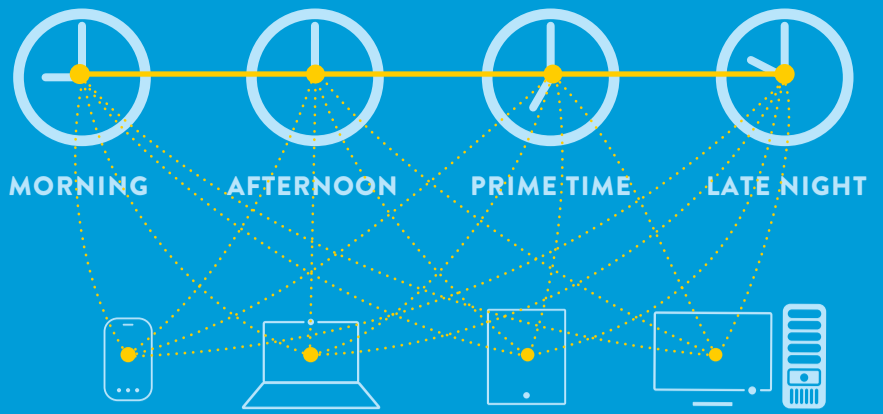


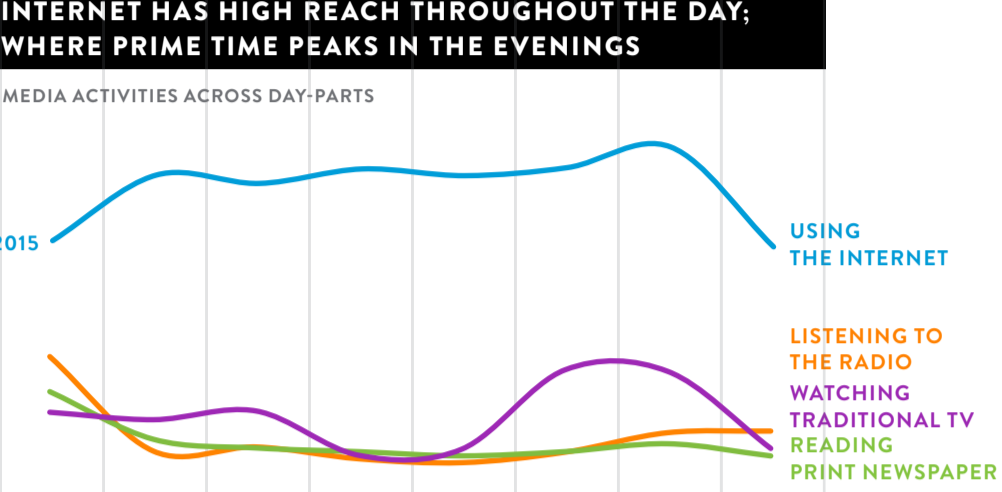
MORE DIGITAL MORE DEVICES MORE VIEWING

CONNECT WITH THE 'ALWAYS-ON'
VIETNAMESE CONSUMER

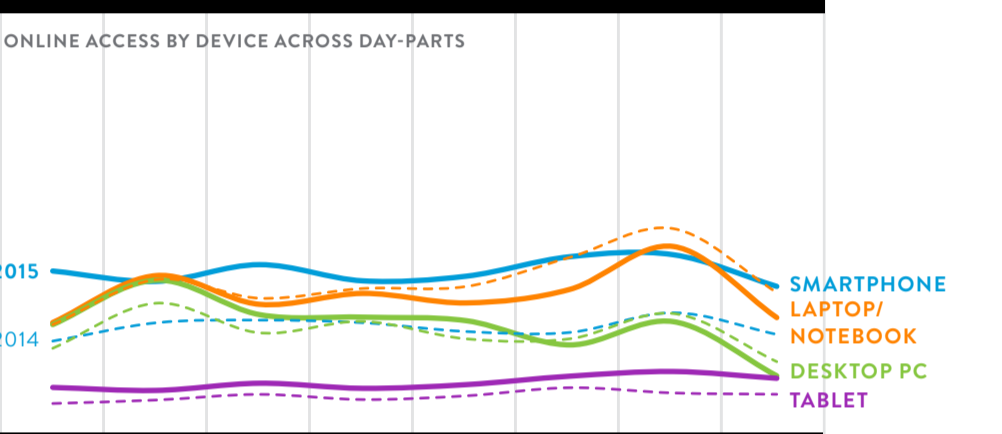


MOMENTS THAT MATTER

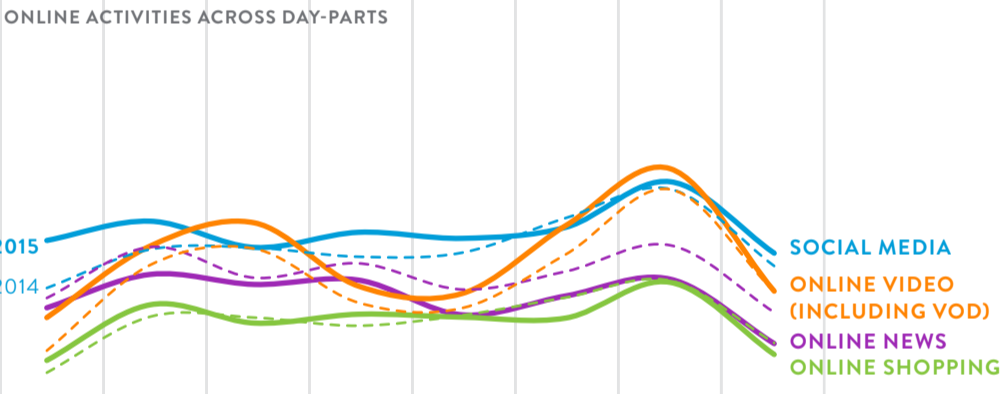
INTERNET HAS HIGH REACH THROUGHOUT THE DAY; WHERE PRIME TIME PEAKS IN THE EVENINGS



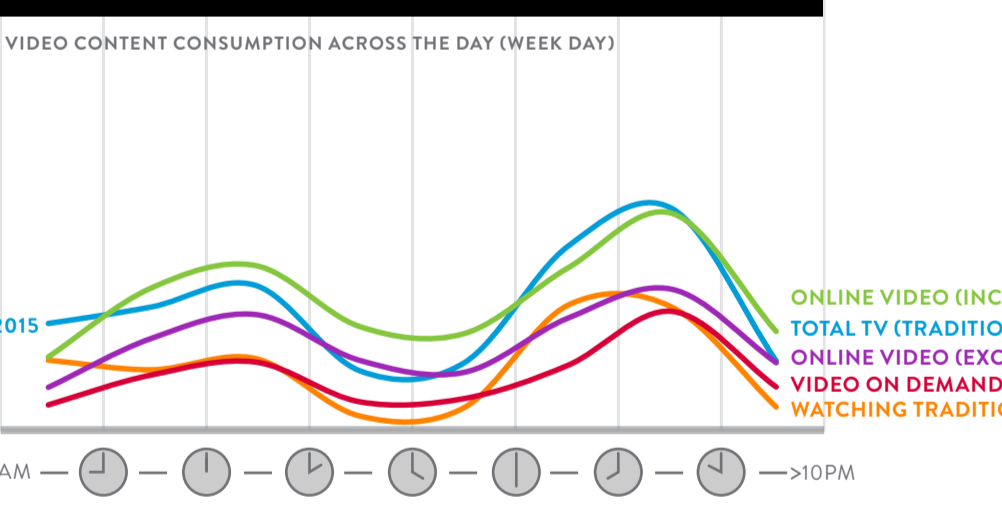
INTERNET ACCESS CONTINUES ON MULTIPLE SCREENS



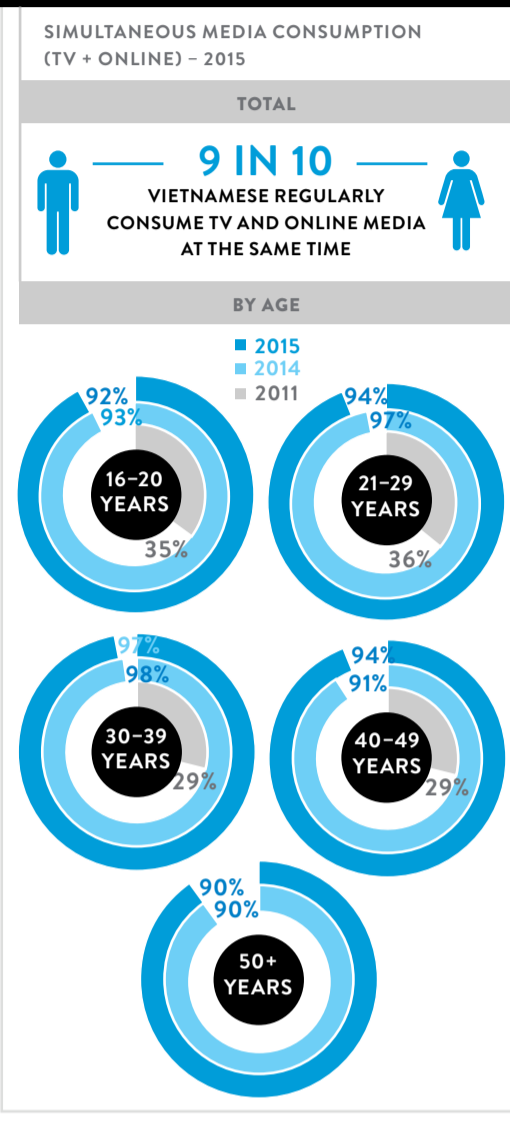
ONLINE VIDEO STREAMING GROWS DURING PRIME TIME EVENINGS



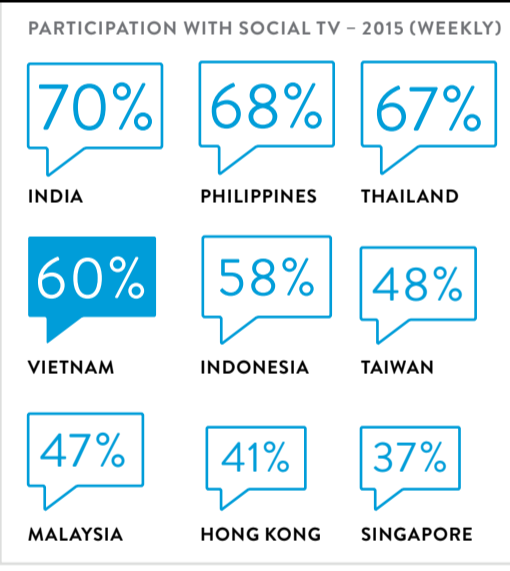
ONLINE VIDEO REACH COULD PEAK IN THE EVENINGS



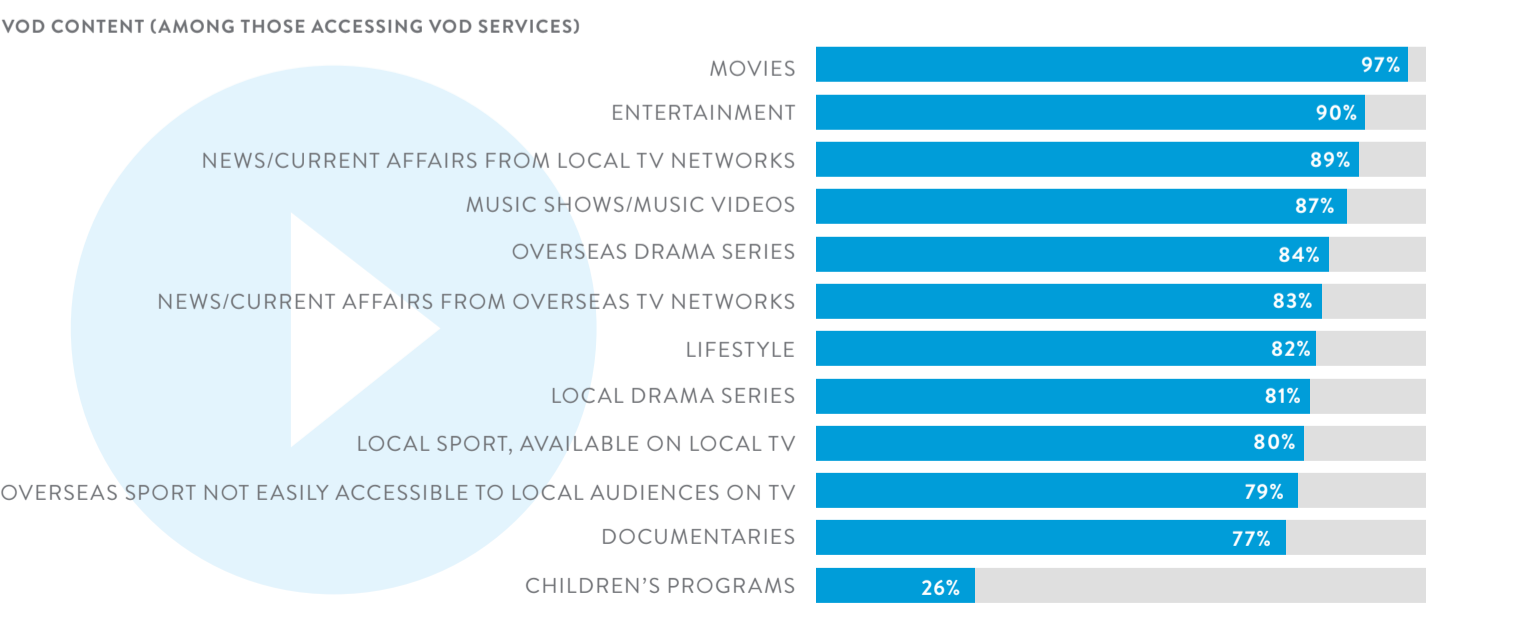
EVERYONE LOVES DUAL-SCREENING



WHO'S TALKING ABOUT TV PROGRAMS/MOVIES ON SOCIAL MEDIA?



WHAT ARE VIETNAMESE WATCHING?



Above charts are all as a proportion of the total online population.

For more information, check out Nielsen's report on

CROSS-PLATFORM INSIGHTS VIETNAM 2015/2016

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