



VIETNAM MOBILE APPS REPORT

Q3 2015



ABOUT APPOTA



Appota is Vietnam's number-one mobile content distribution platform. It allows developers and game publishers to effectively distribute their content to the largest smartphone communities in South-East Asia (where Vietnam currently accounts for 18 million users).

Core products include:



REPORT METHODOLOGY



Quarterly, Appota releases a mobile market report providing references for mobile developers and publishers to Vietnam market. This research is based on data from Q3/2015 on the Appota platform. The report also uses public data provided from various sources.

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State of the global mobile apps market and the most important figures

GLOBAL OS BREAKDOWN

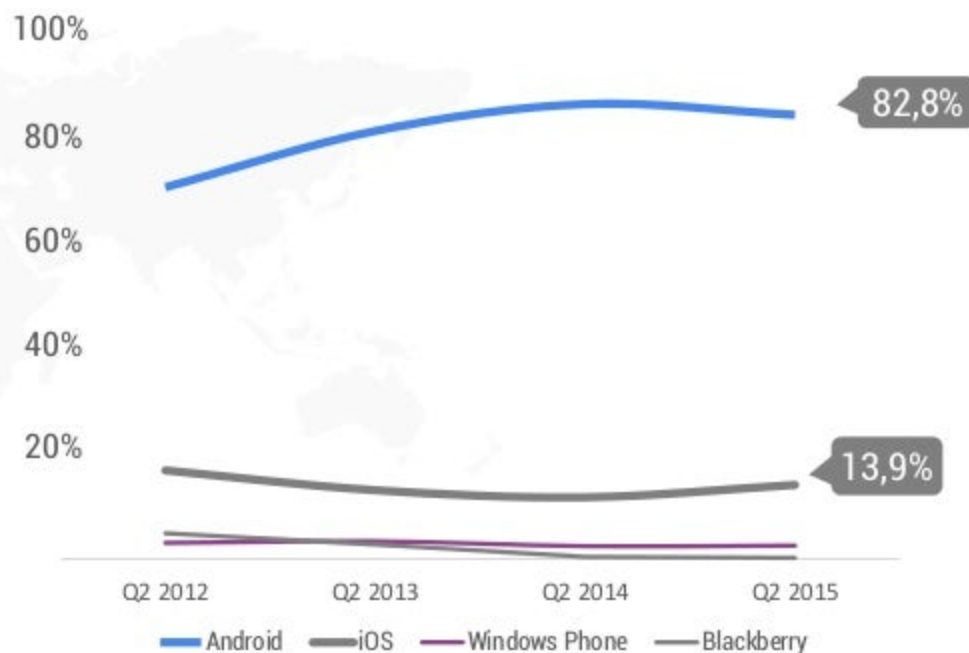
Android dominated the smartphone market with a share of 82.8%.

iOS saw its market share for 2015/Q2 decline by 22.3% QoQ with 47.5 million shipments.

Windows Phone experienced a QoQ decline of 4.2% with a total of 8.8 million units shipped this quarter.

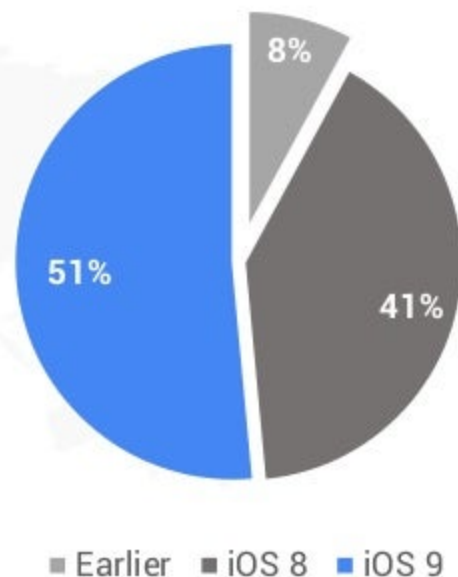
Blackberry OS, which saw a small increase in some regions, continued to decline in growth globally.

Global OS share trend in the last 3 years



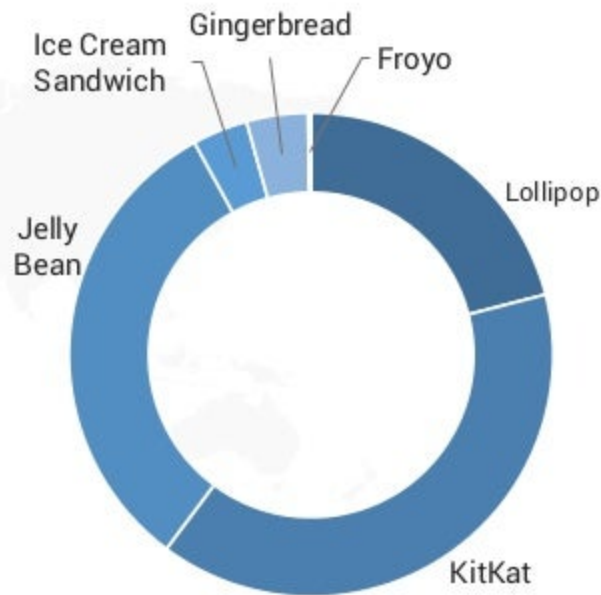
GLOBAL iOS BREAKDOWN

iOS 9 has the fastest adoption rate ever, "with more than 50 percent of devices already using iOS 9." According to Apple's measurement was done by the App Store on September 19, 2015.



GLOBAL ANDROID BREAKDOWN

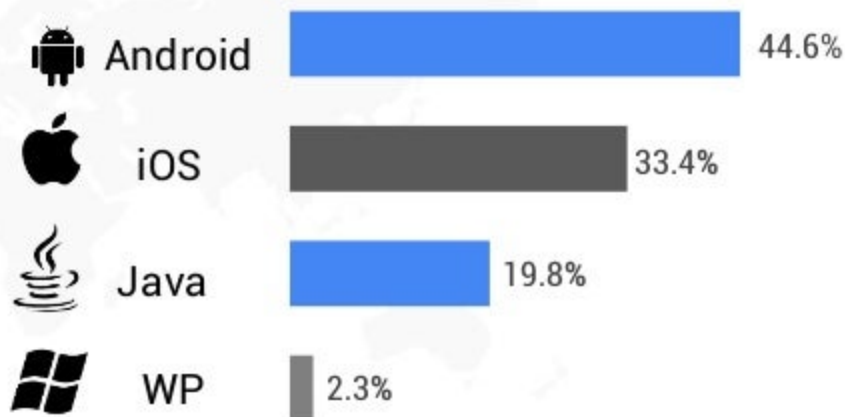
While the current Android Lollipop is gaining momentum taking up 21% (inclusive of Android 5.0 and 5.1), majority of Android devices are still running on KitKat which stands at 39.2%.



GLOBAL MOBILE DEVELOPERS MINDSHARE

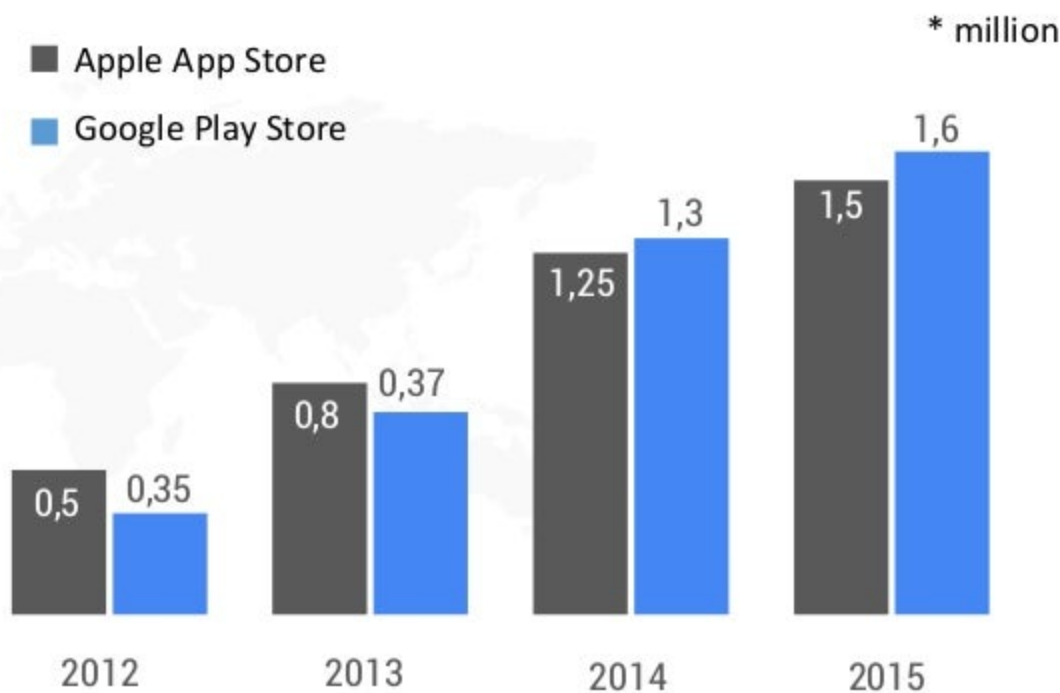
Android developers outnumber iOS developers 4 to 3. Just over 2% of mobile developers identify as Windows Phone developers.

20% of mobile developers don't identify with a particular mobile platform.



GLOBAL MOBILE APPS BY NUMBER

The number of apps in the Google Play Store grew by more than 50% last year, Google Play has over 1.6 million available apps, compared to just 1.5 million for Apple's App Store, a difference of about 17%.



GLOBAL MOBILE APPS REVENUE GROWTH

App store sales would generate 45.37 billion dollars in revenues in 2015. Mobile e-commerce is projected to account for 300 billion U.S. dollars of mobile sales.



VIETNAM MOBILE MARKET



Quantify and understand internet usage of smartphone users in Vietnam.

VIETNAM MOBILE MARKET

Vietnam mobile news



Instagram advertising

Instagram has opened its doors to all advertisers in Vietnam and it will become a powerful mobile advertising platform soon.



Bluebird award

A big competition for all indie mobile game developers was held by Vietnam Television.

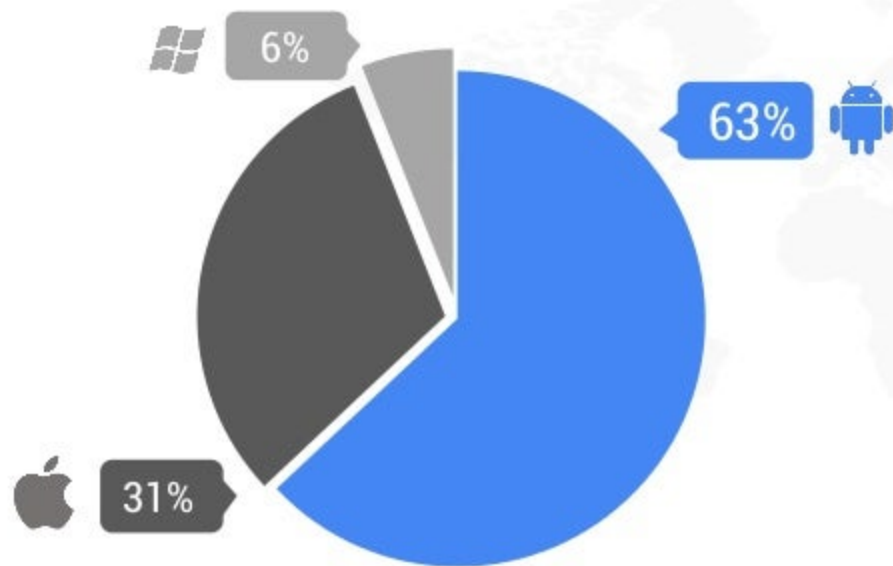


Video call on Messenger

Messenger already offers people the ability to make voice calls to friends and loved ones. All OTT apps in VN will face a strong competitor in near future.

VIETNAM MOBILE MARKET

Smartphone users in Vietnam

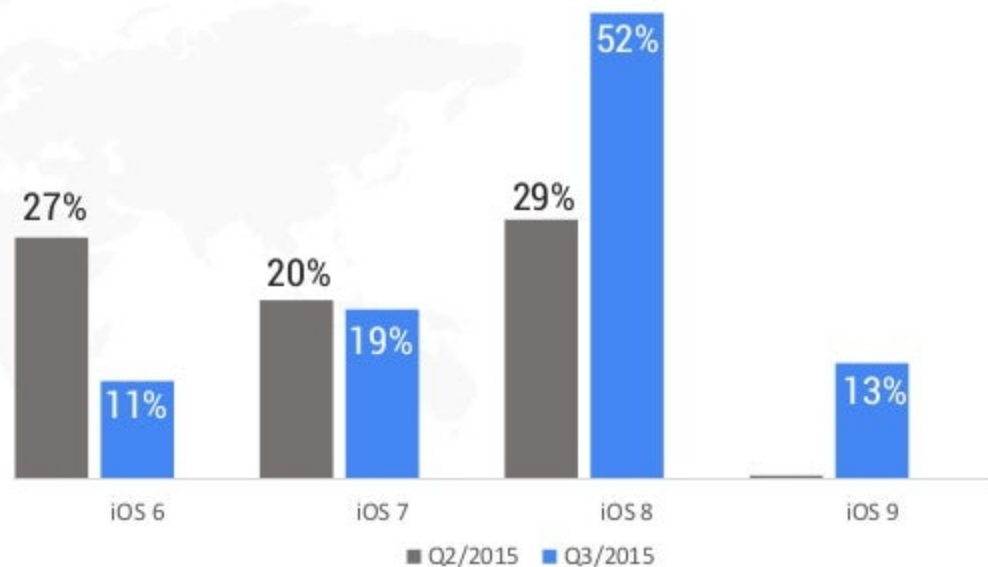


3G connection speed in Vietnam
(Compared to others in SEA)



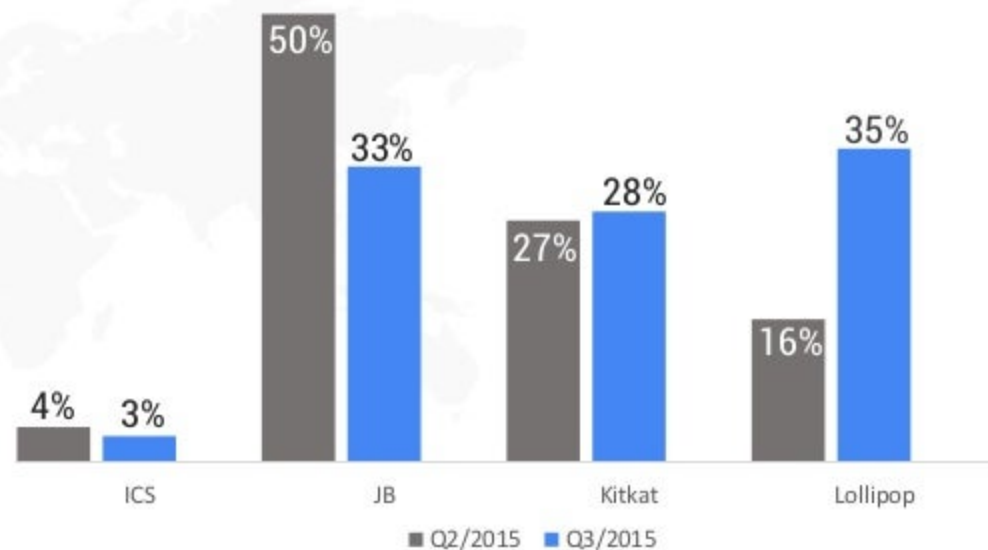
STATE OF iOS IN VIETNAM

iOS 9 has seen a big adoption rate since its first release this quarter.



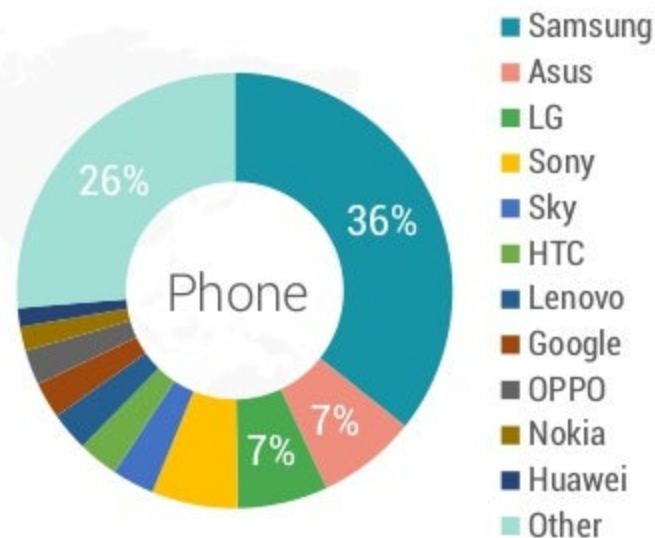
STATE OF ANDROID IN VIETNAM

Lollipop, Google's latest OS has a big rate of adoption. The OS accounts for 35% of total Android users.



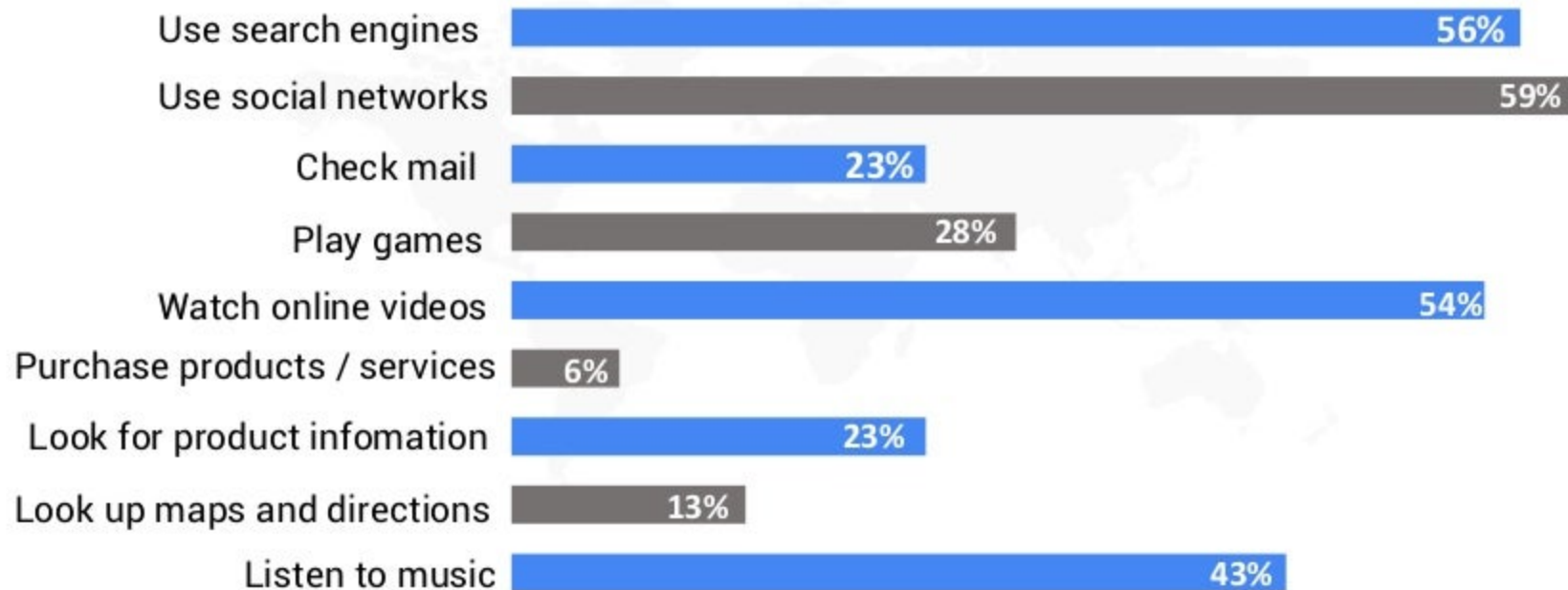
ANDROID VENDOR BREAKDOWN

Samsung retained the leadership position by a wide margin, attracted more users than the next five vendors combined.



VIETNAM SMARTPHONE USERS BEHAVIOUR

Online activities people do on their smartphones at least weekly.



VIETNAM SMARTPHONE USERS BEHAVIOUR

Vietnam has more screens than ever

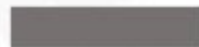


Devices pr. person

Smartphone usage rate by age:

57% person under 44 use a smartphone

55 and over



45 – 54 years



35 – 44 years



25 – 34 years

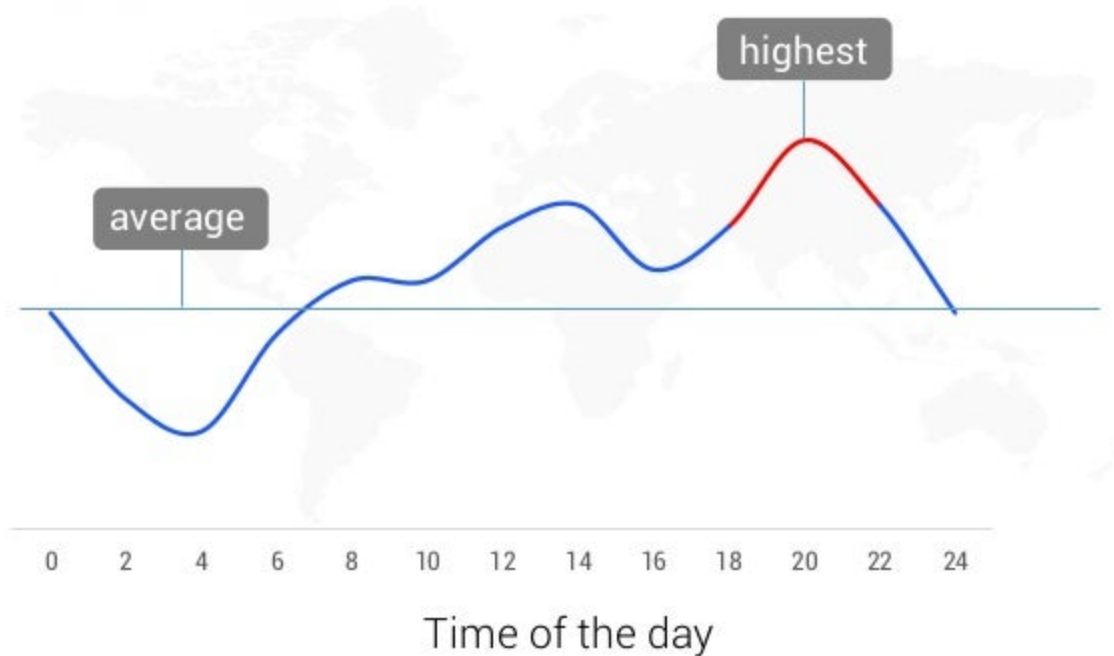


Under 25 years



VIETNAM SMARTPHONE USERS BEHAVIOUR

Popular time for downloads



STATE OF MOBILE ADS IN VIETNAM

Mobile ad network models:

Non-incentive ads

Mobile Web ads
In-app ads
Search ads
Video ads
SMS/MMS ads

Incentive ads

Incentive reward platform

Most popular non-incentive ad-networks



Mobvista.



inMOBI

Most popular incentive ad-networks



Kiemxu



ADWAYS
VIETNAM

iCoin

STATE OF MOBILE ADS IN VIETNAM

Device share of impressions



Smartphone



Tablet



Feature phone



84%

Ad impressions on mobile apps.



16%

Ad impressions on mobile websites.

STATE OF MOBILE ADS IN VIETNAM

Samsung maintains its lead
as the top manufacturer

32%
Of total impression

OS share of impressions



54,9%



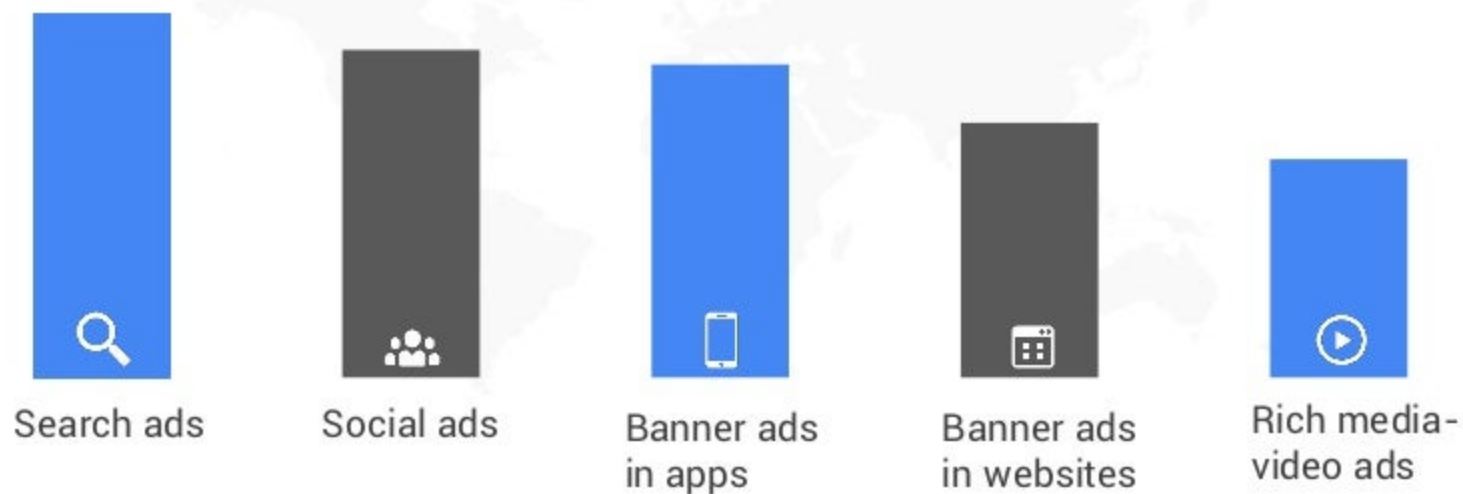
30,7%



13,2%


STATE OF MOBILE ADS IN VIETNAM

Top performing mobile apps ad-types by Click-through-rate




STATE OF MOBILE ADS IN VIETNAM

Users **love** mobile ads that help them



57%


Download mobile content



46% Find a good deal on something



44% Learn about a brand



33% Locate something nearby

STATE OF MOBILE ADS IN VIETNAM

Most popular ad-types and average costs

Cost pr. click



0,01 – 0,03 \$

Cost pr. install



0,3 – 0,4 \$ incentive

0,5 – 1 \$ Non-incentive

Cost pr. mile



1 – 2 \$
thousand of
impressions

STATE OF MOBILE ADS IN VIETNAM

Trends in Vietnam



Incentive reward platform

Mobile incentive reward platform **boom** in Vietnam with **many names entering** the market, each player providing approximately 5 - 20k installs a day.



Mobile video ads

There are **millions of online video views** on the smartphone everyday in Vietnam. Therefore increased demand and rapid adoption of mobile video-ad units.

STATE OF MOBILE ADS IN VIETNAM

Trends in Vietnam



Instagram advertising

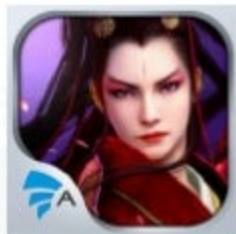
With about **700,000** active users in Vietnam, advertising on Instagram brings more engagement but is more expensive than other advertising platforms.



TOP VIETNAMESE iOS APPS ON APPOTA PLATFORM



Zing mp3



Tiểu Ngạo
Giang Hồ



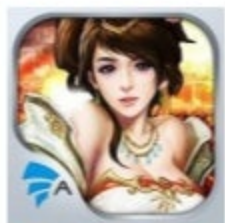
NCT



I am Naruto



Đồ sát mobile



Chinh Đồ
Mobile



Liên minh
huyền thoại



Hiệp Khách

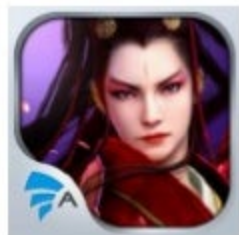


Vua bóng
đá



MobiTivi

TOP VIETNAMESE ANDROID APPS ON APPOTA PLATFORM



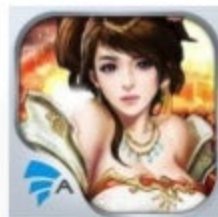
Tiểu Ngạo
Giang Hồ



Zing Mp3



Đồ sát
mobile



Chinh Đồ
Mobile



NCT



I am
Naruto



Hiệp Khách



Liên minh
huyền thoại



MobiTivi



UC Browser
Tiếng Việt



Launching boost top service for mobile apps

A service that help advertisers promote rank their apps/games in a short period of time.

Top Free
Apple Store



Top Free
Google Play



Become a partner of Bluebird award

This is the biggest competition for all indie mobile game developers.

APPOTA NEWS



Launching Appdaily

An incentive reward platform hits 100k installs in first launching week.

TOP 3 CAMPAIGNS



Ải Mỹ Nhân

100,000+
installs/week



Lịch Như Ý

90,000+
installs/week



Quỷ kiếm 3D

40,000+
installs/week

APPOTA NEWS

Appota's fanpage "[Android Store Việt Nam](#)" became the biggest VN tech community on Facebook.

Total fans
 1,134,462

User engagement/week
 2,164,246

New page likes/week
 15,681

Avg reach/post
 125,000



THANK YOU !

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