



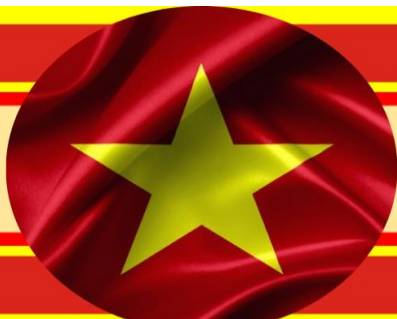
The 198TILG Vietnam Ultimate Massive Mass Media Campaign

In Collaboration with 198TILG Vietnam Ultimate Mass Media Campaign In over 100 to 198 nations



An Ike Lewuma Group Special

The 198TILG Mastermind Platinum Group



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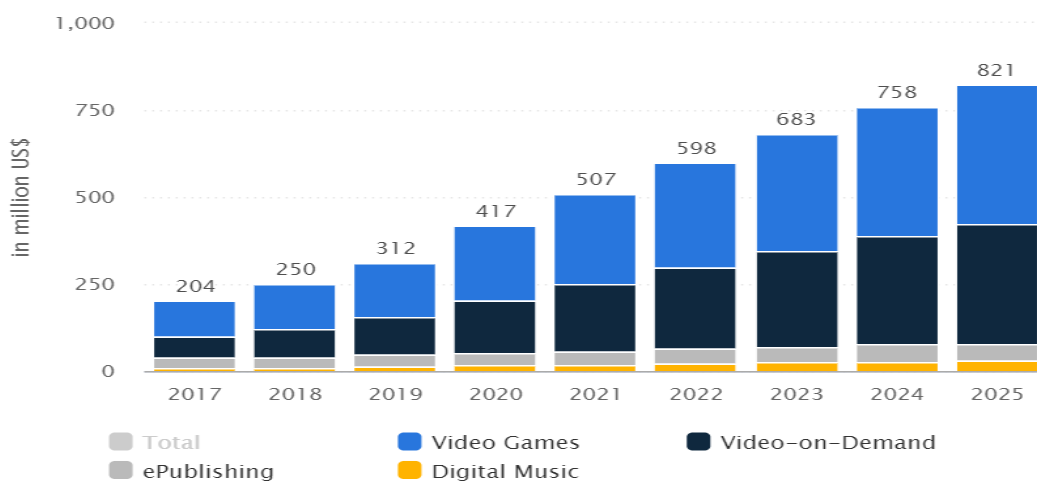


NATION'S MEDIA NETWORK OPPORTUNITIES IN VIETNAM

Vietnam is among the most dynamic, emerging economies of Southeast Asia.

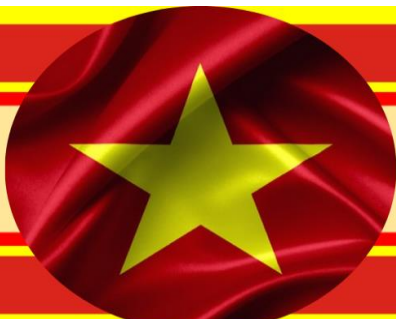
Media network opportunities have also been growing rapidly due to the growth in consumer media expenditure. The consumer expenditure's growth had a faster pace compared with income rises, mainly due to the strengthening of consumer confidence in light of Vietnam's bright economic outlook and low unemployment, stimulating confidence in consumers about their future earnings, and hence opening up for more opportunities.

In 2020, the total revenue from Vietnam's media was US\$ 320 million, where 71% growth was recorded within the first quarter of 2020. The chart below shows the growth of Vietnam digital media over the years, and the projected growth in the consequent years.



Therefore, there is a wide variety of opportunities lying in the sector of digital media in Vietnam.

This 198 Vietnam Ultimate Massive Mass Media Campaign is an Ike Lewuma Special guide that acts as the key and the gateway towards exploring the most diverse field, which is among the leading sectors in media networks. Get to explore media network opportunities in Vietnam and have a chance to experience the taste of media networks with professions with our campaign in over 100 to 198 nations.



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UNTAPPED MEDIA SECTORS IN THE UNITED VIETNAM

There is a huge untapped potential in the field of Digital media in Vietnam. This include digital videography, coverage, mass publishing and telecommunications. The video-on-demand in Vietnam is estimated at around US\$105 million in revenue with an annual growth estimated at 9.4%. Check out the demographics below;

	2020 Revenue (estimated, US\$ millions)	CAGR (%)
Video games	\$139	5.3
Video on demand	\$105	9.4
E-publishing	\$38	7.9
Digital music	\$42	6.5
Total	\$324	Source: Statista

Online traffic has also been accelerating, which also opens up for an untapped media potential and opportunity for exploitation. Fueled by cheap devices and cheaper data, Vietnamese consumers are more connected to the internet than ever. It is estimated that Vietnamese spend an average of six and a half hours on the internet each day.

The presence of people (traffic) on the internet means that Vietnam has open up to the online world where people are making fortunes. People are always searching for information. Considering that the world has become more oriented to the internet, online media and telecommunication is therefore the place to be.



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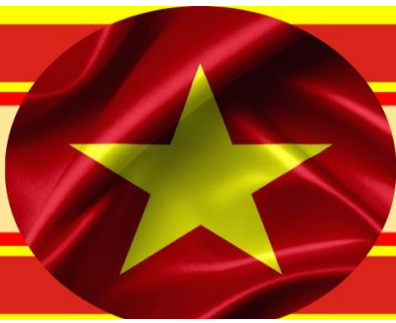


THE VIETNAMESE GEOGRAPHIC SECTORS

The major media sectors in Vietnam are spread out across the major demographic sections in Vietnam. These include Northern, Central and Southern Key Economic Zones (KEZs), which act as the driving forces of the Vietnam economy.



Notably, most of the major centers are located within the Vietnam capital, Hanoi, and other major regions such as Ho Chi Minh City, which is the business and financial hub in Vietnam.



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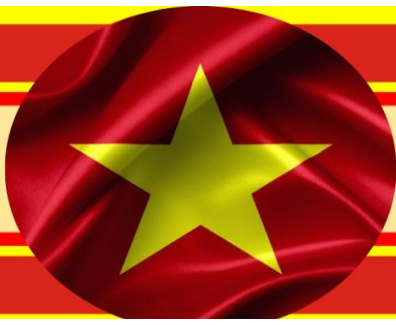


MOST ACTIVE GROUPS IN VIETNAM

Here is a list of the most active media groups and corporations in Vietnam that you can explore.

- 1. Blue Agency Vietnam Located In Vietnam.**
- 2. Urah Network Located In Vietnam.**
- 3. Fifth Media Corp Located In Vietnam.**
- 4. Ionnet Located In Vietnam.**
- 5. Digital Marketing Viet Nam Corporation (Ex.Moore) Located In Vietnam.**
- 6. Happiness Saigon Located In Vietnam.**
- 7. Innity Vietnam Co Ltd Located In Vietnam.**
- 8. Media Insider Located In Vietnam.**

TV is the main medium. Vietnam Television (VTV) runs the only national networks. VTV-owned satellite and cable pay TV platforms carry some foreign TVs. Voice of Vietnam (VoV) radio networks include VoV 5, with output in English and other languages. There are hundreds of newspapers and magazines. The Communist Party, government bodies and the military own or control almost all of them. In internet, there are 68.5 million internet users in Vietnam, and hence more traffic.



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A SUMMARY OF MEDIA NETWORKS IN VIETNAM

Driven by the expansion of mobile internet access and growing connection speeds, the increasing number of mobile and streaming devices leads to a steady growth in demand for all types of Digital Media in Vietnam. Vietnam, among other Asian countries have demonstrated how increasing prosperity creates an exploding demand for knowledge, culture, and entertainment. Digital Media of all forms provide the perfect source for satisfying these cravings. Therefore, digital media presents an untapped potential for opportunities in Vietnam. Online traffic has also been accelerating, which also opens up for an untapped media potential and opportunity for exploitation. The presence of people (traffic) on the internet means that Vietnam has open up to the online world where people are making fortunes.