1.Time users use the service

>> **February 2016** was the first month of using the service for **92%** of the total **1665 users**. But this number **decreased by 72%** in **March** and most were no longer in use after that. Similarly, the group of users from March 2016 will no longer be used after the next month.
>>The time from when a user starts to finish lasts mainly less than **50 days** (most users are allocated in group (1)) although the contract period is up to 18 months (540 days).
>> During the contract period, the **number of days users use the service** accounts for an average of **16%**.
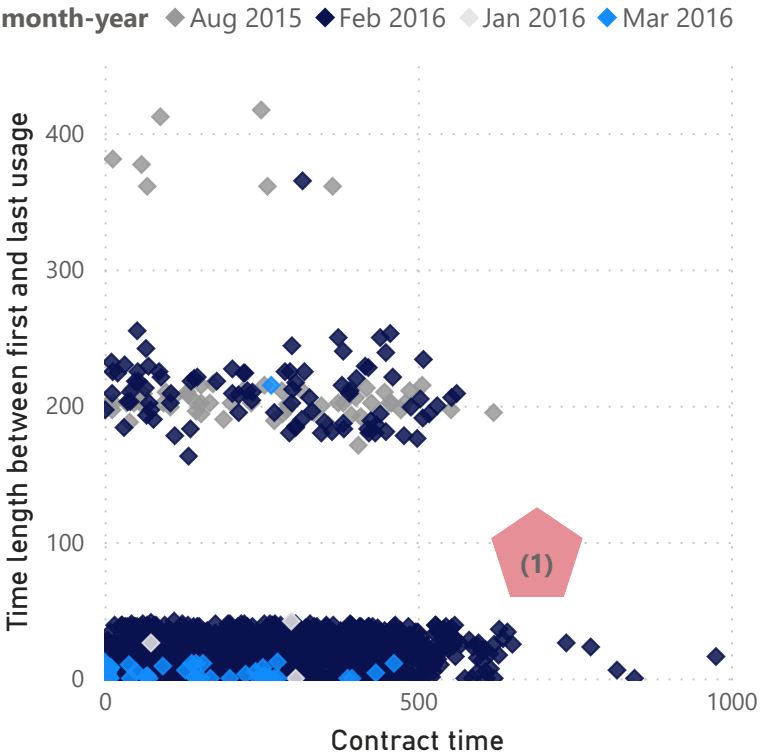
1665
Number of users

First months of usage

Number of users

| | | Month of usage | | | | | | |
| Year | 2015 | 2016 | | | | | | 2017 |
Year	August	January	February	March	July	August	September	October	February
2015								
⊞ August	66		66	26	5		2		1
2016								
⊞ January		3	3	1					
⊞ February			1531	426	6	45	42	7	1
⊞ March				65					1

Users by service usage time

month-year ◆ Aug 2015 ◆ Feb 2016 ◆ Jan 2016 ◆ Mar 2016

>> **The number of users** who started using the service **increased sharply on February 4, 2016**, they watched from **2 to 3 hours a day** in February and March. The reason may be that users signed up for the service to watch TV while staying at home more than usual **before and during the Lunar New Year.**
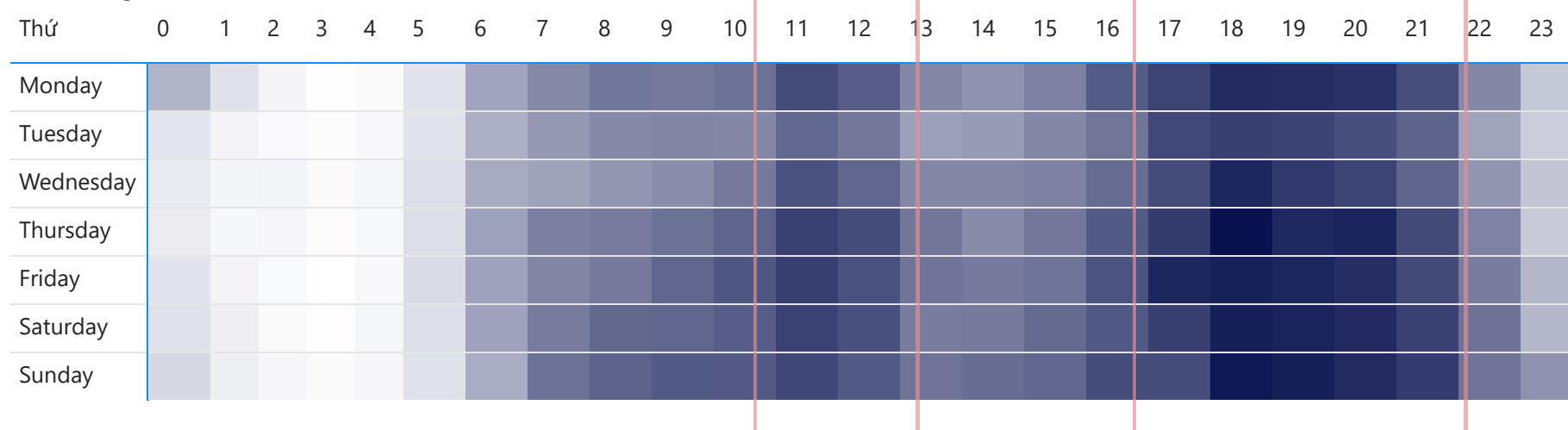
Number of users and average watching time per user in February and March 2016
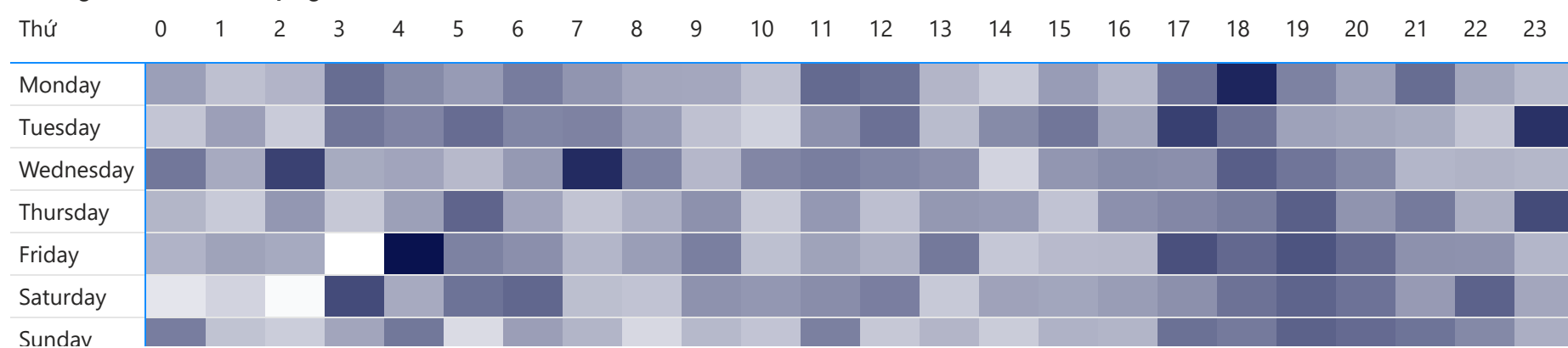
● Number of users ● Average watch time
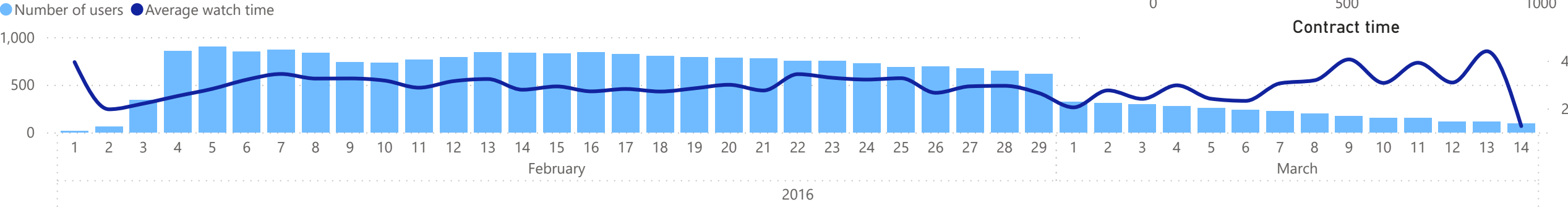
1.Time users use the service

>> Users often use the service at **noon (11-12 a.m.) and evening (5-9 p.m.)**, with the peak at 6 p.m. for the most users, but the viewing time is not the same pattern.

Số lượng user

Thứ	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Monday																								
Tuesday																								
Wednesday																								
Thursday																								
Friday																								
Saturday																								
Sunday																								

Thời gian xem/số lượng user

| Thứ	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Monday																								
Tuesday																								
Wednesday																								
Thursday																								
Friday																								
Saturday																								
Sunday																								

2.Frequency of using service

>> Watching time of a user per day is about **2 hours - 2 hours and 20 minutes** for **2 times**, each time is mainly for **1 channel**.

>> Throught users' lifetime, **40% of users watched less than 5 - 63% of users less than 10 channels minimum 0.6 hours ~ 36 minutes.** (is the representative median number of hours, if it is lower, viewers may not have a real need for it). Coupled with a significant number of sessions where users do not watch any channels, there may be a mismatch in needs with the service provided..

## Number of users by watching time (hours)/day

Distribution of users by viewing time (hours)/day and viewing time (hours)/session (session)

2.1
Median - no. hour/day

0.6
Median - no. hour/session
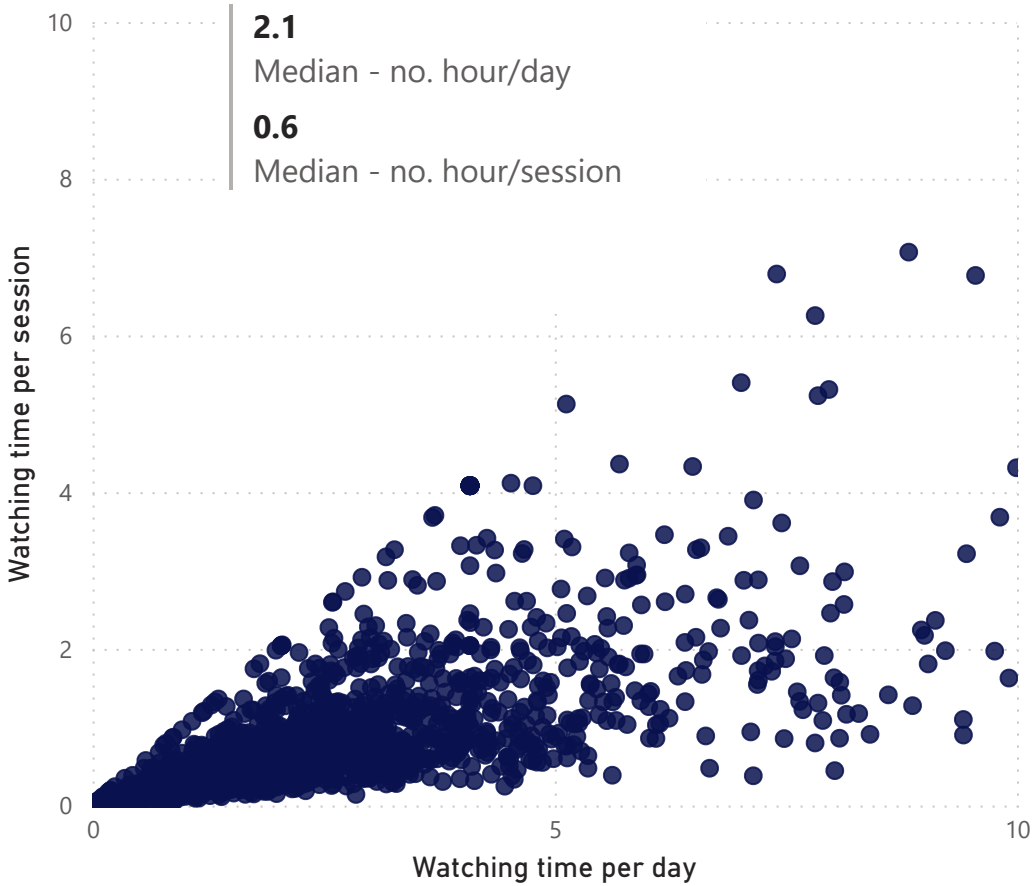
Distribution of sessions according to the number of programs/channels watched in 1 session
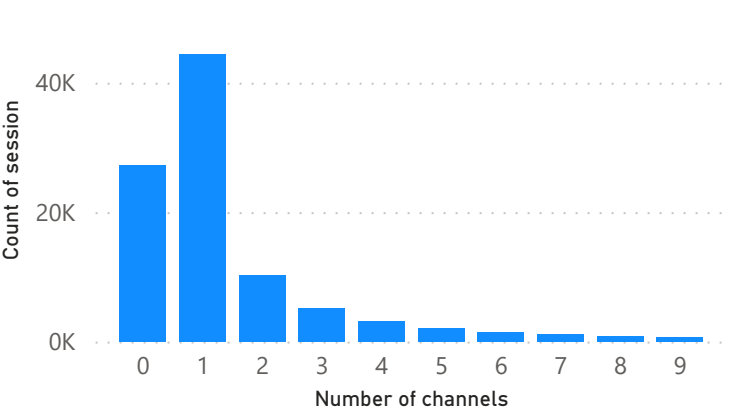
Number of users according to number of programs/channels watched at least 0.6 hours

4. Greather than 20
8%

3. From 10 to 20
29%

1. Less than 5
40%

2. From 5 to 10
23%
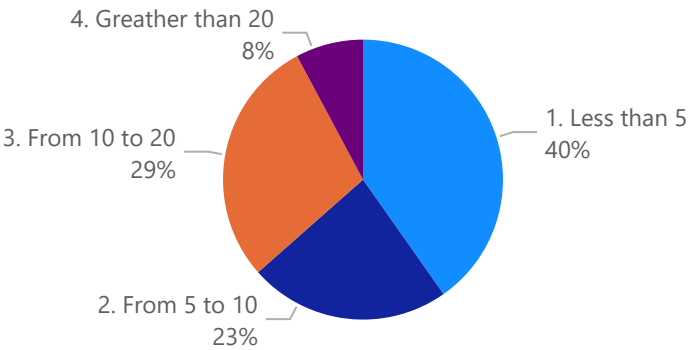
2.Frequency of using service

>> The frequency of use varies greatly between users, but the rhythm between uses of a user does not vary much.

>>> The large group of users used the service after about **0.3 days (on average),** this mainly came from the group of users who used the service regularly in February.

>>> The small group is the longer-term usage group around 180 days.

>>> The **pace of users' use of the service is relatively steady**. Most users focus on the difference from **0.1 to 0.7 days.**

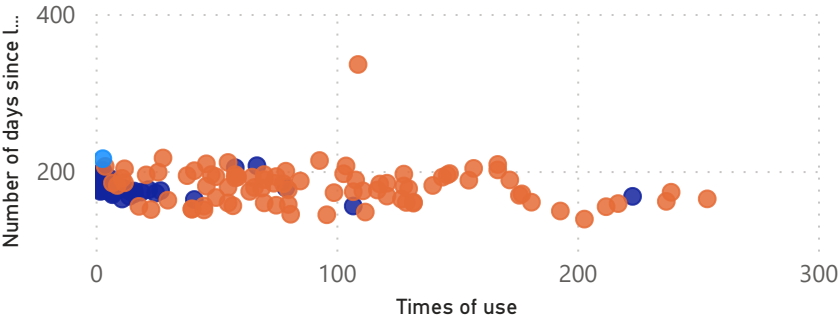### Number of users according to the difference in time periods when users reuse the service
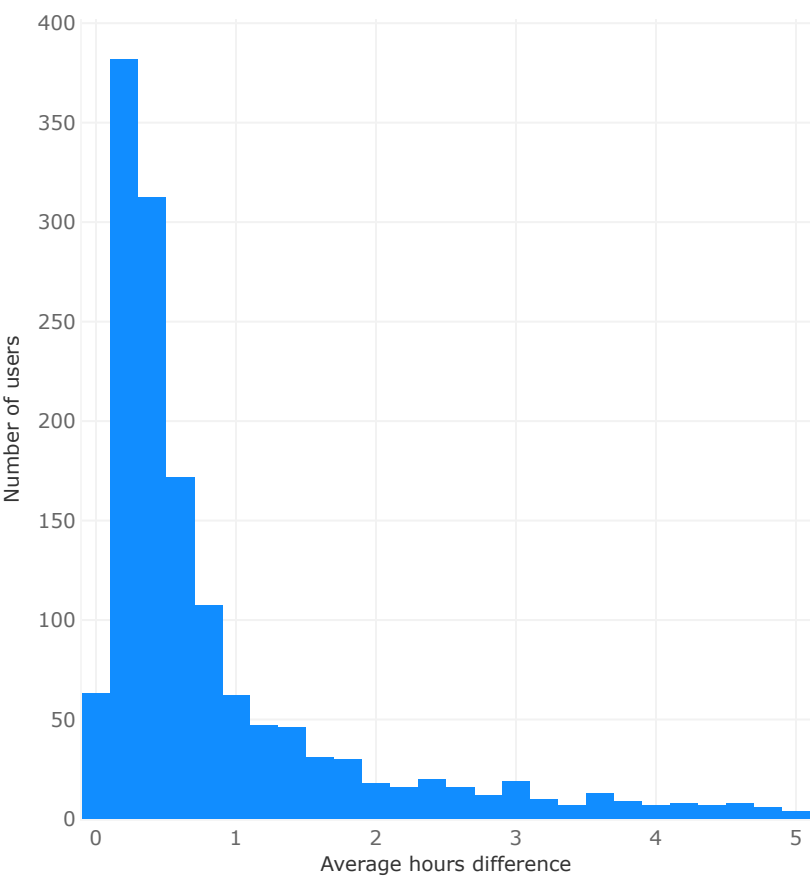
Distribution of users according to frequency of service use (days)

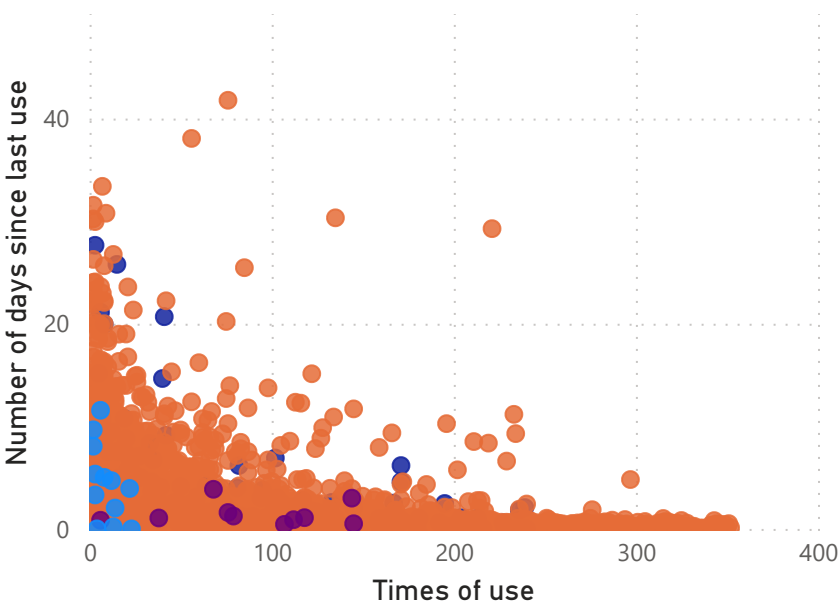**First month of ...** ● Aug 2015 ● Feb 2016 ● Jan 2016 ● Mar 2016
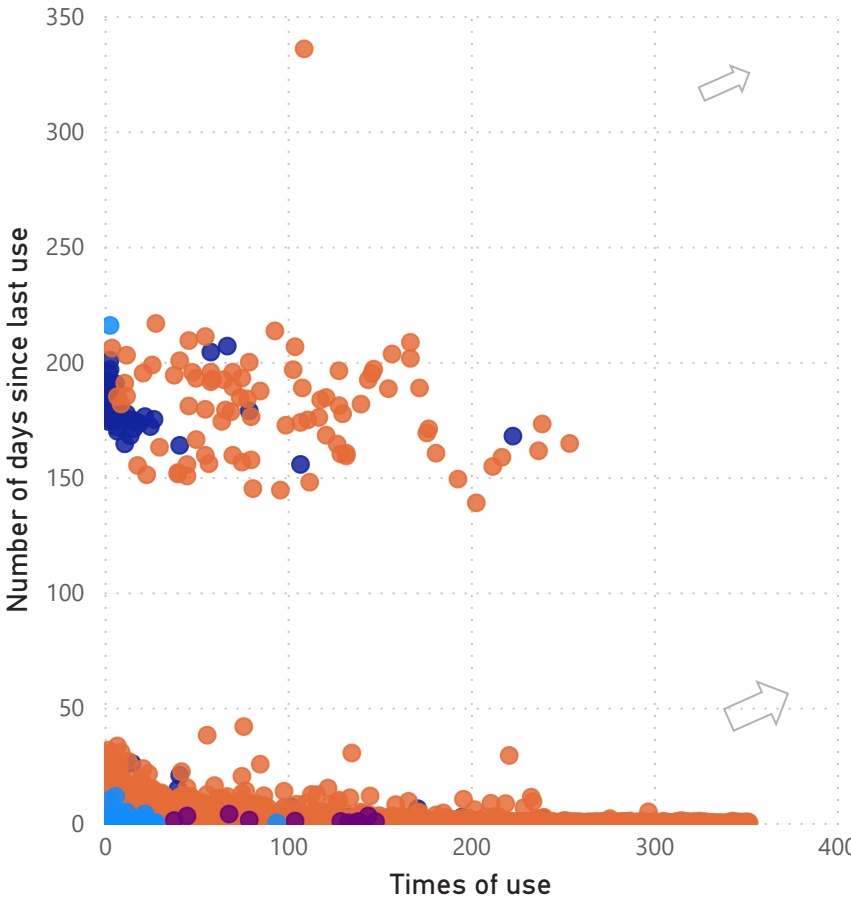
Distribution of users according to frequency of service use (days)

First month ● Aug 2015 ● Feb 2016 ● Mar 2016
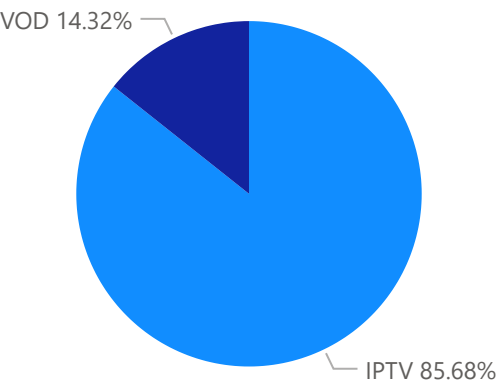

Distribution of users according to frequency of service use (days)

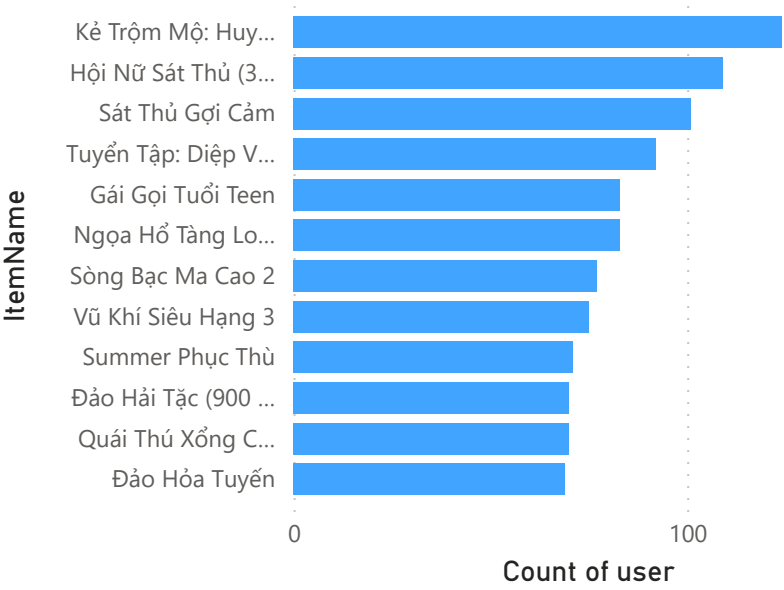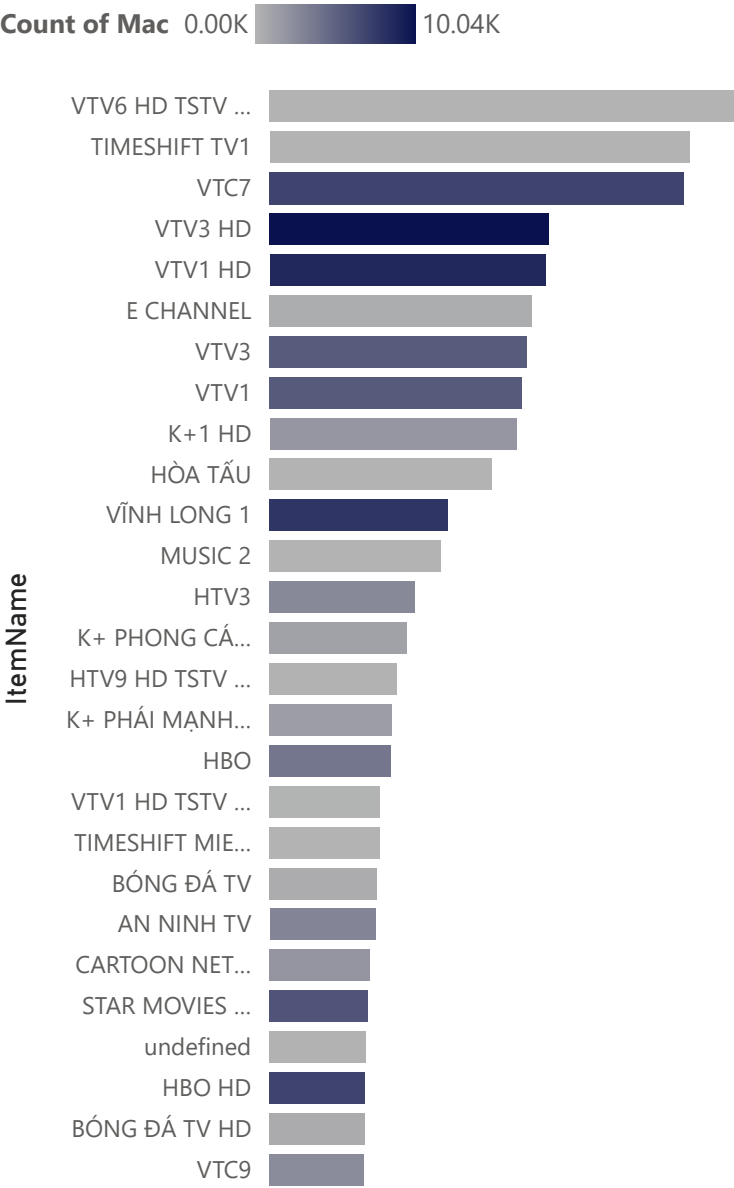**month-year** ● Aug 2015 ● Feb 2016 ● Jan 2016 ● Mar 2016
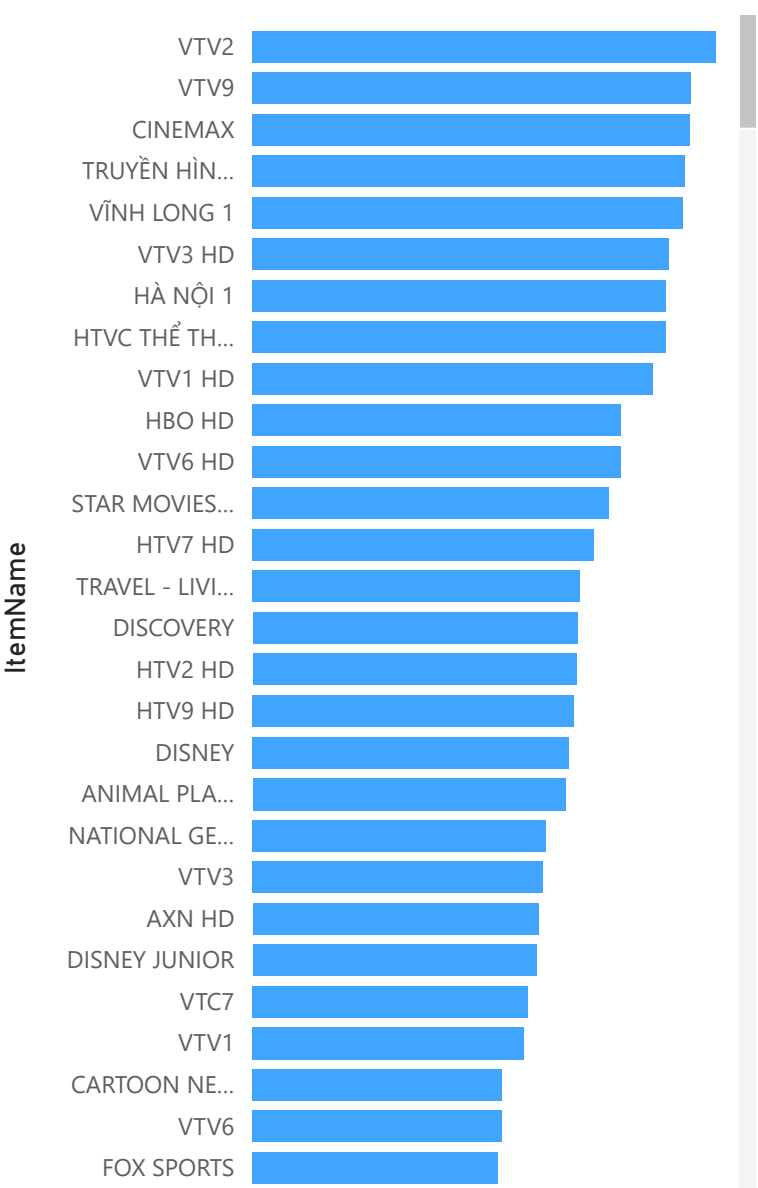
3. What did users watch?

>>Most watched channels are mainly VTV, channels related to movies and entertainment. Maybe the users are mainly of average age and like to watch movies and entertainment programs.

IPTV is used in 85% of sessions

VOD 14.32%
IPTV 85.68%

Top series with the most users viewing

- Kẻ Trộm Mộ: Huy...
- Hội Nữ Sát Thủ (3...
- Sát Thủ Gợi Cảm
- Tuyển Tập: Diệp V...
- Gái Gọi Tuổi Teen
- Ngọa Hổ Tàng Lo...
- Sòng Bạc Ma Cao 2
- Vũ Khí Siêu Hạng 3
- Summer Phục Thù
- Đảo Hải Tặc (900 ...
- Quái Thú Xổng C...
- Đảo Hoa Tuyến

ItemName

Count of user — 0 ... 100

Top TV channels with the most viewing time/users

Count of Mac   0.00K ▬▬▬ 10.04K

- VTV6 HD TSTV ...
- TIMESHIFT TV1
- VTC7
- VTV3 HD
- VTV1 HD
- E CHANNEL
- VTV3
- VTV1
- K+1 HD
- HÒA TẤU
- VĨNH LONG 1
- MUSIC 2
- HTV3
- K+ PHONG CÁ...
- HTV9 HD TSTV ...
- K+ PHÁI MẠNH...
- HBO
- VTV1 HD TSTV ...
- TIMESHIFT MIE...
- BÓNG ĐÁ TV
- AN NINH TV
- CARTOON NET...
- STAR MOVIES ...
- undefined
- HBO HD
- BÓNG ĐÁ TV HD
- VTC9

ItemName

Top TV channels with the most users watching

- VTV2
- VTV9
- CINEMAX
- TRUYỀN HÌN...
- VĨNH LONG 1
- VTV3 HD
- HÀ NỘI 1
- HTVC THỂ TH...
- VTV1 HD
- HBO HD
- VTV6 HD
- STAR MOVIES...
- HTV7 HD
- TRAVEL - LIVI...
- DISCOVERY
- HTV2 HD
- HTV9 HD
- DISNEY
- ANIMAL PLA...
- NATIONAL GE...
- VTV3
- AXN HD
- DISNEY JUNIOR
- VTC7
- VTV1
- CARTOON NE...
- VTV6
- FOX SPORTS

ItemName

Conclusion

· Users who cancel contracts have the following characteristics:

+ Mainly user groups only focus on using the service for 1 month to nearly 2 months (less than 50 days) at a high pace - daily (average 0.3 days per session)

+ Usually watch at noon (11 AM-12 PM) and evening (5 PM -9 PM)

+ User's viewing time per day is about 2 hours - 2 hours 20 minutes for 2 viewings, each time viewing mainly 1 program/channel.

+ Users use the service relatively regularly before no longer using it.

+ The number of channels/series that users watch during use is low (40% of users watch less than 5 programs/channels for at least 0.6 hours ~ 36 minutes, compared to nearly 200 channels provided)

+ Most watched channels are mainly VTV, channels related to movies and entertainment. Maybe the users are mainly of average age and like to watch movies and entertainment programs.

>>It can be seen that users who cancel the contract still have a need to use the service, but the service provided has not responded well (possibly due to the price - the service package is not suitable, maybe the price is too high for too long). many functions, etc. that the user does not use) should lead to contract cancellation.

Recommendations:

+ Optimize service packages to suit each specific customer. Re-evaluate your existing service package and consider adjusting the pricing and features offered. Providing flexible service packages suitable to user needs, while ensuring reasonable prices. For example, cheaper packages and fewer TV channels.

+ Enhance attractive content, more special than usual. This may include purchasing copyrights for attractive movies and entertainment programs from home and abroad, as well as producing special programs and original content to differentiate and retain users.

+ Do surveys and listen to user feedback.