

MINISTRY OF INFORMATION AND COMMUNICATIONS



OVERVIEW OF SOCIAL MEDIA IN VIETNAM

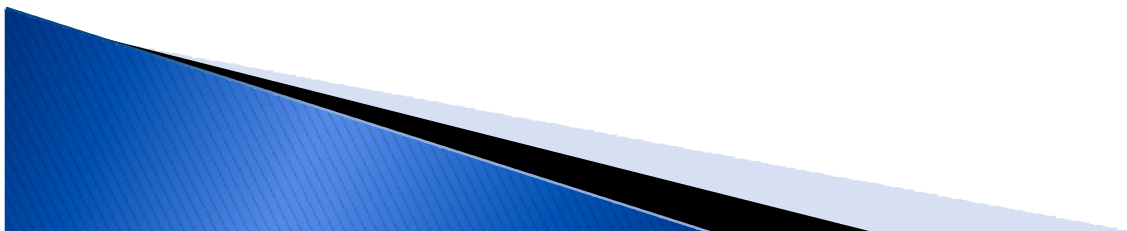
Jakarta, December 2014

MINISTRY OF INFORMATION AND COMMUNICATIONS



About us:

The Ministry of Information and Communications of the Socialist Republic of Vietnam is the policy making and regulatory body in the fields of press, publishing; posts; telecommunications; radio frequency; information technology, electronics; broadcasting; media; foreign information; domestic information and national information and communications infrastructure; management of related public services on behalf of the government.



Contents

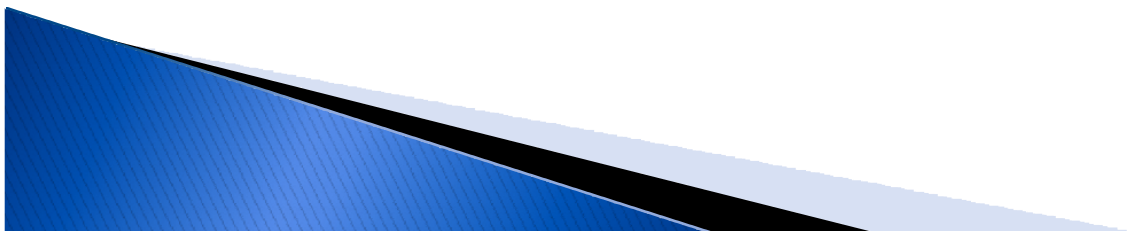


- ▶ Vietnam's Social Media Current Status
 - ▶ Vietnam's Social Media Regulation
 - ▶ Challenges

Contents



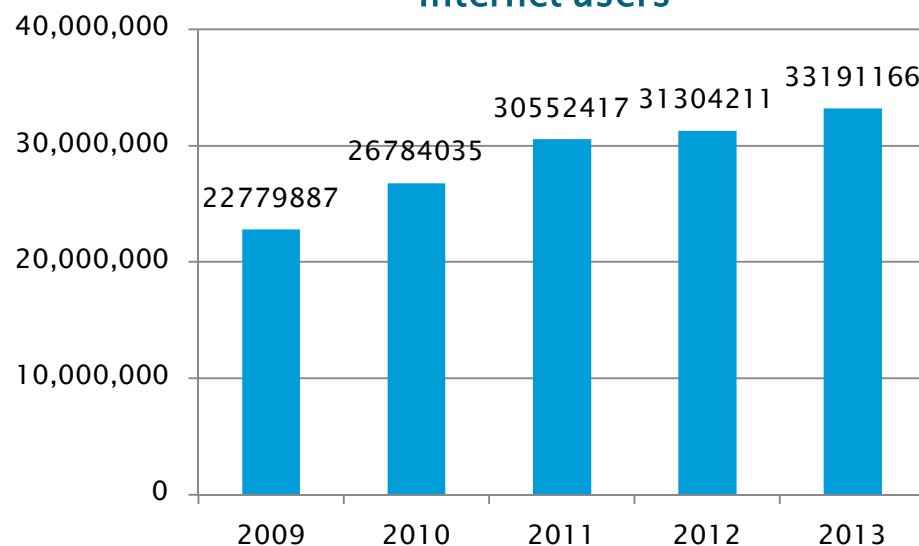
- ▶ Vietnam's Social Media Current Status
 - ▶ Vietnam's Social Media Regulation
 - ▶ Challenges



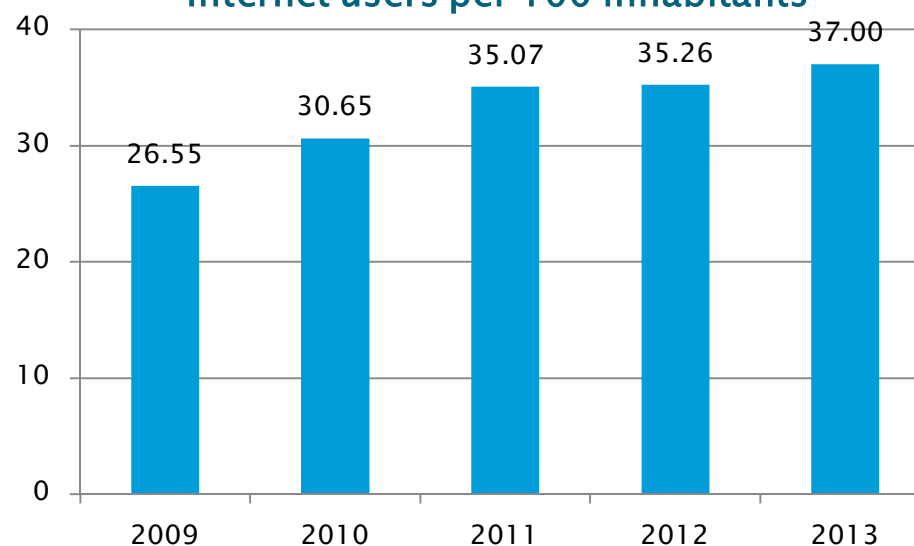
Vietnam's Social Media Current Status



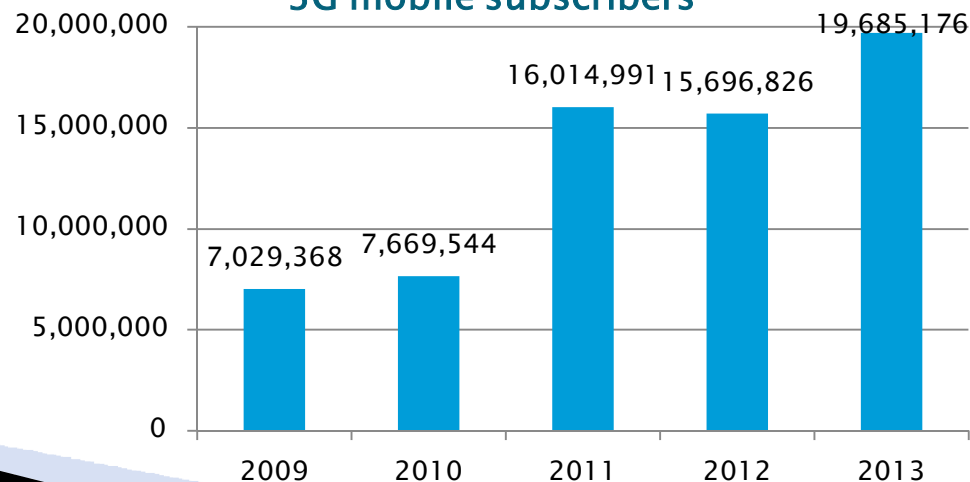
Internet users



Internet users per 100 inhabitants



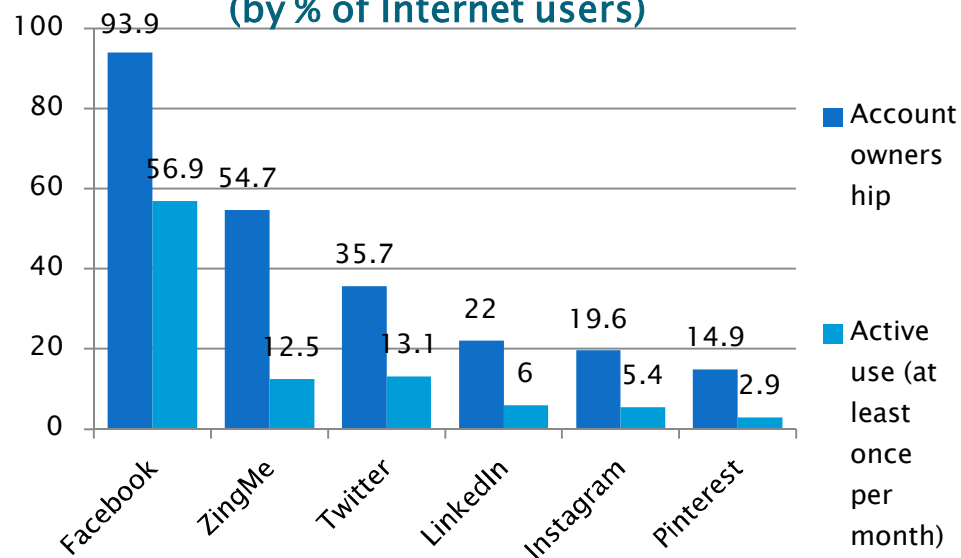
3G mobile subscribers



Vietnam's Social Media Current Status



Top Social networks in Vietnam (2014)
(by % of Internet users)



Source: BDG-Asia, 2014

Top Social networks from Vietnam (2014)

No	Social networks
1	me.zing.vn
2	webtretho.com
3	nhaccuatui.com
4	tinhte.vn
5	lamchame.com
6	violet.vn
7	otofun.net
8	phununet.com
9	tamtay.vn
10	rongbay.com

Source: MIC 2014

Classification	2012	2013
Licensed online social networks	333	420
Licensed aggregation websites (except press organizations)	963	1091

Source: Vietnam ICT White Book 2014

Vietnam's Social Media Current Status



Vietnam has one the most active social media landscape with:

- ▶ 86% of Vietnam Internet users visit social networking sites
- ▶ Social networks users in Vietnam is estimated about 8.5 millions; this year, there are 1.7 million new social media users
- ▶ 19% of Vietnamese netizens uses social networks everyday
- ▶ 79% of Vietnam's social media users have liked or followed a fanpage
- ▶ 81% of Vietnam's netizens use social media to inform purchase decisions
- ▶ 35% of Vietnam's mobile Internet users access social media on their phone

Specific social networks: Facebook

- ▶ 28% of Vietnamese Internet users have a Facebook account
- ▶ Vietnam is the fastest growing Facebook country in the world in 2013
- ▶ Vietnam Facebook users doubled over the past year (2013) to over 22 millions

Source: MIC 2014
We Are Social 2013

Vietnam's Social Media Current Status



Specific social networks: ZingMe

- ▶ 27% of Vietnamese netizens have a Zing account
- ▶ Zing's reach across Vietnamese's netizens is 59%
- ▶ About 8 millions messages are sent on Zing every day

Specific social networks: Others

- ▶ 24% percent of Vietnamese Internet users have a Google Plus/Youtube account
- ▶ 9% of Vietnamese netizens have visited Twitter in the past month (Q1 2013)
- ▶ 45.000 unique visitors to Pinterest from Vietnam in Q1 2013
- ▶ 5.3 millions unique visitors to Blogger is from Vietnam in April 2013
- ▶ 1.1 millions unique visitors to LinkedIn is from Vietnam in April 2013
- ▶ 0.7 millions unique visitors to Tamtay.vn is from Vietnam in April 2013

Source: MIC 2014
We Are Social 2013

Contents



- ▶ Vietnam's Social Media Current Status
 - ▶ Vietnam's Social Media Regulation
 - ▶ Challenges

Vietnam's Social Media Regulation



About social media services provider in general

Article 25. Rights and obligations of organizations and enterprises established social networks

Organizations, businesses set up social networking has the right and obligation of the following:

(...)

6. Coordinate with state management agencies have the authority to remove or block information content violates the provisions of Article 5 of this Decree upon request;
7. Provide personal information and private information of the users involved in terrorist activities, crimes, violations of law at the request of the State agency authorized;
8. At least 01 server systems located in Vietnam to meet the inspection, testing, storage, providing information requested by the state agency with jurisdiction and resolve customer complaints customers for providing services under the provisions of the Ministry of Information and Communications;
9. To register, store and manage personal information settings page electronic personal information and other information provided on social networks prescribed by the Ministry of Information and Communications. Ensure that only those who provide complete and accurate personal information under the new rules are established electronic information page or providing personal information on social networking;
10. Report accordance with and subject to inspection and examination by the state agency having jurisdiction.

Excerpt from Decree 72/2013/ND-CP on management, provision and use of Internet and online information services

Vietnam's Social Media Regulation



About Internet users

Which kind of Internet and Information services need to be regulated ?

Only aggregation websites and social networks must be licensed.

In addition to the rights and obligations of Internet users specified in Article 10 of this Decree, the use of social networking services also have the following rights and obligations:

1. To use the services of social networking services is prohibited except in accordance with law.
2. To protect its own confidential information and personal information in accordance with the law.
3. Compliance with regulations on the management, provision and use of social networking services.
4. Be responsible for the content of their information storage, supply, transmission social network, distributing information via a direct link from your set.

Excerpt from Decree 72/2013/ND-CP on management, provision and use of Internet and online information services

Vietnam's Social Media Regulation



About social networks

2. Conditions of information management for social networks:

- a) To have an agreement of providing and using social networking services consistent with the provisions of Decree No. 72/2013/ND-CP and posted on the homepage of social networking ;
- b) To ensure that users must agree with the online Terms of Service of the social networking services to be able to use services and utilities of social networking;
- c) To have coordination mechanism to be able to immediately remove content that violates paragraph 1 of Article 5 of Decree 72/2013/ND-CP no later than three (03) hours of self-discovery or requested by the state jurisdiction (in form of written, telephone and/or email) ;
- d) To take measures to protect its user's private and personal information;
- e) To ensure the rights of the users to decide if they allow collecting personal information or provide theirs to other organization, business or individual.

Excerpt from Circular 09/2014/TT-BTTTT providing details about the management, provision and use of information on electronic communication and social network of the Ministry of Information and Communications

Contents



- ▶ Vietnam's Social Media Current Status
 - ▶ Vietnam's Social Media Regulation
 - ▶ Challenges

Challenges



- ▶ Social media replace other digital and traditional media in daily life
- ▶ False information and hoaxes
- ▶ Absence of a social media communications in public sector
- ▶ Privacy and data protection





THANK YOU!

