



## New Themed Exhibit “Digital Content”

### Why Vietnam?

- The Ministry of Information and Communication has drafted a master plan for digital content development.
- The target is for the digital content industry to earn about USD 400 million in revenues by 2010.
- To this end, some 300,000 content industry experts will be trained.
- Key activity areas to be strongly supported by the government include e-learning, games (online, interactive and mobile), online publications, content development for the Internet, digital libraries, digital film and multimedia, and other value added services (VAS)
- Yahoo entered the Vietnamese market with several services in Vietnamese, such as Yahoo!Mobile gate, Yahoo!messenger, and Blog 360 and 360 Plus
- Microsoft and Google are also targeting the Vietnamese market
- Vietnamese players have started social communities and networks such as Blog Viet, Young Generation, and Bamboo
- High Population (85 millions) – World’s 13th highest
- High Young Population & Literacy Rate – quick & easy adoption of new technology products

### Why Vietnam Electronics/ Vietnam Telecomp 2010?

- **Largest ICT Event & Consumer Electronics, Electronics Manufacturing** in Vietnam
- Right visitors: 18,000+ industries buyers in 2009; about 50% visitors are Importers, Distributors or Buying Offices; about 7% from Gov’t and Public Utilities.
- Extensive Promotion Coverage: over 400 pieces of Press/ Media Coverage (excluding advertisement) in 2008 in both trade and mass magazines, TV and Press Conferences, etc. ⇒ Increase brand exposure and double the pulling force to the target buyers.
- Strong Local Visitor Database for Visitor Invitation

### Who should join?

- |  |                               |
|--|-------------------------------|
| ➤ e-learning                             | ➤ Digital libraries           |
| ➤ Games (online, interactive and mobile) | ➤ Digital film and multimedia |
| ➤ Online publications                    | ➤ Value added services (VAS)  |
| ➤ Content development for the Internet   |                               |

### Target Visitors:

- |                    |              |  |
|--------------------|--------------|--|
| ● Publisher        | ● Operators  | ● Consultants/ Turnkey Solution Provider |
| ● Public Utilities | ● Enterprise | ● Government Departments                 |

### Maximize Your ROI:

- Special Promotion Programs include: e-blast invitation under individual theme to the target visitor group with product info in “event preview” before the events, additional indication in exhibition hall and different event collaterals whenever applicable
- Free Consultancy Service + comprehensive promotion programs

### JOIN NOW!

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### Concurrent Event:



Website: [www.Vietnam-Comm.com](http://www.Vietnam-Comm.com)



## Vietnam Market News Sharing

### **USD80 million for “Content Development Programme”**

- Vietnam has eyed annual growth of 35- 40 percent in its digital content industry in the 2007-2010 period
- Under the content development program, the industry will post total revenues of 400 million U.S. dollars, and have 10-20 powerful digital content firms by 2010.
- Government has decided to allocate 1,280 billion Vietnamese dong (80 million U.S. dollars) to implement the program.

### **“Content Development Programme” includes..**

The content digital industry involves in designing, producing, publishing, storing and distributing digital content products and related services, which include data searches, digital entertainment, on-line educational contents, electronic learning, digital libraries and museums, and development of digital contents for broadband and 3G mobile networks.

### **“Software Development Program” – Reached USD800 million with nearly 50% imported from foreign countries**

The government has recently approved a software development program, under which the local software industry will, in 2010, reach revenues of more than 800 million dollars, nearly 50 percent of which are to come from exports.

*Source: Xinhua*

### **Mobile-search Service Launched**

MobileFone launch mobile-search service which provide mobile users with relevant search results of information, pictures, sounds and ads.

### **Software Firm Launches Nation’s First 3G Mobile Application**

The first application for mobile 3G networks in Viet Nam on the iPhone, Android and Microsoft platforms was launched in Jan,2010.

The application serves as a single portal for users to listen to music, watch video and TV clips, check location information, search for classified advertising, and follow news and sports.

### **Vietnam Become the Biggest Market for Computer Games in Southeast Asia**

The turnover of the computer games sector in Vietnam is on the rise but it mainly comes from the distribution of imported games.

Vietnam is the biggest market for computer games in Southeast Asia, with nearly 20 game distributors. Their revenue in 2008 was \$130 million, accounting for 70 percent of the country’s content service industry. Most online games in Vietnam are imported from China and South Korea