19. LCD television sales volume by regions, 2011-2015

Table 1. Top 5 largest pay television services providers in the world in 2015

##### 2.2. Vietnam television broadcasting market conditions

Figure 20. Revenue of pay television, 2012 - 2016

Figure 21. Pay television subscriptions, 2011 – 2016

Figure 22. Average revenue per subscription in a month, 2015

- Figure 23. Number of pay television subscriptions in some major cities in 2016
- Figure 24. Proportion of digital cable television among 5 major cities in 2016
- Bi?u ?? 25. Number of subscriptions by technologies, 2011-2016
- Figure 26. Revenue of pay television by technologies, 2015-2016
- Figure 27. Proportion of pay television technologies in Vietnam in 2016
- Table 2. Typical channels of VTV
- Table 3. Typical channels of VTC
- Table 4. Comparison of groups of pay television products
- 2.3. Issues of television broadcasting market development
- 2.4. Planning, forecast and recommendations
- Figure 28. Prediction of pay television subscriptions growth, 2015-2020f
- III. Television broadcasting companies analysis
- 3.1. Revenue and profit
- Figure 29. Revenue of some companies in pay television field in 2016
- Figure 30. Profit of some companies in pay television field in 2016
- 3.2. Subscriptions and market share
- Figure 31. Growth of pay television subscriptions by companies, 2015-2016
- Figure 32. Market share of pay television subscriptions by companies in Vietnam in 2016
- Figure 33. Market share of pay television revenue by companies in Vietnam in 2016
- Figure 34. Market share of cable television subscriptions in 2016
- Figure 35. Market share of digital satellite television subscriptions in 2016
- Figure 36. Market share of IPTV subscriptions in 2016
- 3.3. Staff numbers
- Figure 37. Staff numbers in some monthly pay television companies in 2016
- 3.4. Technologies used
- Table 5. Types of television technology used in pay television providing companies
- IV. Directory of companies in pay television market in Vietnam in 2016.

## I would like to order

Product name: Vietnam Television Comprehensive Report 2017

Product link: <https://marketpublishers.com/r/V31C36FAAA6EN.html>

Price: US\$ 2,495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/V31C36FAAA6EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970