DIGITAL 2024

VIETNAM

THE ESSENTIAL GUIDE TO THE LATEST CONNECTED BEHAVIOURS

we are social

Meltwater

PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE

GWI

STATISTA

GSMA INTELLIGENCE

DATA.AI

SIMILARWEB

SEMRUSH

OOKLA

SKAI

LOCOWISE

SOCIALINSIDER

PPRO

KEPIOS

CLICK THE LINKS BELOW TO READ OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we produced previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. When we're aware of the potential for historical mismatches, we include a note on **comparability** in the footnotes of each relevant slide. Where we include such advisories, or where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in previous reports, so we **strongly advise readers not to compare** these figures with equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points published in our previous reports. However, these revisions **do not** necessarily imply any change in the active use of these platforms, and should not be interpreted as such. Furthermore, in addition to changes in data sources and calculations, please note that the figures we publish for "social media user identities" **may not** represent unique individuals. This is because some individuals may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, music groups, etc.). As a result, the figures we publish for social media user identities may **exceed** the figures that we publish for total population or for individuals using the internet, but such anomalies do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: https://datareportal.com/notes-on-data.

GLOBAL HEADLINES

GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INDIVIDUALS USING THE INTERNET	SOCIAL MEDIA USER IDENTITIES
8.08 BILLION	**8.65 BILLION**	**5.35 BILLION**	**5.04 BILLION**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+0.9%	**+1.9%**	**+1.8%**	**+5.6%**
+74 MILLION	**+160 MILLION**	**+97 MILLION**	**+266 MILLION**
URBANISATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION
57.7%	**107.0%**	**66.2%**	**62.3%**

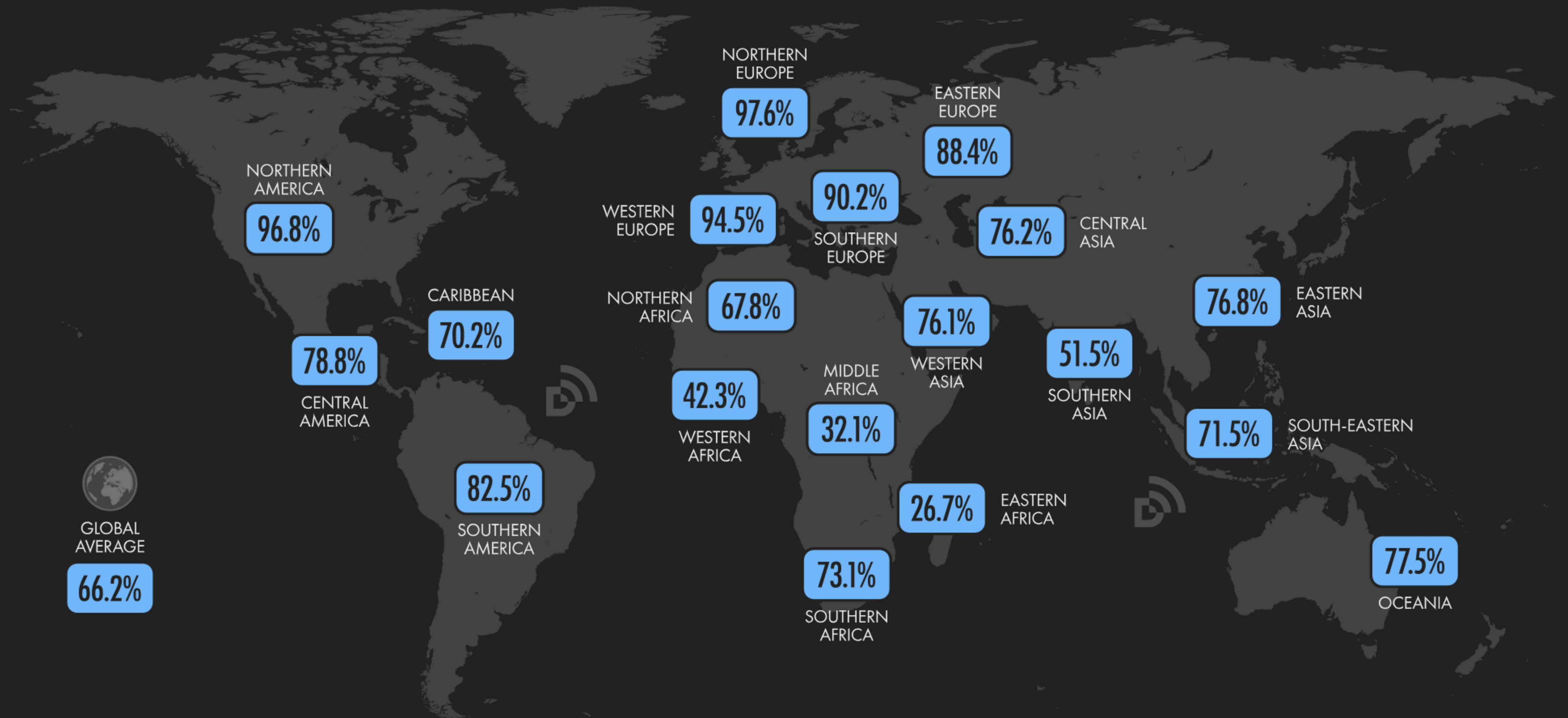
SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND MAY NOT REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE INACCURATE RESULTS. PLEASE SEE NOTES ON DATA.

JAN 2024

INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



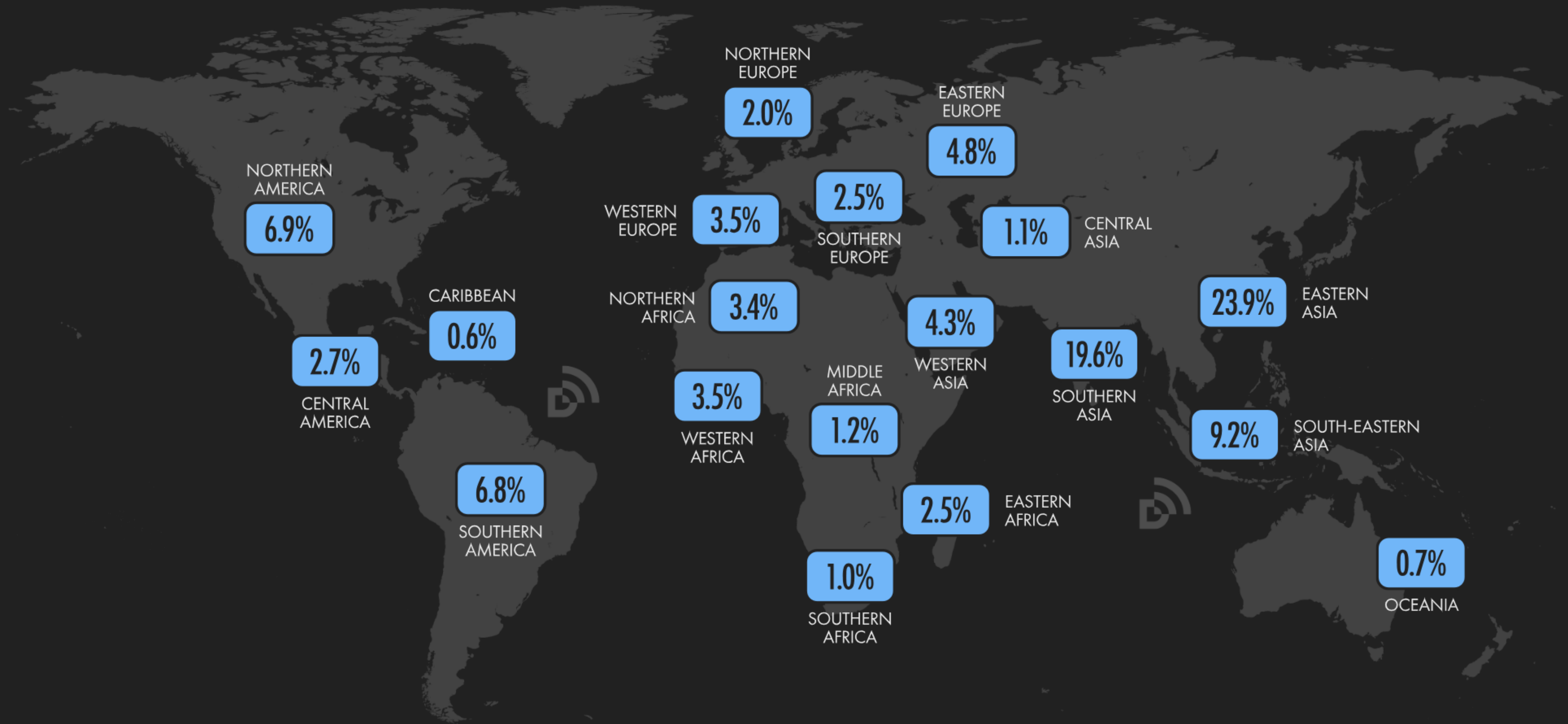
SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. NOTE: REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. COMPARABILITY: SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

JAN 2024

SHARE OF GLOBAL INTERNET USERS

INDIVIDUALS USING THE INTERNET IN EACH REGION AS A PERCENTAGE OF TOTAL INDIVIDUALS USING THE INTERNET AROUND THE WORLD

GLOBAL OVERVIEW



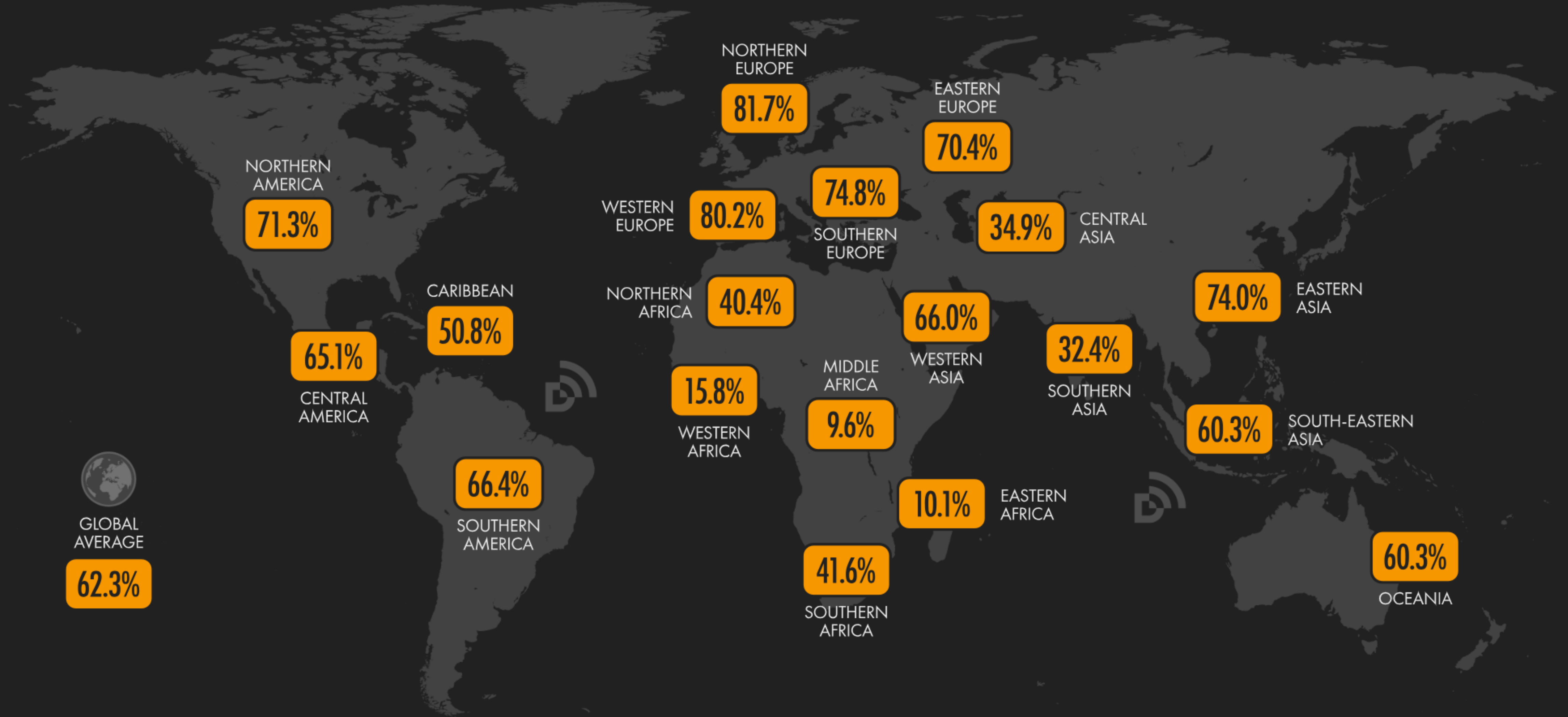
SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. LOCAL COUNTRY VALUES HAVE BEEN CAPPED AT 99% OF THE POPULATION. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

JAN 2024

SOCIAL MEDIA USE vs. TOTAL POPULATION

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



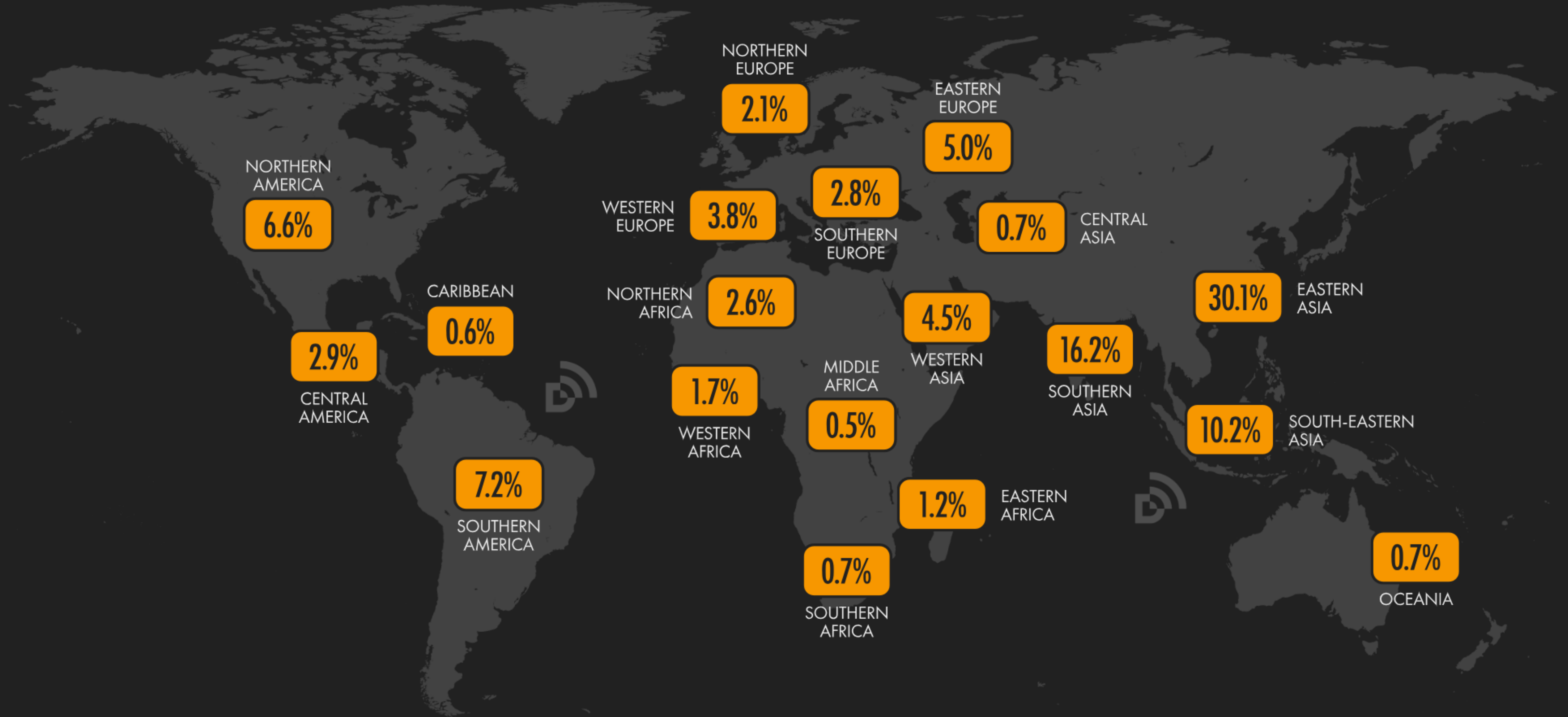
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. NOTES: DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. COMPARABILITY: SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE NOTES ON DATA.

JAN 2024

SHARE OF GLOBAL SOCIAL MEDIA USER IDENTITIES

ACTIVE SOCIAL MEDIA USER IDENTITIES IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USER IDENTITIES

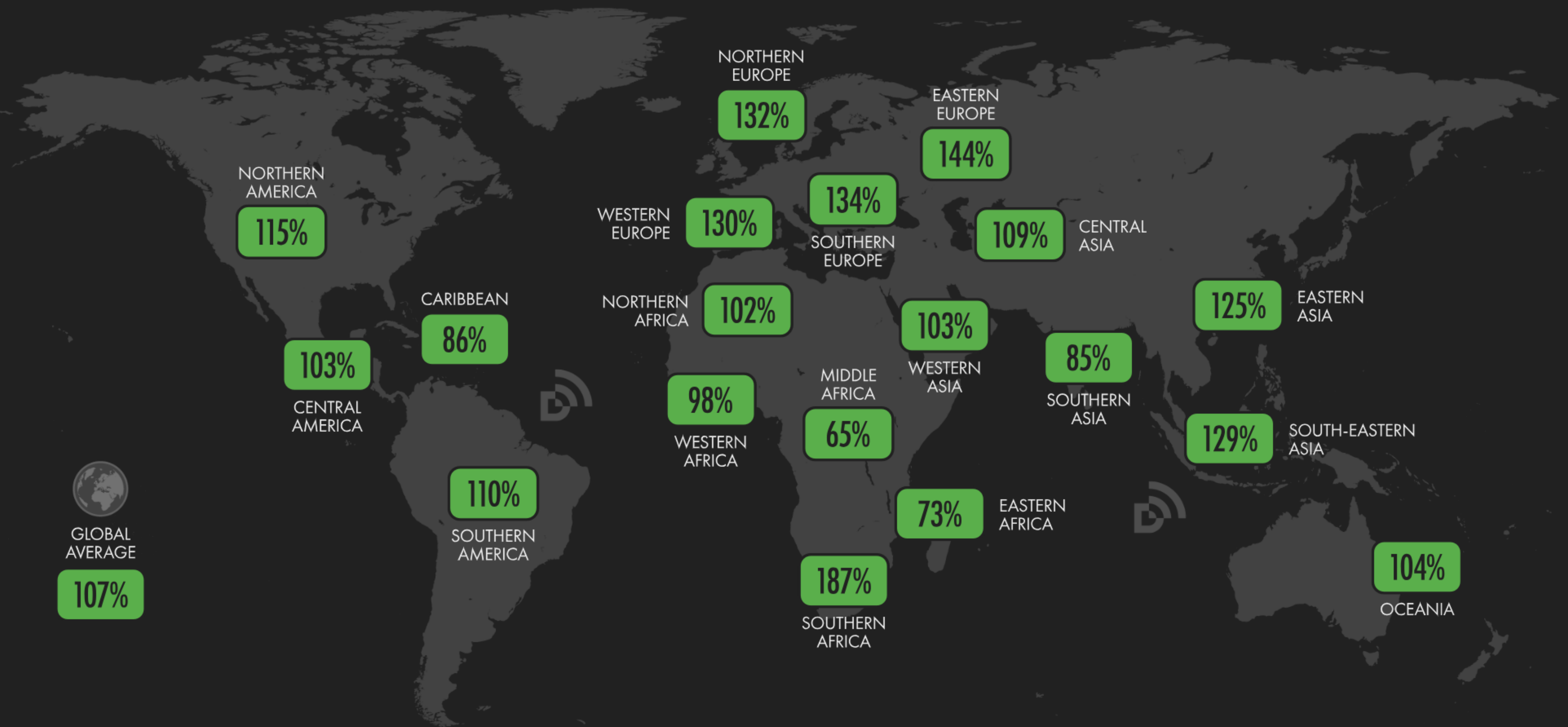
GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTE:** FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

VIETNAM

JAN 2024

VIETNAM

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

VIETNAM

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INDIVIDUALS USING THE INTERNET	SOCIAL MEDIA USER IDENTITIES
99.19 MILLION	168.5 MILLION	78.44 MILLION	72.70 MILLION
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+0.7%	+3.2%	+0.6%	+9.8%
+655 THOUSAND	+5.1 MILLION	+502 THOUSAND	+6.5 MILLION
URBANISATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION
39.8%	169.8%	79.1%	73.3%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND MAY NOT REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", CO… INACCURATE RESULTS. PLEASE SEE NOTES ON DATA.

we are social · Meltwater

PARTNER CONTENT

Meltwater

Why do marketers use social listening?

according to Meltwater's **State of Social Media** 2024

55% To better understand my target audience

43% To manage brand reputation

30% To benchmark against competitors

29% To gather and analyze consumer insights

34% To raise brand awareness

23% To identify and manage crises

Download the report

See how your strategy compares to responses from several thousand marketing professionals in Meltwater's report.

POPULATION ESSENTIALS

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

VIETNAM

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	YEAR-ON-YEAR CHANGE IN TOTAL POPULATION	MEDIAN AGE OF THE POPULATION
99.19 MILLION	50.6%	49.4%	+0.7% +655 THOUSAND	33.0

URBAN POPULATION	POPULATION DENSITY (PEOPLE PER KM^2)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
39.8%	316.4	95.8%	94.6%	97.0%

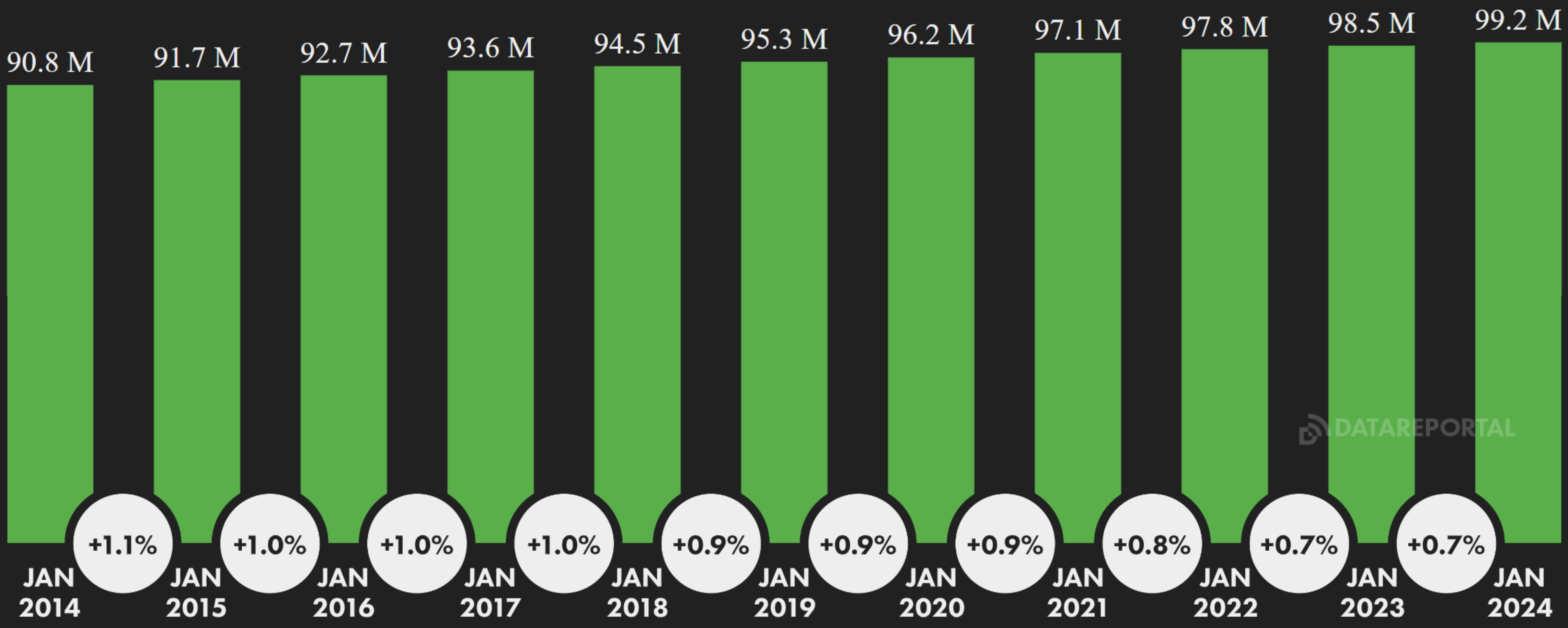
SOURCES: KEPIOS ANALYSIS; UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA.

JAN 2024

POPULATION OVER TIME

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

VIETNAM



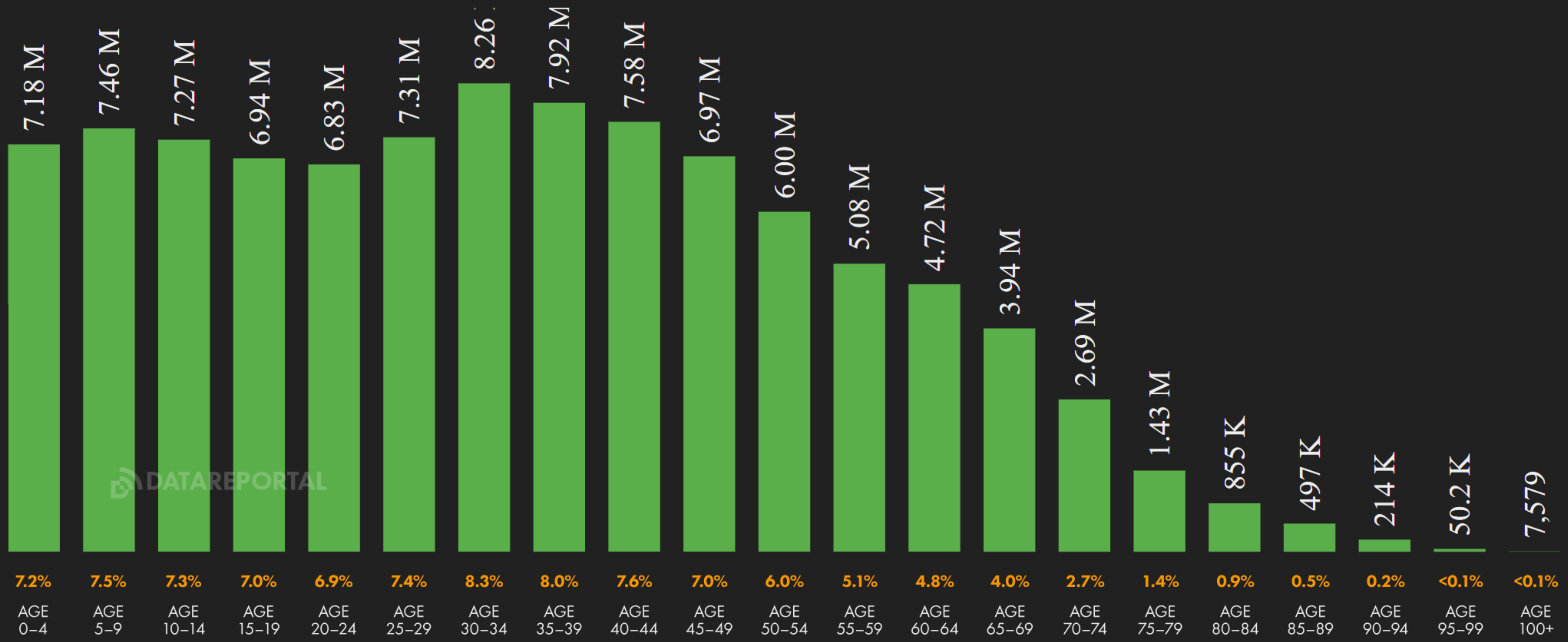
SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; KEPIOS ANALYSIS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

JAN 2024

AGE DISTRIBUTION OF THE POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION

VIETNAM



SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. **NOTES:** PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

we are social Meltwater

FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

VIETNAM

GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)	GROSS DOMESTIC PRODUCT (PPP; CURRENT INTERNATIONAL DOLLARS)	GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)	GROSS DOMESTIC PRODUCT PER CAPITA (PPP; CURRENT INTERNATIONAL DOLLARS)	NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
$433.4 BILLION	$1.43 TRILLION	$4,316	$14.3 THOUSAND	$3,037

PERCENTAGE OF THE POPULATION EARNING LESS THAN $3.65 (2017, PPP) PER DAY	PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER	PERCENTAGE OF THE POPULATION WITH ACCESS TO BASIC SANITATION	PERCENTAGE OF THE POPULATION WITH ACCESS TO ELECTRICITY	PERCENTAGE OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)
3.8%	98.0%	92.2%	100%	95.7%

SOURCES: IMF; WORLD BANK (BOTH LATEST PUBLISHED DATA UP TO 2023). **DEFINITIONS:** "$3.65 (2017, PPP)": REFLECTS LOCAL "PURCHASING POWER PARITY", BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE, PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. "BASIC SANITATION": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES UP TO 2023; DATA MAY NOT ALL BE FROM THE SAME YEAR. VALUES FOR MOBILE PHONE OWNERSHIP MAY NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

VIETNAM

DEVICE	PERCENTAGE	YEAR-ON-YEAR CHANGE
ANY KIND OF MOBILE PHONE	97.5%	-0.7% (-70 BPS)
SMART PHONE	97.4%	-0.7% (-70 BPS)
FEATURE PHONE	11.1%	-19.6% (-270 BPS)
LAPTOP OR DESKTOP COMPUTER	55.4%	-5.3% (-310 BPS)
TABLET DEVICE	27.0%	-23.9% (-850 BPS)
GAMES CONSOLE	10.0%	-16.7% (-200 BPS)
SMART WATCH OR SMART WRISTBAND	27.7%	-15.5% (-510 BPS)
TV STREAMING DEVICE	10.7%	-22.5% (-310 BPS)
SMART HOME DEVICE	14.9%	-20.7% (-390 BPS)
VIRTUAL REALITY DEVICE	4.4%	-27.9% (-170 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTES:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

VIETNAM

		YEAR-ON-YEAR CHANGE
USING THE INTERNET VIA A MOBILE PHONE	98.9%	-0.3% (-34 BPS)
USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET	91.7%	-1.5% (-138 BPS)
USING SOCIAL MEDIA	96.1%	-1.0% (-101 BPS)
WATCHING LINEAR AND BROADCAST TV	87.2%	-5.2% (-479 BPS)
WATCHING STREAMING AND ON-DEMAND TV	84.0%	-3.9% (-343 BPS)
READING ONLINE PRESS CONTENT	83.3%	-4.3% (-370 BPS)
READING PHYSICAL PRESS CONTENT	71.9%	-7.6% (-589 BPS)
LISTENING TO BROADCAST RADIO	66.8%	-7.4% (-533 BPS)
LISTENING TO MUSIC STREAMING SERVICES	61.4%	-7.6% (-505 BPS)
LISTENING TO PODCASTS	65.4%	-5.0% (-344 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTES:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. VALUE FOR BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA. **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS [illegible] DEVICE USAGE.

JAN 2024

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

VIETNAM

		YEAR-ON-YEAR CHANGE
TIME SPENT USING THE INTERNET	6H 18M	-1.3% (-5 MINS)
TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)	2H 21M	-11.6% (-18 MINS)
TIME SPENT USING SOCIAL MEDIA	2H 25M	-5.3% (-8 MINS)
TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)	1H 47M	-12.9% (-15 MINS)
TIME SPENT LISTENING TO MUSIC STREAMING SERVICES	1H 08M	-5.4% (-3 MINS)
TIME SPENT LISTENING TO BROADCAST RADIO	0H 38M	-15.2% (-6 MINS)
TIME SPENT LISTENING TO PODCASTS	0H 46M	-8.3% (-4 MINS)
TIME SPENT USING A GAMES CONSOLE	1H 17M	-1.9% (-1 MIN)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

INTERNET

JAN 2024

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

VIETNAM

TOTAL NUMBER OF INTERNET USERS

78.44
MILLION

INTERNET USERS vs. TOTAL POPULATION

79.1%

YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS

+0.6%
+502 THOUSAND

YEAR-ON-YEAR CHANGE IN INTERNET USERS vs. POPULATION

-0.02%
-2 BP

INDEXED INTERNET ADOPTION vs. GLOBAL AVERAGE

119.5

PERCENTAGE OF INTERNET USERS ACCESSING VIA MOBILE PHONES

96.6%

AVERAGE DAILY TIME SPENT USING THE INTERNET

6H 18M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET

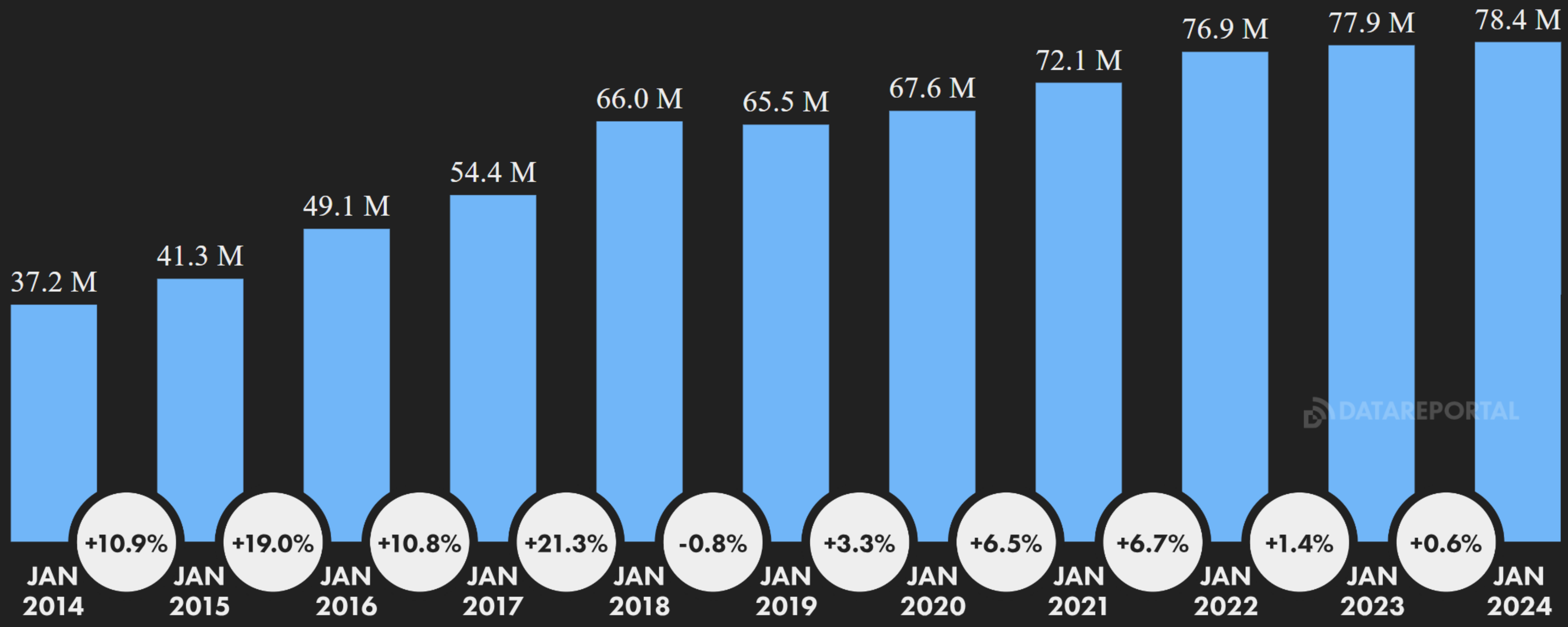
-1.3%
-5 MINS

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; CIA WORLD FACTBOOK; CNNIC; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2023), BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **ADVISORY:** FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA. **COMPARABILITY:** SOURCE AND BASE CHANGES.

INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

VIETNAM



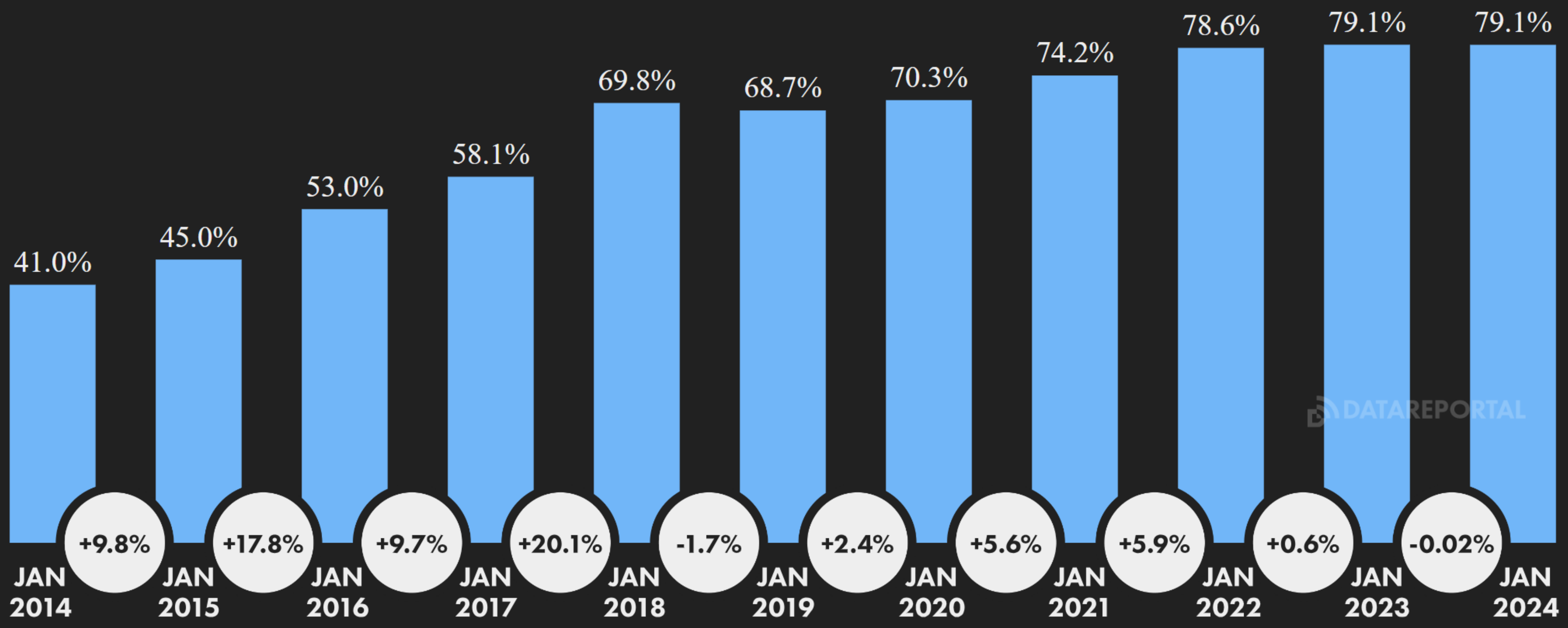
SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

JAN 2024

INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

VIETNAM



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAI; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** IF DATA IS NOT REPORTED FOR A SPECIFIC PERIOD, WE USE DATA FROM THE MOST RECENTLY REPORTED PRIOR PERIOD. PERCENTAGES IN THE WHITE CIRCLES SHOW THE RELATIVE CHANGE IN INTERNET ADOPTION vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL ADOPTION. SEE NOTES ON DATA.

we are social

Meltwater

JAN 2024

INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

VIETNAM

INTERNET USERS: ITU	INTERNET USERS: CIA WORLD FACTBOOK	INTERNET USERS: INTERNETWORLDSTATS
77.95 MILLION	71.78 MILLION	84.92 MILLION
vs. POPULATION 78.6%	vs. POPULATION 72.4%	vs. POPULATION 85.6%

KEPIOS

SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

we are social Meltwater

JAN 2024

DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

VIETNAM

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES	TIME SPENT USING THE INTERNET ON MOBILE PHONES	TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS	MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
6H 18M	3H 30M	2H 47M	55.7%

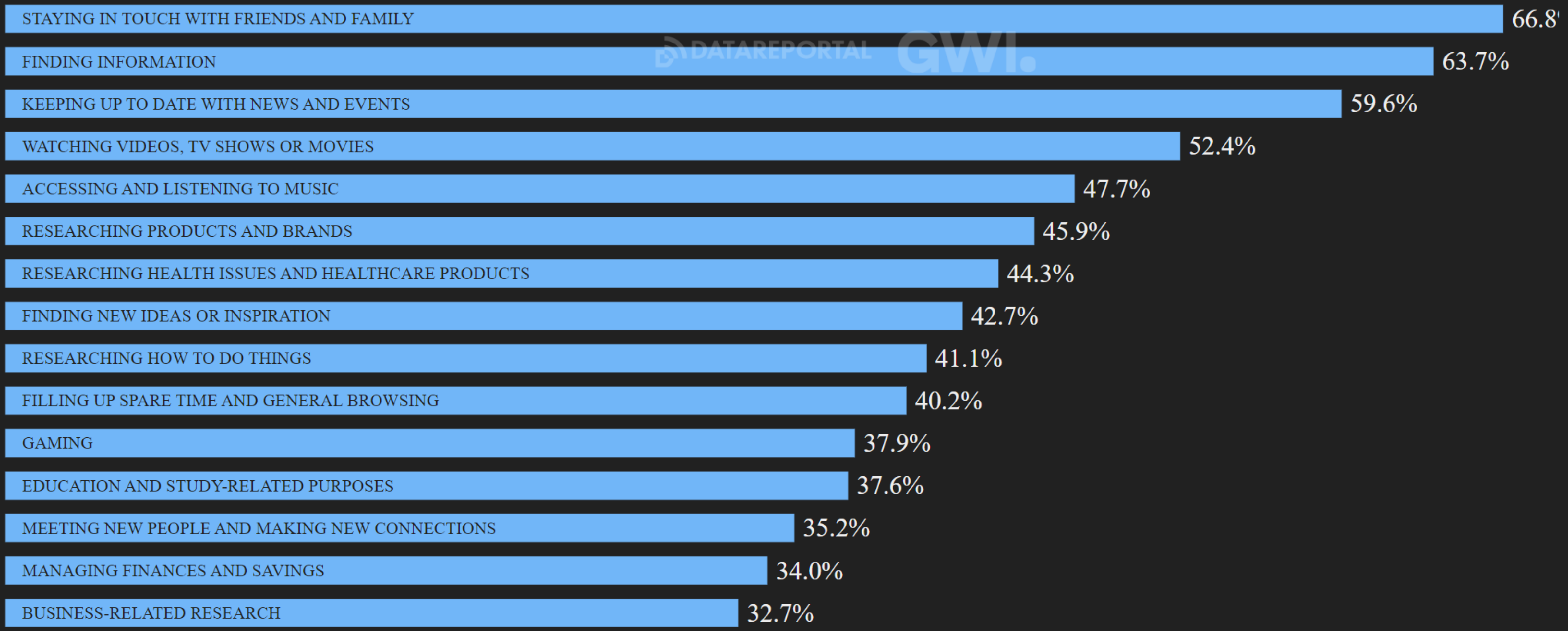
SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

VIETNAM



SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

VIETNAM

		YEAR-ON-YEAR CHANGE
MOBILE PHONE (ANY)	96.6%	+2.2% (+210 BPS)
LAPTOP OR DESKTOP (ANY)	59.9%	-11.7% (-790 BPS)
SMART PHONE	94.5%	+1.0% (+90 BPS)
FEATURE PHONE	4.2%	-30.0% (-180 BPS)
TABLET DEVICE	26.3%	-19.1% (-620 BPS)
PERSONAL LAPTOP OR DESKTOP	53.1%	-14.4% (-890 BPS)
WORK LAPTOP OR DESKTOP	25.1%	-19.8% (-620 BPS)
CONNECTED TELEVISION	21.9%	-24.2% (-700 BPS)
SMART HOME DEVICE	10.7%	-13.7% (-170 BPS)
GAMES CONSOLE	5.5%	-31.3% (-250 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTES:** "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

VIETNAM

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS	MEDIAN SPEED OF FIXED INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS
DOWNLOAD (MBPS) 47.06	DOWNLOAD +18.9%	DOWNLOAD (MBPS) 105.04	DOWNLOAD +30.8%
UPLOAD (MBPS) 19.51	UPLOAD +14.7%	UPLOAD (MBPS) 100.89	UPLOAD +23.9%
LATENCY (MS) 23	LATENCY 0%	LATENCY (MS) 3	LATENCY -25.0%

SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS IN NOVEMBER 2023. **TIP:** A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY.

JAN 2024

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

VIETNAM

MOBILE PHONES	LAPTOP AND DESKTOP COMPUTERS	TABLET DEVICES	OTHER DEVICES
84.45%	14.11%	1.44%	0%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-1.5% (-129 BPS)	+10.1% (+130 BPS)	-0.7% (-1 BP)	[UNCHANGED]

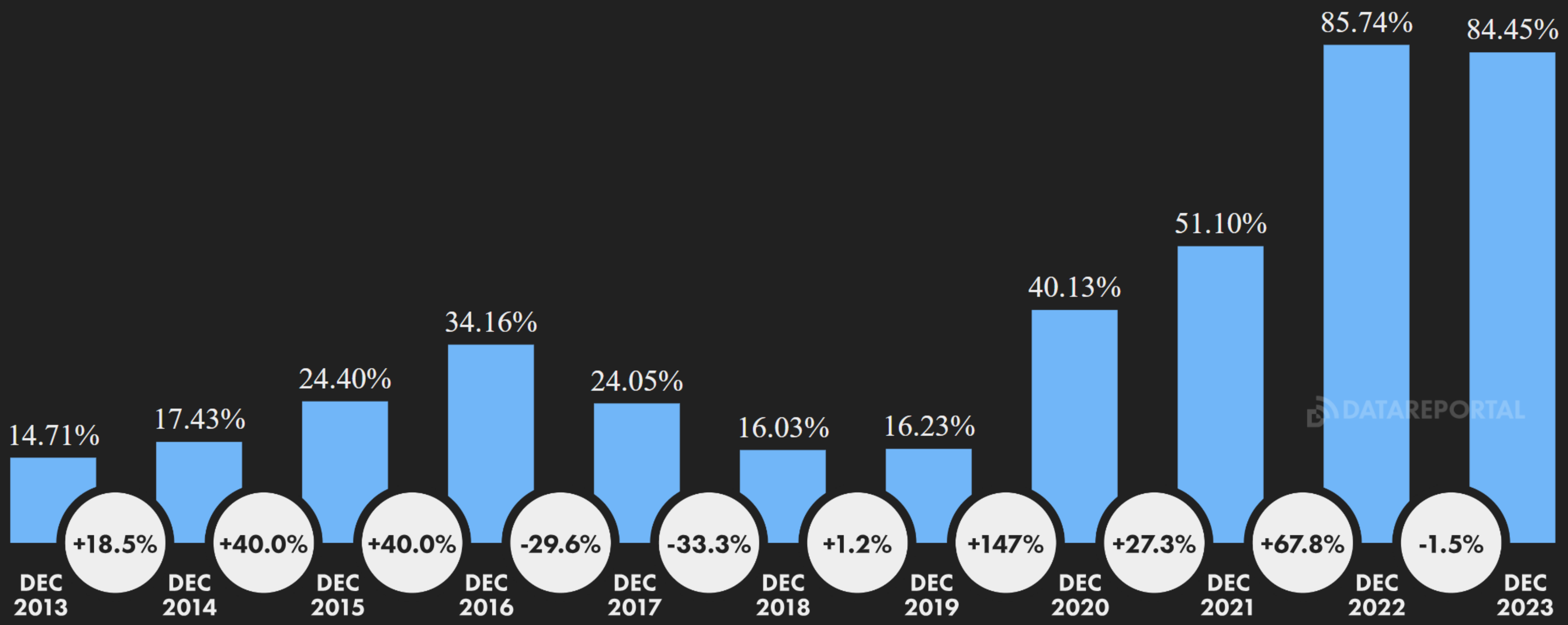
SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

JAN 2024

MOBILE'S SHARE OF WEB TRAFFIC (YOY)

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

VIETNAM



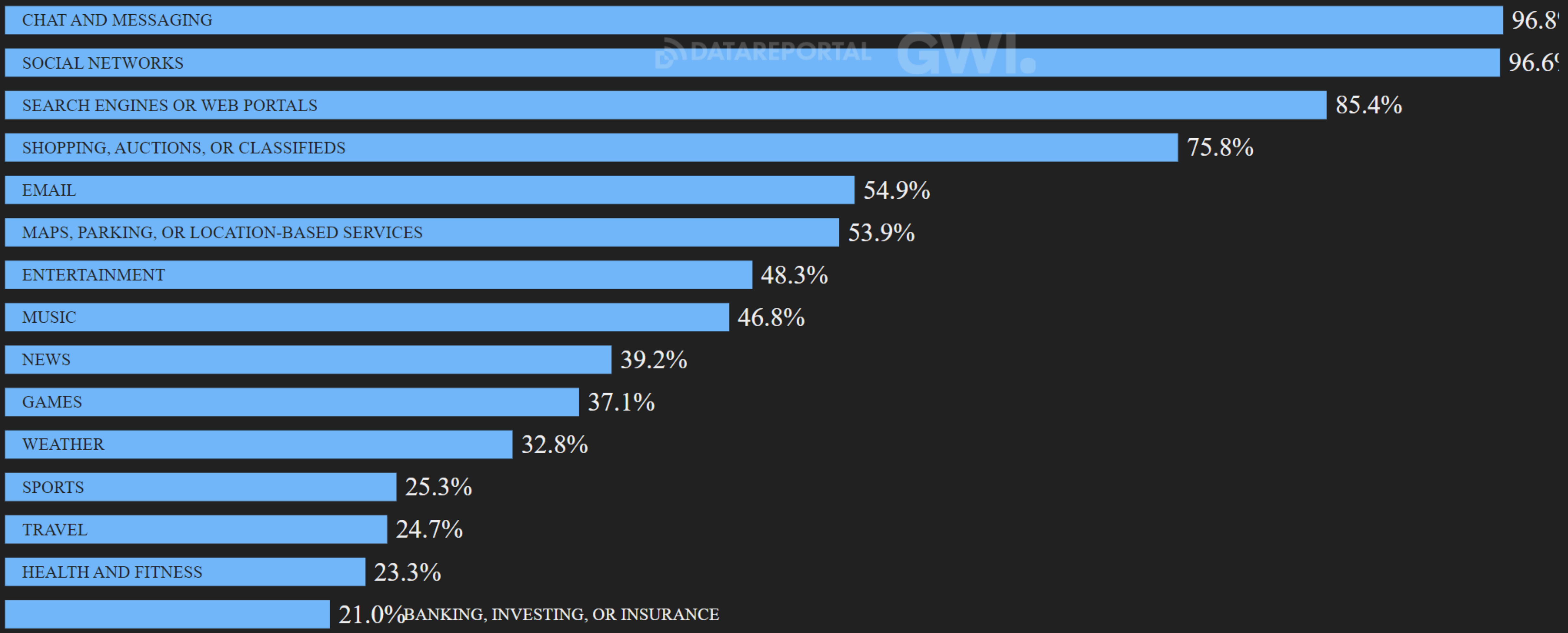
SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

JAN 2024

TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

VIETNAM



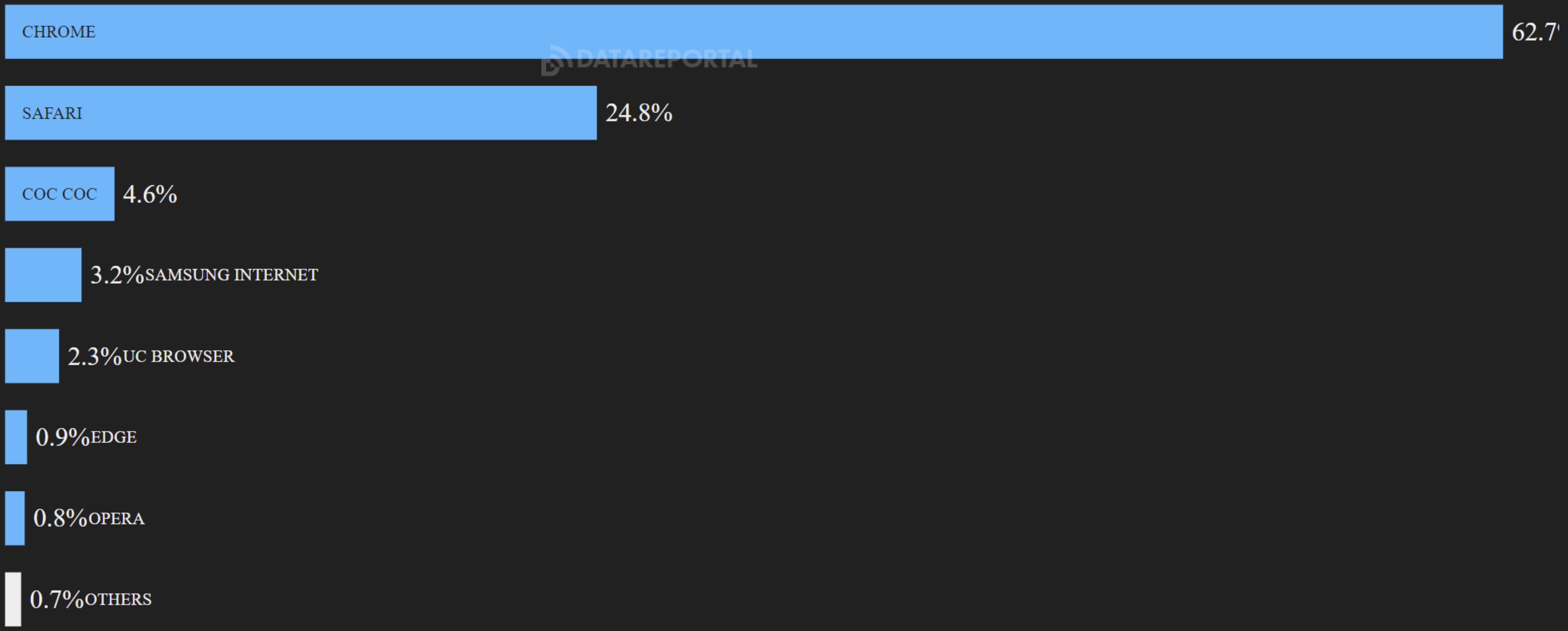
SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

VIETNAM



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN DECEMBER 2023.

JAN 2024

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023

VIETNAM

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	1.20 B	50.2 M	11M 06S	9.3
02	YOUTUBE.COM	607 M	24.5 M	21M 37S	12.1
03	FACEBOOK.COM	533 M	31.0 M	16M 57S	12.9
04	XOSO.COM.VN	164 M	19.4 M	0M 25S	2.5
05	VNEXPRESS.NET	156 M	9.57 M	5M 52S	4.2
06	XOSODAIPHAT.COM	135 M	13.9 M	0M 21S	2.4
07	SHOPEE.VN	120 M	24.4 M	6M 32S	5.9
08	ZALO.ME	112 M	28.1 M	5M 34S	1.9
09	24H.COM.VN	90.8 M	8.55 M	6M 41S	4.4
10	TIKTOK.COM	71.8 M	18.0 M	7M 53S	19.7
11	DANTRI.COM.VN	71.1 M	7.85 M	9M 57S	4.3
12	GOOGLE.COM.VN	64.5 M	5.12 M	7M 17S	10.5
13	THEGIOIDIDONG.COM	61.0 M	16.7 M	3M 45S	3.8
14	TUOITRE.VN	56.9 M	8.80 M	3M 29S	2.6
15	VIETNAMNET.VN	51.4 M	9.40 M	2M 48S	2.9
16	THANHNIEN.VN	50.7 M	9.60 M	3M 14S	2.8
17	MINHNGOC.NET.VN	48.4 M	5.05 M	1M 51S	2.1
18	BACHHOAHOANGPHAT.COM	45.4 M	235 K	31M 58S	11.7
19	NETTRUYENUS.COM	40.8 M	1.88 M	6M 43S	4.8
20	TRUYENFULL.VN	38.4 M	3.30 M	23M 23S	8.5

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

we are social   Meltwater

JAN 2024

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023

VIETNAM

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	4.00 B	141 M	18M 37S	3.0
02	YOUTUBE.COM	1.89 B	84.6 M	30M 31S	4.8
03	NETTRUYENUS.COM	919 M	23.4 M	41M 49S	10.1
04	FACEBOOK.COM	537 M	64.9 M	27M 59S	2.6
05	VNEXPRESS.NET	337 M	19.6 M	19M 00S	3.1
06	TRUYENFULL.VN	251 M	9.00 M	53M 46S	7.8
07	VLXX.MOE	227 M	28.9 M	06M 21S	3.6
08	DUALEOTRUYENPK.COM	166 M	4.02 M	20M 23S	8.7
09	SEXTOP1.INFO	151 M	12.3 M	07M 48S	5.5
10	ANIMEVIETSUB.FAN	142 M	8.54 M	35M 41S	3.9
11	SHOPEE.VN	140 M	28.9 M	18M 03S	2.4
12	ZALO.ME	132 M	34.2 M	16M 59S	1.4
13	24H.COM.VN	120 M	8.55 M	14M 29S	3.2
14	WORDPRESS.COM	111 M	8.64 M	30M 57S	4.1
15	UNGTYCOMICSVIP.COM	104 M	3.07 M	15M 37S	5.6
16	TRUYENQQVN.COM	102 M	3.48 M	33M 18S	7.4
17	TRUYENGIHOTDAY.NET	101 M	5.27 M	27M 34S	14.6
18	JAVHD.CX	100 M	10.5 M	07M 01S	5.2
19	GOOGLE.COM.VN	95.2 M	11.3 M	10M 59S	2.9
20	IHENTAI.DE	94.8 M	11.8 M	10M 28S	1.4

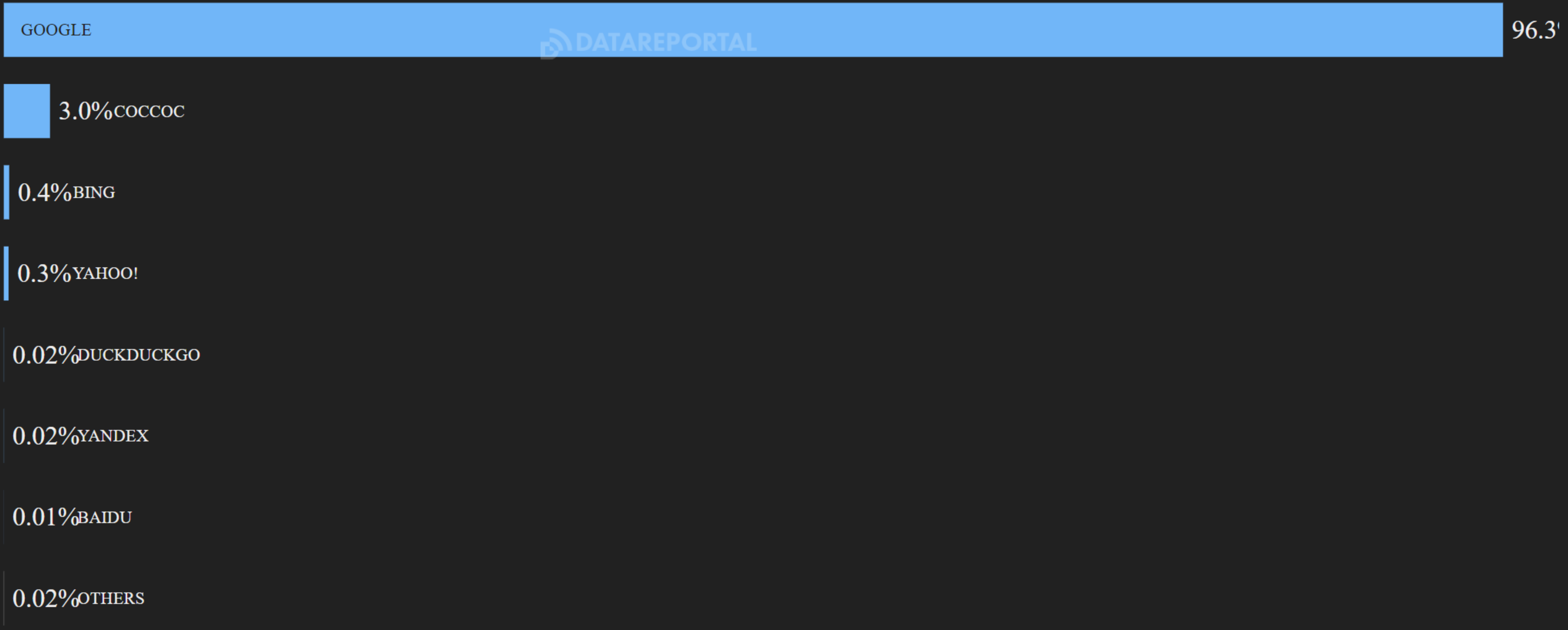
SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES.

JAN 2024

SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

VIETNAM



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

VIETNAM

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	XỔ SỐ	100
02	XỔ SỐ MIỀN	72
03	XSMB	58
04	DỊCH	55
05	XSMN	53
06	SỐ MIỀN NAM	37
07	XỔ SỐ MIỀN NAM	36
08	XỔ SỐ MIỀN BẮC	30
09	SỐ MIỀN BẮC	29
10	GG	26

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	THỜI TIẾT	26
12	GOOGLE	23
13	GG DỊCH	21
14	YOUTUBE	17
15	SXMB	16
16	XỔ SỐ HÔM NAY	16
17	FACEBOOK	14
18	SXMN	12
19	SO XO	12
20	GOOGLE DỊCH	12

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

JAN 2024

ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

VIETNAM

USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH

85.4%

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK

16.9%

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS

57.2%

USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH

30.2%

SCAN A QR CODE ON A MOBILE PHONE EACH MONTH

46.9%

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK

29.4%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

VIETNAM

ANY KIND OF VIDEO	MUSIC VIDEO	COMEDY, MEME, OR VIRAL VIDEO	VIDEO LIVESTREAM	TUTORIAL OR HOW-TO VIDEO
93.0%	55.1%	23.5%	35.0%	25.4%
YOY: -3.0% (-290 BPS)	YOY: -5.5% (-320 BPS)	YOY: -23.0% (-700 BPS)	YOY: -13.8% (-560 BPS)	YOY: -20.9% (-670 BPS)

EDUCATIONAL VIDEO	PRODUCT REVIEW VIDEO	SPORTS CLIP OR HIGHLIGHTS VIDEO	INFLUENCER VIDEOS AND VLOGS	GAMING VIDEO
20.2%	29.8%	24.2%	14.9%	27.0%
YOY: -26.3% (-720 BPS)	YOY: -21.6% (-820 BPS)	YOY: -20.4% (-620 BPS)	YOY: -29.4% (-620 BPS)	YOY: -16.1% (-520 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTES:** "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

VIETNAM

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH	YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV	DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV	YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)
97.0%	-1.0% -100 BPS	2H 21M	-11.6% -18 MINS

INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV	DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET	YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT	TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME
98.6%	1H 11M	-10.5% -8 MINS	50.7%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023

VIETNAM

MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX
01	HUSTLER VS SCAMMER	100
02	FACE OFF 6: THE TICKET OF DESTINY	62
03	F9	59
04	DADDY ISSUES	30
05	EXTRACTION 2	30
06	BAD BLOOD	30
07	GLASS ONION: A KNIVES OUT MYSTERY	28
08	KILL BOKSOON	27
09	16589	27
10	UNLOCKED	26

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	THE GLORY	100
02	TAXI DRIVER	80
03	KING THE LAND	63
04	STORY OF YANXI PALACE	62
05	HELLBOUND VILLAGE	61
06	CRASH COURSE IN ROMANCE	57
07	JUJUTSU KAISEN	54
08	THE GOOD BAD MOTHER	52
09	DOCTOR CHA	50
10	STRONG GIRL NAM-SOON	50

SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

JAN 2024

MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023

VIETNAM

MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

#	MOVIE NAME	INDEX
01	NO TIME TO DIE	100
02	RED, WHITE & ROYAL BLUE	78
03	SPIDER-MAN: INTO THE SPIDER-VERSE	52
04	CULPA MÍA	51
05	EXPENSIVE CANDY	40
06	THE TOMORROW WAR	35
07	WRATH OF MAN	33
08	KUNG FU PANDA 3	29
09	THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING	29
10	SKYFALL	27

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	THE BOYS	100
02	THE LORD OF THE RINGS: THE RINGS OF POWER	82
03	TOM CLANCY'S JACK RYAN	68
04	THE SUMMER I TURNED PRETTY	57
05	JINNY'S KITCHEN	44
06	GOOD OMENS	44
07	THE WHEEL OF TIME	43
08	ISLAND	43
09	TALE OF THE NINE TAILED 1938	42
10	THE KILLING VOTE	42

SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. **NOTES:** THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES COMPARE THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

JAN 2024

ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

VIETNAM

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS	LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO SHOWS OR STATIONS	LISTEN TO PODCASTS	LISTEN TO AUDIO BOOKS
55.1%	31.6%	13.7%	16.1%	18.8%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-5.5% (-320 BPS)	-18.8% (-730 BPS)	-34.8% (-730 BPS)	-15.3% (-290 BPS)	-21.0% (-500 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTES:** YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT THE ABSOLUTE CHANGE (IN BASIS POINTS). **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

VIETNAM

ANY DEVICE	93.2%	YOY: +0.1% (+10 BPS)
SMARTPHONE	86.7%	YOY: +4.8% (+400 BPS)
LAPTOP OR DESKTOP	37.8%	YOY: -7.6% (-310 BPS)
GAMES CONSOLE	10.0%	YOY: -27.0% (-370 BPS)
TABLET	18.5%	YOY: -17.4% (-390 BPS)
HAND-HELD GAMING DEVICE	14.8%	YOY: -19.1% (-350 BPS)
MEDIA STREAMING DEVICE	4.8%	YOY: -40.0% (-320 BPS)
VIRTUAL REALITY HEADSET	4.5%	YOY: -50.0% (-450 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTES:** "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)

VIETNAM

NUMBER OF HOMES WITH SMART HOME DEVICES	TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET	VALUE OF SMART HOME APPLIANCES MARKET	VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET
3.16 MILLION	**$275.9 MILLION**	**$139.8 MILLION**	**$40.57 MILLION**
YEAR-ON-YEAR CHANGE **+15.3% (+420 THOUSAND)**	YEAR-ON-YEAR CHANGE **+23.2% (+$52 MILLION)**	YEAR-ON-YEAR CHANGE **+21.9% (+$25 MILLION)**	YEAR-ON-YEAR CHANGE **+33.5% (+$10 MILLION)**

VALUE OF SMART HOME SECURITY DEVICE MARKET	VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET	VALUE OF SMART HOME COMFORT & LIGHTING MARKET	VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$40.74 MILLION	**$31.45 MILLION**	**$12.47 MILLION**	**$10.85 MILLION**
YEAR-ON-YEAR CHANGE **+23.3% (+$7.7 MILLION)**	YEAR-ON-YEAR CHANGE **+16.5% (+$4.5 MILLION)**	YEAR-ON-YEAR CHANGE **+26.6% (+$2.6 MILLION)**	YEAR-ON-YEAR CHANGE **+20.4% (+$1.8 MILLION)**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

JAN 2024

AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

VIETNAM

PENETRATION OF SMART HOME DEVICES	ARPU: SPEND ON ALL SMART HOME DEVICES	ARPU: SMART HOME APPLIANCES	ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES
13.5%	$87.40	$96.61	$34.89
YEAR-ON-YEAR CHANGE +13.6% (+162 BPS)	YEAR-ON-YEAR CHANGE +6.8% (+$5.53)	YEAR-ON-YEAR CHANGE +0.2% (+$0.18)	YEAR-ON-YEAR CHANGE +8.9% (+$2.85)

ARPU: SMART HOME SECURITY DEVICES	ARPU: SMART HOME ENTERTAINMENT DEVICES	ARPU: SMART HOME COMFORT & LIGHTING	ARPU: SMART HOME ENERGY MANAGEMENT
$23.81	$17.91	$6.95	$7.81
YEAR-ON-YEAR CHANGE +2.9% (+$0.66)	YEAR-ON-YEAR CHANGE -1.6% (-$0.30)	YEAR-ON-YEAR CHANGE +3.9% (+$0.26)	YEAR-ON-YEAR CHANGE -3.7% (-$0.30)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

VIETNAM

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH	USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH	OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
21.0%	19.4%	11.7%
YOY: -21.3% (-570 BPS)	YOY: -29.2% (-800 BPS)	YOY: -36.8% (-680 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTES:** "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

VIETNAM

EXPRESS CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET	WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA	DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME	USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME	USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME
[N/A]	26.8%	28.3%	38.1%	28.4%

SOURCES: DATA FOR "CONCERNS ABOUT WHAT IS REAL vs WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE 2023 DIGITAL NEWS REPORT. FIGURES REPRESENT THE FINDINGS OF A STUDY OF ONLINE NEWS CONSUMERS AGED 18+. SEE DIGITALNEWSREPORT.ORG. DATA FOR ALL OTHER DATA POINTS VIA GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.

SOCIAL MEDIA

JAN 2024

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

VIETNAM

NUMBER OF SOCIAL MEDIA USER IDENTITIES	QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES	AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA	AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
72.70 MILLION	-7.4% -5.9 MILLION	+9.8% +6.5 MILLION	2H 25M YOY: -8 MINS	6.6

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION	SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+	SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET	FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES	MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES
73.3%	99.2%	92.7%	51.0%	49.0%

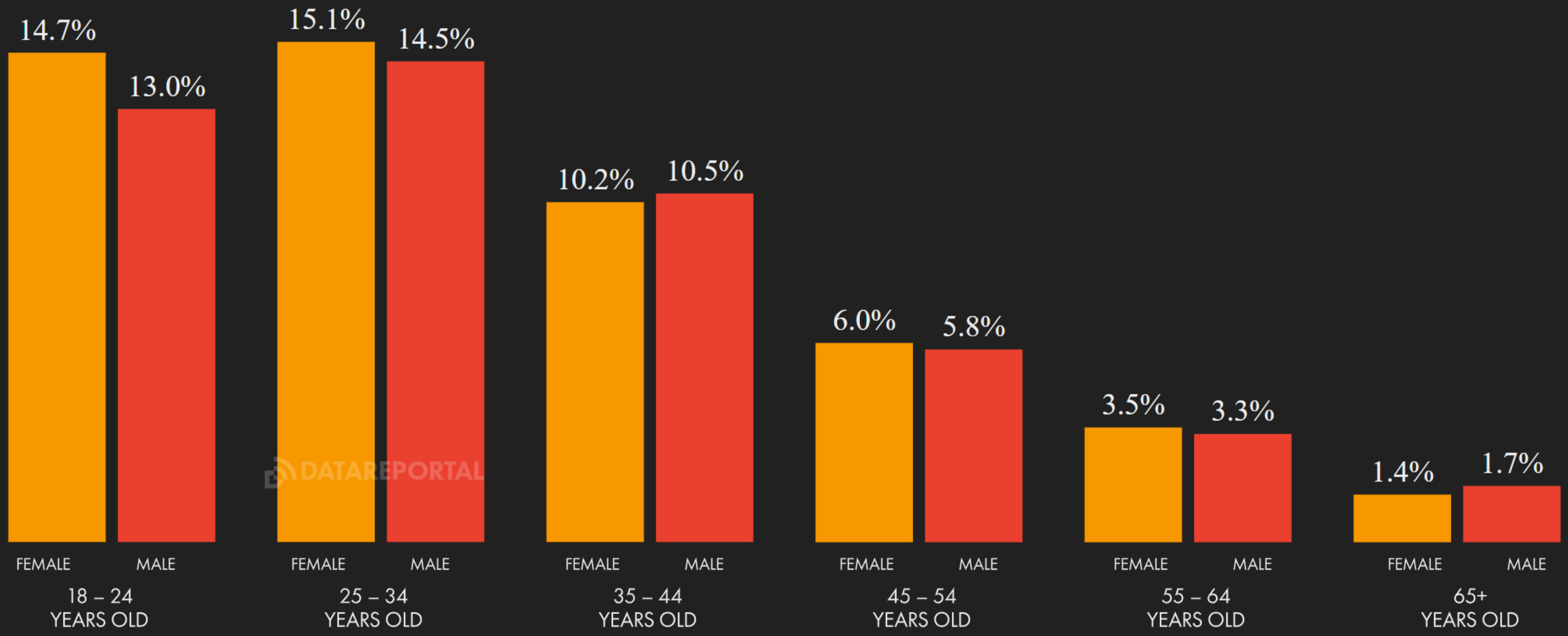
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2023). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE NOTES ON DATA.

JAN 2024

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

VIETNAM



SOURCES: KEPIOS ANALYSIS; META'S ADVERTISING RESOURCES. **NOTE:** META ONLY PERMITS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS, SO WHILE THERE MAY BE USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** IMPORTANT BASE DATA REVISIONS AND SOURCE REPORTING CHANGES. VALUES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

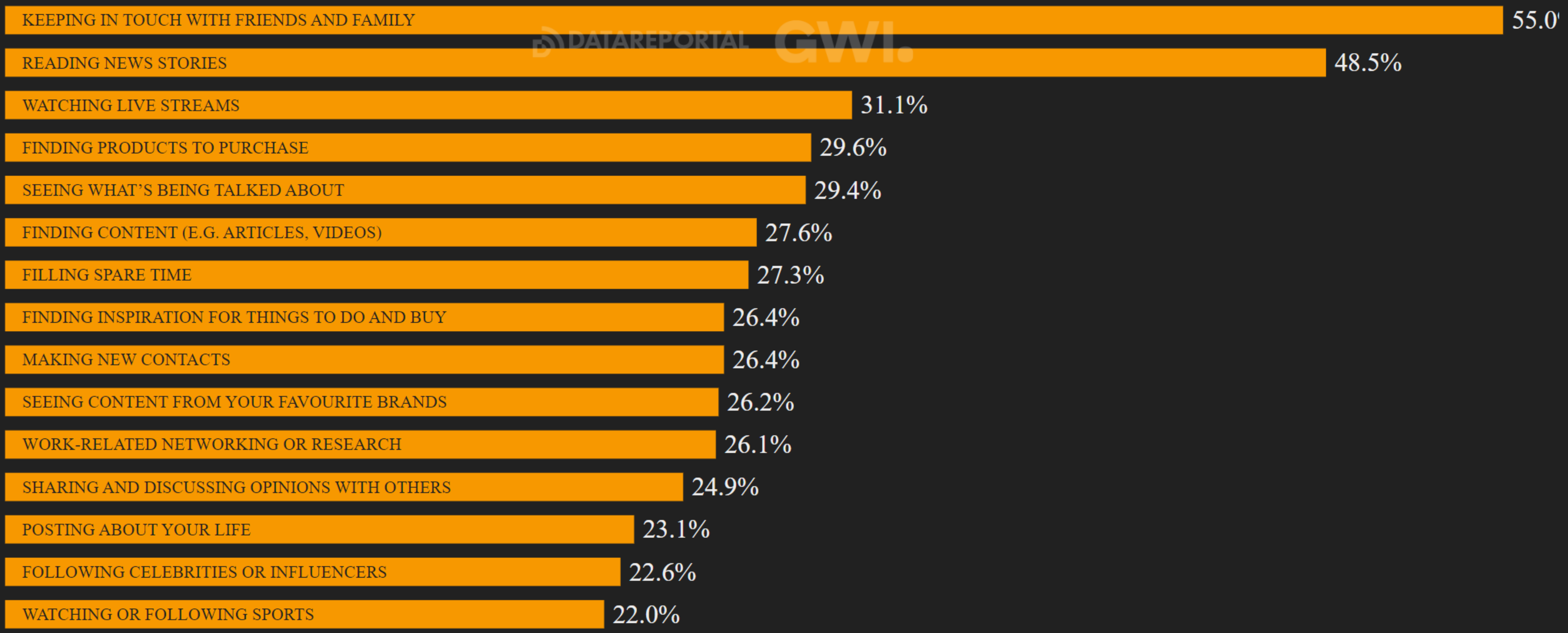
we are social   Meltwater

JAN 2024

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

VIETNAM



SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTE:** FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

we are social Meltwater

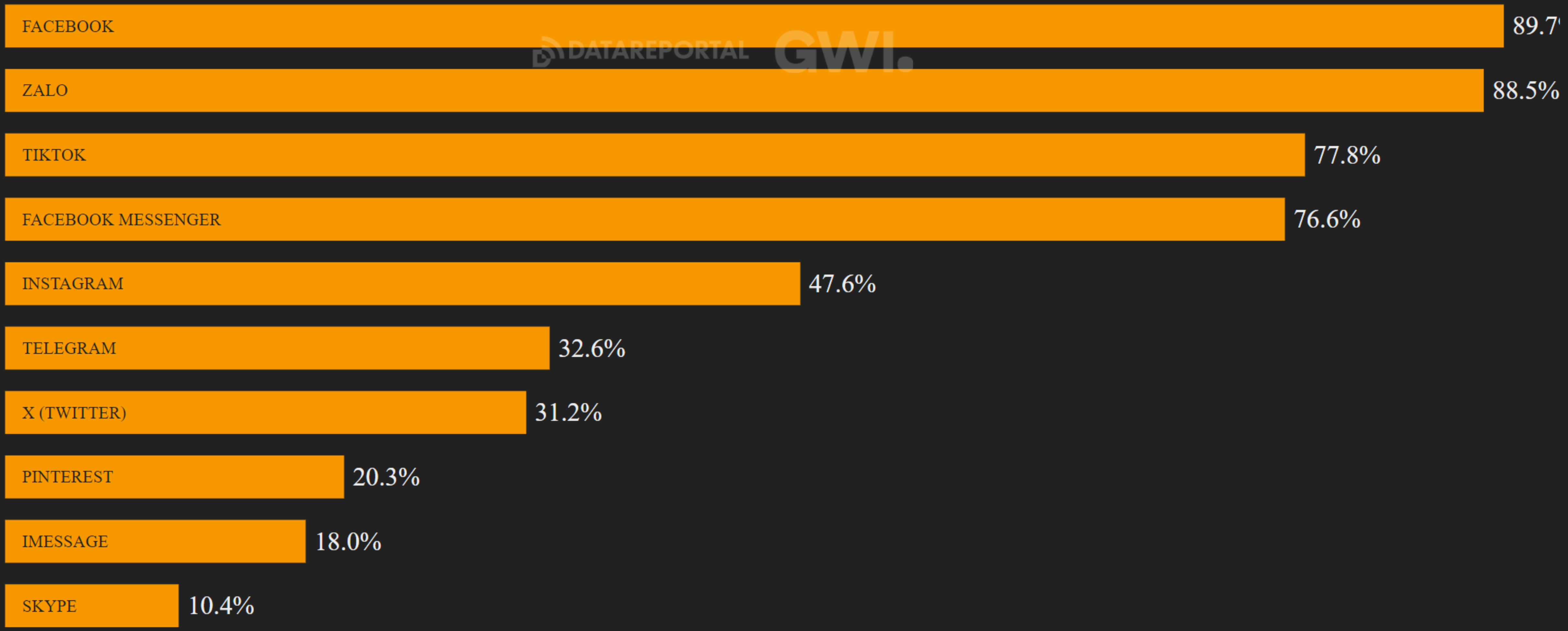
JAN 2024

MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING

VIETNAM



SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

we are social

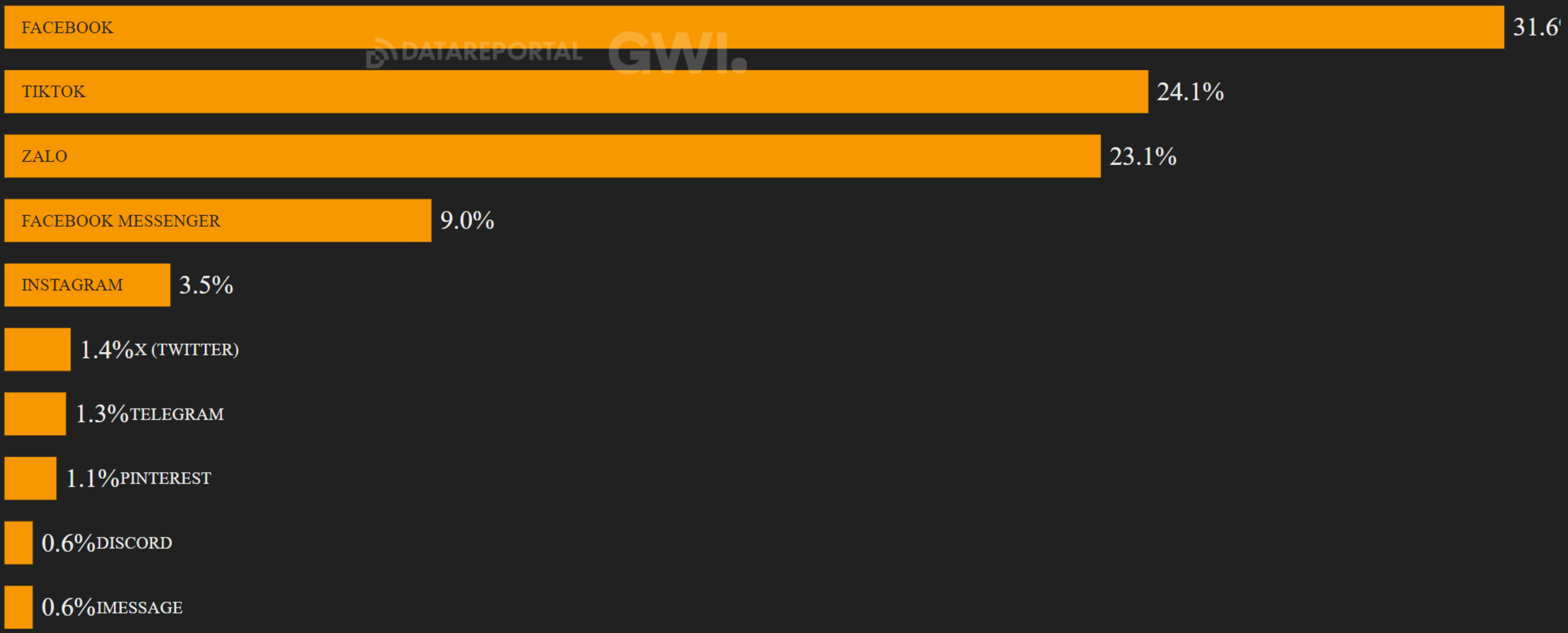
Meltwater

JAN 2024

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

VIETNAM



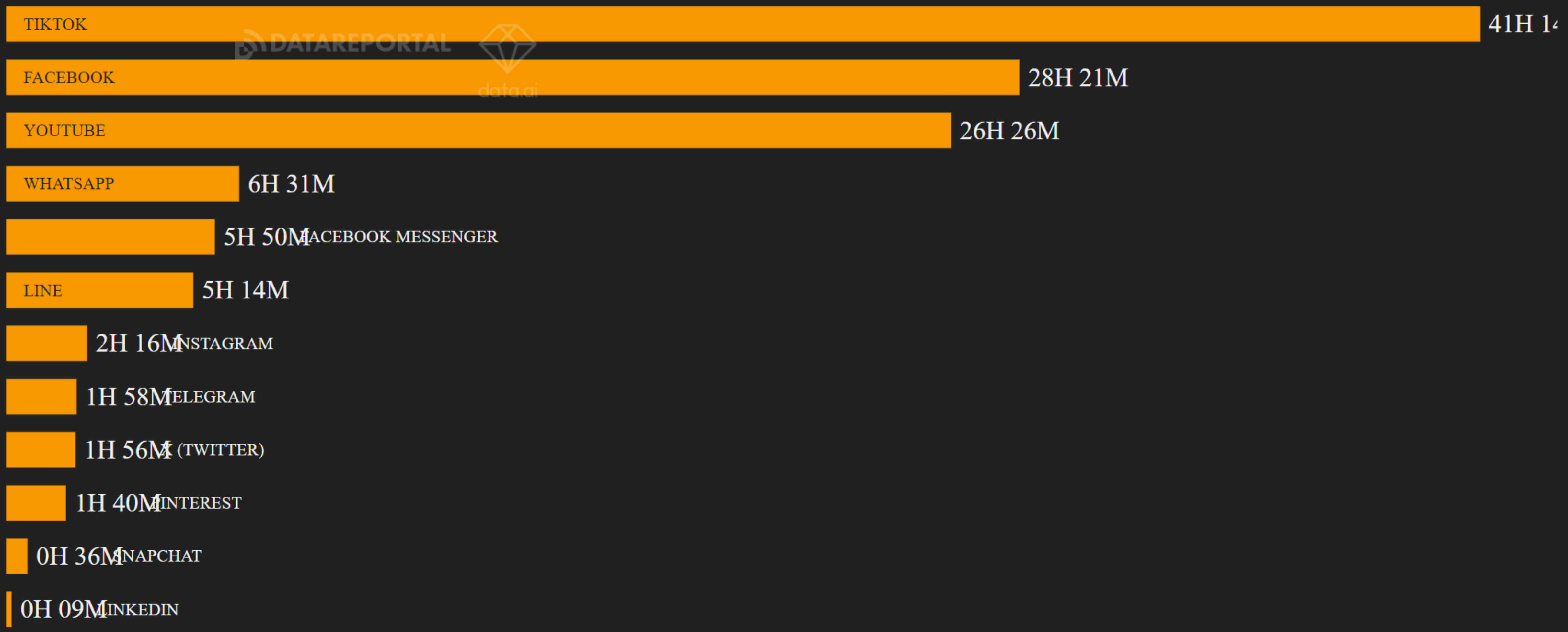
SOURCE: GWI (Q3 2023). SEE GWI.COM. **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN", AS PER BYTEDANCE'S CORPORATE REPORTING OF USER NUMBERS FOR EACH PLATFORM. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

VIETNAM



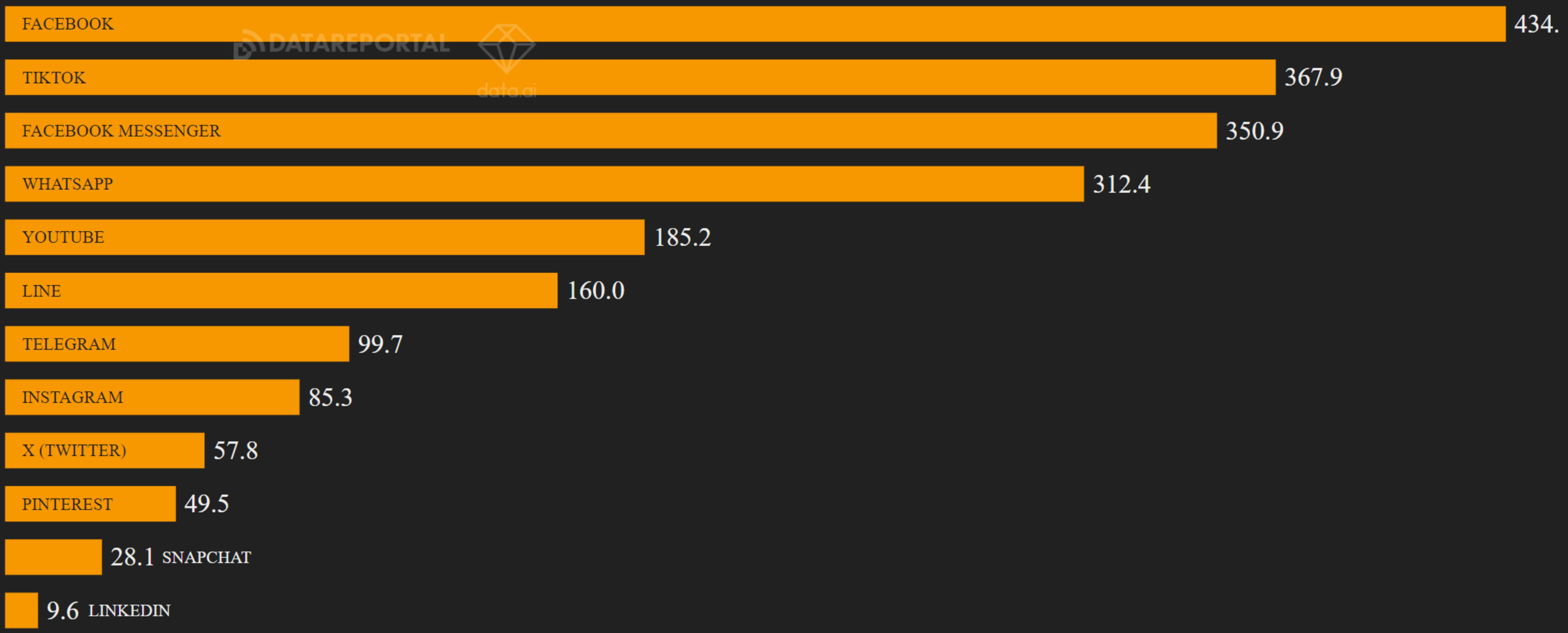
SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. **NOTE:** FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

JAN 2024

MONTHLY SOCIAL MEDIA APP SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH

VIETNAM



SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: "ACTIVE USERS" DENOTE USERS WHO OPEN THE RESPECTIVE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE RESPECTIVE PLATFORM'S ANDROID APP OPENED THAT APP EACH MONTH BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

JAN 2024

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

VIETNAM

ANY KIND OF SOCIAL MEDIA PLATFORM	81.2%	YOY: -3.6% (-300 BPS)
SOCIAL NETWORKS	57.2%	YOY: -2.9% (-170 BPS)
QUESTION & ANSWER SITES (E.G. QUORA)	17.9%	YOY: -24.8% (-590 BPS)
MESSAGING AND LIVE CHAT SERVICES	16.8%	YOY: -28.8% (-680 BPS)
FORUMS AND MESSAGE BOARDS	17.4%	YOY: -22.7% (-510 BPS)
MICRO-BLOGS (E.G. X / TWITTER)	10.9%	YOY: -27.3% (-410 BPS)
VLOGS (BLOGS IN A VIDEO FORMAT)	14.2%	YOY: -23.2% (-430 BPS)
ONLINE PINBOARDS (E.G. PINTEREST)	7.5%	YOY: -23.5% (-230 BPS)

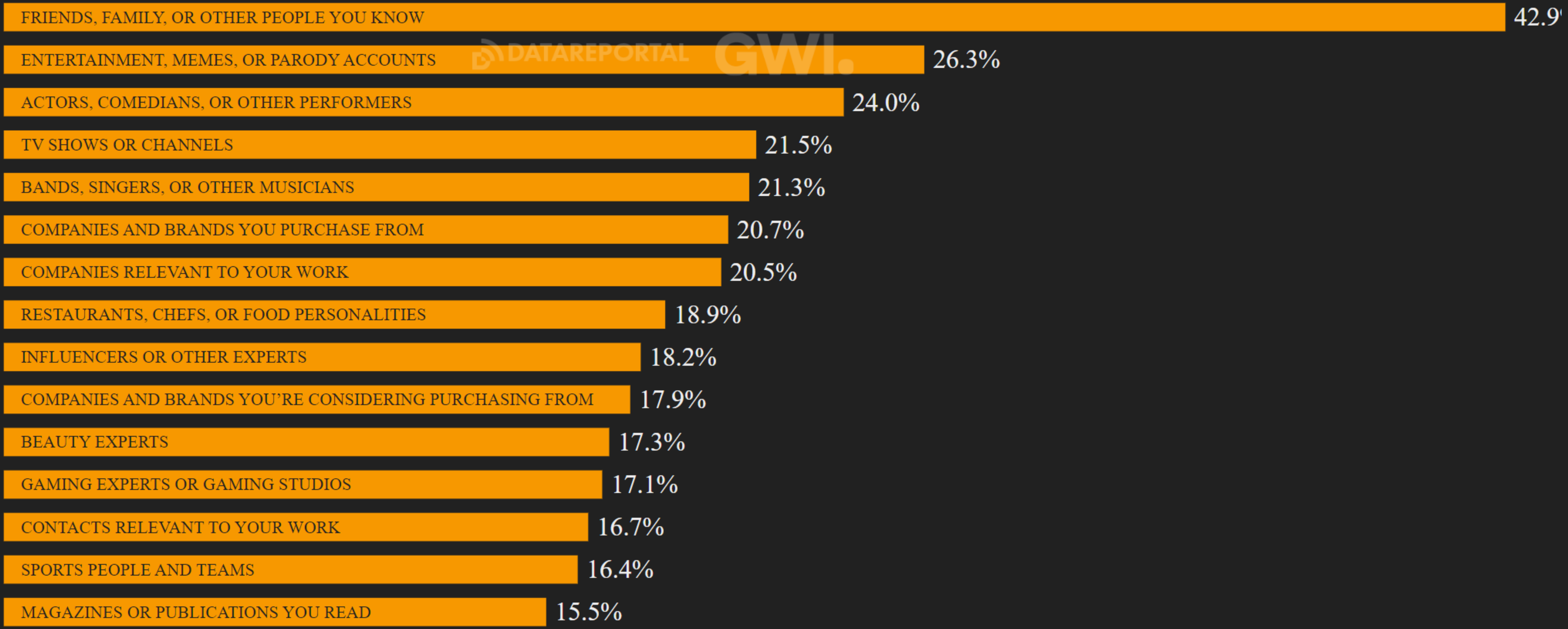
SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTE:** VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS ON PRODUCTS / BRANDS (NOT SHOWN AS AN INDIVIDUAL VALUE ON THIS CHART), VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

VIETNAM



SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

VIETNAM

SOURCE: STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

we are social

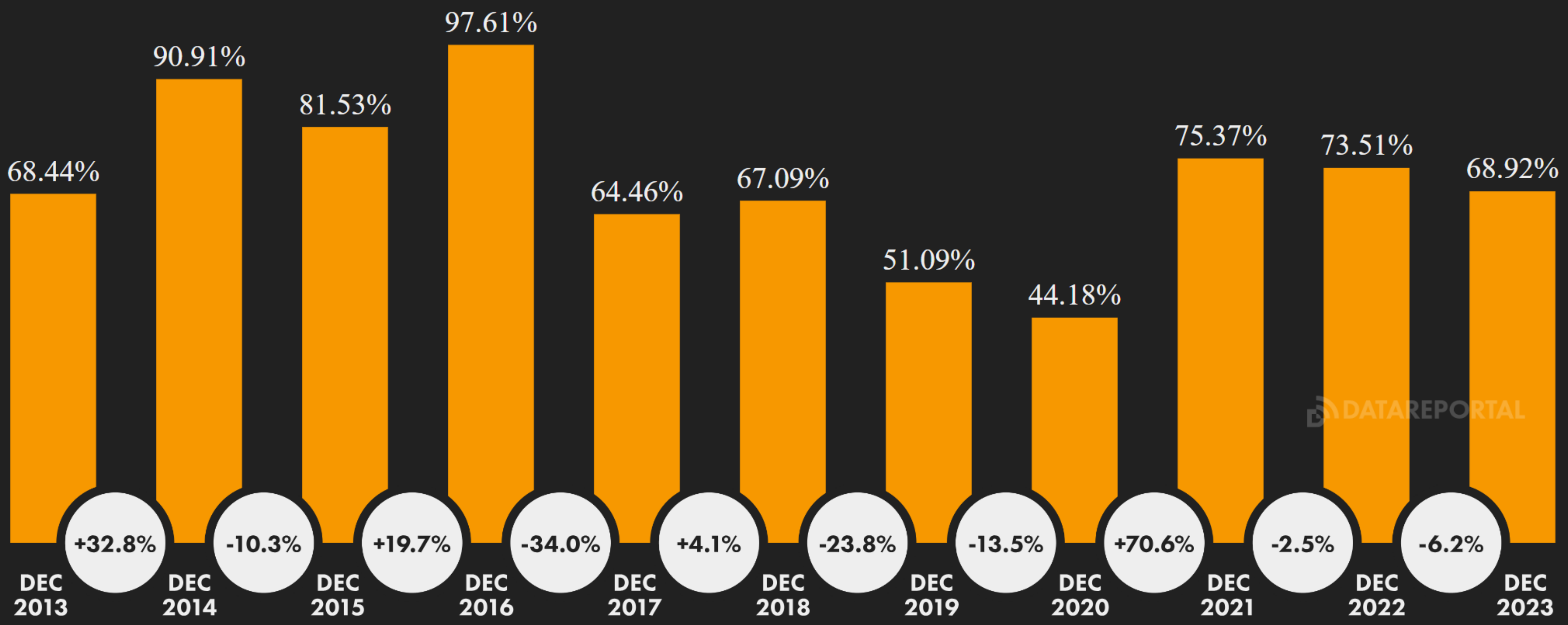
Meltwater

JAN 2024

FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

VIETNAM



SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE

we are social Meltwater

SOCIAL MEDIA PLATFORMS

JAN 2024

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

VIETNAM

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK	FACEBOOK AD REACH vs. TOTAL POPULATION	FACEBOOK AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
72.70 MILLION	73.3%	92.7%	-7.4% -5.9 MILLION	+9.8% +6.5 MILLION

SHARE: FEMALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH	SHARE: MALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH	ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE FACEBOOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
51.0%	49.0%	99.2%	98.2%	100.7%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

we are social Meltwater

JAN 2024

FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FANS, AS REPORTED BY LOCOWISE

VIETNAM

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS
0.05%	0.08%	0.05%	0.02%	0.06%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. **NOTES:** PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

JAN 2024

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

VIETNAM

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE	YOUTUBE AD REACH vs. TOTAL POPULATION	YOUTUBE AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
63.00 MILLION	63.5%	80.3%	0% [UNCHANGED]	0% [UNCHANGED]

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+	SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+	ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
49.5%	50.5%	70.7%	67.8%	73.9%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

JAN 2024

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

VIETNAM

#	SEARCH QUERY	INDEX
01	NHẠC	100
02	KARAOKE	97
03	PHIM	97
04	REMIX	70
05	REVIEW	34
06	MA	28
07	NHAC	28
08	REVIEW PHIM	26
09	XỔ SỐ	20
10	DORAEMON	20

#	SEARCH QUERY	INDEX
11	TIKTOK	19
12	NHẠC REMIX	18
13	ANIME	14
14	THIẾU NHI	11
15	BÀI HÁT	11
16	CHILL	11
17	CON VỊT	11
18	CA NHẠC	11
19	BOLERO	9
20	NHẠC THIẾU NHI	9

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **NOTE:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

we are social Meltwater

JAN 2024

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

VIETNAM

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM	INSTAGRAM AD REACH vs. TOTAL POPULATION	INSTAGRAM AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
10.90 MILLION	11.0%	13.9%	-5.6% -650 THOUSAND	+5.3% +550 THOUSAND

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+	SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+	ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
60.1%	39.9%	14.6%	16.9%	12.0%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

JAN 2024

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

VIETNAM

TOTAL POTENTIAL REACH OF ADS ON TIKTOK	TIKTOK AD REACH vs. TOTAL POPULATION	TIKTOK AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH
67.72 MILLION	68.3%	86.3%	+8.2% (+5.1 MILLION)	+35.8% (+18 MILLION)

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+	SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+	ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
49.1%	50.9%	92.6%	88.1%	97.5%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** CHANGE IN DATA SOURCING APPROACH AND BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

we are social Meltwater

JAN 2024

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

VIETNAM

TOTAL POTENTIAL REACH OF ADS ON MESSENGER

54.50
MILLION

MESSENGER AD REACH vs. TOTAL POPULATION

54.9%

MESSENGER AD REACH vs. TOTAL INTERNET USERS

69.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH

90

-7.6%
-4.5 MILLION

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH

365

+3.5%
+1.9 MILLION

SHARE: FEMALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD REACH AGED 18+

51.5%

SHARE: MALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD REACH AGED 18+

48.5%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

18

73.8%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

18

74.3%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

18

74.9%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

we are social · Meltwater

JAN 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

VIETNAM

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN	LINKEDIN AD REACH vs. TOTAL POPULATION	LINKEDIN AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
7.50 MILLION	7.6%	9.6%	+5.6% +400 THOUSAND	+44.2% +2.3 MILLION

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+	SHARE: MALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH AGED 18+	ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE LINKEDIN AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
50.0%	50.0%	10.3%	5.6%	5.9%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

we are social | Meltwater

X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

VIETNAM

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)	X AD REACH vs. TOTAL POPULATION	X AD REACH vs. TOTAL INTERNET USERS	QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
5.58 MILLION	5.6%	7.1%	-5.4% -316 THOUSAND	+36.2% +1.5 MILLION

SHARE: FEMALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+	SHARE: MALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+	ADOPTION: OVERALL X AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+	ADOPTION: FEMALE X AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+	ADOPTION: MALE X AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
36.8%	63.2%	7.4%	5.2%	9.8%

SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

MOBILE

JAN 2024

MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

VIETNAM

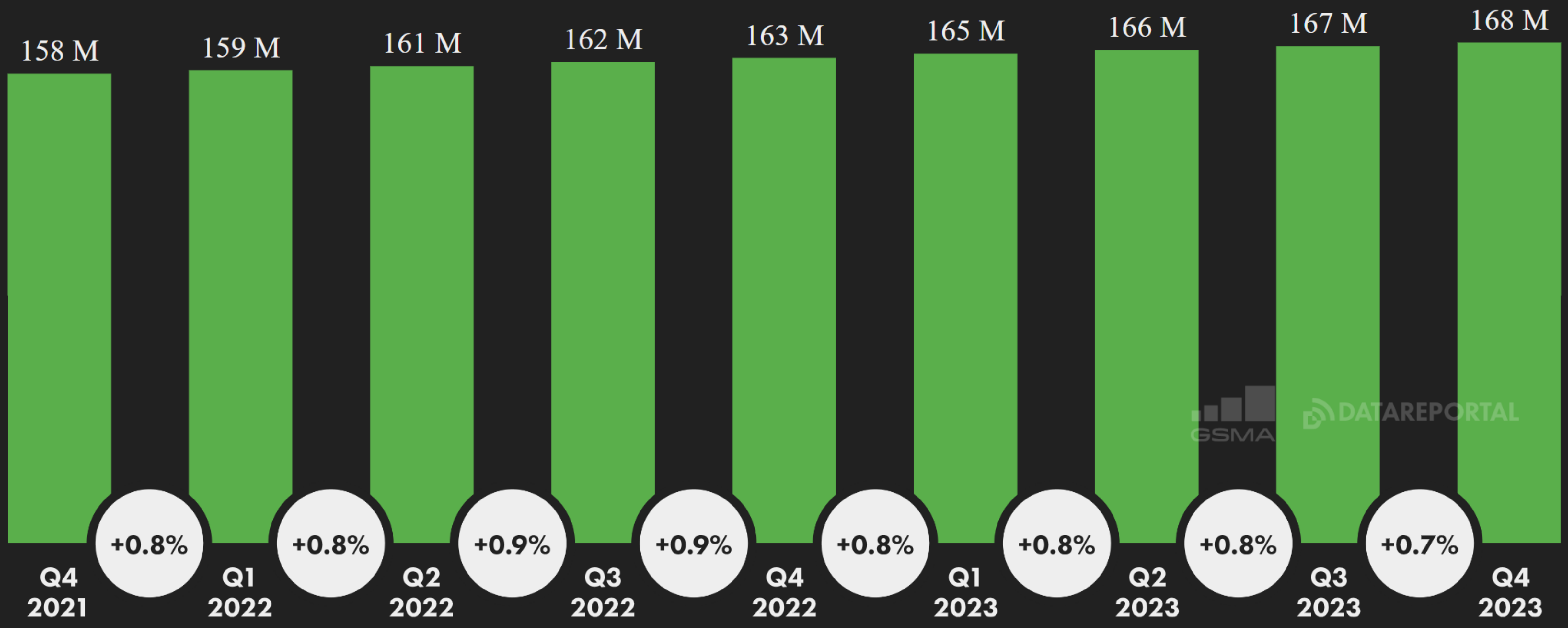
NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)	NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS	SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
168.5 MILLION	169.8%	+3.2% +5.1 MILLION	96.6%

SOURCE: GSMA INTELLIGENCE. **NOTES:** TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. **COMPARABILITY:** BASE CHANGES. VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

VIETNAM



SOURCE: GSMA INTELLIGENCE. **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE CHANGES. SEE NOTES ON DATA.

JAN 2024

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

VIETNAM

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
64.07%	35.49%	0.40%	0%	0.04%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-10.4% (-743 BPS)	+26.4% (+742 BPS)	-2.4% (-1 BP)	[UNCHANGED]	+100% (+2 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

SHARE OF MOBILE TIME BY APP CATEGORY

TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF TOTAL TIME SPENT USING ANDROID PHONES OVERALL

VIETNAM

TOTAL TIME SPENT USING SMARTPHONES EACH DAY	SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS	SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS	SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY
5H 15M	28.4%	35.1%	10.7%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)	SHARE OF SMARTPHONE TIME: SHOPPING APPS	SHARE OF SMARTPHONE TIME: ALL OTHER APPS	SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES*
19.7%	1.0%	5.1%	6.0%

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. **NOTES:** FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA.AI'S IQ CLASSIFICATIONS, AND MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS. (*) "WEB BROWSERS AND SEARCH ENGINES" IS A SUBCATEGORY OF THE "UTILITY & PRODUCTIVITY" PRIMARY IQ CLASSIFICATION. **COMPARABILITY:** SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2024

MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

VIETNAM

TOTAL NUMBER OF MOBILE APP DOWNLOADS	YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS	ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)	YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES
3.39 BILLION	-2.8% -98 MILLION	$549.9 MILLION	+8.7% +$44 MILLION

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2021. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

VIETNAM

#	MOBILE APP	COMPANY
01	FACEBOOK	META
02	ZALO	VNG
03	FACEBOOK MESSENGER	META
04	YOUTUBE	GOOGLE
05	TIKTOK	BYTEDANCE
06	GOOGLE	GOOGLE
07	CHROME BROWSER	GOOGLE
08	SHOPEE	SEA
09	GOOGLE MAPS	GOOGLE
10	GMAIL	GOOGLE

#	MOBILE GAME	COMPANY
01	ARENA OF VALOR	SEA
02	FREE FIRE	SEA
03	ROBLOX	ROBLOX
04	PUBG MOBILE	TENCENT
05	MINI WORLD BLOCK ART	MINIWAN
06	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
07	PLAY TOGETHER	HAEGIN
08	MINECRAFT POCKET EDITION	MICROSOFT
09	ZINGPLAY	VNG
10	STICKMAN PARTY	PLAYMAX GAME STUDIO

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. **NOTES:** RANKINGS BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

JAN 2024

APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

VIETNAM

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	CAPCUT	BYTEDANCE
03	ZALO	VNG
04	FACEBOOK	META
05	FACEBOOK MESSENGER	META
06	SHOPEE	SEA
07	VNEID	TRUNG TÂM D LI U QUỐC GIA V DÂN C
08	TELEGRAM	TELEGRAM
09	MB BANK	MB BANK
10	PURE TUBER	PURE TUBER STUDIO

#	MOBILE GAME	COMPANY
01	FREE FIRE	SEA
02	ARENA OF VALOR	SEA
03	ROBLOX	ROBLOX
04	PLAY TOGETHER	HAEGIN
05	MINI WORLD BLOCK ART	MINIWAN
06	DOGGO GO	NOX INTERACTIVE TECHNOLOGY
07	ZINGPLAY	VNG
08	STICKMAN PARTY	PLAYMAX GAME STUDIO
09	TALKING TOM GOLD RUN	JINKE CULTURE - OUTFIT7
10	MY TALKING TOM 2	JINKE CULTURE - OUTFIT7

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023

VIETNAM

#	MOBILE APP	COMPANY
01	TIKTOK	BYTEDANCE
02	GOOGLE ONE	GOOGLE
03	VIEON	DZONES HUB
04	YOUTUBE	GOOGLE
05	TINDER	MATCH GROUP
06	BIGO LIVE	JOYY INC.
07	WEPLAY	WEJOY
08	CAPCUT	BYTEDANCE
09	BOOKSYBIZ	BOOKSY
10	WESING	TENCENT

#	MOBILE GAME	COMPANY
01	RISE OF KINGDOMS	LILITH
02	ARENA OF VALOR	SEA
03	MU: TR NG VÀNG VÔ H N	ZX INC
04	COIN MASTER	MOON ACTIVE
05	FREE FIRE	SEA
06	GOLDEN HOYEAH SLOTS	IGS
07	GENSHIN IMPACT	MIHOYO
08	PUBG MOBILE	TENCENT
09	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
10	ANT LEGION	37 ENTERTAINMENT

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

ECOMMERCE

JAN 2024

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

VIETNAM

INDICATOR	TOTAL	FEMALE	MALE
ACCOUNT WITH A FINANCIAL INSTITUTION	56.1%	52.5%	59.9%
CREDIT CARD OWNERSHIP	5.6%	4.0%	7.3%
DEBIT CARD OWNERSHIP	48.9%	45.5%	52.4%
MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)	16.5%	14.7%	18.3%
MADE A DIGITAL PAYMENT (PAST YEAR)	42.0%	40.3%	43.8%
MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)	40.4%	42.1%	38.5%
USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)	31.6%	29.9%	33.4%
USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)	25.0%	24.5%	25.6%

SOURCE: WORLD BANK. **NOTES:** SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

JAN 2024

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

VIETNAM

PURCHASED A PRODUCT OR SERVICE ONLINE	ORDERED GROCERIES VIA AN ONLINE STORE	BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE	USED AN ONLINE PRICE COMPARISON SERVICE	USED A BUY NOW, PAY LATER SERVICE
54.3%	21.5%	14.8%	20.9%	11.6%

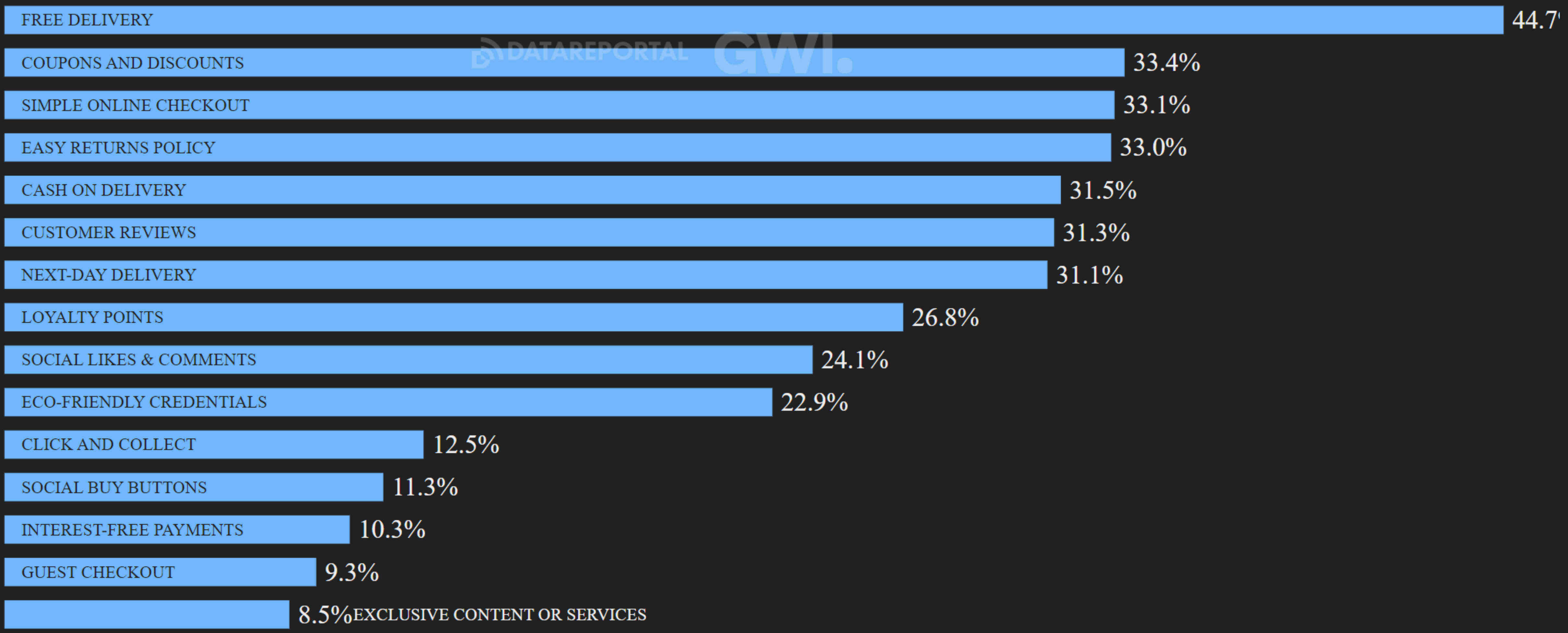
SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

VIETNAM



SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

we are social Meltwater

JAN 2024

ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)

VIETNAM

ELECTRONICS	FASHION	FOOD	BEVERAGES	DIY & HARDWARE	FURNITURE	PHYSICAL MEDIA
$4.11 BILLION	$1.79 BILLION	$1.21 BILLION	$505.2 MILLION	$418.8 MILLION	$283.7 MILLION	$231.2 MILLION
YEAR-ON-YEAR CHANGE +11.1% (+$411 MILLION)	YEAR-ON-YEAR CHANGE +9.3% (+$152 MILLION)	YEAR-ON-YEAR CHANGE +18.6% (+$190 MILLION)	YEAR-ON-YEAR CHANGE +1.9% (+$9.2 MILLION)	YEAR-ON-YEAR CHANGE -2.2% (-$9.5 MILLION)	YEAR-ON-YEAR CHANGE +11.1% (+$28 MILLION)	YEAR-ON-YEAR CHANGE -4.3% (-$11 MILLION)

BEAUTY & PERSONAL CARE	TOBACCO PRODUCTS	TOYS & HOBBY	HOUSEHOLD ESSENTIALS	OVER-THE-COUNTER PHARMACEUTICALS	LUXURY GOODS	EYE-WEAR
$448.4 MILLION	$20.0 THOUSAND	$433.1 MILLION	$280.5 MILLION	$121.1 MILLION	$84.61 MILLION	$62.56 MILLION
YEAR-ON-YEAR CHANGE +4.3% (+$18 MILLION)	YEAR-ON-YEAR CHANGE [UNCHANGED]	YEAR-ON-YEAR CHANGE +3.9% (+$16 MILLION)	YEAR-ON-YEAR CHANGE +16.5% (+$40 MILLION)	YEAR-ON-YEAR CHANGE +7.0% (+$7.9 MILLION)	YEAR-ON-YEAR CHANGE +9.7% (+$7.5 MILLION)	YEAR-ON-YEAR CHANGE -4.6% (-$3.0 MILLION)

SOURCE: STATISTA ECOMMERCE MARKET. SEE STATISTA.COM. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD

VIETNAM

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS	SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS	SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS	SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY	SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS
31.0%	27.0%	21.0%	18.0%	3.0%

SOURCE: PPRO. **NOTE:** FIGURES REPRESENT SHARE OF THE TOTAL NUMBER OF B2C ECOMMERCE TRANSACTIONS IN 2022.

TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

VIETNAM

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	ÁO	100
02	DỊCH	92
03	IPHONE	92
04	SAMSUNG	58
05	PHIM	54
06	ĐỒNG HỒ	48
07	ĐIỆN THOẠI	39
08	GG	33
09	GOOGLE	30
10	THỜI TIẾT	30

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	GG DỊCH	29
12	XE ĐẠP	27
13	XSMB	26
14	LEGO	26
15	SHOPEE	25
16	OPPO	24
17	NIKE	24
18	MÁY TÍNH	22
19	GOOGLE DỊCH	21
20	XSMN	20

SOURCE: GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **NOTES:** ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

JAN 2024

ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)

VIETNAM

FLIGHTS	TRAINS	CAR RENTALS	LONG-DISTANCE BUSES
$4.61 BILLION	**$142.0 MILLION**	**$390.5 MILLION**	**$150.6 MILLION**
YEAR-ON-YEAR CHANGE **+275% (+$3.4 BILLION)**	YEAR-ON-YEAR CHANGE **+34.1% (+$36 MILLION)**	YEAR-ON-YEAR CHANGE **+37.4% (+$106 MILLION)**	YEAR-ON-YEAR CHANGE **+40.2% (+$43 MILLION)**

HOTELS	PACKAGE HOLIDAYS	VACATION RENTALS	CRUISES
$866.1 MILLION	**$666.9 MILLION**	**$185.3 MILLION**	**$982 THOUSAND**
YEAR-ON-YEAR CHANGE **+20.3% (+$146 MILLION)**	YEAR-ON-YEAR CHANGE **+33.5% (+$167 MILLION)**	YEAR-ON-YEAR CHANGE **+36.5% (+$50 MILLION)**	YEAR-ON-YEAR CHANGE **+43.9% (+$299 THOUSAND)**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RIDE-HAILING, OR CHAUFFEUR SERVICES. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2024

ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

VIETNAM

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES	YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS	TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)	YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS	AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
26.20 MILLION	+2.2% +570 THOUSAND	$1.59 BILLION	+5.3% +$80 MILLION	$60.49

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTES: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF RIDES IN PRIVATE VEHICLES (E.G. UBER, LYFT, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2024

DIGITAL HEALTH TREATMENT & CARE OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE

VIETNAM

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE	YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE	TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)	YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET	AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
statista	Meltwater	statista	we are social	
15.78 MILLION	+10.9% +1.6 MILLION	$332.6 MILLION	+7.8% +$24 MILLION	$21.08

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. **NOTES:** INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, OR SMART EYEWEAR. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE.

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

VIETNAM

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES	YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES	TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)	YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS	AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023)
statista	Meltwater	statista	we are social	
2.13 MILLION	+9.2% +180 THOUSAND	$104.1 MILLION	+17.6% +$16 MILLION	$48.88

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. **NOTES:** INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE.

JAN 2024

DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

VIETNAM

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES	YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS	TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)	YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL FITNESS & WELL-BEING MARKET	AVERAGE ANNUAL VALUE PER USER: DIGITAL FITNESS & WELL-BEING (USD, 2023)
8.46 MILLION	**+15.4%** +1.1 MILLION	**$369.5** MILLION	**+19.7%** +$61 MILLION	**$43.67**

statista Meltwater statista we are social

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. **NOTES:** INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST-WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, PARAMETER-SPECIFIC BIOSENSORS (E.G. BLOOD GLUCOSE MONITORS), OR APPS THAT FOCUS ON SPECIFIC DISEASES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE.

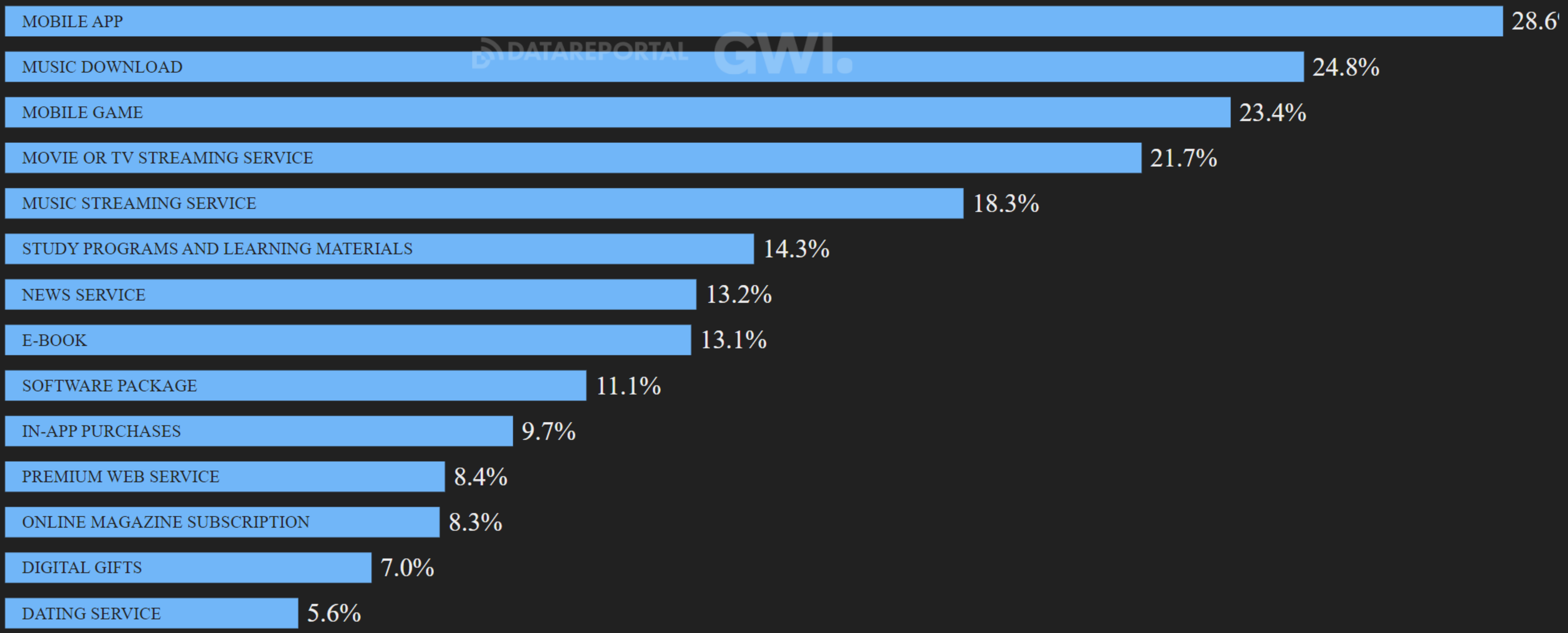
we are social Meltwater

JAN 2024

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

VIETNAM



SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

DIGITAL MEDIA SPEND

FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

VIETNAM

TOTAL	VIDEO GAMES	VIDEO-ON-DEMAND	EPUBLISHING	DIGITAL MUSIC
$818.2 MILLION	$407.6 MILLION	$321.0 MILLION	$33.23 MILLION	$56.43 MILLION
YEAR-ON-YEAR CHANGE +12.9% (+$94 MILLION)	YEAR-ON-YEAR CHANGE +9.9% (+$37 MILLION)	YEAR-ON-YEAR CHANGE +18.0% (+$49 MILLION)	YEAR-ON-YEAR CHANGE +7.9% (+$2.4 MILLION)	YEAR-ON-YEAR CHANGE +11.0% (+$5.6 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

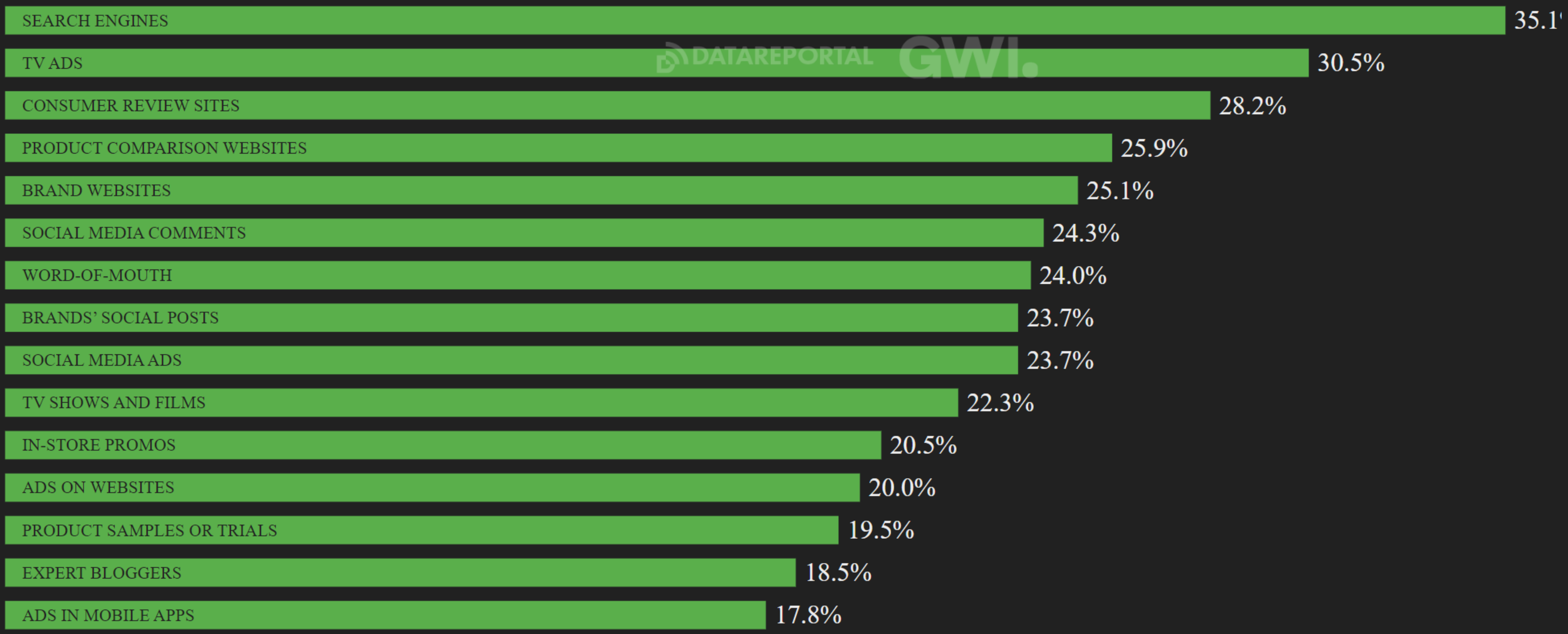
DIGITAL MARKETING

JAN 2024

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

VIETNAM



SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

ENGAGEMENT WITH DIGITAL MARKETING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY

VIETNAM

RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE	VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS	CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS	CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS	DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS
47.6%	41.5%	17.1%	19.1%	13.5%
YOY: -10.5% (-560 BPS)	YOY: -10.4% (-480 BPS)	YOY: -13.6% (-270 BPS)	YOY: -14.3% (-320 BPS)	YOY: -18.2% (-300 BPS)

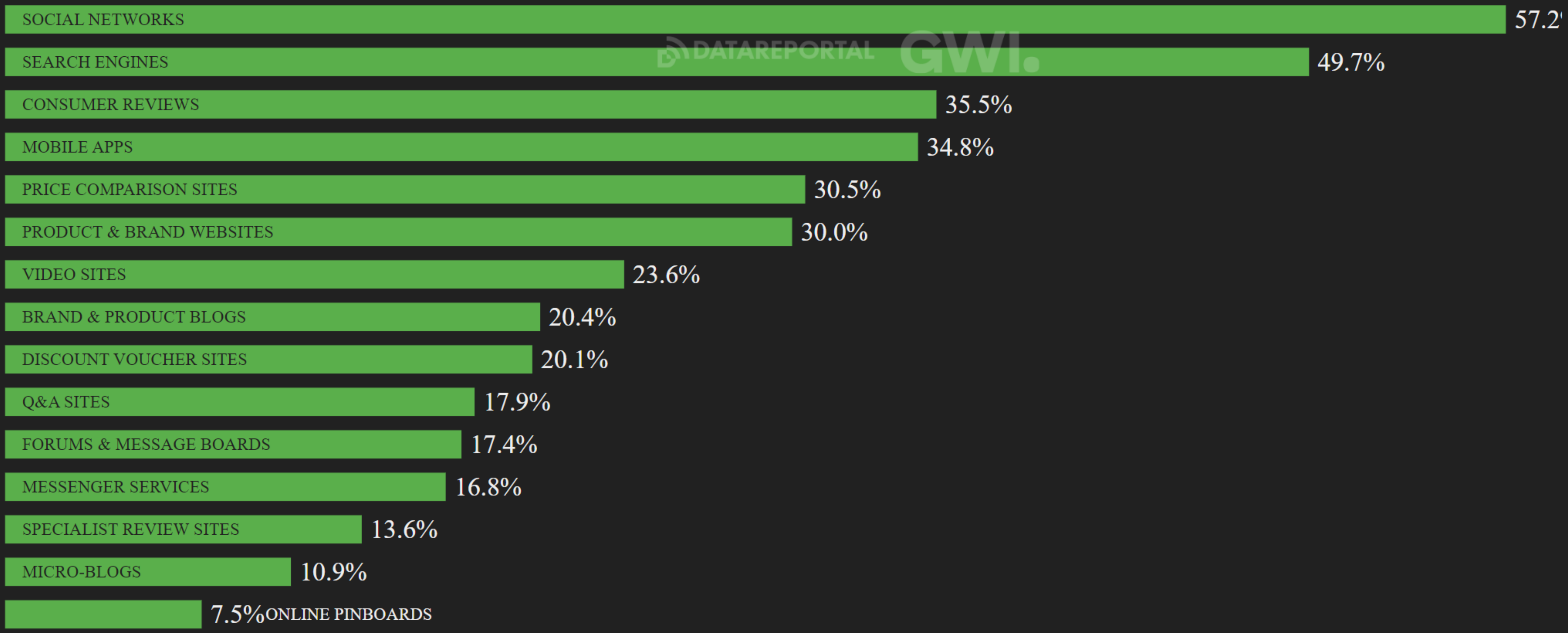
SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

VIETNAM



SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

JAN 2024

ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)

VIETNAM

TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)	YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)	DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)	YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND	DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
$2.44 BILLION	+6.9% +$158 MILLION	$1.28 BILLION	+11.0% +$127 MILLION	52.5%

SOURCE: STATISTA MARKET OUTLOOKS. SEE STATISTA.COM. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. **ADVISORY:** THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.

JAN 2024

DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2023)

VIETNAM

TOTAL ANNUAL SPEND ON DIGITAL ADS (ALL TYPES)	ANNUAL SPEND ON ONLINE SEARCH ADS	ANNUAL SPEND ON DIGITAL VIDEO ADS	ANNUAL SPEND ON DIGITAL BANNER ADS	ANNUAL SPEND ON ONLINE INFLUENCER ACTIVITIES
$1.28 BILLION	**$489.7 MILLION**	**$238.4 MILLION**	**$342.1 MILLION**	**$75.29 MILLION**
Y-O-Y CHANGE IN SPEND	Y-O-Y CHANGE IN SPEND	Y-O-Y CHANGE IN SPEND	Y-O-Y CHANGE IN SPEND	Y-O-Y CHANGE IN SPEND
+11.0% (+$127 MILLION)	**+13.0% (+$56 MILLION)**	**+8.3% (+$18 MILLION)**	**+9.8% (+$31 MILLION)**	**+17.7% (+$11 MILLION)**

ANNUAL SPEND ON ONLINE CLASSIFIEDS	ANNUAL SPEND ON DIGITAL AUDIO ADS	SHARE OF TOTAL DIGITAL AD SPEND: MOBILE DEVICES*	SHARE OF TOTAL DIGITAL AD SPEND: SOCIAL MEDIA	SHARE OF TOTAL DIGITAL AD SPEND: PROGRAMMATIC
$37.01 MILLION	**$19.00 MILLION**	**55.0%**	**27.1%**	**77.3%**
Y-O-Y CHANGE IN SPEND	Y-O-Y CHANGE IN SPEND	Y-O-Y CHANGE IN SPEND	Y-O-Y CHANGE IN SPEND	Y-O-Y CHANGE IN SPEND
+0.7% (+$240 THOUSAND)	**+14.9% (+$2.5 MILLION)**	**+2.3% (+125 BPS)**	**-4.7% (-133 BPS)**	**-0.5% (-36 BPS)**

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. "Y-O-Y CHANGE IN SPEND" FIGURES REPRESENT THE YEAR-ON-YEAR CHANGE IN ANNUAL AD SPEND. PERCENTAGES MAY NOT CORRELATE WITH ABSOLUTE FIGURES DUE TO ROUNDING IN THE SOURCE DATA. ***ADVISORY:** REVENUE FIGURE FOR DIGITAL AD SPEND ATTRIBUTABLE TO MOBILE DEVICES IS BASED ON MOBILE'S SHARE OF SPEND ACROSS A SUBSET OF DIGITAL ADVERTISING ACTIVITIES, AS REPORTED IN STATISTA'S DIGITAL MARKET OUTLOOK. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2024

PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

VIETNAM

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)	PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$991.7 MILLION	+10.5% +$94 MILLION	77.3%	-0.5% -36 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

SEARCH ADVERTISING OVERVIEW

JAN 2024

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

VIETNAM

ANNUAL SPEND ON ONLINE SEARCH ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN ONLINE SEARCH ADVERTISING SPEND	ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$489.7 MILLION	+13.0% +$56 MILLION	38.2%	+1.8% +68 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2024

SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

VIETNAM

ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND	SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$347.5 MILLION	+5.8% +$19 MILLION	27.1%	-4.7% -133 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

INFLUENCER ADVERTISING OVERVIEW

SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET

VIETNAM

ANNUAL SPEND ON INFLUENCER ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING SPEND	INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND	YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND
$75.29 MILLION	+17.7% +$11 MILLION	5.9%	+6.1% +34 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, MEDIA SPEND TO "BOOST" POSTS, OR AFFILIATE COMMISSIONS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ATTITUDES: ADS AND AD TRACKING

HOW INTERNET USERS AGED 16 TO 64 FEEL ABOUT ADS, AND THE STEPS THEY TAKE TO AVOID ADVERTISING AND AD TRACKING

VIETNAM

FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE OR HEAR	USE AN AD BLOCKER FOR AT LEAST SOME ONLINE ACTIVITIES	DECLINE COOKIES AT LEAST SOME OF THE TIME	USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME ONLINE ACTIVITIES
13.2%	38.1%	28.3%	28.4%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-32.3% (-630 BPS)	-7.7% (-320 BPS)	-12.4% (-400 BPS)	-3.1% (-90 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **NOTES:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE NOTES ON DATA.

MORE INFORMATION

FIND THOUSANDS OF REPORTS EXPLORING DIGITAL TRENDS IN EVERY COUNTRY IN THE WORLD IN OUR FREE ONLINE LIBRARY:

DATAREPORTAL.COM/LIBRARY

CLICK THE LINKS BELOW TO READ OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

we are social

WE ARE A GLOBAL SOCIALLY-LED CREATIVE AGENCY, WITH UNRIVALED SOCIAL MEDIA EXPERTISE

With over 1,300 people in 19 offices around the world, we deliver a global perspective to our clients in a time when social media is shaping culture.

We make ideas worth talking about. We understand social behaviours within online communities, cultures and subcultures, spanning the social and gaming landscape.

We work with the world's biggest brands, including Adidas, Samsung, Netflix and Google, to reach the right people in a strategic, relevant and effective way.

Find out more at **wearesocial.com**

NEW YORK / LOS ANGELES / LONDON / PARIS / MUNICH / BERLIN / MADRID / MILAN / TORONTO / AMSTERDAM / DUBAI / SHENZHEN / BEIJING / SHANGHAI / HONG KONG / TOKYO / SINGAPORE / JAKARTA / SYDNEY

MAKE SENSE OF DIGITAL TRENDS

Kepios helps the world understand what's *really* happening online.

In addition to producing the Global Digital Reports, we also offer:

DIGITAL BRIEFINGS

Interactive briefings that make it easy to keep track of digital trends, and identify how evolving behaviours will impact future success.

LEARN MORE »

KEYNOTE PRESENTATIONS

Custom keynote presentations that bring the latest digital trends to life at conferences, events, and private meetings, whether online or in person.

LEARN MORE »

ADVISORY SERVICES

Add our team's experience and insight to your decision-making. Available through regular, retained advisory, or ad hoc for one-off sessions.

LEARN MORE »

REPORTS & CONTENT

We research and produce white-label content and co-branded reports that offer rich insights into what people everywhere are doing online.

LEARN MORE »

CONSUMER RESEARCH

Go beyond headlines and hypotheses to understand what people are *really* doing online, and turn insights into actionable plans and results.

LEARN MORE »

Learn more at kepios.com

KEPIOS

Stay glued to your audience with the world's **largest study** on digital consumers

2.8B+
consumers represented

250K+
profiling points

15K+
brands

53
markets

GWI.

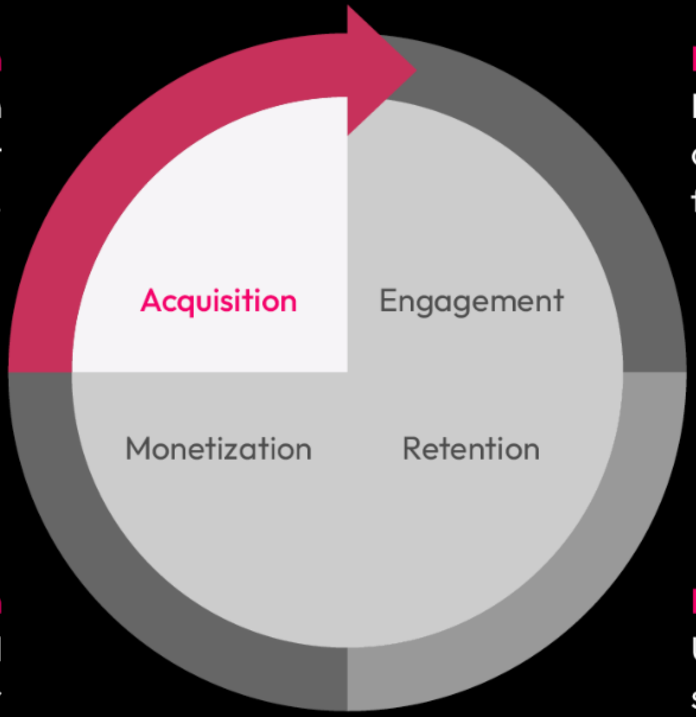
Book free demo

data.ai

data.ai unlocks insights at every stage of the customer lifecycle

Acquisition
Supercharge or unearth winning acquisition and ASO strategies with top class market evaluation tools.

Engagement
Boost user playtime or streaming by evaluating and implementing market leading engagement features and insights.



Monetization
Get the full picture with in-app purchase and advertising revenue metrics that inform your own monetization strategies.

Retention
Utilize world class usage metrics to drill into short and long term returning users and learn how to avoid retention crashing pitfalls.

Statista – thrive in a data-driven world

Diversity of industries and topics

Statista bundles statistical data on over 80,000 topics from over 170 industries. The data comes from over 22,500 sources.

Quick help for all cases

With Statista, users can obtain comprehensive overviews and conduct targeted research – with minimal time expenditure.

Global data from numerous countries

Statista offers insights and facts on industries from 150+ countries. Markets, companies and consumers from all over the world are highlighted.

Reliable and efficient research basis

Statista has been the market leader in providing business data for 16 years. Companies, universities, schools and the media trust our service.

GSMA Intelligence

gsmaintelligence.com

Shaping the connected future
Turning data into **intelligence**

GSMA Intelligence is the definitive source of mobile industry insights, forecasts, and research, used around the world. Our insights cover every mobile operator, network, and MVNO in every country worldwide.

What do we do?

- Comprehensive Data Platform
- Insightful Research
- Expert Analysis
- Bespoke Consulting
- Event Support
- Spectrum Navigator Platform

What topics do we cover?

Our research modules include the following:

- Mobile Operators & Networks
- IoT & Enterprise
- Digital Consumer
- Fixed, TV & Convergence
- Spectrum

From automation and gaming, to sustainability, private wireless, and regional trends, our team have expertise in all parts of the wider mobile ecosystem.

Who do we work with?

Actively working with the **1,100+** GSMA members, serving the wider mobile ecosystem:

- Mobile Network Operators
- Regulatory Bodies
- Government Departments
- Financial Corporations
- Cybersecurity Firms
- OEMs and Manufacturers
- Technology Companies
- Consulting Businesses

7/10

Forbes top digital companies worldwide rely on our data and insights

50

million individual datapoints covering everything from operational to economic metrics

FORECASTED UP TO

2030

allowing you to identify, understand and enhance your business strategies

similarweb

Provides actionable insights for any website, app, industry and market

1B+
Websites

8M
Apps

190
Countries

210
Industries

5B
Search Terms

250M+
E-commerce Product SKUs

10B
Content Pages

250M+
Display Ads

SEMRUSH

Semrush .Trends

Data. Insights. Impact.

Semrush .Trends provides instant market overview and competitive digital insights for those who are looking to grow their business.

It enables an in-depth view of market conditions and trends for creating a growth-driven marketing strategy.

Accurate data for real-time market and competitive insights

All-encompassing insights for any website, industry or market across 190 countries & regions

A single solution with 50+ tools for your strategic vision

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: *This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at* https://datareportal.com/notes-on-data.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise potential variations between data points, and to offer more reliable comparison across countries. However, where we believe that standalone metrics provide a more reliable reference, we use such standalone numbers to ensure more accurate reporting.

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also change the source(s) that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are not comparable.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures. This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may exceed internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

DISCLAIMER AND IMPORTANT NOTES

This report has been compiled by Kepios Pte. Ltd. ("Kepios") on behalf of We Are Social Ltd. ("We Are Social") for informational purposes only, and relies on data from a wide variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals.

While Kepios and We Are Social strive to ensure that all data and charts contained in this report are, as at the time of publishing, accurate and up-to-date, neither Kepios, nor We Are Social, nor any of those organisations' partners, suppliers, affiliates, employees, or agents shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

All information contained in this report is provided "as is", with no guarantee whatsoever of its accuracy, completeness, correctness or non-infringement of third-party rights and without warranty of any kind, express or implied, including without limitation, warranties of merchantability or fitness for any particular purpose.

This report contains data, tables, figures, maps, flags, analyses and technical notes that relate to various geographical territories around the world, however reference to these territories and any associated elements (including names and flags) does not imply the expression of any opinion whatsoever on the part of Kepios, We Are Social or any of the featured brands, nor any of those organisations' partners, affiliates, suppliers, employees or agents, concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

This report is provided with the understanding that it does not constitute professional advice or services of any kind and should therefore not be substituted for independent investigations, thought or judgment. Accordingly, neither Kepios, nor We Are Social, nor any of the brands or organisations featured or cited herein, nor any of their partners, affiliates, suppliers, group companies, employees or agents shall, to the fullest extent permitted by law, be liable to you or anyone else for any direct, indirect, punitive, incidental, special, consequential, exemplary or similar loss or damage, or loss or damage of any kind, suffered by you or anyone else as a result of any use, action or decision taken by you or anyone else in any way connected to this report or the information contained herein, or the result(s) thereof, even if advised of the possibility of such loss or damage.

This report may contain references to third parties, however this report does not endorse any such third parties or their products or services, nor is this report endorsed by or associated with such third parties.

This report is subject to change without notice. To ensure that you have the most up-to-date version of this report, please visit our reports website at https://datareportal.com/.

SIMON KEMP

@ESKIMON

REPORTS@KEPIOS.COM

DATAREPORTAL.COM