Appota’s Vietnam Mobile Report is published quarterly, offering key insights into Vietnam’s mobile landscape. Let us share with you some interesting trends in Q1, 2016:

- Global Mobile Market
- Vietnam Mobile Market
- Case Study: Tet Holiday activities on mobile
- Top 3 events in Q1 that define mobile trends of 2016
Global Mobile Info Background
Global OS

- World Population: 7.4B
  - Mobile Phone Users: 4.5B
  - Smartphone Users: 1.9B

Device Per person on the planet: 1.4

- Android: 82.0%
- iOS: 15.1%
- WindowPhone: 1.6%
- Other: 1.3%
Global Mobile Behavior

73% of people always have their mobile device with them.

People pick up their mobile devices 150 to 200 times a day.

Source: Global Web Index, Q1 2016
Mobile sessions average 1 minute 10 seconds or 177 minutes per day.

75% of Internet users went online via a mobile device.

Time Spent Online average 2.08 hours/day

Source: Global Web Index, Q1 2016
### Global Mobile Behavior

16 to 24 year olds spend an average of **3.25+ hours** per day online on a mobile phone.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Average Hours Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>3.25h</td>
</tr>
<tr>
<td>25-34</td>
<td>2.68h</td>
</tr>
<tr>
<td>35-44</td>
<td>1.83h</td>
</tr>
<tr>
<td>45-54</td>
<td>1.14h</td>
</tr>
<tr>
<td>55-64</td>
<td>0.67h</td>
</tr>
</tbody>
</table>

Source: Global Web Index, Q1 2016
Global Mobile Behavior

Daily Mobile Activities

- Visited/used a social network
- Used a chat or instant messaging service/app
- Watched a video clip or visited a video-sharing site
- Purchased a product online
- Used a music-streaming service
- Used a VOIP or other service to make phone calls over the Internet
- Used a streaming service to watch live television
- Used an online TV/film subscription service
- Used an on-demand/catch-up TV service

All Users vs. 14-26 Year-Old Users

Source: Global Web Index, Q1 2016
Global Mobile Behavior

In Latin America, average mobile usage is **3.65** hours per day, quite close to that in the Middle East (**3.45**).

In contrast, North America (**1.84** hrs/day) and Europe (**1.57** hrs/day) lag behind.

Source: Global Web Index, Q1 2016
In-app Ads

80%

Mobile Web Ads

20%

Source: Smaato Publisher Platform, Q1 2016
Ads Spending by Mobile OS

Source: Smaato Publisher Platform, Q1 2016
Vietnam Mobile Market
Internet user
45M+

48% Female
52% Male

Smartphone Device
34M+

62% Android
28% Apple
6% Windows
4% Other

Top 5 Interests

- Science & technology: 73%
- The internet/websites: 64%
- Game: 64%
- Films/Movies: 63%
- Music: 62%

Top 5 Internet Usage Motivations

- Research for work: 68%
- Networking for work: 63%
- Stay up-to-date on news/events: 55%
- Research how to do things: 52%
- Education: 50%

Smartphone Usage Rate By Age

- Under 25: 62%
- 25-34: 63%
- 35-44: 47%
- Over 45: 27%

57% Person Under 44 Use A Smartphone

Source: Global Web Index & Appota, Q1 2016
Android OS Share

- Android 4.4.2: 25%
- Android 5.1.1: 11.70%
- Android 4.4.4: 11.40%
- Android 4.4.2: 10.80%
- Android 5.0.2: 9.70%
- Android 4.1.2: 7.60%
- Other: 23.70%

Android Smartphone Usage By Screen Resolution

- WVGA 480x800: 28.71%
- HD 720x1280: 26.12%
- HD 720x1184: 15.78%
- Full HD 1080x1902: 15.16%
- qHD 540x960: 14.23%

Total Android Devices: 23,000,000+

Source: Global Web Index & Appota, Q1 2016
Global Apps Rise in Vietnam Store using different strategies

**Analog Camera Apps** occupy the top 10 spots in the Paid-app section in Apple App Store by replicating the same app for different localities, e.g., Analog Tokyo, Analog Seoul. Each app has an unique camera filter feature and costs USD$0.99. Users tend to install multiple apps to own the whole filter collection.

**Piano Title 2** has 600k installs on App Store and 2.3M installs on Google Play in Vietnam. The game’s simple and intuitive gameplay, coupled with the collaboration with Internet personality PewDiePie and the focus on localized ASO helped Piano Title 2 reach a wide range of users globally in a short time.

**Clash Royale (Supercell)**, a strategy-based card collecting game, made a big jump in both top downloads and top-grossing chart in Vietnam Apple App Store. The key success factor is the recycling of all heroes from the classic COC that gamers are in love and too familiar with by now.
Viet Nam Game Publishing News

52 Mobile Games debut in Q1

- 25 RPG
- 10 Card Battle
- 8 Casino
- 4 Strategy
- 3 Shooter
- 1 Sport

Hit titles in Q1

1. Tiền Nghiệp
2. Tập Kích
3. Thương Khung Chi Mộng
4. Tiền Ma Chiến
5. LOL Arena
6. Hoa Thiên Cốt
7. Bách Chiến Mobile
8. Độc Cô Cửu Kiếm Mobile

Source: Appota, Q1 2016
Case Study: Tết and Mobile

During Tết in Vietnam

- 37% more videos posted than on an average day
- 23% more photos
- 16% more blogs

4.2X more content creation on mobile than on desktop in Vietnam during Tết

36% more online shopping
86% more mobile shopping
61% more youths online shopping
55% more men online shopping

Source: Facebook, Feb 2016
Top 3 Events in Q1 that define mobile trends of 2016
Global company went Local
Google cooperates with Viettel to provide App Purchase services in Vietnam

End-users need to pay an extra 10% to Viettel for every item purchased.
Revenue sharing ratio between Dev and Google stays the same (70/30)
E-Payment (and Mobile Payment) is a key growth factor for E-commerce. Vietnam’s current E-C market is estimated to be USD$4 billion and predicted to grow at 20% per annum for the next 5 years.

Ministry of Industry and Trade

Year of Mobile Payment?
MoMo mobile payments startup snatched $28M of funding from Standard Chartered PE and Goldman Sachs

Goldman Sachs -> MoMo mobile money

Standard Chartered

Prediction: The most challenging time to educate users on mobile payment has passed. Consumers are ready to pay via their smartphone. This also means a huge opportunity and brutal competition in the payment market.
IoT brings growth opportunities for many industries and IoT applications have started commercializing rapidly. Convenient services, transportation, intelligent buildings and retail sector are the leading sectors in the application of IoT.

Hachi (a mobile technology that allows automatic irrigation of plants and trees) is the first IoT product to be commercialized in Q1, 2016. This is just one example of the trend towards IoT among Vietnam start-up community. In 2016, FPT and Bachkhoa University will hold a series of events to raise awareness and promote the creation and application of IoT products and services.
Core products include:

A mobile platform with services spanning mobile games, mobile payment, and advertisement.

Our mission: To provide the most effective platform for mobile developers, publishers, and advertisers to maximize their investment