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Vietnam Television Comprehensive Report 2017

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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.

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