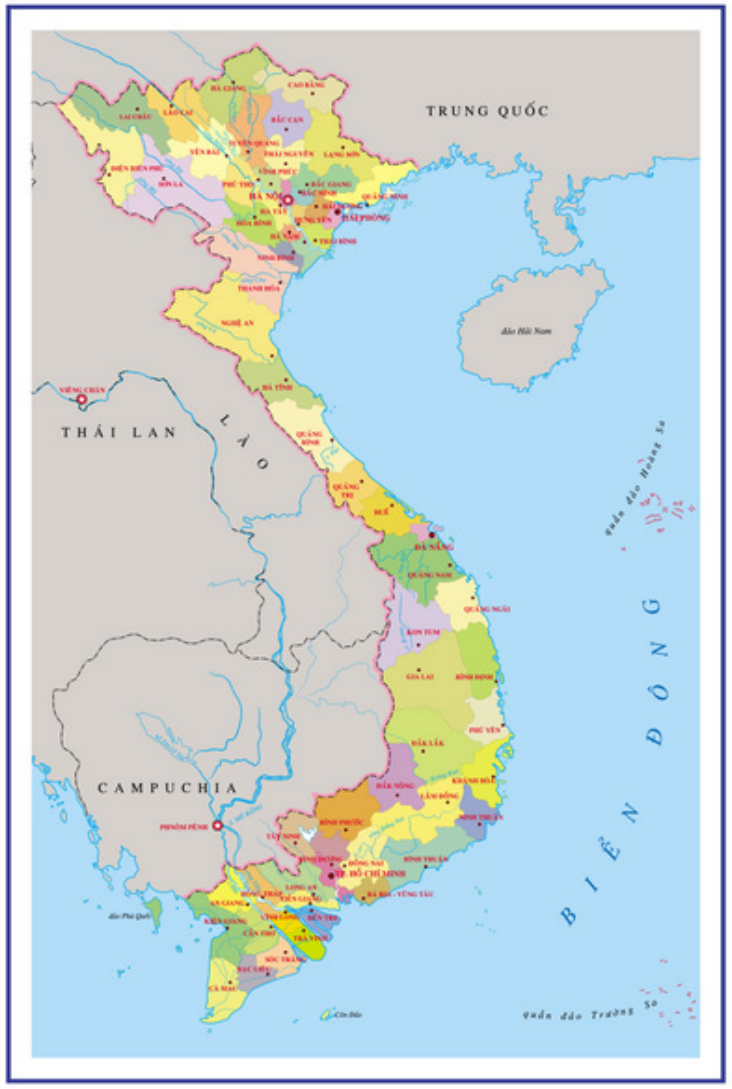
Session 5

Toward Broadband Society

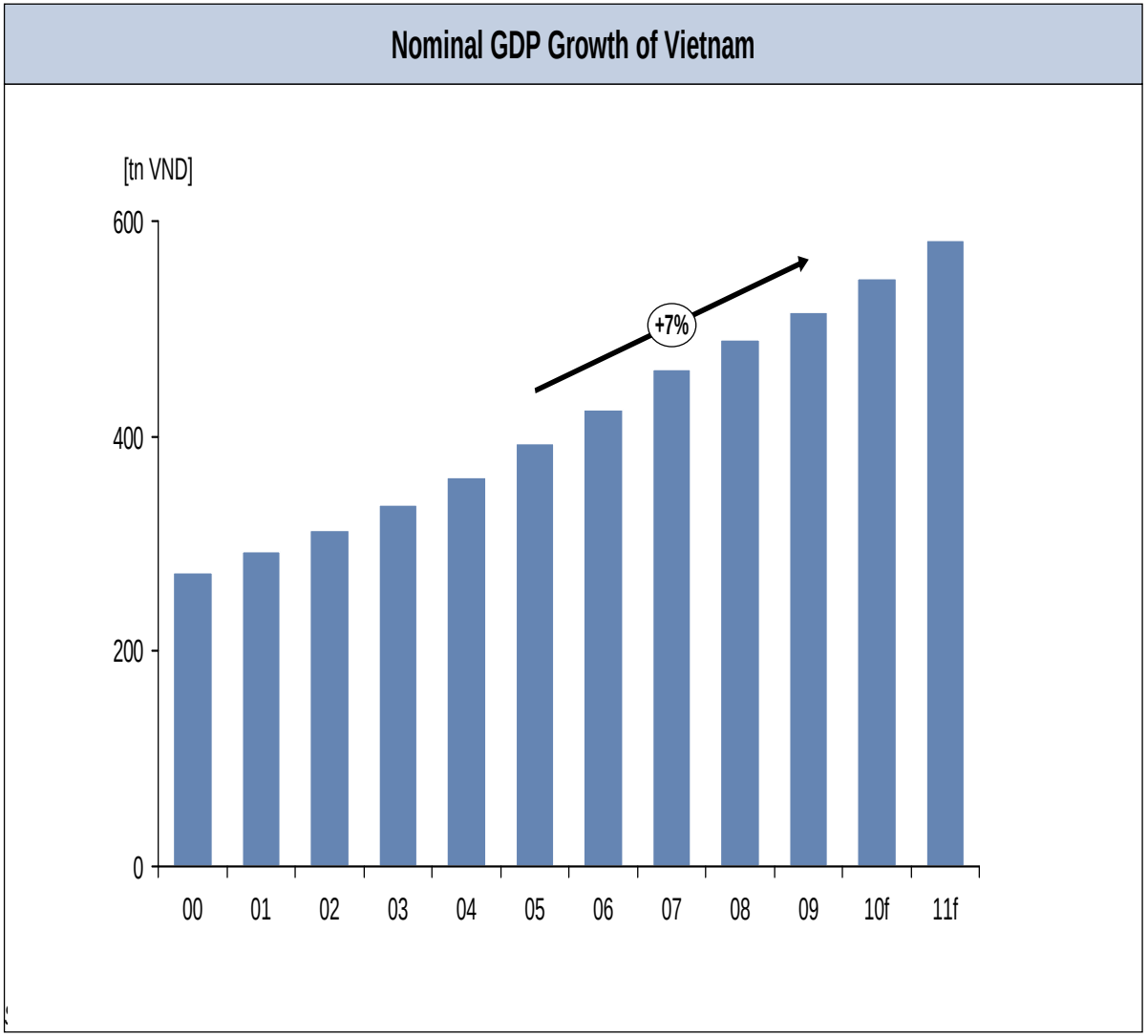
Hoang Tuyet Lan - Vietnam
VNPT Group.

Social Republic of VietNam

- Population: 86+ Millions
- Household: 23 Millions
- GDP Growth 2005-2010: 7%

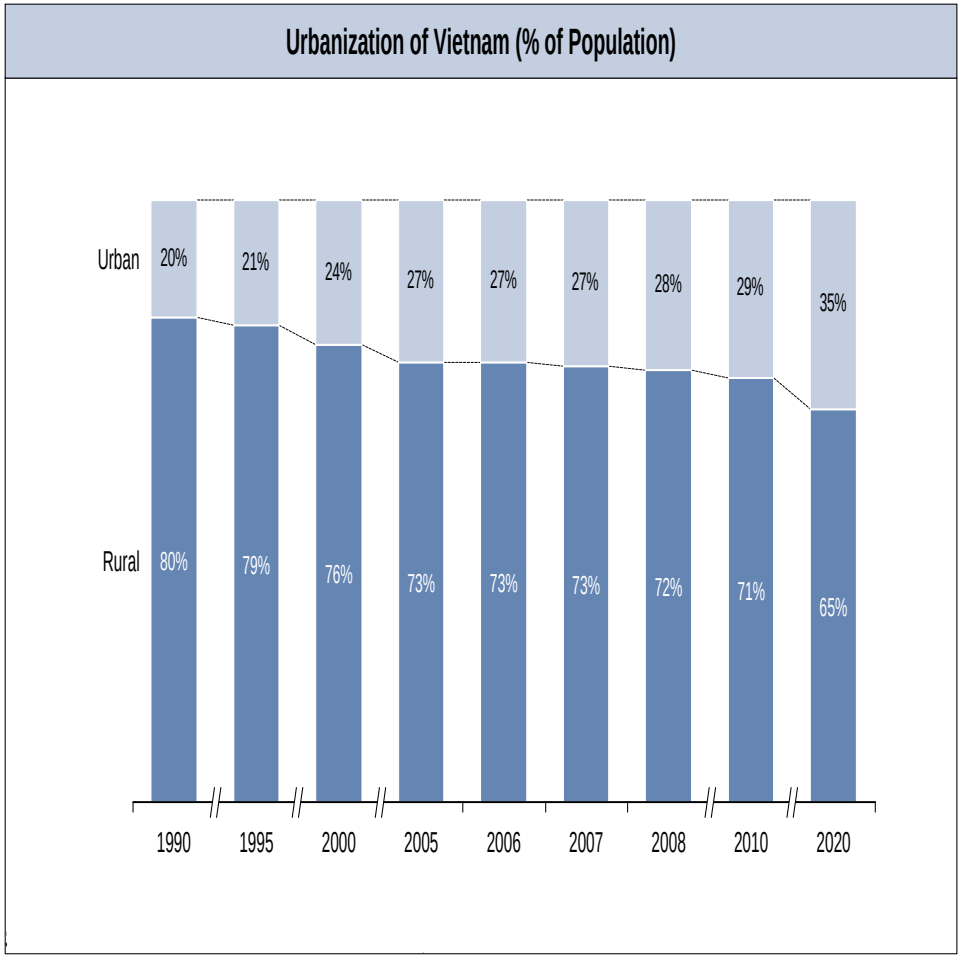


Economy Development

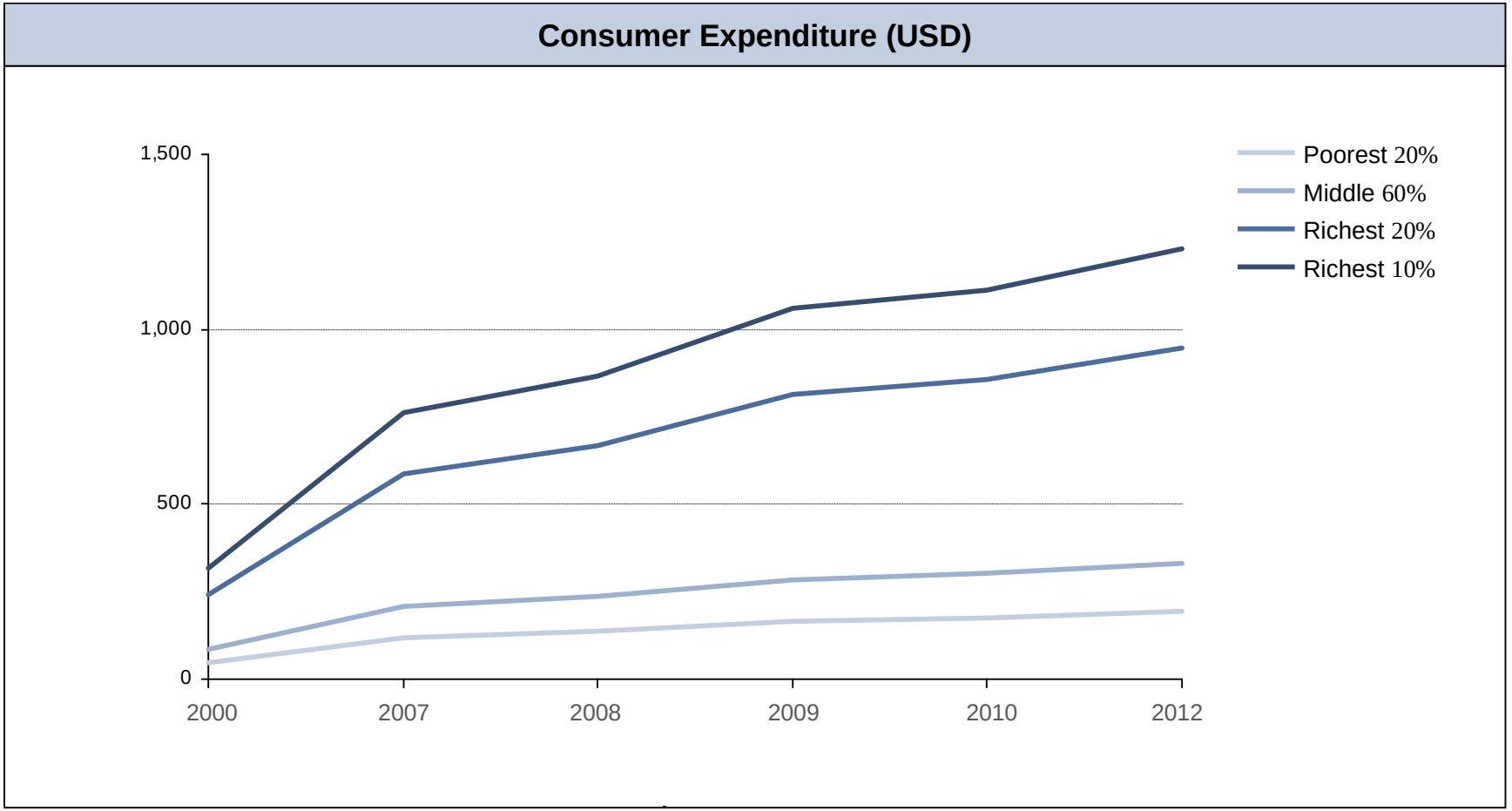


Society Structure

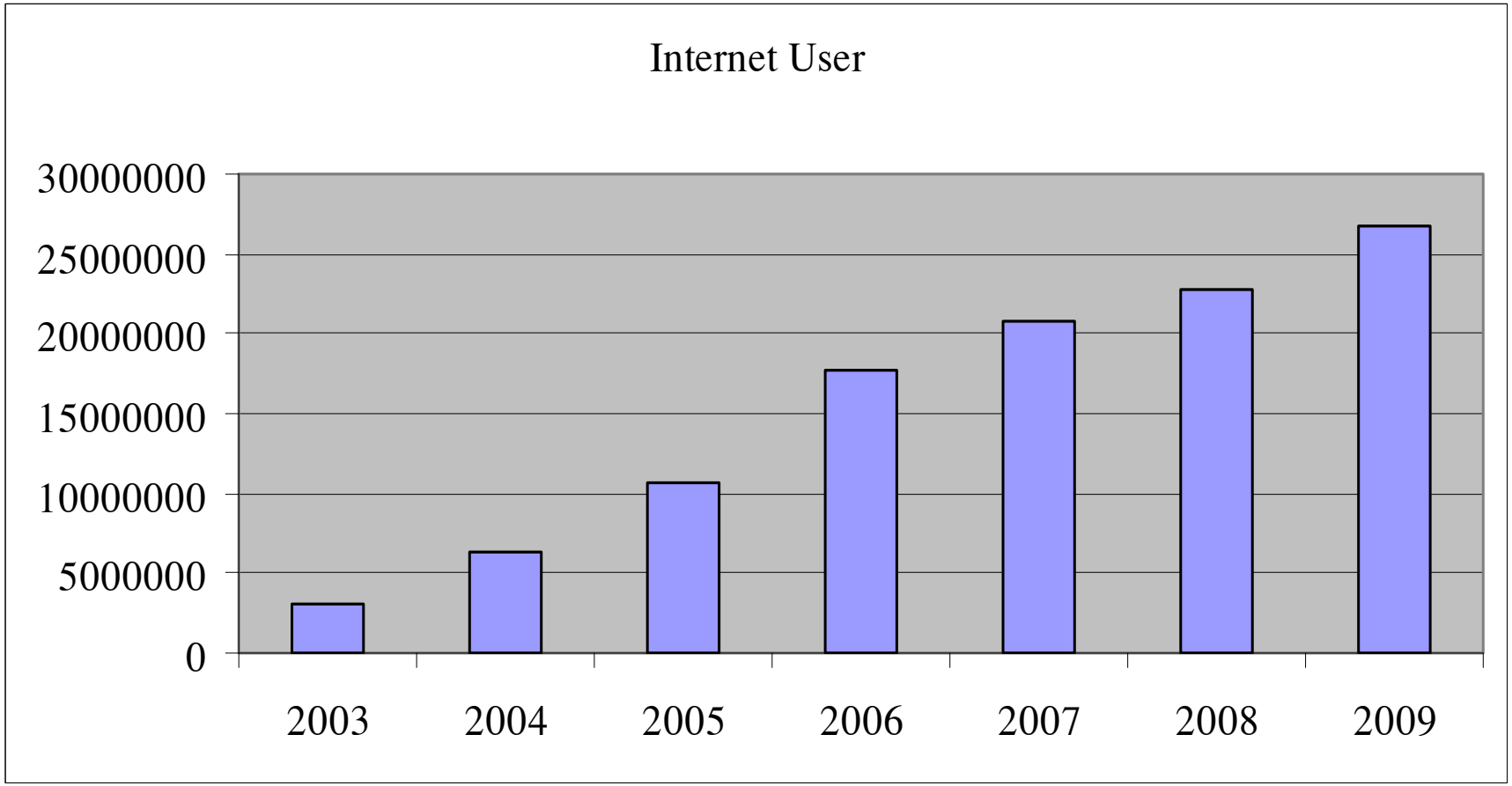
- Young population
- Market fragmentation
- Mobility
- Urbanization



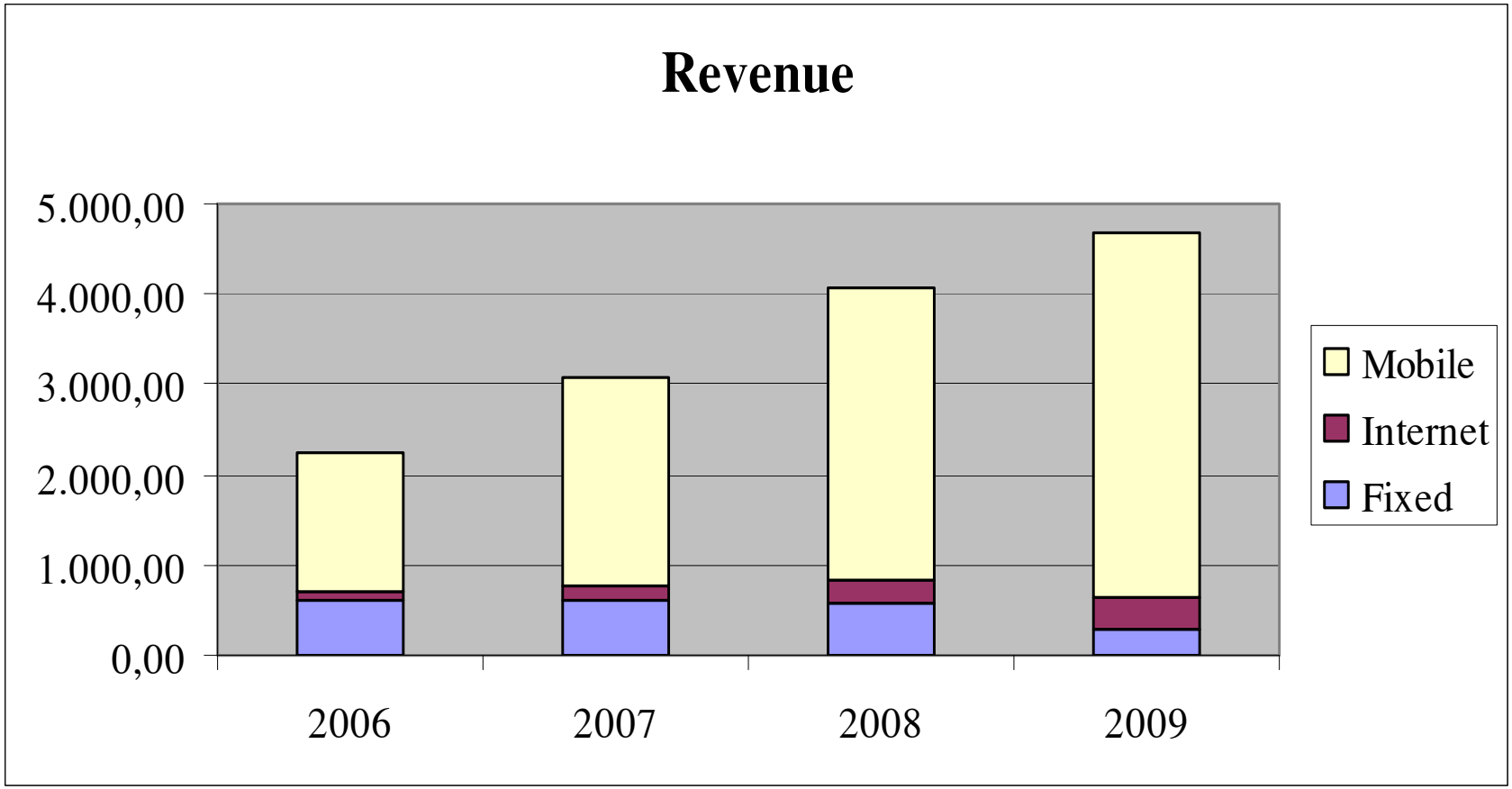
Customer Behavior



Expanding Telecom Business



Expanding Telecom Business…



To Broadband Society

Broadband Infrastructure

- Year 2002 ADSL, ADSL++
- Year 2009 FTTx with GPON
- Year 2009: Explosion of 3G Mobile Network
  - 4 Licenses with 20MHz to Operator
  - 6.000 Node B in-services
- Year 2010:
  - 25.000 Node B in-services
  - Trial LTE successfully

Vietnam Operators

- Fixed Broadband: 8
- Mobile Operator: 7
- ISPs service: 90
- Mobile MVNO: 2

Service Provided

Pricing Strategy

- Maintain Price level for Data from 2G to 3G
- Pay as you go
  - Speed Based
  - Volume Based
  - On-time Based
- Prepaid volume Package
- Postpaid monthly package

Pricing Strategy…

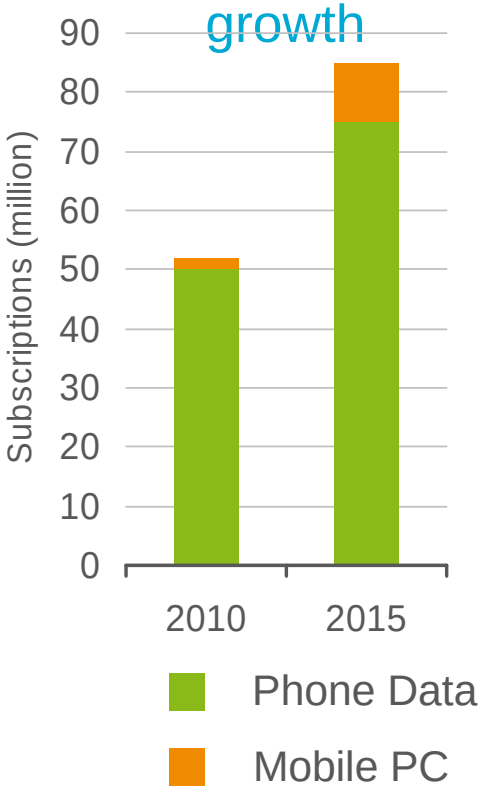
- Customize Package
- FMC fixed broadband and mobile broadband
- FMC 2G & 3G
- Bundled Minutes & Data
- Package Upgrading.

To Future: Network

- Year-2015 Mobile broadband:
  - Coverage: 85% population
  - Rank: Vietnam is on top 65 countries in ITU's list
- Year-2020: Mobile broadband
  - Coverage: 95% population
  - Rank: Vietnam is on top 55 countries in ITU's list

Service Trends

Mobile Broadband growth



Services over the top

The network a differentiator

Source: MIC
This slide contains forward looking statements

Anywhere internet 24/7, please

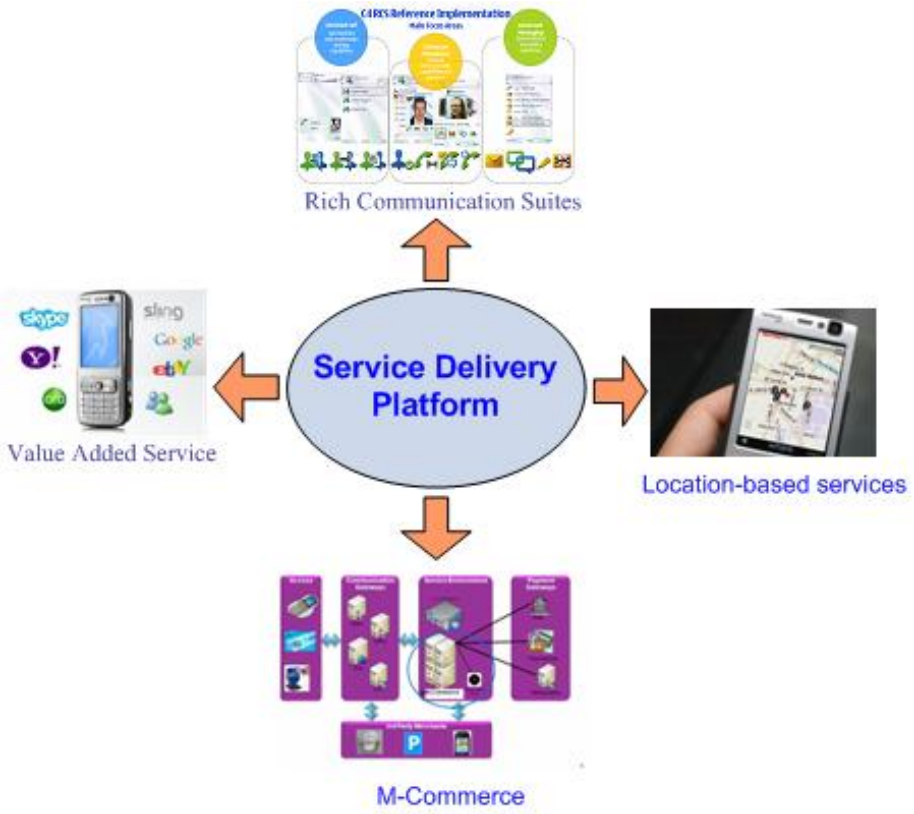
90% wants anywhere access

95% of the Smartphone users want anywhere access

Internet everywhere is a pre-requisite, not an option

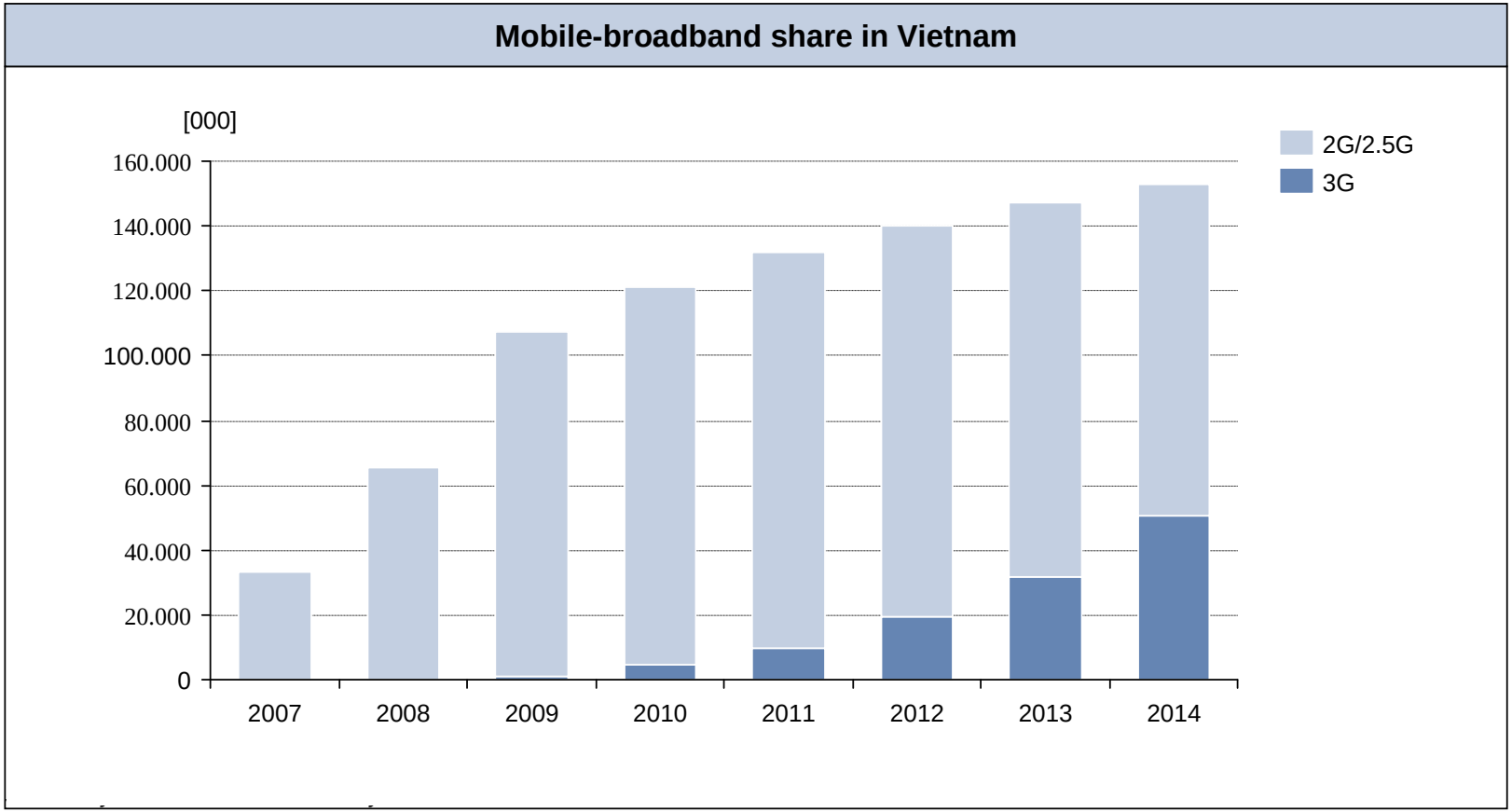
To Future: Services

- New Service Provider on Content
- More Services Application
  - VAS
  - M-Commerce
  - Rich Communication Suites
  - Location-Based Services



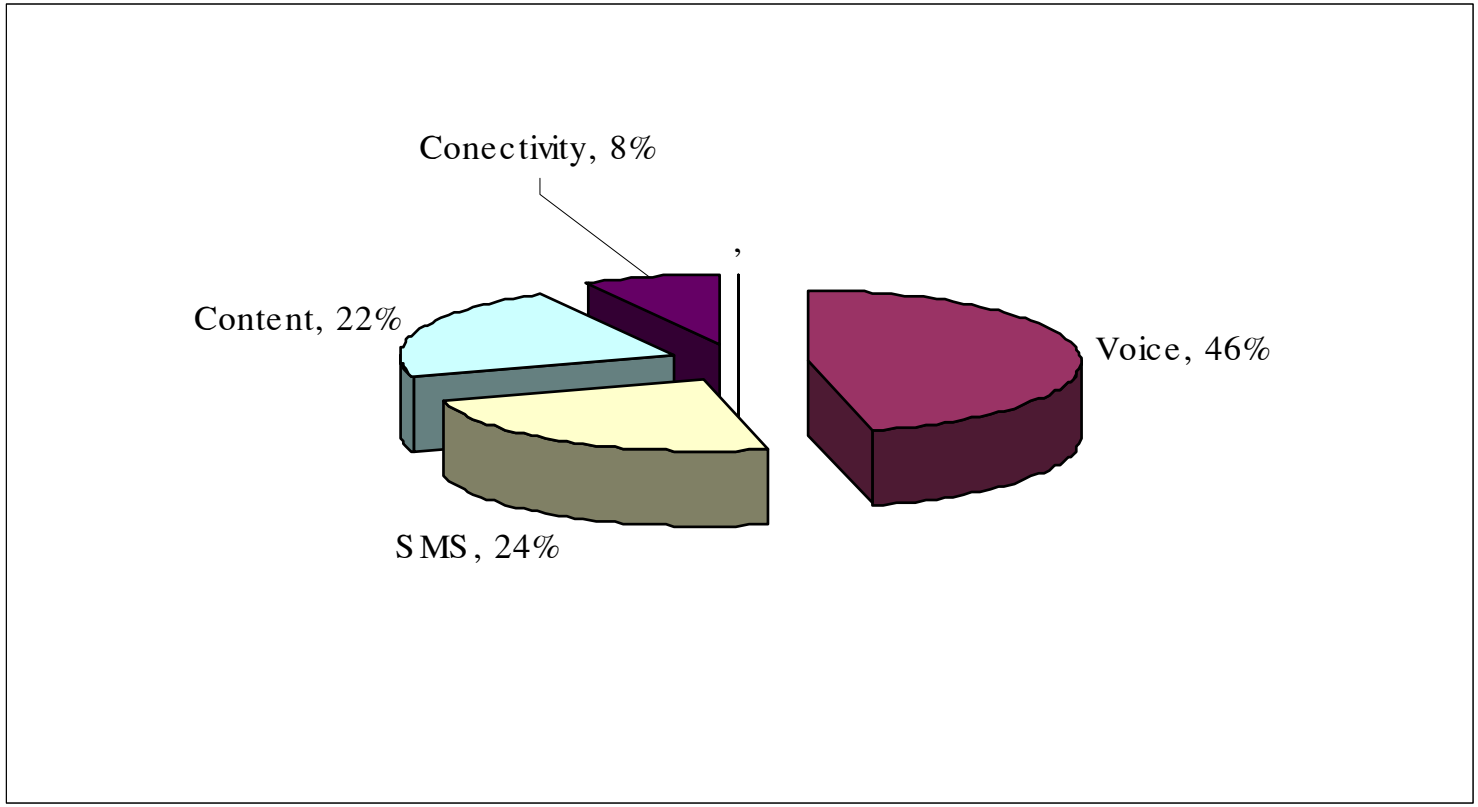
To Future: Market Share

- Increasing 3G services
- Maintain 2G services



To Future: Modernizing Revenue

- Increasing Revenue from 3G services
- Moving from Voice to Data revenue



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MINISTRY OF INFORMATION AND COMMUNICATIONS