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**2023-2024**

# VIETNAM MEDIA LANDSCAPE REPORT



A high-angle, nighttime photograph of a city skyline, likely Ho Chi Minh City, Vietnam. The central focus is the Bitexco Financial Tower, a tall, slender skyscraper with a distinctive spire, illuminated with blue and green lights. To its right is another prominent building with a glowing yellow logo at the top. The foreground shows a wide river with several boats, including a large cargo ship and smaller vessels, reflecting the city lights. The sky is a mix of deep blue and orange, suggesting dusk or dawn. The word "FOREWORD" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

# FOREWORD

***Dear our readers,***

We are glad to present the **Vietnam Media Landscape Report 2023–2024**, a thorough and analytical examination of current and future developments in Vietnam's media sector. This study is tailored to the Vietnamese market and is conducted in partnership with the **Vietnam Journalist Association**, **Vietnam Digital Communication Association**, and **MGID**, delving into media habits, digital platforms and social media usage, and the perceptions of media credibility.

This research will assist you in understanding the potential and difficulties that Vietnam's media sector faces, as well as the best practices and strategies for success in this dynamic and competitive market. We hope it will motivate you to explore new media possibilities and innovations and contribute to the development and expansion of the Vietnamese media business.

We want to thank all the experts, partners, and stakeholders who shared their expertise, ideas, and experiences with us throughout the report's development and our valued readers for supporting our work.

We hope you find this report interesting and instructive. Please email us if you have any questions or feedback.

***Sincerely,***  
***Global PR Hub***

# AGENDA



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01.

# OVERVIEW

PHOTO: LAO CAI, VIET NAM

# What's new in Vietnam Media Landscape Report 2023-2024

With the Vietnamese market's development potential, this is a **significant milestone for domestic and international media** and firms to begin participating in economic rivalry.

Despite the prevalence of digital media, traditional media remains popular in Vietnam. Television remains a prominent type of mass communication. Kantar Communication's TNS Media Vietnam said that TV had the highest coverage in Vietnam, with 85% coverage.

It highlights the fact that in the digital age, there is still a great need for credible and trustworthy sources of news. However, the article also draws attention to the issue of media consumption habits, which significantly impact the effectiveness of communication.

Our **2023-2024 edition** provides an in-depth analysis of the media landscape in Vietnam, including traditional media, social media, influencer marketing, and future projections.



02.

# GLOBAL MEDIA LANDSCAPE HIGHLIGHTS

PHOTO: HA NOI, VIET NAM

## 2.1. Digital transformation

The shift from print to digital news media started more than two decades ago. Today, most major news outlets have digital versions, and print-only publications are becoming increasingly rare. According to the **2019 Digital Transformation Through Data for News and Media Companies** report by **Deloitte US**, this trend has continued to evolve.

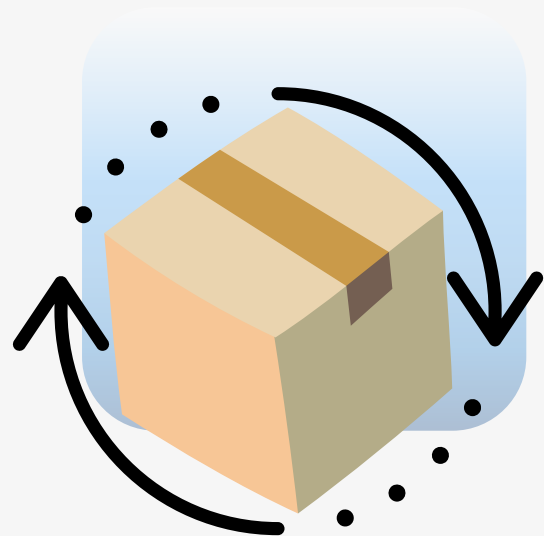


**40%** increase in click-through rate (CTR)

When a news company implemented content testing tools, its expected CTR improved compared to how well it had previously done with less mature data.

**30%** Increase in conversions on non-core products

News and media companies are growing subscriptions by 20% and generating new revenue streams by exploiting audience interaction data. Extending advertising campaigns based on reader data can reduce the cost per thousand impressions by up to 20% while increasing overall effectiveness.





## 2.2. Modern media news room

Many organizations are developing modern newsrooms to combine historical coverage, reach a larger audience, and broadcast news across numerous channels as traditional media sources migrate to digital platforms.



## 2.3. About media types

Text, pictures, music, video, animation, and other forms of multimedia remain important. The communication medium is continuously growing and adapting to new technology and trends to provide an immersive and engaging experience to a large audience.



## 2.4. About journalism

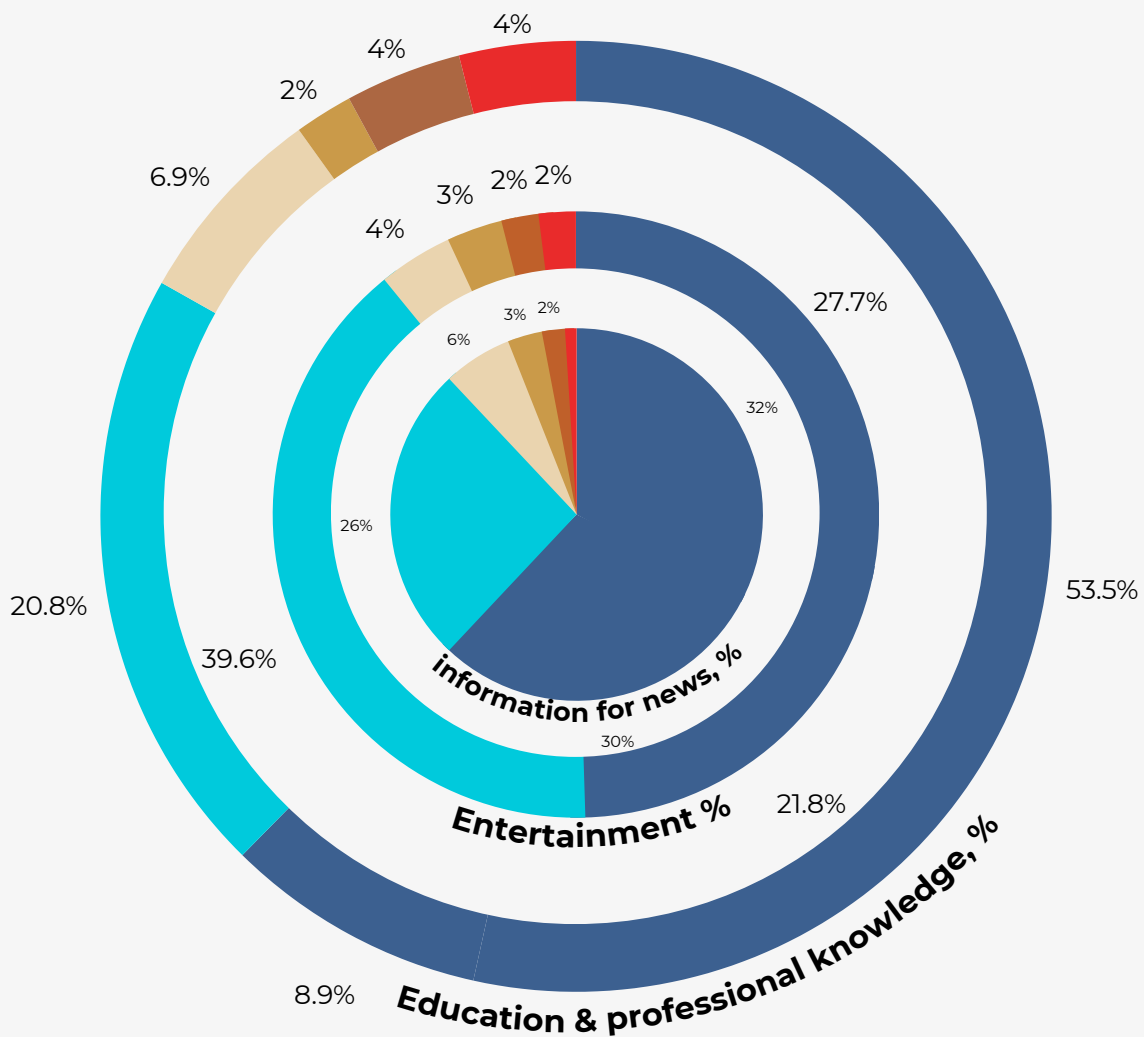
Journalism in the digital era must be smart and investigative, and give in-depth research to help the audience comprehend the problems within a continuously changing global media landscape.



## 2.5. About Digital Media Dominant

Today's consumers are increasingly **connected through various media channels**, making it crucial for brands to adopt a comprehensive approach to effectively leverage these platforms. By understanding journalism, modern newsrooms, and the diversity of media types, the report can go deeper into the **majority of the effects of digital media**.

- Online websites
- Print newspaper & magazines
- others
- TV
- Radio
- Podcasts
- Social Media
- Podcasts



**Table 1.**

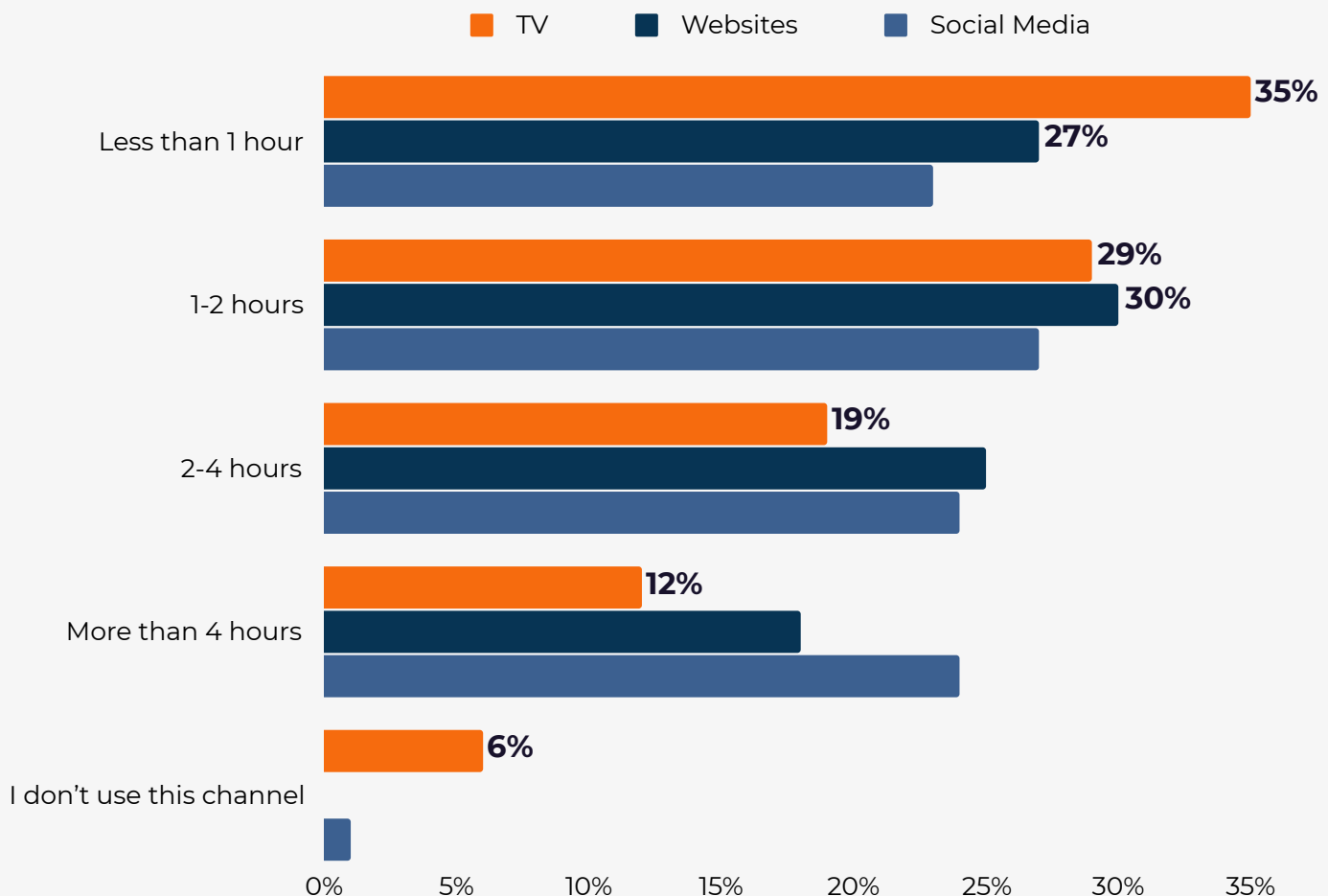
Data breakdown about the primary source of media chosen  
 Source: Media Navigator by Action, Action Global Communications

## 2.5. About Digital Media Dominant

The data shows how much time people spend daily on different channels:

TV, websites, and social media. Social media is the second most popular channel for all categories. The data also suggests that people who spend more time on one channel tend to spend less time on another channel.

For instance, people who spend more than 4 hours on TV spend less than 1 hour on websites and social media. Similarly, people who spend more than 4 hours on social media spend less than 1 hour on TV and websites.



**Table 2.**

Time spent daily on the following channels

Source: Media Navigator by Action, Action Global Communications

## 2.5. About Digital Media Dominant

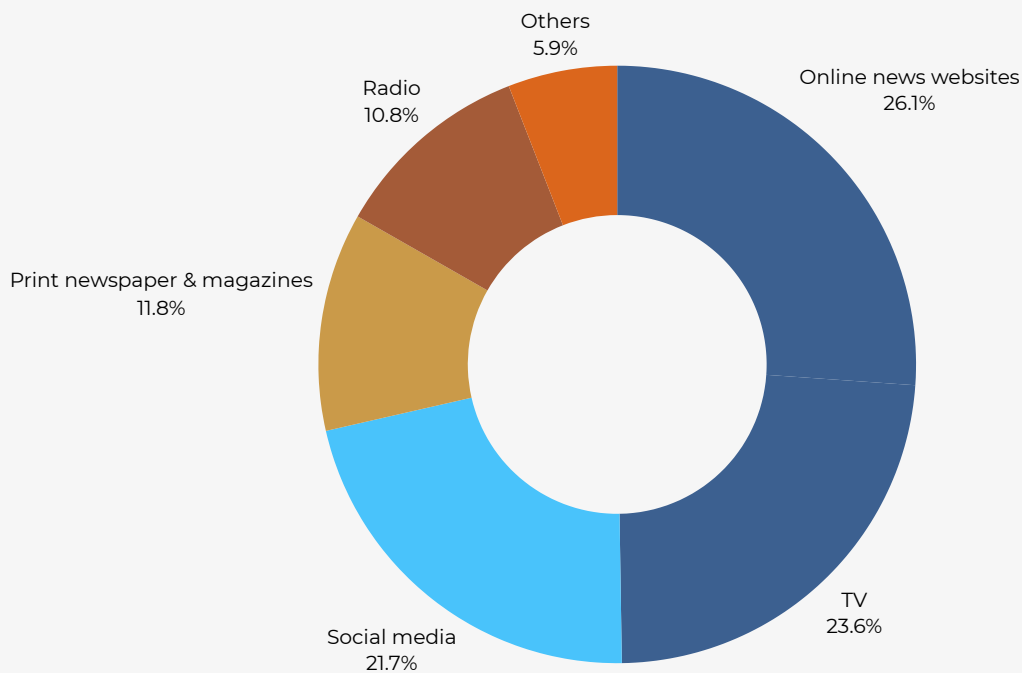
According to the **data provided in Media Navigator by Action**, it shows that traditional sources of news and information still have a strong influence on people’s choices, even in the age of digital platforms. The data also reveals that the reputation and trustworthiness of the source are the **most important factors that determine people’s choice of news source**.

58%

Report that, despite the rise of digital platforms, people still rely on traditional sources or a **combination of traditional and digital sources** for news and information.

55%

Declare that the **source's reputation and trustworthiness** are the most important criteria determining their choice of news source, outweighing other considerations such as ease of access or recommendations from others.



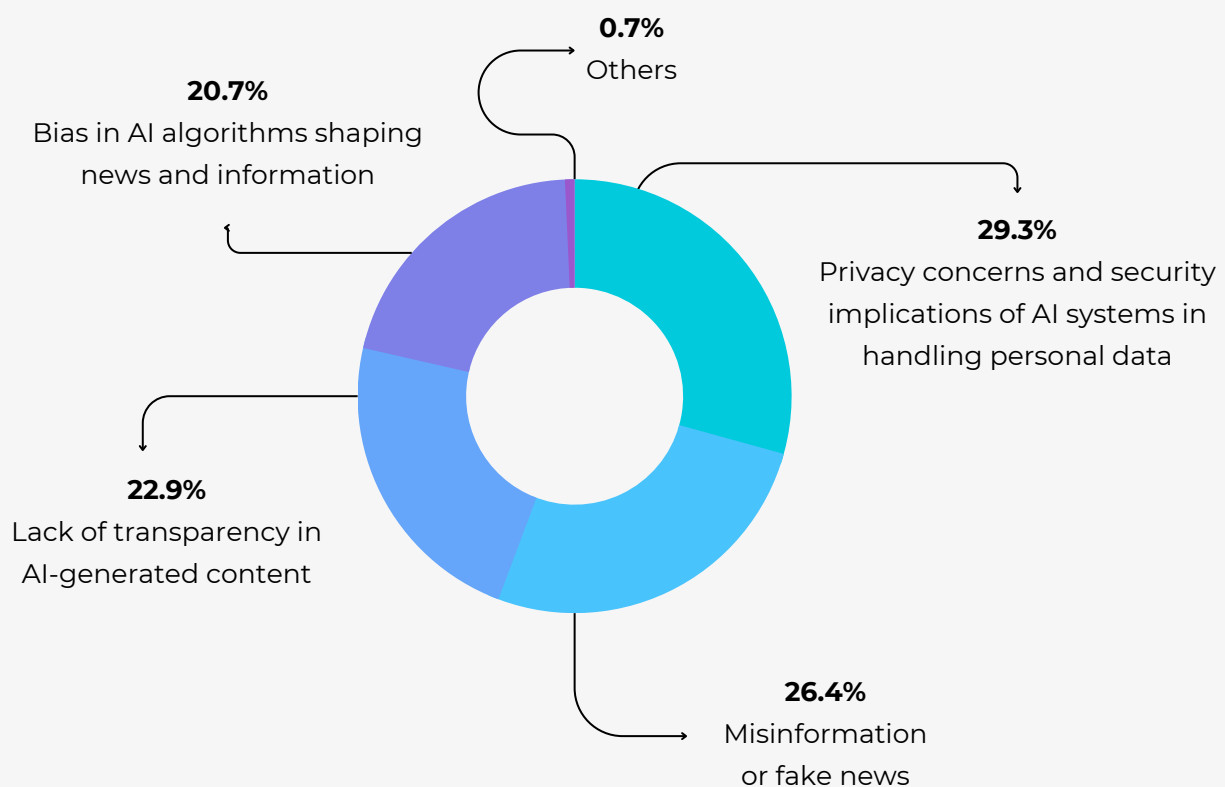
**Table 3.**

*Credibility of sources for local & international news*

*Source: Media Navigator by Action, Action Global Communications*

## 2.6. Generative AI on news media

Generative AI is a type of artificial intelligence (AI) capable of generating new content from input data, such as text, images, audio, or video. Generative AI can bring many benefits to fields related to communication, such as education, entertainment, advertising, or journalism. However, generative AI also **poses many ethical, legal, and security challenges and concerns**.



**Table 4.**

*Biggest concern when it comes to the usage of generative AI in communications.*

*Source: Media Navigator by Action, Action Global Communications*

Generative AI is an advanced and useful technology for many areas of communication. However, it is **also necessary to be aware of the risks and responsibilities when using this technology**. Only then can generative AI bring benefits to people and society.

## 2.6. Generative AI on news media

The news media sector is **transformed by generative AI**, which provides automation, augmentation, and content production. They are the three waves of AI advancement.

**1** **The first phase** concentrated on leveraging natural language production techniques to automate data-driven news stories.

**2** **The current wave**, generative AI, generates narrative text at scale using huge language models.

**3** However, there are fears that generative AI may be used to **generate false news** and social media posts.

**4** **The Associated Press** has issued guidelines for journalists on using generative AI.



## 2.7. News media facing pressure

The global media environment is continuously changing, and news organizations face competition from advertising and membership costs. The increase in advertising income on large digital platforms has further disturbed firms that are already grappling with the digital transition. **According to the University of Oxford's Journalism, Media, and Technology Trends and Predictions 2022 Report**

### 79% Subscription

Continuing to be the top focus for commercial publishers in 2022.

### 73% Display advertising

Display advertising remains the key focus for many, and commercial publishers, on average, rate three or four unique income streams as vital or highly significant this year.



### 59% Native advertising

The global native advertising market is predicted to grow at a rapid 12.81% CAGR.

### 40% Events

The versatility of the business has resulted in **the rise of new digital revenue sources**, including subscriptions, e-commerce, and digital events, as well as significant licensing money from **tech platforms**.

## 2.8. The main challenges of all news media sites



What do we believe was the **biggest challenge for journalism** in the last 12 months?



**Table 5.**

*The biggest challenge for journalism in the last 12 months.  
Source: 2023 State of the Media Report according to Cision*



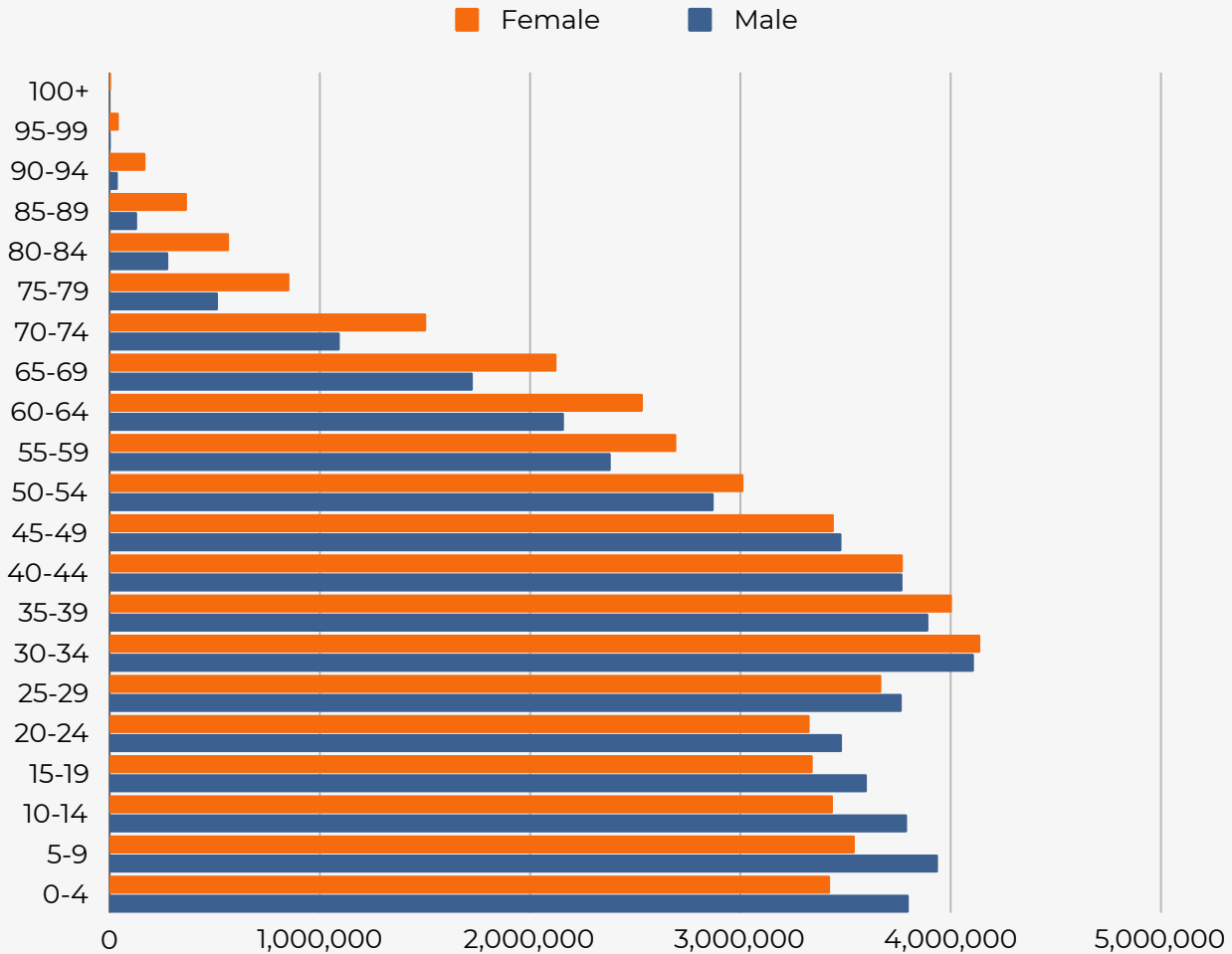


03.

# VIETNAM MEDIA SNAPSHOT

PHOTO: HAI PHONG, VIET NAM

# 3.1. The big picture of Vietnam's population



**Table 6.**  
Vietnam's population by age and gender  
Source: Population pyramid

**MOBILE CONNECTIONS**



**161.6 Million**

**INTERNET USERS**



**77.93 Million**

**ACTIVE SOCIAL MEDIA USERS**

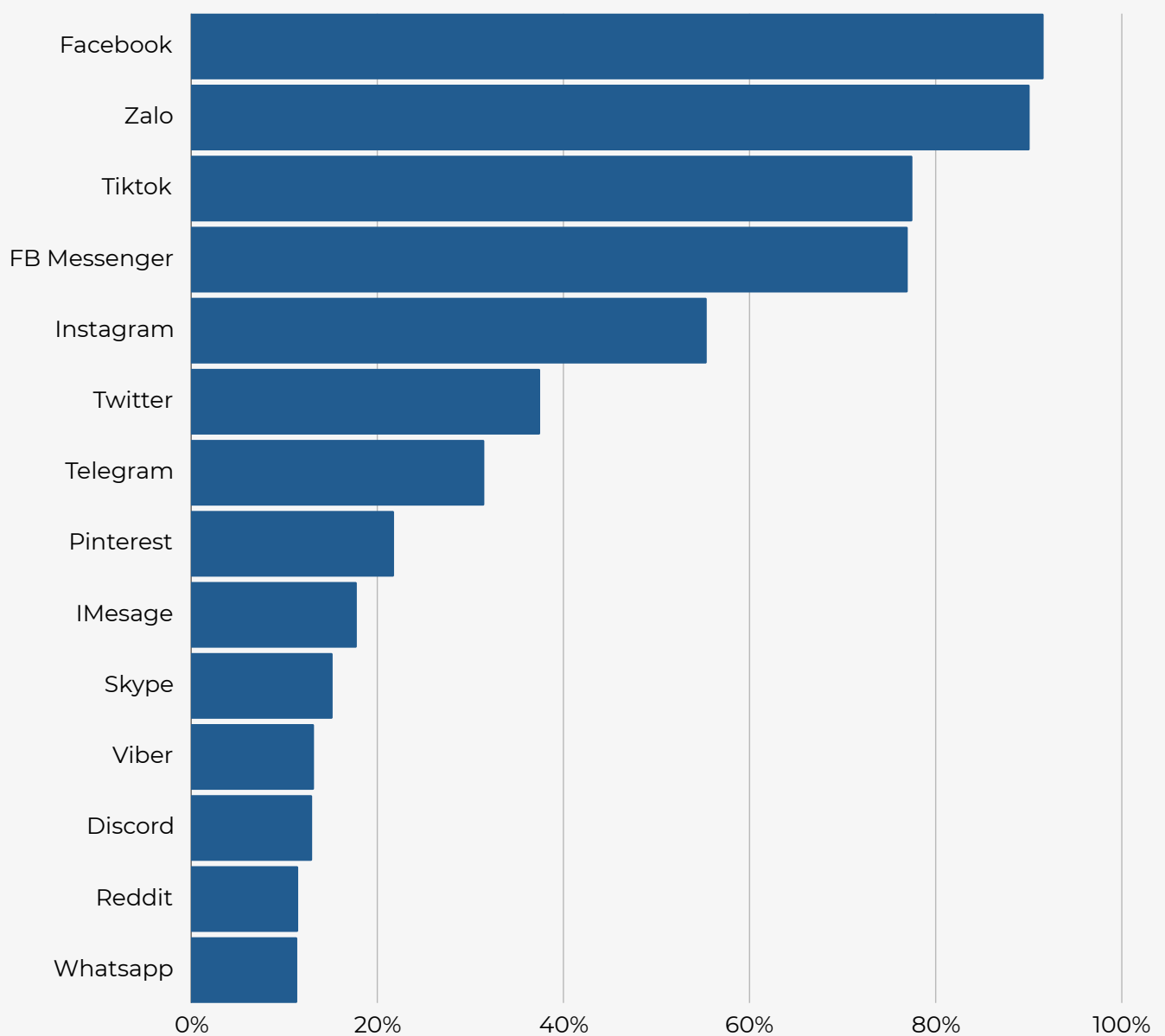


**70.00 Million**

**Table 7.**  
Overview of the adoption and use of connected devices and services in Jan 2023.  
Source: We are social

## 3.1. The big picture of Vietnam's population

In Vietnam, social media has evolved into an effective marketing and e-commerce tool. According to [Statcounter Global Stats 2023](#), Facebook accounts for more than 20% of all e-commerce transactions in Vietnam. Influencer marketing is another popular approach for reaching out to potential customers since many Vietnamese consumers rely on the views and suggestions of their favorite social media stars.



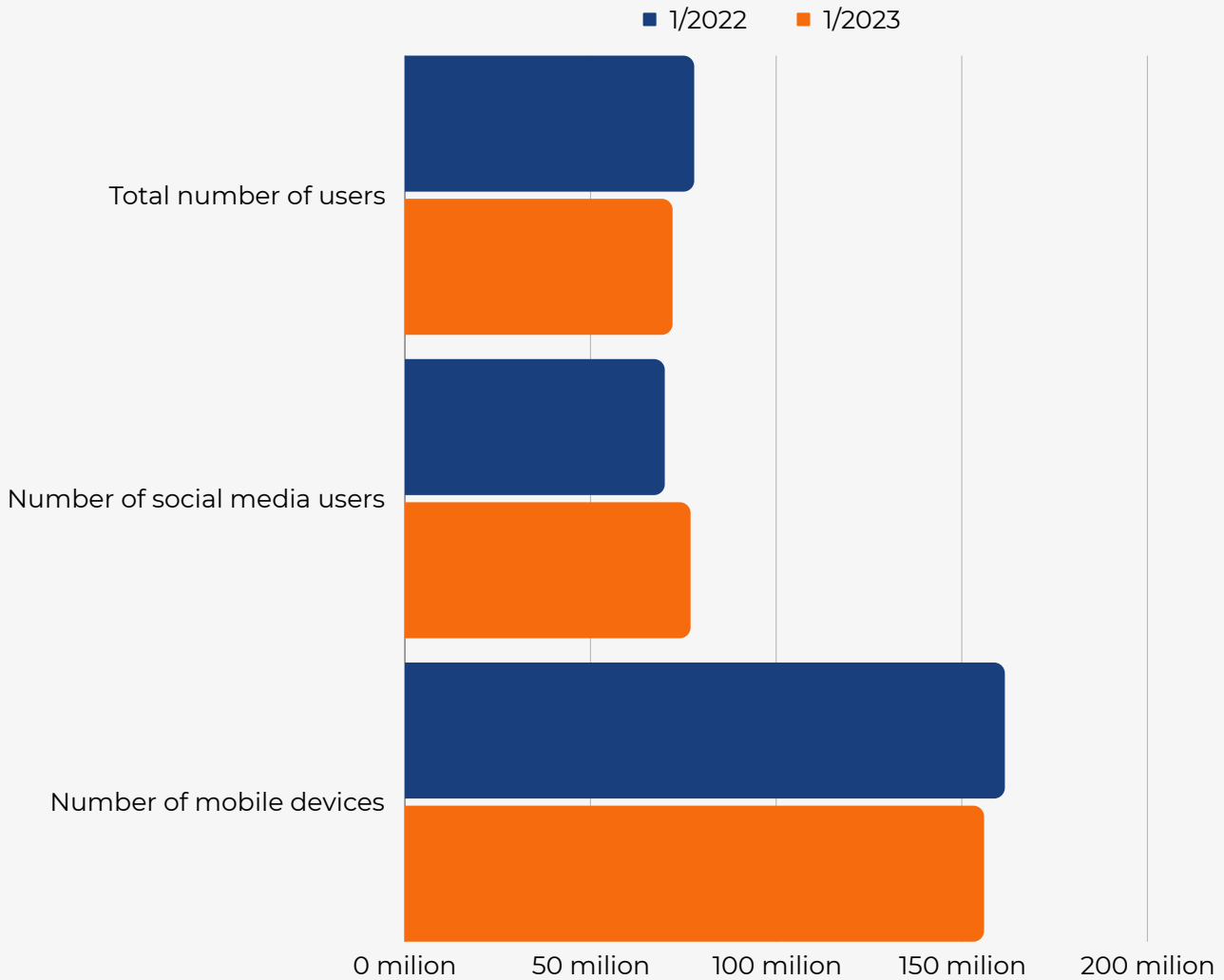
**Table 8.**

*The most widely used social media platforms in Vietnam, by the percentage of the population.*

*Source: Vietnam Digital Report, January 2023, We are social*

## 3.2. The consumer's key indicators

### Overview of the Digital Situation



**Table 9.**

Overview of the Digital situation in Vietnam from 2022 - 2023

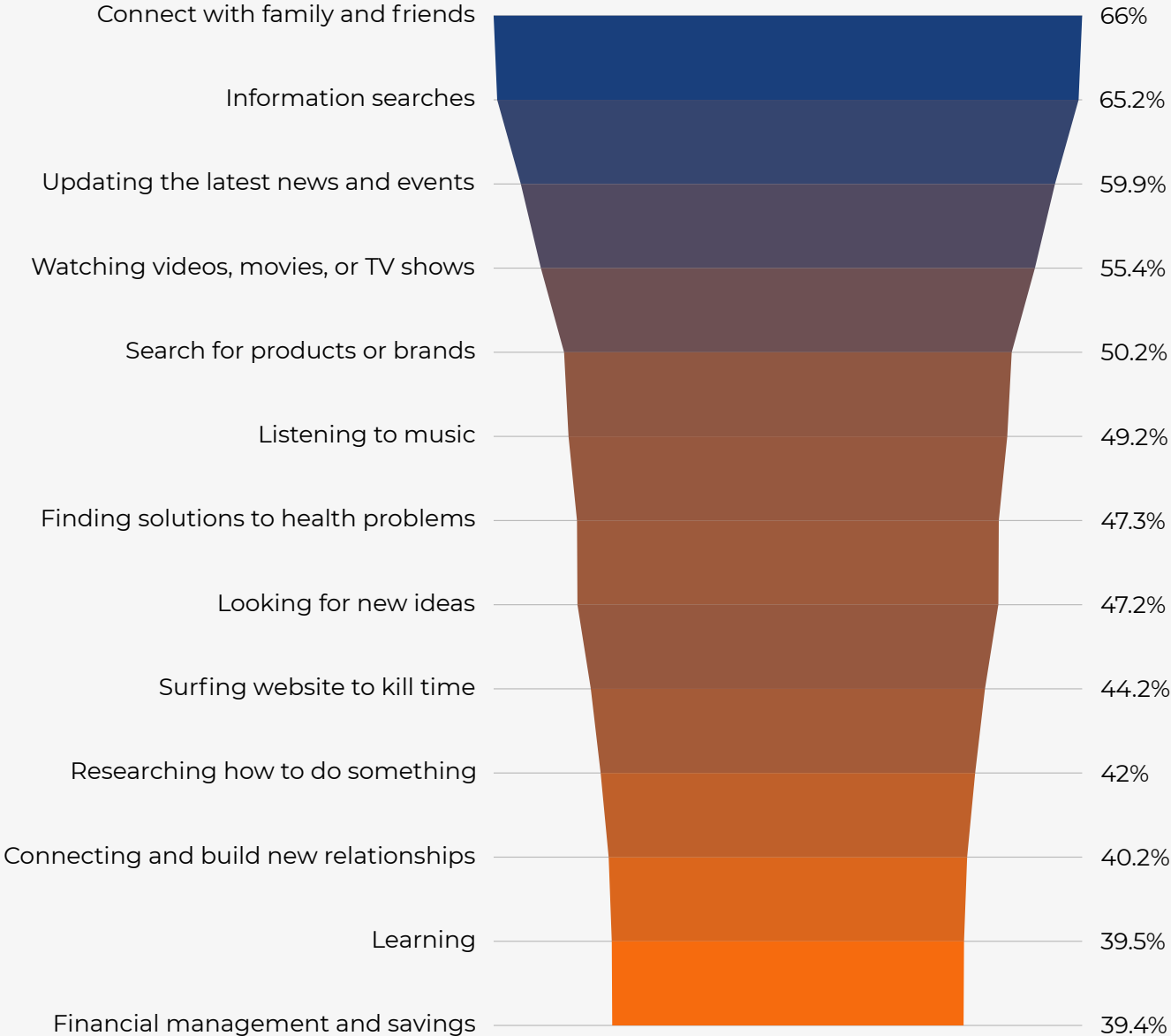
Source: Vietnam Digital Report, 2022 - 2023, We are social

Despite the prevalence of digital media, traditional media remains popular in Vietnam. According to a survey by Kantar Media's TNS Media Vietnam, TV has the most coverage in Vietnam, accounting for **85% of the country's coverage**.

In the digital era, there is still a high desire for reliable news sources. However, the paper also emphasizes that the viewing habits would have a significant impact on the efficacy of TV. However, there is still a significant disparity between daily internet usage and television viewing.

# 3.2. The consumer's key indicators

## Users' Interests



**Table 10.**  
*Top reasons to use social media platforms for Vietnam social media users aged 16 - 64*  
Source: Vietnam Digital Report, 2022 - 2023, We are social

## 3.2. The consumer's key indicators

# Search Engine Market Share



**Table 11.**

Search Engine Market Share in Viet Nam - August 2023

Source: Statcounter Global Stats

**Google dominated the search engine market in Vietnam with a share of 97.17%** control of the Vietnamese search engine market in 2022. **CocCoc**, the leading Vietnamese browser and search engine firm at the time, came in second with a market share of roughly **2.23%**. Follow that is **Yahoo! (0.30%), Bing (0.25%), DuckDuckGo (0.02%), and others (0.04%).**

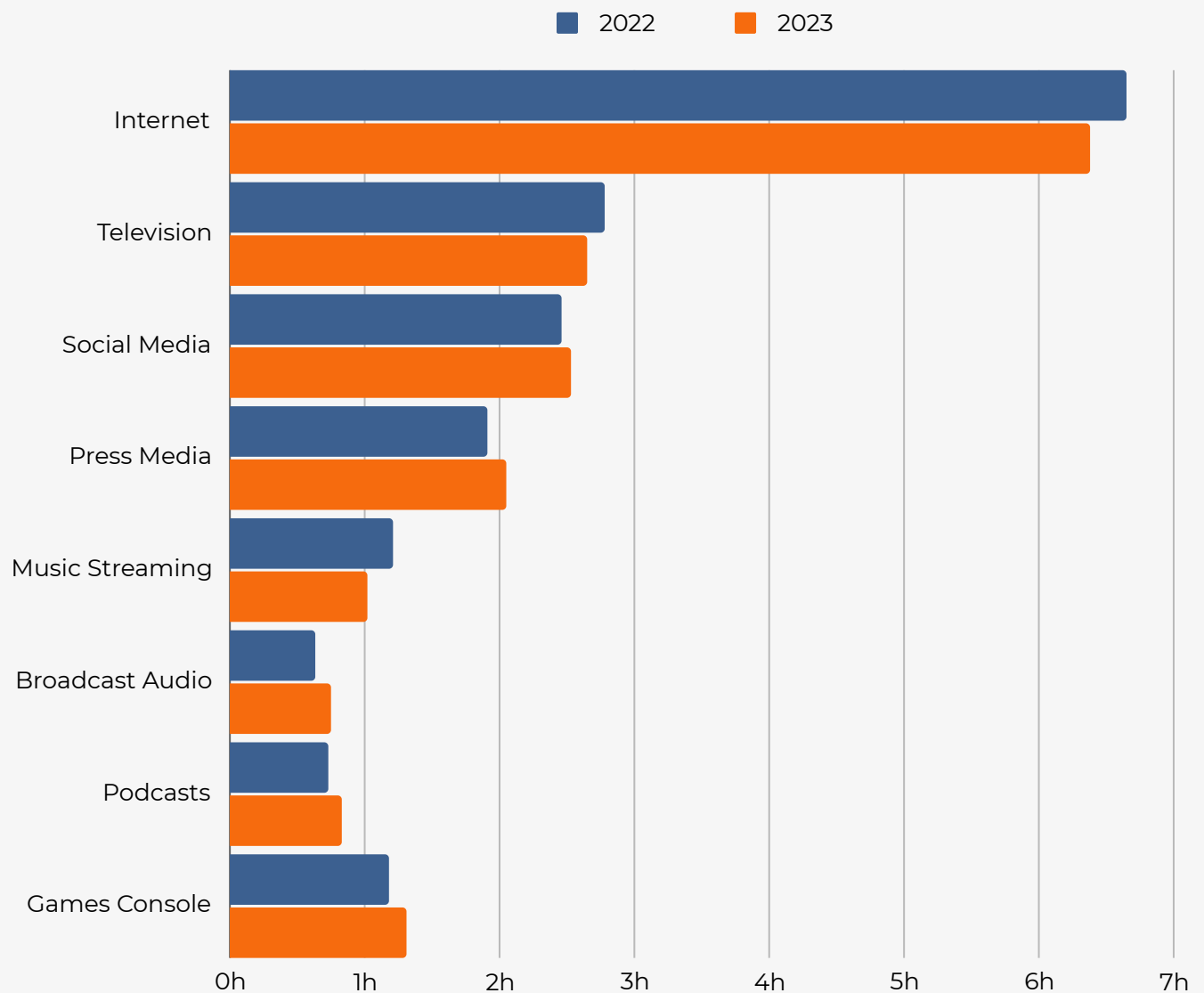
This shows that Google has a strong competitive advantage over other search engines in Vietnam, as it offers more features, reliability, and user satisfaction. CocCoc, on the other hand, faces many challenges to increasing its market share, such as improving its technology, content, and marketing strategies.

## 3.2. The consumer's key indicators

# Media spend time

Vietnamese people spend a daily average of **more than 6 hours 23 minutes** on the internet, while they spend **only 2 hours 40 minutes** on Television daily, and even less on printed news, **under 1 hour**.

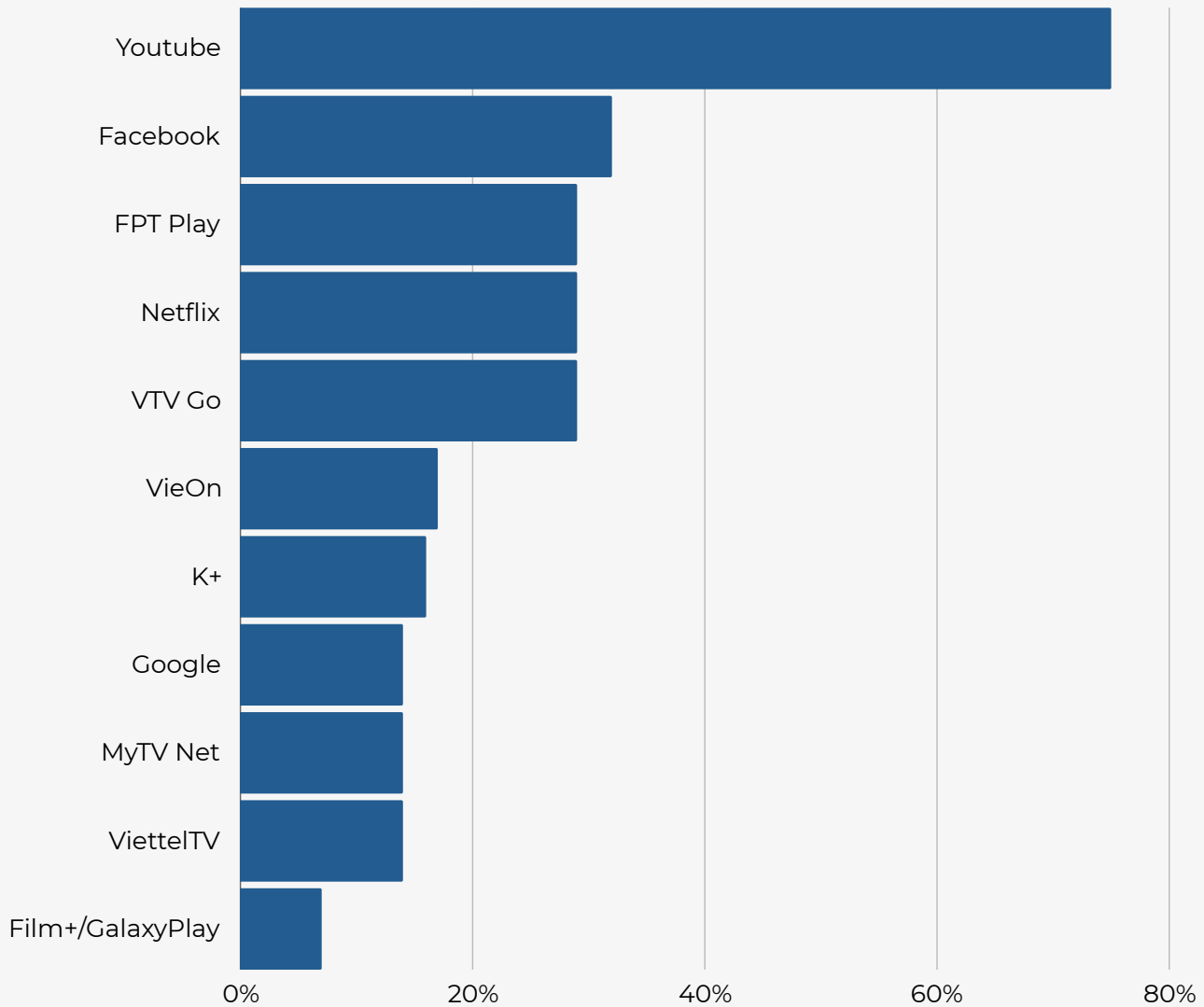
Almost all news viewers are interested in current events, business, and societal issues. According to GWI's Global Media 2022-2023, news and current affairs will account for 47% of the market in Vietnam in 2022.



**Table 12.**  
*Daily Time Spend With Media*  
 Source: Vietnam Digital Report, 2022 - 2023, We are social

## 3.2. The consumer's key indicators

### Streaming Services



**Table 13.**

*Most-used streaming service in 2023 in Vietnam by the percentage of the population*

*Source: Statista*

According to a **Decision Lab** survey of internet users in Vietnam conducted in Q1 2023, **YouTube** was the most popular streaming service, with 75% of respondents using it. **FPT Play** was the third most popular streaming platform overall and the leading paid platform during the same period. FPT Play is a digital television app that offers a variety of copyrighted material, established by FPT Telecom JSC, a subsidiary of Vietnam's IT juggernaut FPT Group.



A photograph of a traditional Vietnamese temple with ornate architecture, a stone wall, and a pond with lily pads. The temple features multiple levels with intricate carvings and colorful murals. The roof is tiled with orange and yellow tiles. In the foreground, there is a stone wall with a small archway and a pond with green water and lily pads. The background shows a large green tree and a clear blue sky.

04.  
**KEY  
STATISTICS**

PHOTO: HUE, VIET NAM

## 4.1 Data about Vietnam news media agencies in 2023.

### 6 major multimedia news agencies



## 4.1. About Vietnam news media agencies

During 2022, the role of the media in disseminating information significantly escalated, placing greater importance on guidance, proactive initiatives, ensuring timeliness, and effectively conveying crucial national issues and events. This played a pivotal role in shaping a significant social consensus.



**Table 14.**

*The media distribution figures for the year 2022*

*Source: Vietnam News Agency*

In 2022, the entire country had **127 newspapers** and **670 magazines** (including 327 political and scientific theoretical magazines, 72 literary and artistic magazines); **72 radio and television broadcasting agencies**.

The number of domestic television channels accounted for **77 broadcasting channels** and 194 television channels (including **7 essential national television channels**, **63 essential local television channels**, and other domestic channels); **57 foreign channels** provided paid television services.

## 4.2. About Vietnamese journalism

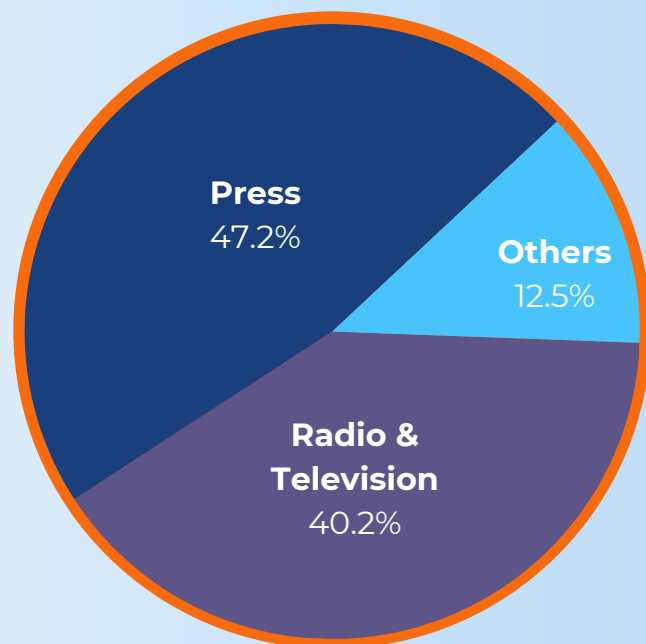
**41.000**

Vietnamese professionals engaging in the field of journalism, including:

**19.356** Journalist cards issued

**16.500** Professionals in radio and television

**5.144** Others sectors



**Table 15.**

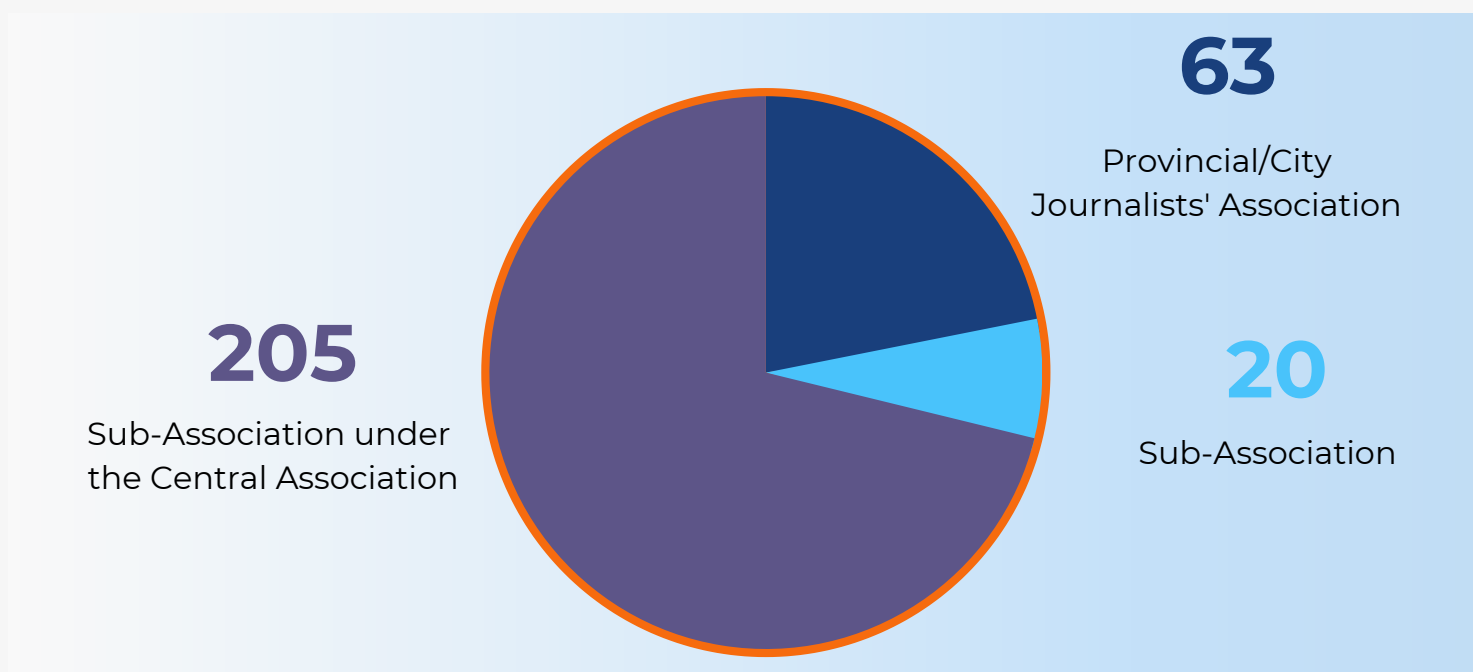
*The number of people working in the field of journalism in 2022 in Vietnam.*

*Source: Vietnam News Agency*

The field of journalism in Vietnam provides a professional platform for a significant workforce of approximately **41,000 professionals**. Among this extensive group, approximately **16,500 professionals** specialize in the dynamic domains of radio and television. This signifies a substantial portion of the news industry is engaged in broadcasting news and entertainment across various platforms.

## 4.2. About Vietnamese journalism

The Vietnamese Journalist Association proudly maintains a substantial membership, comprising nearly **27,000 registered members**. This extensive community is organized into a complex structure of **288 affiliated agencies**, further subdivided into 63 provincial/city journalists' associations (21.9%), **20 regional associations** (6.9%), and **205 local chapters under the Central Association** (71.2%). This intricate organizational setup highlights the widespread and well-structured presence of journalists throughout the country, fostering a unified network for information exchange, professional growth, and collective advocacy within the profession.



**Table 16.**

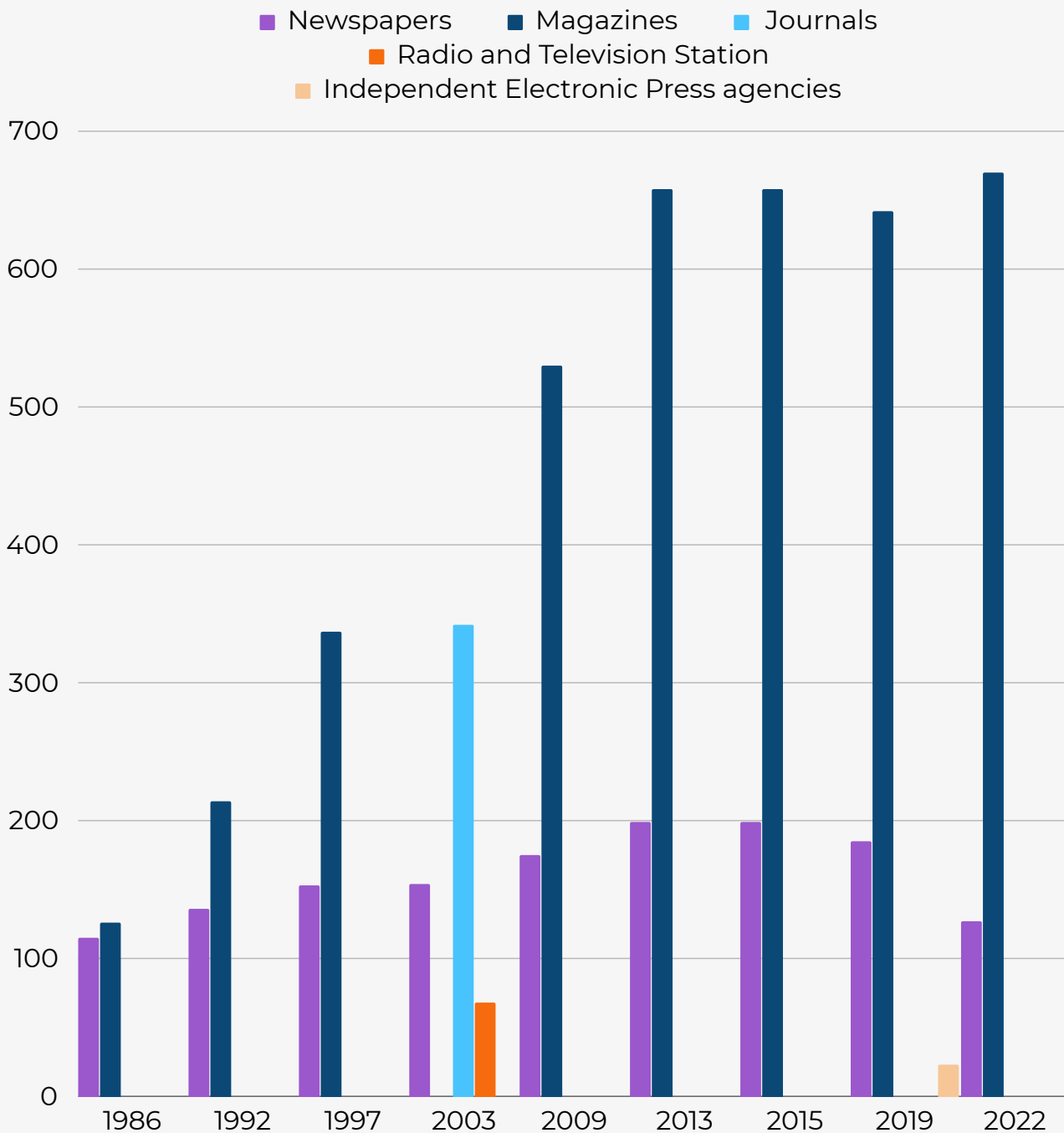
*The journalist association's figures for the year 2022*

*Source: Vietnam News Agency*

## 4.2. About Vietnamese journalism

This data is taken from the report of the **Authority of Press on July 19, 2023.**

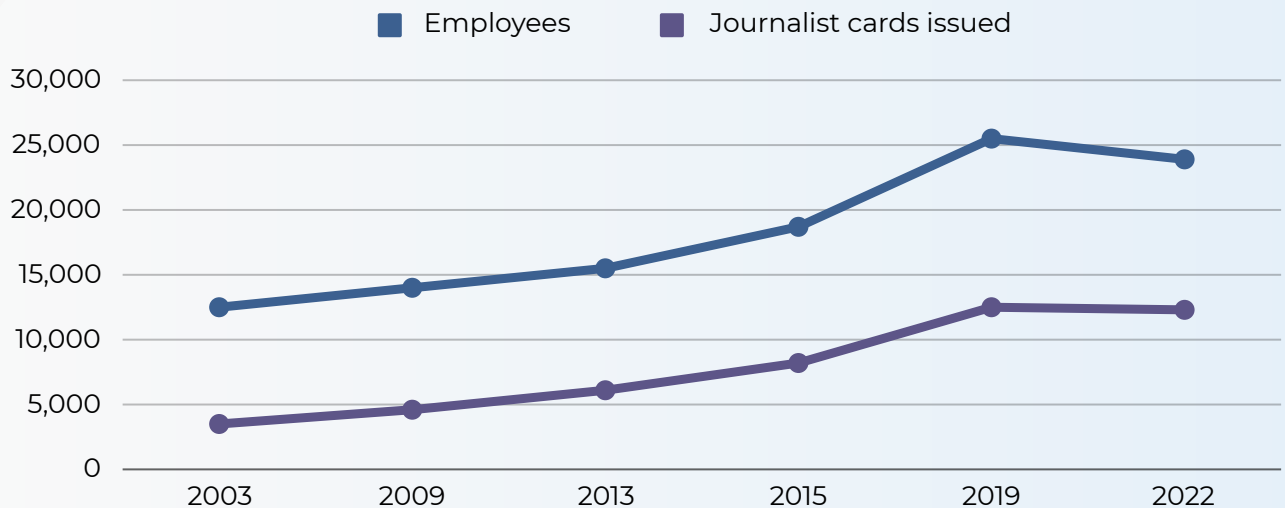
### 1 Number of press agencies over the years



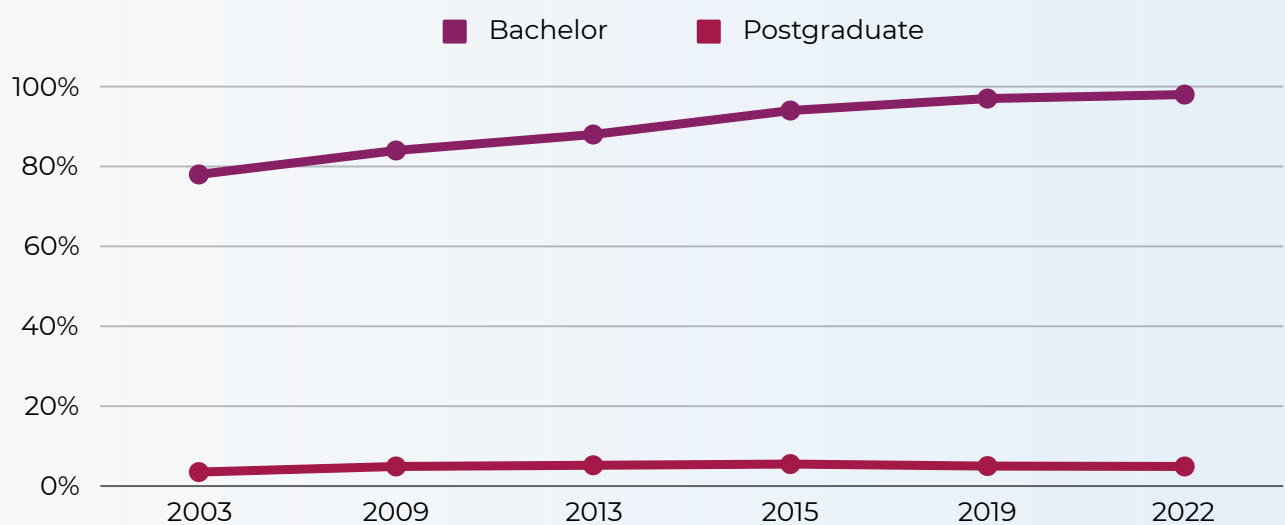
**Table 17.**  
 Number of press agencies over the year  
 Source: Authority of Press

## 4.2. About Vietnamese journalism

### 2 Human resources for print and online news



**Table 18.**  
The number of employees in the journalism industry each year  
Source: Authority of Press

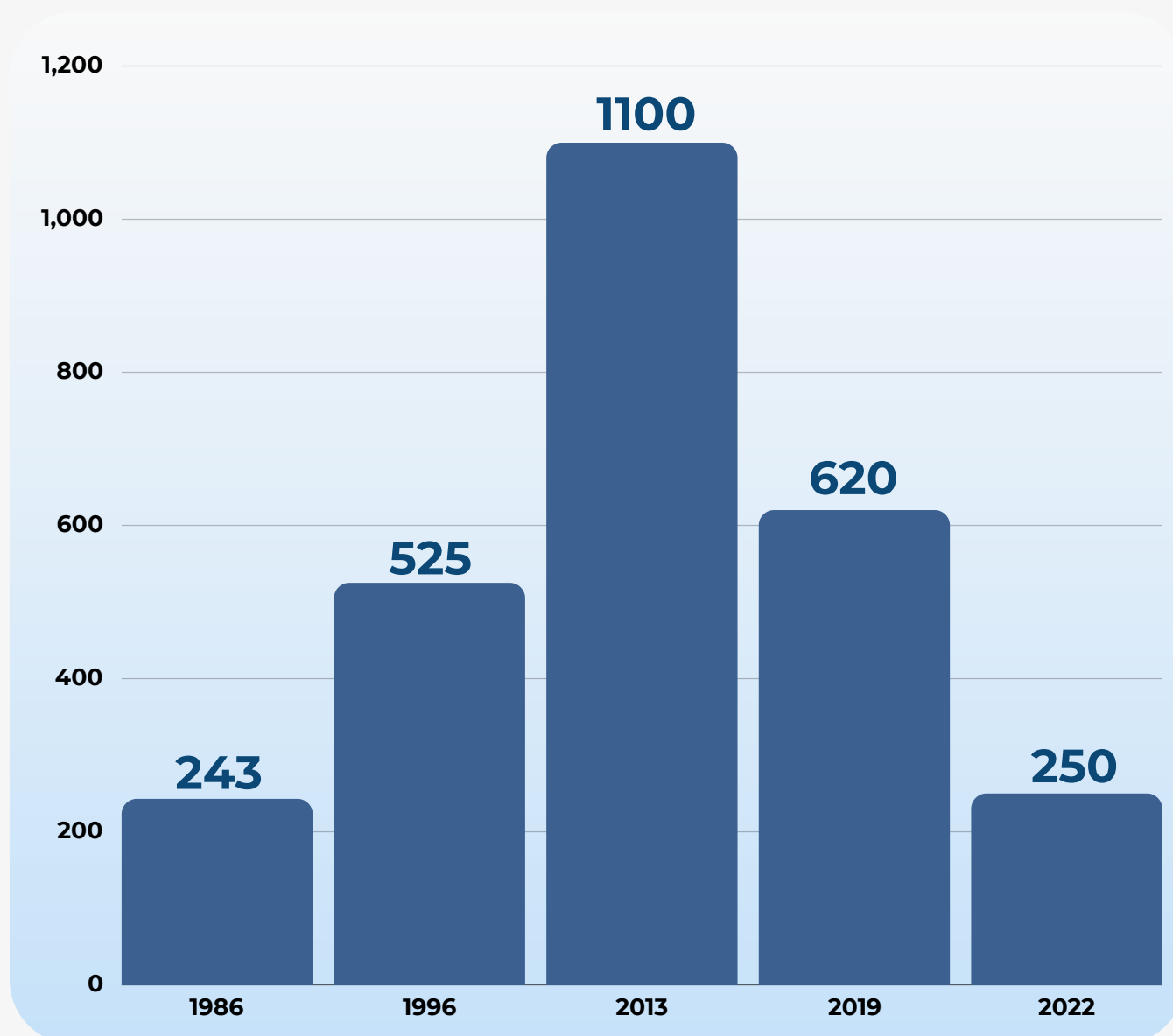


**Table 19.**  
The number of journalism employees by educational level  
Source: Authority of Press

## 4.2. About Vietnamese journalism

### 3 Total number of printed copies published

- **1986:** 243 million copies (average 4 copies per person)
- **1996:** 525 million copies, (average 6.9 copies per person)
- **2013:** 1 billion 100 million copies (average 12.1 copies per person)
- **2019:** 620 million copies (average 6.4 copies per person)
- **2022:** 250 million copies (average 2.5 copies per person)



**Table 20.**

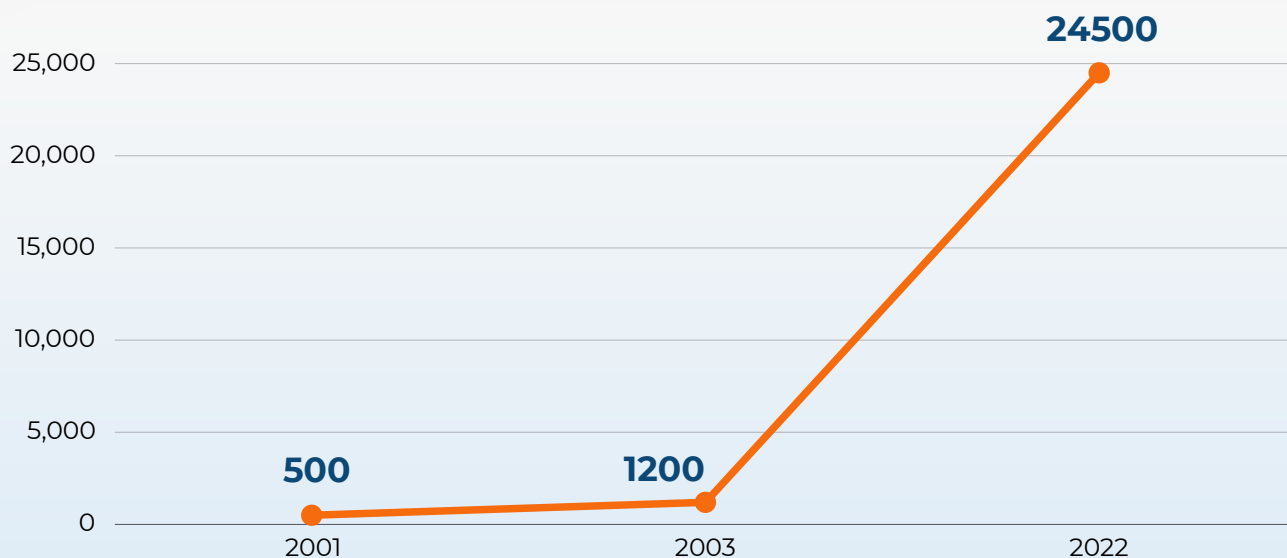
Total number of printed copies published in Vietnam from 1986 - 2022 (Unit: Millions)

Source: Authority of Press



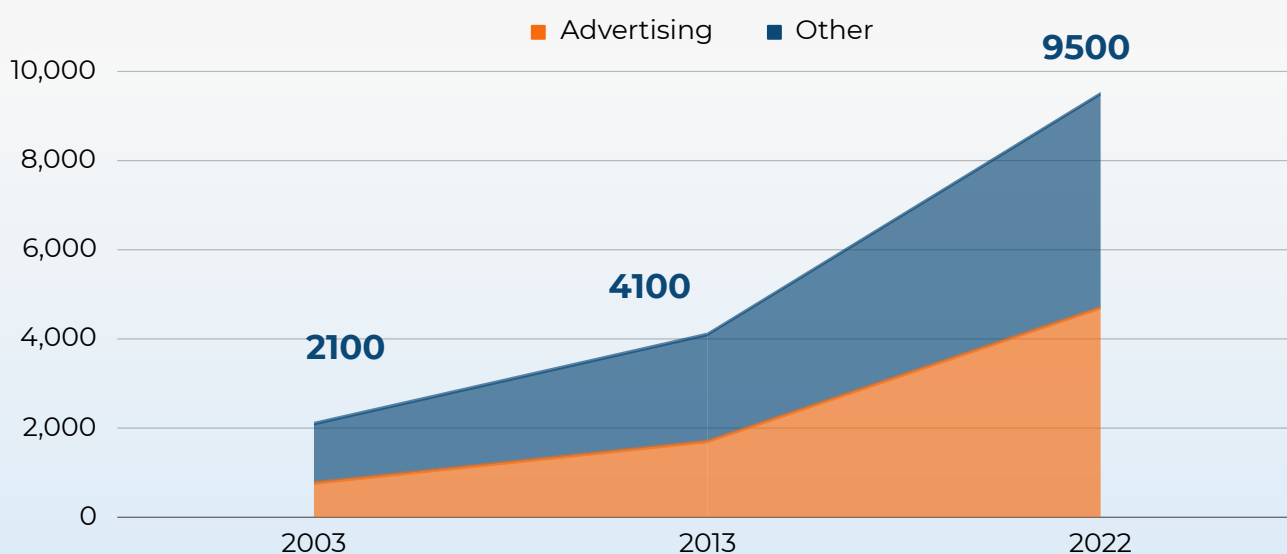
## 4.2. About Vietnamese online journalism

### 4 Total annual online journalism views



**Table 21.**  
Total annual online journalism views (unit: million)  
Source: Authority of Press

### 5 Market Size (Total Revenue)



**Table 22.**  
Market Size (Total Revenue) from advertising (unit: billion VND)  
Source: Authority of Press

05.

# VIETNAM MEDIA TRENDS

PHOTO: DA NANG, VIET NAM

## 5.1. Declining in number of media sites

According to **The Government Press Development Planning Until 2025**, the number of media outlets was reduced by 2025. Vietnam's media landscape faces challenges like digital transformation, competition, press freedom, and diversity. To adapt, innovate, and contribute to development, the media industry must innovate and diversify.

**797** Media outlets

According to a report by **Kantar Media Vietnam**, the number of television channels in Vietnam **decreased from 212 in 2019 to 200** in 2020, due to the impact of digital transformation and the COVID-19 pandemic. As a result, as of December 31, **2022, the country has 127 newspapers and 670 magazines.**

**72** Licensed broadcast institutions nationwide

According to the Vietnam Television website, the number of broadcast institutions under **VTV was reduced from 16 to 10 in 2020** as part of the merger and restructuring plan. As of December 31, 2022, there are 72 licensed broadcast institutions nationwide, 77 radio channels, 194 TV channels, and 57 foreign TV channels all over the country.

**41K** People working in the media industry

According to Vietnam News Agency, Vietnam has more than 41,000 "workers" in the media industry, **19,356 of whom are granted with journalist cards.**

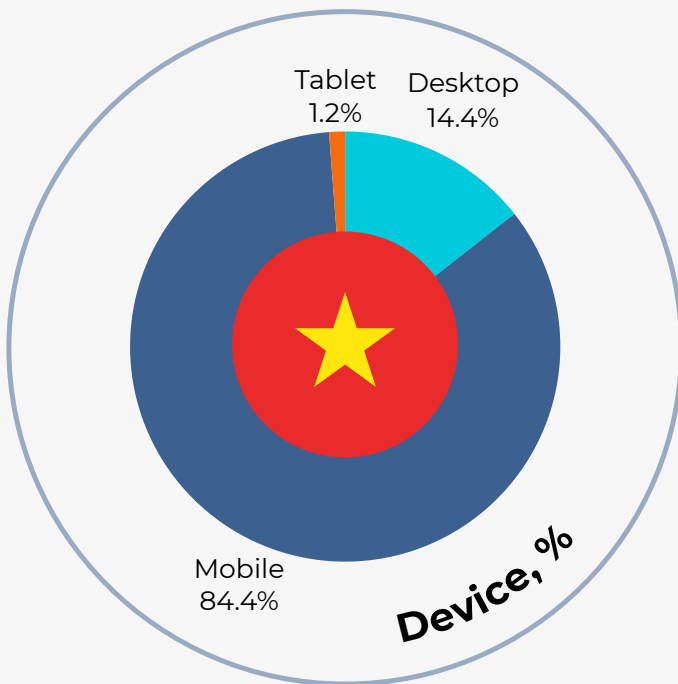
**797** Newspapers & magazines

According to **Decree No. 362/QĐ-TTg dated April 3, 2017** of the Prime Minister, the number of printed newspapers will decrease **from 857 in 2016 to 400 in 2025**. It has started to trend down and is only **797 units (127 newspapers, 670 magazines) in 2022**

# 5.2. Vietnam online news Content Consumption Trends

## Overview of online news Audience in Vietnam

With over **60 million unique users** spread over **100+ media** and content websites, online news continues to be a primary avenue for people seeking fresh information. Mobile devices continue to dominate, accounting for **84% of online news viewership**. Vietnamese people often discover news through search and social traffic, with search and social traffic accounting for **35.02% and 29.30% of total online news traffic**, respectively.



**1.186.645.582**

**Number of Desktop**

**6.942.838.850**

**Number of Mobile**

**102.849.260**

**Number of Tablet**

**Table 23.**

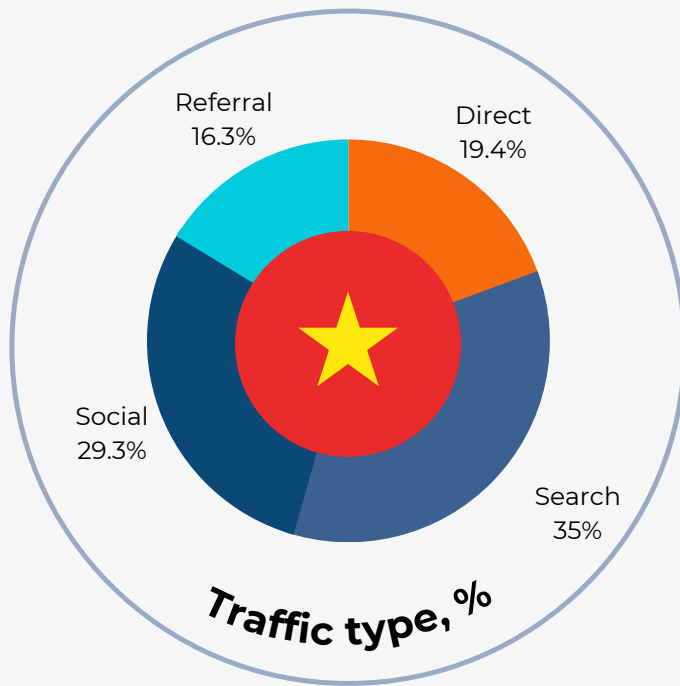
Device trends in Vietnam From October 2022 to October 2023

Source: MGID Dashboard, 2023



# 5.2. Vietnam online news Content Consumption Trends

## Overview of online news Audience in Vietnam



**1.595.789.171**

**Number of Direct Traffic**

**2.883.662.875**

**Number of Search Traffic**

**2.412.888.288**

**Number of Social Traffic**

**1.342.848.121**

**Number of Referral Traffic**

**Table 24.**

*Traffic Type trends in Vietnam From October 2022 to October 2023*

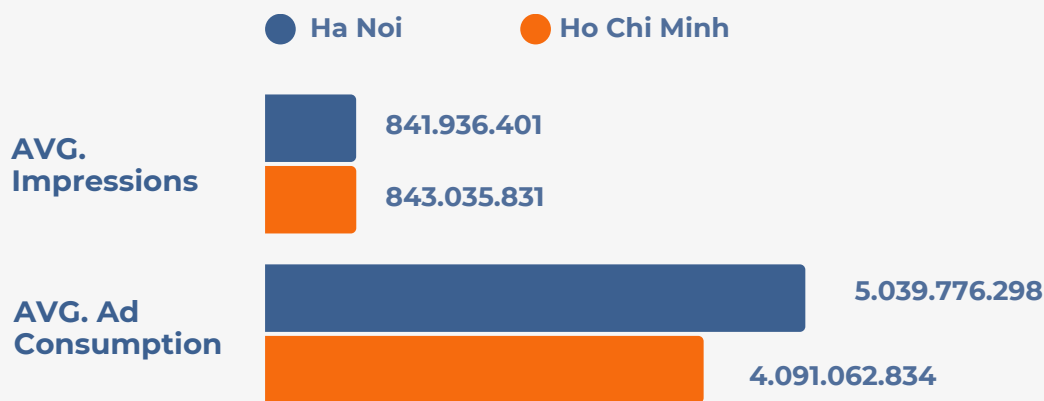
*Source: MGID Dashboard, 2023*



## 5.2. Vietnam online news Content Consumption Trends

### Vietnamese Impressions & Ad Consumption Monthly

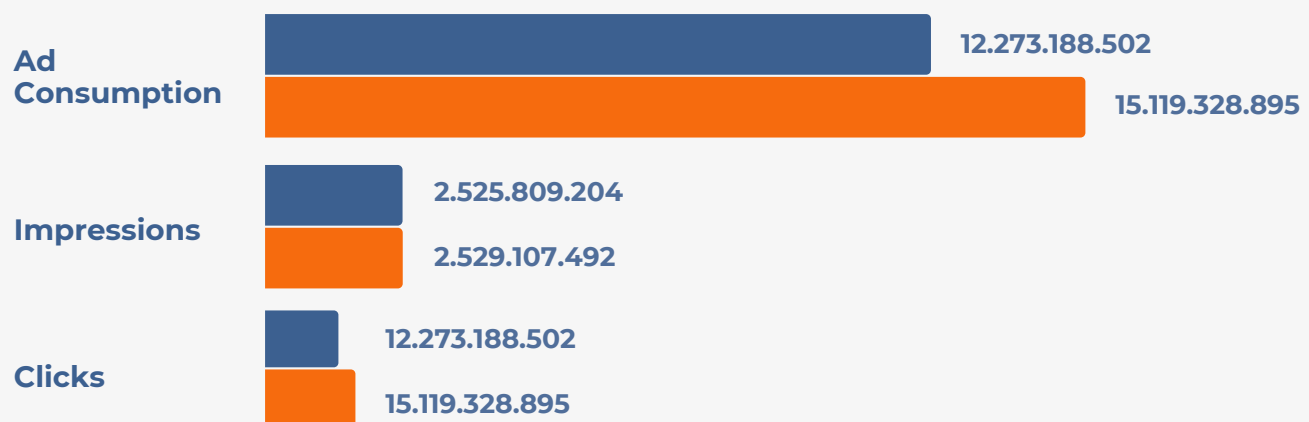
Ho Chi Minh City has the highest monthly average ad consumption, with **over 5 billion ad consumption**, surpassing Hanoi by 1 billion **ad consumption**. However, the **average monthly impressions**, or the number of people that view the advertising, for HCM and HN **are not significantly different**. One of the causes of this is ad blocking and banner blindness. **All data is based on native and contextual traffic.**



**Table 25.**

*Vietnamese Average Impressions And Ad Consumption From Jan 2023 to Oct 2023, based on native & contextual traffics.*

*Source: MGID Dashboard, 2023*



**Table 26.**

*Total Impressions And Ad Consumption Monthly Q3 2023, based on native & contextual traffics.*

*Source: MGID Dashboard, 2023*

## 5.2. Vietnam online news Content Consumption Trends

### Vietnamese Impressions & Ad Consumption Monthly

#### 1 Ha Noi - Ad Consumption



#### 2 Ha Noi - Impressions



#### 3 Ha Noi - Clicks



**Table 27.**

Ha Noi impressions And Ad Consumption Monthly Q3 2023, based on native & contextual traffics.

Source: MGID Dashboard, 2023

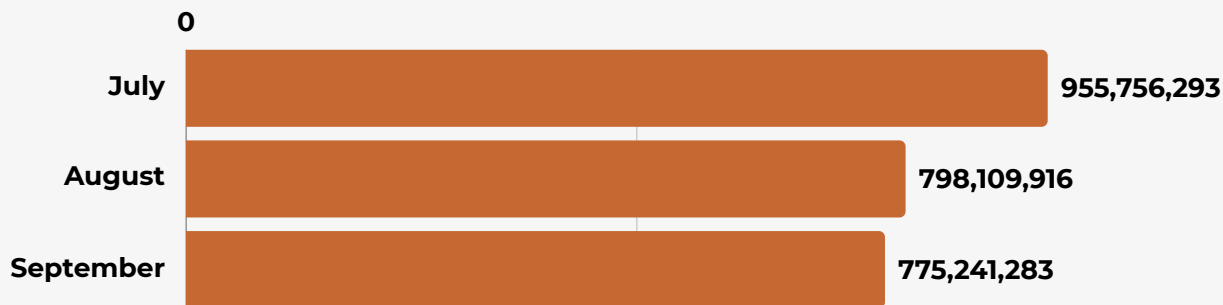
# 5.2. Vietnam online News Content Consumption Trends

## Vietnamese Impressions & Ad Consumption Monthly

### 1 Ho Chi Minh - Ad Consumption



### 2 Ho Chi Minh - Impressions



### 3 Ho Chi Minh - Clicks



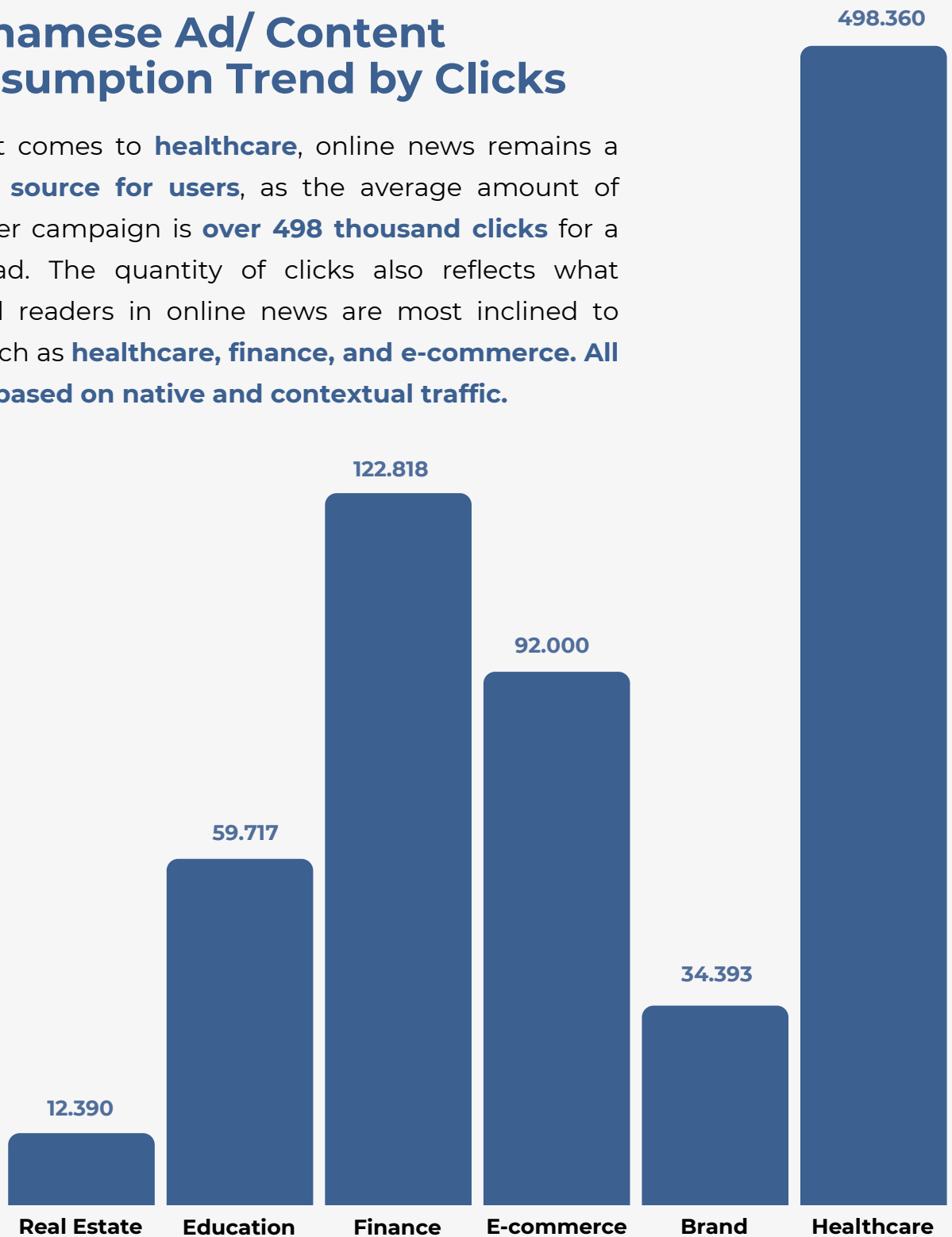
**Table 28.**  
 Ho Chi Minh impressions And Ad Consumption Monthly Q3 2023,  
 based on native & contextual traffics.  
 Source: MGID Dashboard, 2023



## 5.2. Vietnam online news Content Consumption Trends

### Vietnamese Ad/ Content Consumption Trend by Clicks

When it comes to **healthcare**, online news remains a **trusted source for users**, as the average amount of clicks per campaign is **over 498 thousand clicks** for a single ad. The quantity of clicks also reflects what material readers in online news are most inclined to seek, such as **healthcare, finance, and e-commerce**. **All data is based on native and contextual traffic.**



**Table 29.**

*Industries with best performing campaigns by clicks from Jan 2023 to Oct 2023, based on native & contextual traffics.*

*Source: MGID Dashboard, 2023 & Contextual Intelligence*

## 5.2. Vietnam online news Content Consumption Trends

### Sharing of the Online news data from MGID

“The one who controls media controls the mind” - Jim Morrison said.

The report focuses on **the growth of various media channels** like online news, TV, streaming platforms, social media, etc. And how these platforms have attracted audiences. It also highlights how **brand investments have followed consumer trends**. The mention of the growth in online news readership, especially among high-income consumers, is seen as a positive development for professional journalism.

The MGID logo consists of the lowercase letters 'mgid' in a blue, sans-serif font. A red checkmark is positioned above the letter 'i'.

**Mr Aros Dyshkant**

Regional Head MGID SEA

**60M+ readers all over Vietnam**, sports followers, travel deals seekers, healthy lifestyle folks, latest gadgets adepts, investors, and even lucky money seekers - all represent different segments that are possible to address today.

The research **emphasizes the diversity of readers in Vietnam**, the audiences they united around these channels, and how brand dollars have been following the consumers. It concludes by underscoring the crucial role of ad tech **in shaping the future of online news readers in 2024** and supporting professional content creators.

Overall, the report touches upon the influence of media, the growth of different mediums, changing consumer habits, and **the pivotal role of ad tech in shaping the future of online news readers**.

## 5.3. Rise of subscription video-on-demand services

The way we consume material in today's fast-paced digital world has changed dramatically, and subscription video-on-demand (SVoD) services have become an essential component of our daily entertainment diet.

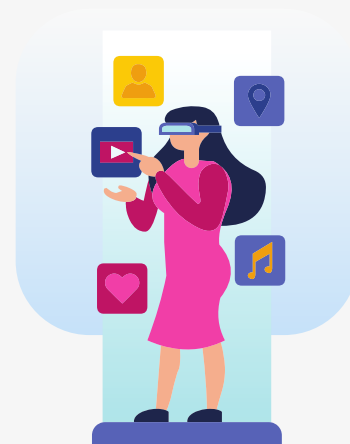
1 Vietnam Digital Report 2023 shows a **15.7% increase** in subscription video-on-demand services like Netflix, worth **\$219,5 million, compared to 2022**, reflecting social media consumption habits.



2 The average daily online **TV/streaming time is 2 hours and 40 minutes**, with content audiences preferring **paid services** like movie and TV streaming, music streaming, and music download.



3 In Vietnam, **49.9 million users aged 18 and above** watch YouTube ads, comprising **68.9% of the total** 18-year-old population.



Vietnam's SVoD services have **grown significantly** in recent years, offering convenience, variety shaping the future of the **entertainment industry**.

## 5.4. News media at the dawn of Generative AI

According to Statista, by 2022, the use of generative AI tools in news subscription marketing, especially in writing help, will be common, demonstrating the benefits of AI in newsrooms.

### 1 Streamlining customer & product discovery

While AI can assist news organizations in **enhancing knowledge, sales, and audience growth**, it must be used with caution due to possible difficulties with data quality and security.

### 2 Analysing, drafting, and iterating engaging copy for advertisements, paywalls, or offer landing pages

Generative AI may increase news media production and revenue by providing personalized content, but it must be utilized responsibly to avoid false or destructive information.

### 3 Planning engagement e-mails

By personalizing engagement emails, generative AI can improve news media reach, retention, and income, but ethical, legal, and societal problems must be addressed.



# 5.4. News media at the dawn of Generative AI

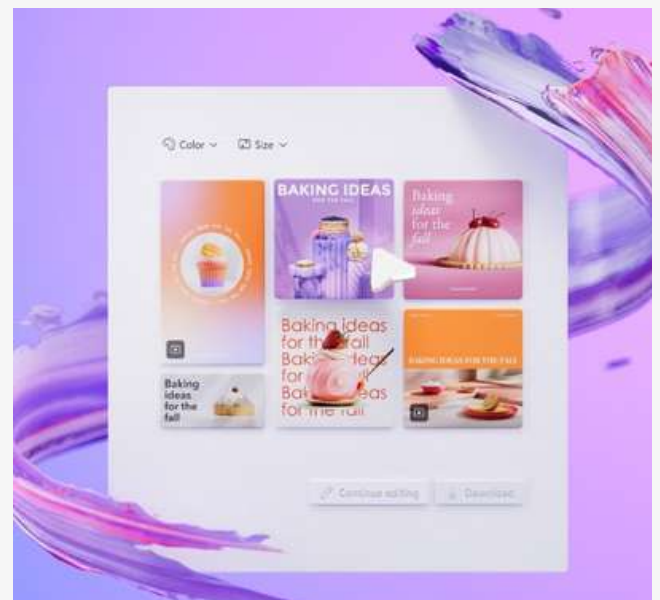
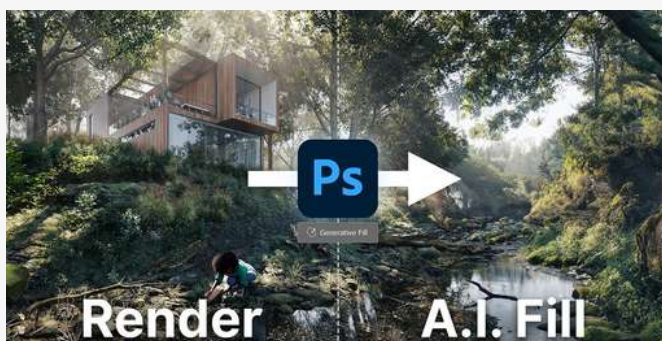
According to **Fascinated & Frightened - May 2023** by Matt Ashworth Senior Vice President, Technology, 80% communication leaders surveyed believe that AI will be "extremely or very important" to the future of PR work.

**88%** said AI will have a positive impact on the speed and efficiency of certain work tasks

Only 55% of communications professionals feel AI will improve public relations and communications creativity, while 25% fear it will harm our originality.

**72%** said it will help reduce workloads

This point of view argues that AI creates mental space for humans to be more creative, rather than that AI can be a creative partner. AI is required not just to aid in reclaiming time but also to cooperate in order to better and more attention-demanding ideas and activations that will affect performance.



Experimenting with these new tools and expanding our AI frequency will enable us to advise any business through the ethical, moral, and social concerns associated with AI adoption. The only difficulty is figuring out how to work effectively with AI so that it can be our partner on this wonderful path.

## 5.5. Shift to Niche media

Niche media is becoming increasingly popular across the world, particularly among younger generations seeking personalized, unique, and interesting contents. According to a survey of Vietnamese internet users aged 16-64 in **We Are Social's Digital 2022 report**:



**36.9%**

Listen to music by streaming services

**23.4%**

Choose audio books as a form of audio entertainment

**17.4%**

Listen to online radio stations

**14.1%**

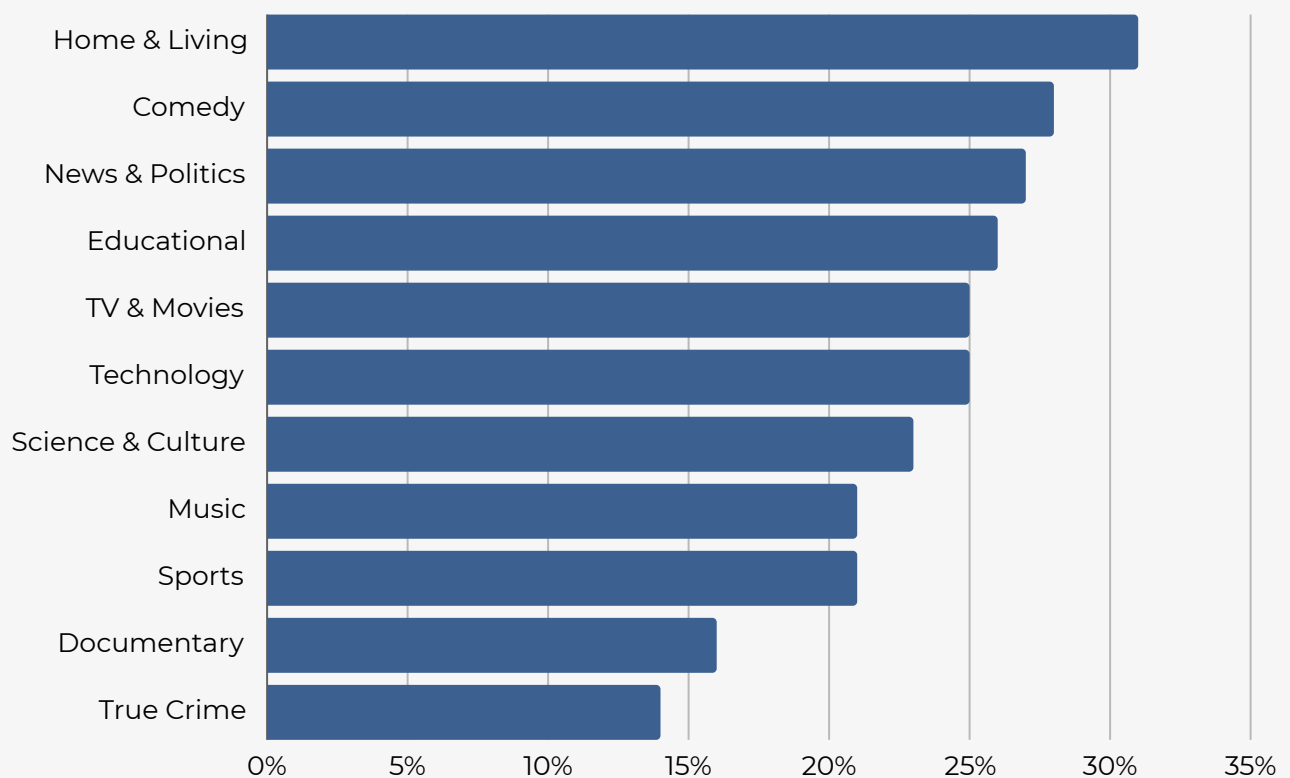
Tune in to podcasts

**Table 30.**

Survey of Vietnamese internet users aged 16-64  
Source: We Are Social's Digital 2022 report

## 5.5. Shift to Niche media

According to **Where (in the world) are people listening to podcasts? by YouGov, 70% respondents listen to podcast in 2021**. Vietnam, one of the earliest countries to embrace podcasting, has seen significant growth in recent years due to the rise of online platforms like Spotify, Apple Podcasts, and SoundCloud...



**Table 31.**

*Favourite genres of podcasts in Vietnam ranked by percentage of respondent  
Source: Where (in the world) are people listening to podcasts? by YouGov*

However, a **Statista poll conducted in May 2022 found a reduction** in podcast consumption compared to the same period the previous year, probably owing to a shortage of material that fits the requirements and tastes of Vietnamese consumers.



## 5.6. The urgency of Digital Right Management for multimedia asset in the digital era

Because of the expansion of digitized media applications such as news material, streaming videos, photographs, cinema, and so on, **there is an increasing need to safeguard digital media intellectual property** rights and prevent unauthorized copying and fabrication.

- 1 The most essential functions of DRM are to **prohibit illegal access to or copies of digital information**, as well as to offer a means for detecting and tracking copies (content tracking).



Mi Trần bật khóc vì có người mách mẹ vụ bị bế lên VTV...

echo\_newsvn ▶ 4.6M



Cộng đồng mạng thi nhau xin làm nhân viên sếp Mailisa vì ...

echo\_newsvn ▶ 607.7K




## 5.6. The urgency of Digital Right Management for multimedia asset in the digital era

**2** Vietnam Television (VTV) has recently expressed worry about the major problem of digital piracy of its material.

**3** Films, sports news, game shows, and other information are being illegally posted on TikTok, Facebook, and other shady websites.



Thủ tướng Chính phủ yêu cầu chủ tịch UBND tỉnh Tuyên...

 cavattim.m... ▶ 2.7M



Chuyến bay giải cứu, HĐXX Tòa án nhân dân TP Hà Nội tuyên...

 cavattim.m... ▶ 16.7K

06.

# TOP MEDIA SITES IN VIETNAM

PHOTO: KHANH HOA, VIET NAM

## 6.1. Top 3 Television

These television stations not only deliver valuable information to the viewers but also offer entertainment and opportunities for relaxation. Moreover, they play a significant role in **advancing the media and culture of Vietnam**.



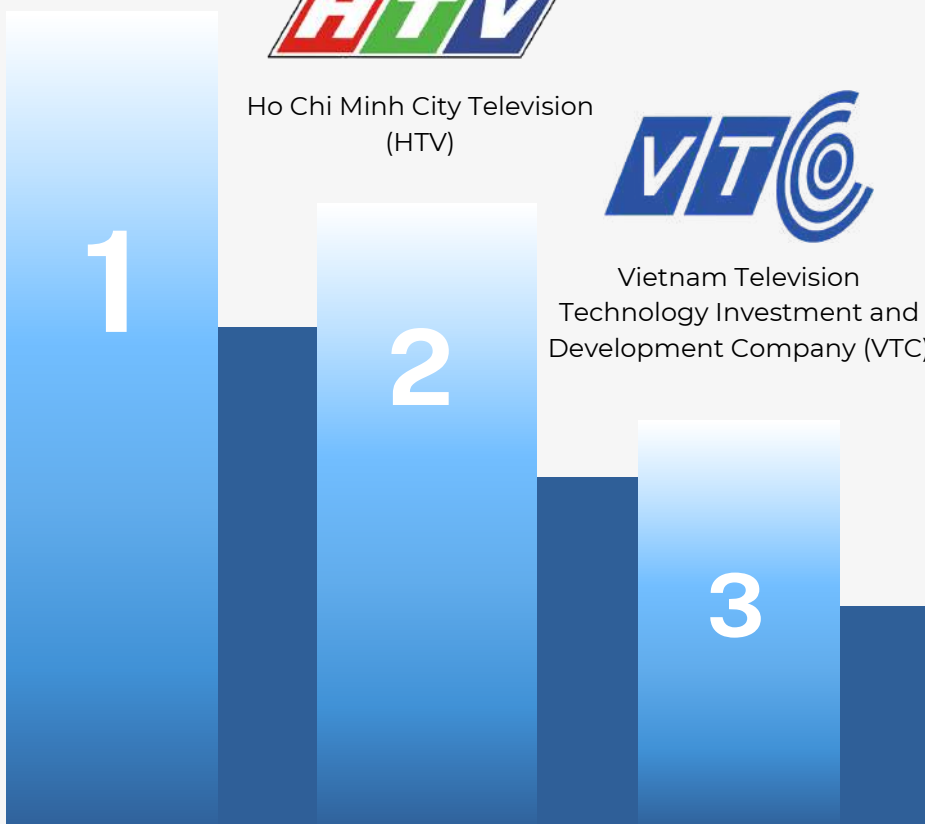
Vietnam Television (VTV)



Ho Chi Minh City Television (HTV)



Vietnam Television Technology Investment and Development Company (VTC)



**Table 31.**

*The data ranking the top 3 most accessed television stations in 2023.*

## 6.2. Top 3 Printed Newspaper

These newspapers **foster national unity and solidarity** through the dissemination of accurate information. Their dynamic approach appeals to a diverse readership and encourages public engagement, offering a comprehensive perspective on both **domestic and international matters in Vietnam**. As a result, they enhance the country's image and standing.

**Nhân Dân**

Nhan Dan Newspaper

**tuổi trẻ**  
CƠ QUAN CỦA ĐOÀN TNCS HỒ CHÍ MINH TP.HCM

Tuoi Tre News

**TTXVN**

Vietnam News Agency  
(VNA)

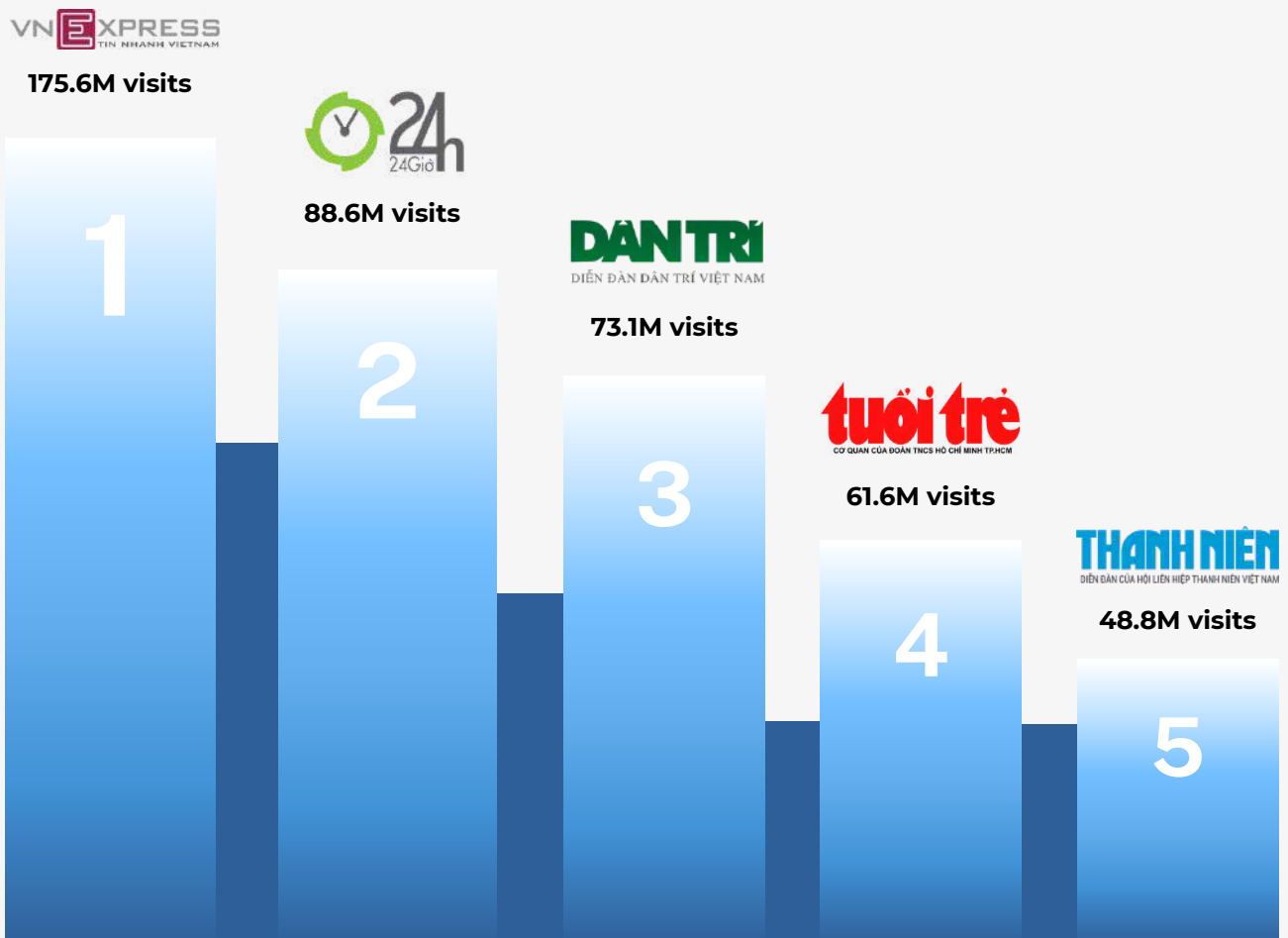


**Table 32.**

*The data ranking the top 3 most accessed printed newspaper stations in 2023.*

# 6.3. Top 5 Online Publishers

VnExpress is a **reliable and reputable information hub** for individuals, both Vietnamese and foreigners, seeking insights into Vietnam. For those in Vietnam who want to stay informed about the latest developments, **up - to - date on current events**, 24H serves as a convenient and swift source of information. Meanwhile, for those with a passion for **entertainment and culture** in Vietnam, Tui Tre and Thanh Nien provides an enjoyable and interactive platform.



**Table 33.**

The data ranking the top 5 most accessed online publishers stations in 2023.

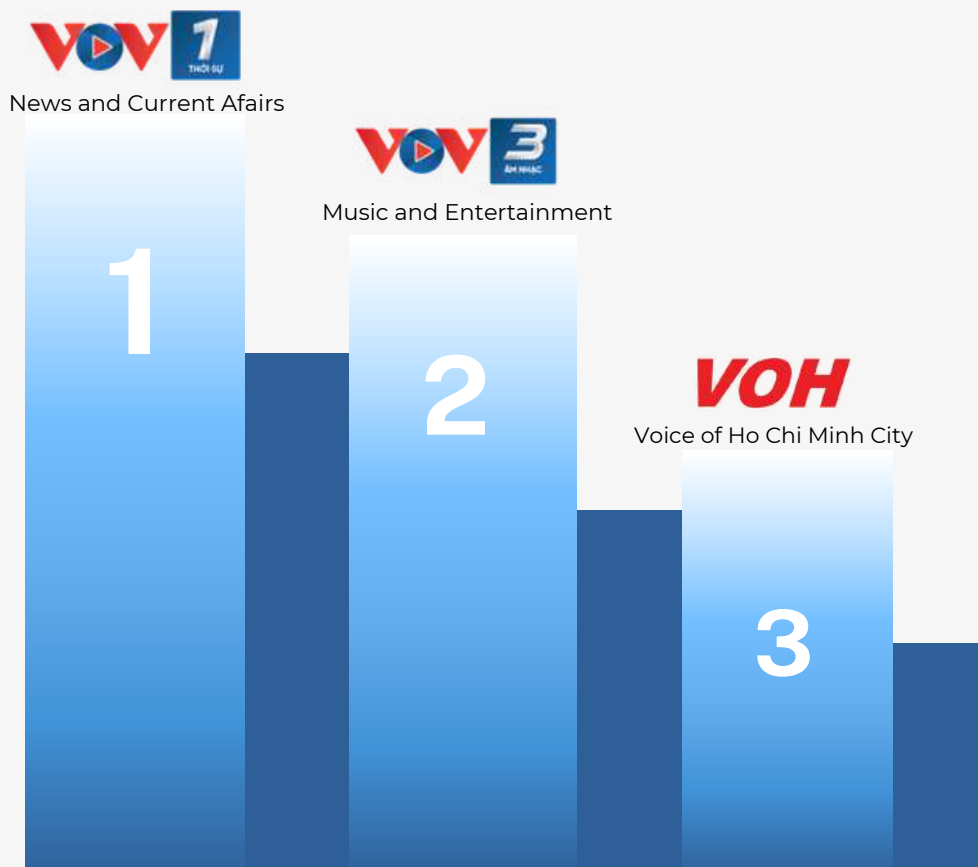
Source: Web Similar

## 6.4. Top Radio

**Voice of Vietnam (VOV)** stands out as one of **Vietnam's most renowned and influential radio stations**, boasting a substantial audience and a strong reputation.

**VOV1**, occupying the top position, is a radio channel dedicated to delivering **up-to-the-minute news content** with rapid updates. In the second spot, **VOV3** is a **music and entertainment channel** that typically airs talk shows, expert Q&A sessions, and engaging discussions.

Voice of Ho Chi Minh City (VOH) plays a significant role as a prominent source of both **information and entertainment**, offering a diverse array of programs tailored to the preferences of listeners in and around the bustling city.



**Table 34.**

The data ranking the top 3 most accessed radio stations in 2023.

07.

# LOOKING FORWARD TO 2024

PHOTO: LAM DONG, VIET NAM

## 7.1. Trusted news source combat with Fake news

Of the **3,800 reporters polled, 32% said their biggest challenge** was maintaining credibility as a trusted news source and combating accusations of fake news," said Arney Barron, Senior Director of Global Insights at Cision, EMEA.

A significant revelation emerged from a comprehensive survey of 3,800 reporters: 32% of these respondents acknowledged that their most difficult challenge was maintaining their credibility as trustworthy news providers while dealing with the onslaught of accusations surrounding the spread of misinformation and fake news.

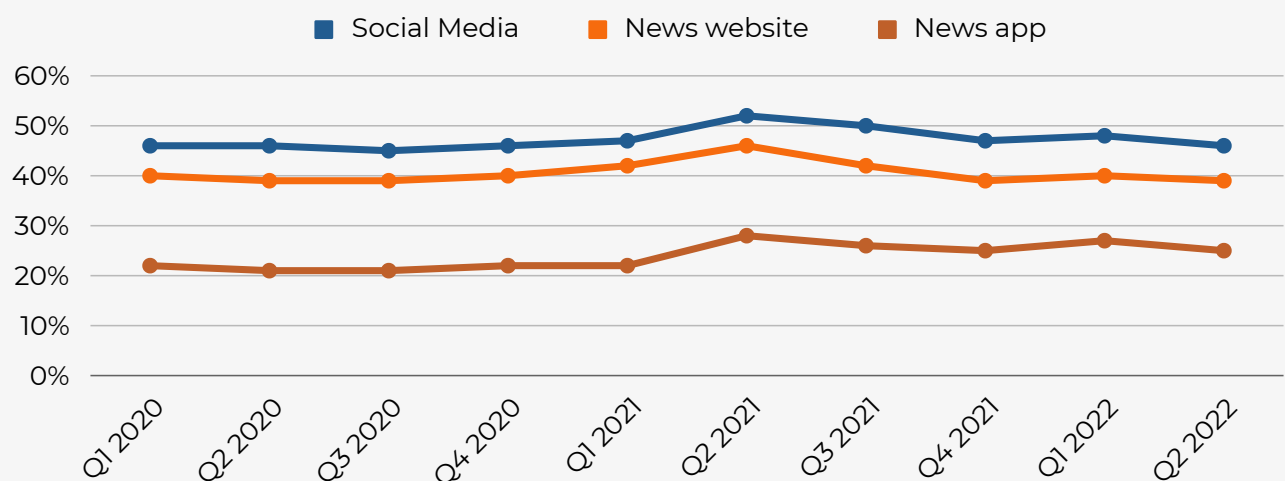
**The incisive Cision report** (What Does the 2022 Global State of the Media Report Mean for UK PRs?) **highlighted the significant challenges that current media practitioners face.** This data emphasizes the critical importance of retaining public confidence and the never-ending effort necessary to protect the journalistic profession's integrity in an era dominated by quick information distribution and digital breakthroughs.





## 7.2. More consumers get their news from social media than news websites

More consumers acquire their internet news via social media than from websites and applications. According to **The Global Media Landscape by GWI**, daily time spent reading on the press outnumbers physical time spent reading on the press by **25 minutes**. In the second quarter of **2022, 58% of customers got their news from social media** or a news website. For most people globally, social media is the primary source of news discovery. A total of **1,407,547 internet users aged 16 to 64** were surveyed **by GWI**



**Table 36.**

The user data collected information from various platforms measured in quarters from Q1 2020 to Q2 2022

Source: GWI The Global Media Landscape 2023

The rise of social media, search engines, and other news aggregators has raised concerns about the harmful influence of algorithmically selected content, with 'filter bubbles' and 'echo chambers' considered to provide viewers with a distorted or biased picture of information.

**Digital News Report 2023 by Reuters** discovered that audiences are skeptical of both automated and human selection, with just a slight difference in the number of respondents considering automatic selection based on previous consumption as a decent way to **acquire news (30%) vs. editor or journalist selection (27%)**.

## 7.3. Media-Influencer partnerships now are a win-win

According to Cision's 2022 State of the Media Report, 14% of journalists claimed that influencers circumventing conventional media was one of the year's top issues.

However, in recent years, numerous large media players have come to see the value of **exploiting the power of influencers**. The New York Times, Conde Nast, Refinery29, and Time, for example, have all dabbled in influencer marketing. Here are a few methods for establishing this win-win relationship:

- 1 Cross-post with established influencers in your outlet's coverage region.
- 2 Promote livestreams, competitions, and other activities that encourage participation.
- 3 Invite renowned media influencers to a roundtable discussion.
- 4 Use personnel from media outlets as influencers.
- 5 Create connections with future freelance writers and specialist sources.



## 7.4. Ads and Subscription

According to **Kantar's Media Reactions 2022** report, marketers will continue to invest in online video, streaming, and social media storytelling. New channels, such as the metaverse, are emerging, however, at a far lower level.

**1** The economic downturn also creates favorable conditions for the ad-funded business model, and customers are warming up to the notion if it saves them money.



**2** Demand for television advertising is robust, but due to a limited supply of inventory, prices are growing regardless of larger macroeconomic factors.



**3** Kantar also forecasted more diversity and the introduction of additional broadcaster video-on-demand (BVOD) and web videos in 2023, particularly to attract younger audiences  
(Kantar's Media Forecast 2023.)



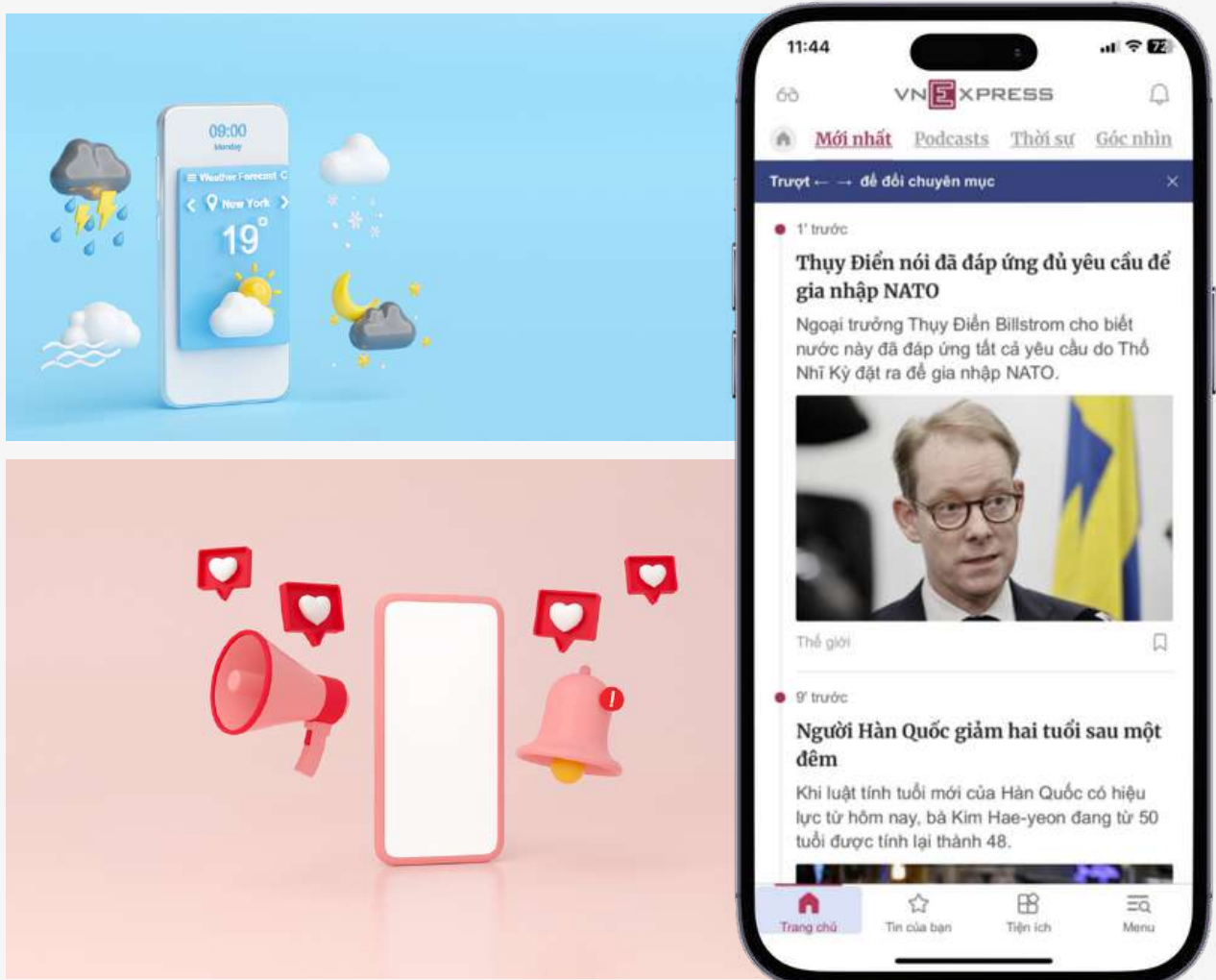
08.

# WAYS TO GET PRESS COVERAGE IN VIETNAM

PHOTO: CAN THO, VIET NAM

# 8.1. Applications developed by news outlet in Vietnam

With the rapid development of digitalization, traditional Press and Media updated to keep audiences **informed and engaged**, and break through **fierce competition**.



**Figure 1.**

News are now moving to smartphone applications  
**In photo:** VNExpress application on iPhone

01 Television



02 General News



TOP TIER MEDIA LIST IN VIETNAM

The Internet has revolutionized information consumption, making it easier for individuals to **access and consume** information.

03 Industry-focused news (business, energy, industrial, investment)



## 8.2. Ways to gain Business's press coverage in Vietnam



### Articles

There are two types of article: Advertorial & Editorial. In Vietnam, media outlets prefers BOOKING over PITCHING news.



### Events

Media briefing and industry events are great ways to connect with media reporters and journalists in Vietnam.



### Featured opinions

Reporters and journalists can contact business experts to ask for opinions on related issues - usually those who have already established their reputation in a specific industry.



### Promotion

Promotional advertising on newspapers and media sites in suitable columns and sections.

09.

# TESTIMONIALS

PHOTO: CA MAU, VIET NAM



# 9.1. Partners

## Testimonials



**Mr. Le Quoc Minh**

**Editor-In-Chief of Nhan Dan Newspaper  
President of Vietnam Journalist  
Association**

“ This publication - **compact but full of data** - is very helpful to local news publishers. We hope it will be updated every year, even every quarter, to provide the big picture of **media industry in Vietnam and the world.** ”



**Dr. Nguyen Minh Hong**

**President of Vietnam Digital  
Communications Association  
(VDCA)**

“ Vietnam Media Landscape Report **highlights the impact of digitalization** and artificial intelligence on media disruption in Vietnam. It acknowledges the **challenges and risks of these technologies**, but also highlights the opportunities for media businesses in the growing economy and media market. The report **acknowledges the need for international and local investors** to adapt to Vietnamese culture, lifestyles, and demographics. We hope Global PR Hub can continue contributing to the **Vietnam media market.** ”

# 9.1. Partners Testimonials



**Mr. Dong Manh Hung**

Managing Editor - Voice of Vietnam

“The report is a **fairly comprehensive and detailed picture** of the media and press in Vietnam in recent years. I believe this is a useful handbook for press and media units in Vietnam as well as internationally to have a **correct view of the press and media of our country**. In particular, the report has forecasted the development trend of the media in the future, which will help the press and media agencies.”



**Mr. Nguyen Hoang Nhat**

Deputy Editor-In-Chief VietnamPlus

“The **absence of official data** has left media practitioners feeling as though they are groping in the dark, even resorting to guesswork when making assessments, evaluations, or predictions about the development trends of Vietnamese journalism. Therefore, the emergence of this report is of utmost importance for us to **build a professional and modern journalism industry**, aiming towards sustainable development in the future.”



**Mr. Nguyen Thanh Tung**

Deputy Director of VTC Intecom

“One of the leading **comprehensive media report that C-level and manager** can use to set up strategy for their next business plan”



## 9.1. Partners Testimonials



**Mr. Lee Kah Whye**

Director of Project Mercury,  
Singapore

With the rapidly changing media environment in this digital age we live in, **this report is very timely.** It offers insights into the most important trends and developments in Vietnam.



**Mr. Maxim Behar**

President of World Communications  
Forum Association

Reading the report carefully, it is absolutely visible that the **PR market is highly competitive**, very advanced, and creative. The work of PR agencies in Vietnam can easily compete with any other creations from much more developed markets, and I am sure this trend will continue.



**Joachim Schmaltz**

Vice President of Wochit,  
United Kingdom

This report is essential reading for everyone doing business in media in Vietnam. Concise yet rich in data and analysis, it gives **vendors, media brands, and advertisers the information** they need. With extraordinarily fast developments in the industry, **driven by changing regulatory environments, technology, and consumer behavior**, we will need frequent updates!

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# Table & Figure

- Table 1** Data breakdown about the primary source of media chosen  
**Source:** Media Navigator by Action, Action Global Communications
- Table 2** Time spent daily on the following channels  
**Source:** Media Navigator by Action, Action Global Communications
- Table 3** Credibility of sources for local & international news  
**Source:** Media Navigator by Action, Action Global Communications
- Table 4** Biggest concern when it comes to the usage of generative AI in communications.  
**Source:** Media Navigator by Action, Action Global Communications
- Table 5** The biggest challenge for journalism in the last 12 months.  
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**Source:** We are social
- Table 8** The most widely used social media platforms in Vietnam, by percentage of population.  
**Source:** Vietnam Digital Report, January 2023, We are social
- Table 9** Overview of Digital situation in Vietnam from 2022 - 2023  
**Source:** Vietnam Digital Report, 2022 - 2023, We are social
- Table 10** Top reason to use social media platforms for Vietnam social media users aged 16 - 64  
**Source:** Vietnam Digital Report, 2022 - 2023, We are social

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**Source:** Statcounter Global Stats
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**Source:** Vietnam Digital Report, 2022 - 2023, We are social
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**Source:** The Vietnam News Agency
- Table 15** The number of people working in the field of journalism in 2022 in Vietnam.  
**Source:** The Vietnam News Agency
- Table 16** The journalist association's figures for the year 2022  
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- Table 17** Number of press agencies over the year  
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**Source:** Authority of Press
- Table 19** The number of journalism employees by educational level  
**Source:** Authority of Press
- Table 20** Total number of printed copies published in Vietnam from 1986 - 2022  
**Source:** Authority of Press

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**Source:** Authority of Press
- Table 23** Device trends in Vietnam From October 2022 to October 2023  
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**Source:** MGID Dashboard, 2023
- Table 26** Total Impressions And Ad Consumption Monthly Q3 2023  
**Source:** MGID Dashboard, 2023
- Table 27** Ha Noi impressions And Ad Consumption Monthly Q3 2023  
**Source:** MGID Dashboard, 2023
- Table 28** Ho Chi Minh impressions And Ad Consumption Monthly Q3 2023  
**Source:** MGID Dashboard, 2023
- Table 29** Ho Chi Minh iBest Performing Campaign By Clicks From Jan 2023 to Oct 2023  
**Source:** MGID Dashboard, 2023 & Contextual Intelligence
- Table 30** Survey of Vietnamese internet users aged 16-64  
**Source:** We Are Social's Digital 2022 report



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### Table 31

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**Source:** Where (in the world) are people listening to podcasts? by YouGov)

### Table 32

The data ranking the top 3 most accessed television stations in 2023.

### Table 33

The data ranking the top 3 most accessed printed newspaper stations in 2023.

### Table 34

The data ranking the top 5 most accessed online publishers stations in 2023.

**Source:** Web Similar

### Table 35

The data ranking the top 3 most accessed radio stations in 2023.

### Table 36

The user data collected information from various platforms measured in quarters from Q1 2020 to Q2 2022

**Source:** GWI The Global Media Landscape 2023

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