



2018 Viet Nam Digital Assessment

General

Demographics:	Population- 96,419,000 Median Age- 30.4; Life Expectancy- 75.5 Urban/Rural- 34% / 66%
Top Languages:	Vietnamese. 67,960,920 Mandarin Chinese 2,000,000 Khmer Krom 1,060,000
Spirituality:	Animistic/Ancestor Worship- 98% Buddhism- 51.6% Evangelical Christian- 1.8% Persecution of Christians- ranked #18 in the world (69/100 persecution rating)
Other:	Adult Literacy- 93.52 %, Avg. Annual Income (GNI) Per Person- \$2,060.00

Mobile

Mobile Phone Subscriptions as a % of the Population:	125.62% (2017) 52.42% (2007)
Mobile Operating System:	1. Chrome (51.02%) 2. Safari (32.95%) 3. Samsung Internet (5.31%) 4. UC Browser (4.48%) 5. Opera (1.48%)
Top Free App Downloads- Android (Jan- Dec. 2017)	1. Tik Tok 2. Kwai - Social Video Network 3. Helix Jump 4. Messenger – Text and Video Chat 5. Garena Liên Quân Mobile 6. Zing MP3 7. B612 - Beauty & Filter Camera 8. Zalo - Video Call 9. Garena Free Fire 10. Facebook
Top Free App Downloads- iOS (Jan- Dec. 2017)	1. Tik Tok 2. Kwai 3. Messenger 4. Facebook 5. Zalo 6. Youtube: Watch, Listen, Stream 7. B612 - Beauty & Filter Camera 8. Garena Liên Quân Mobile 9. Zing MP3 - Đỉnh Cao Âm Nhạc 10. Love Balls

Internet

<u>% of Population Using the Internet:</u>	67 % (2017) 17.25 % (2006)
Internet Access by Device Type:	62.22 % Desktop 5.95 % Tablet 31.83 % Mobile
Internet Freedom:	Not free
Top Websites:	1. Coccoc 6. Facebook 2. Google VN 7. Zing 3. Google 8. VNexpress 4. YouTube 9. VTV 5. DKN 10. Lucky88

Mobile High Speed Internet (Broadband) Access: 38.98 %
Cost of 500MB Mobile Broadband (prepaid) as % of Income (GNI): 2.00% (2014)

Social Media

Top Messaging App:	Facebook Messenger
Top Social Media Site:	Facebook
Facebook Penetration:	51.8% (of total population 12/17)
Top Facebook Accounts:	1. YAN News 2. Blog Tâm Sự 3. Đại Kỳ Nguyên 4. MC Trấn Thành 5. Trần Khởi My 6. Góc Thư Giãn 7. Võ Hoài Linh 8. YAN TV 9. Ho Quang Hieu 10. Đại Kỳ Nguyên - EpochTimes Vietnam
Top Twitter Accounts:	1. Viet Tran 2. I Love Typography 3. bts pics 4. Thích Nhật Hạnh 5. Eminem 6. Vietnam 7. Yung Azn Taco 8. Dong Nguyen 9. Liz Lieu 10. Thanh Pham
Top YouTube Channels:	1. POPS MUSIC 2. POPS Kids 3. Truyen Hinh Vinh Long 4. FAP TV 5. THVL Giải Trí 6. Thơ Nguyễn 7. YEAH I Music 8. MCVMedia 9. NhacPro Tube 10. VTC1- Tin tức