

**What content & media are
Vietnamese consumers
really engaging with?**

7 June 2017



marketing & **m**edia Network
Advertising, Digital, Marketing & Media

Saigon's event for
Advertising, Digital, Marketing & Media
June 7th 2017 – Ho Chi Minh City



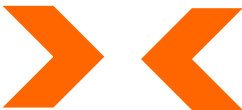
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Traditional time spent

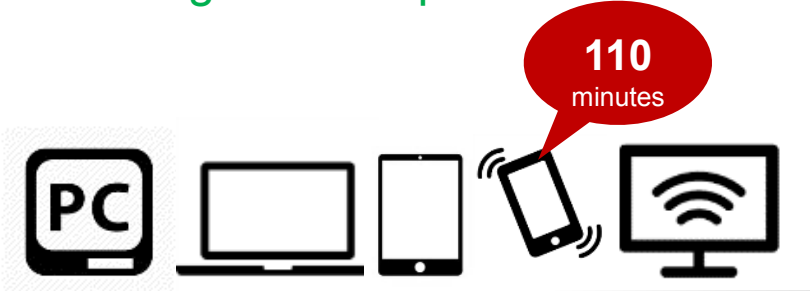


181 minutes

per person per day



Digital time spent



192 minutes

per person per day

Source: KMV TGI 4 cities 2016

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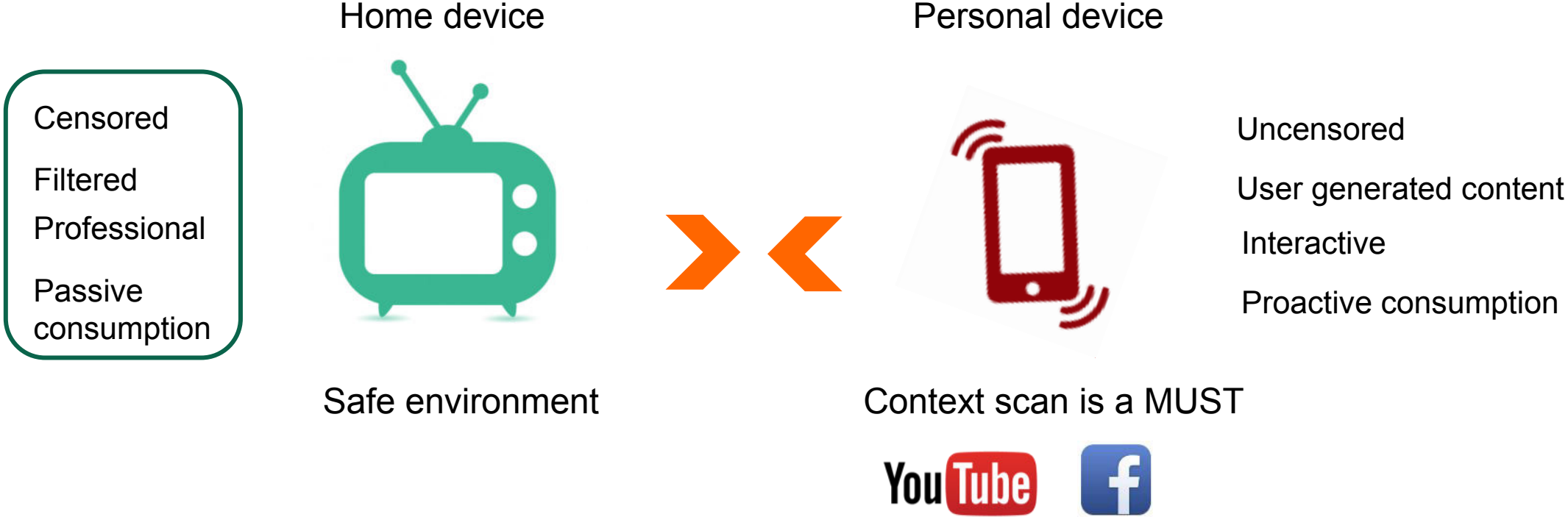
News, foreign and local series , game shows



Video clip, news, social media, instant message, music, TV programs







Source: KMV TGI 4 cities 2016

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About Kantar Media

Kantar Media is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Part of Kantar, the data investment management arm of WPP, Kantar Media provides the most comprehensive and accurate intelligence on media consumption, performance and value. For further information, please visit us at www.kantarmedia.com

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