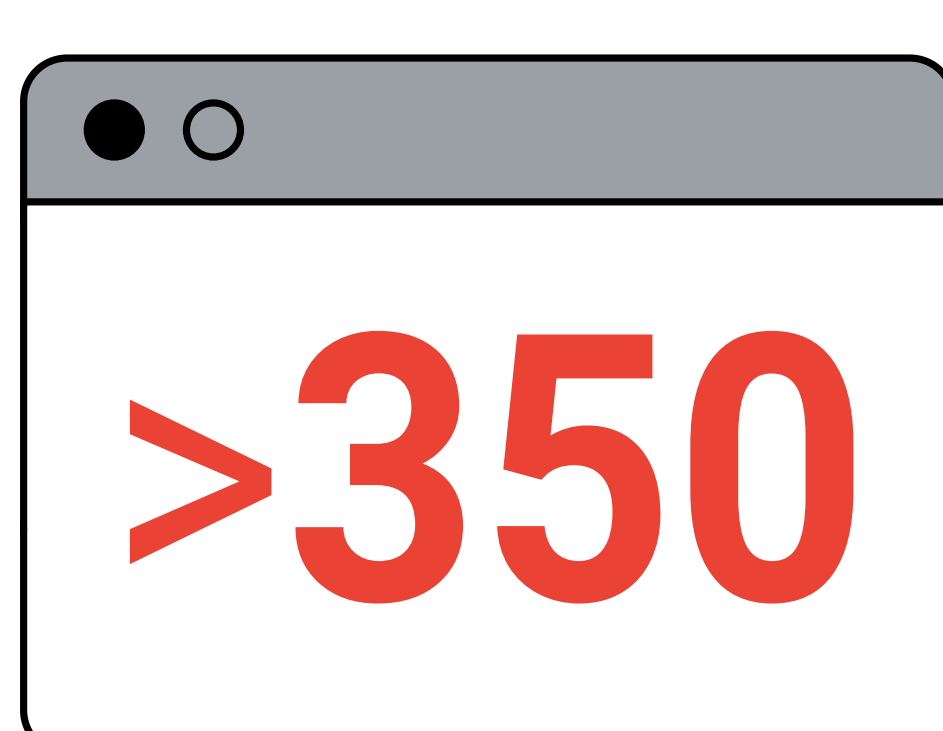


There is something for everyone: What are people in **Vietnam** watching online?

People in Vietnam are turning to online videos to satiate their curiosity or keep themselves entertained.

Vietnamese users like variety in content



Vietnamese channels surpassing 1 million subscribers. ¹

Vietnamese channels on the rise



Giang Oi

1.32M subscribers



1977 Vlog

2.26M subscribers

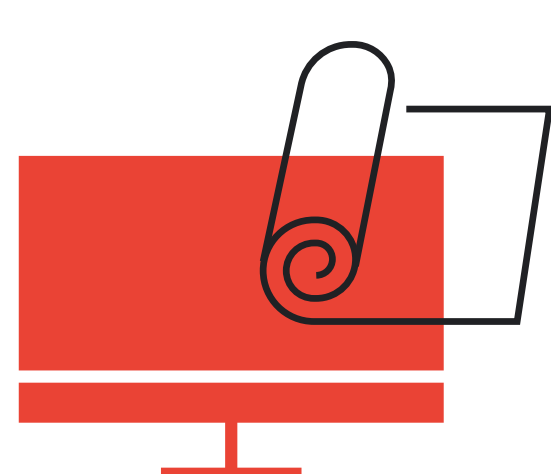


Hau Hoang

6.61M subscribers

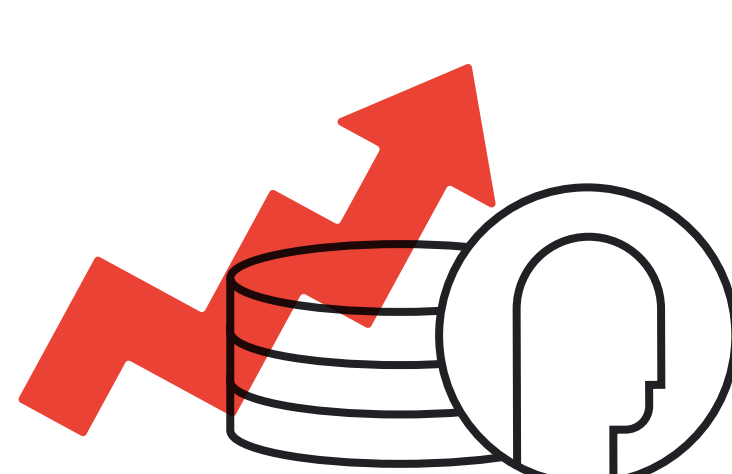


What's **trending?** on YouTube in Vietnam



More than double

Time spent stretching to pilates videos ²



More than double

Videos containing finance-related content watched ³



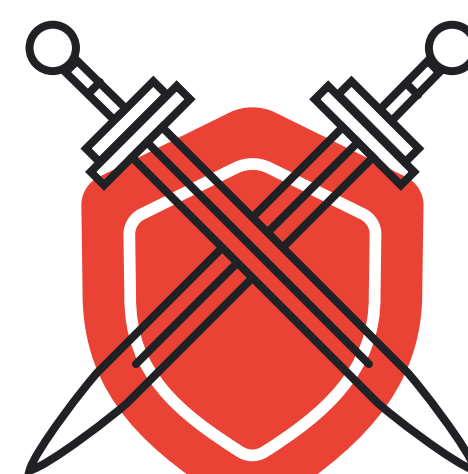
More than triple

Time spent watching videos featuring folk music ⁴



> 4x

Increase in watch time for fashion show videos ⁵



> 4x

Increase in Multiplayer Online Battle Arena videos watched ⁶

Tips for delivering personalized experiences for audiences

- ▶ **Tap on the growing digital population:**
Southeast Asian countries have a growing online population for brands to engage with.
- ▶ **Reach out to every category of consumer:**
With more people consuming video content today, brands can leverage a single platform to reach audiences across different demographics.
- ▶ **Feed the growing appetite for different video categories:**
People are interested in a diverse range of video content – creating opportunities for brands to explore different content formats.
- ▶ **Continue to stay engaged:**
Consumers are increasingly looking out for a steady stream of the latest content from their favorite channels.

*The numbers shown in the trending section are accurate as of June 2020; as compared to same timeframe last year.

Sources:
1 Google Data, Vietnam, June 2020.
2,3,4,5,6 Google Data, Vietnam, June 2019 vs. June 2020.