Vietnam Media Market to 2015: Media Services Adoption by Technology

Description:

"Vietnam Media Market to 2015: Media Services Adoption by Technology" report provides a top-level overview and detailed insights into the operating environment for mobile operators. It is an essential tool for companies active across the telecom value chain in Vietnam and for new companies that may be considering entering the market.

This product is part of the author’s new ‘on demand’ range. These reports are built on the foundation of the most up-to-date data at the moment of purchase, guaranteeing their sensitivity to the current state of the market, and facilitating informed business decisions that can be made with the utmost of confidence. Delivered within two working days, these ‘on demand’ products combine the author’s rigorous methodology with a new level of reactivity to the market, making them an exciting addition to our portfolio, and an even more useful resource for your organization.

- Demographics – Statistical data on Vietnam population, households, businesses, nominal GDP, nominal GDP per Capita, consumer price inflation, exchange rates (local currency and US dollar)
- Media services penetration
- Media services adoption by technology
- Media services market share by technology and by operator
- Media services monthly ARPS
- Media services revenue.

Synopsis

This report offers a concise breakdown of Vietnam operating environment, with both historic data and forecasts to 2015. The report contains quantitative data which covers:

- Demographics – data on Vietnam population, households, businesses, nominal GDP, nominal GDP per Capita, consumer price inflation, exchange rates (local currency and US dollar)
- Media services penetration
- Media services adoption by technology
- Media services market share by technology and by operator
- Media services monthly ARPS
- Media services revenue.

Since 1986, the author has compiled an extensive database on the telecommunications markets in Asia, Africa, the Middle East, Europe, North America and Latin America. The core components of this database mainly include:

Regulatory
- Interviews with top officials at regulatory agencies.
- Statistical data published by governments and regulatory agencies.
- Copies of telecom laws and amendments.
- Copies of tariff schedules, interconnection regulations and universal service requirements.

Operators
- Interviews with key officials in strategic planning, marketing, network planning and financial planning.
- Extensive surveys conducted with operators to determine key network statistics, investment, technology rollout plans, subscribers by service, tariff plans and service offerings.
- Internal statistics and bulletins published by operators.

Vendors
- Interviews with key officials within vendors both at in-country offices and in-company headquarters.

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