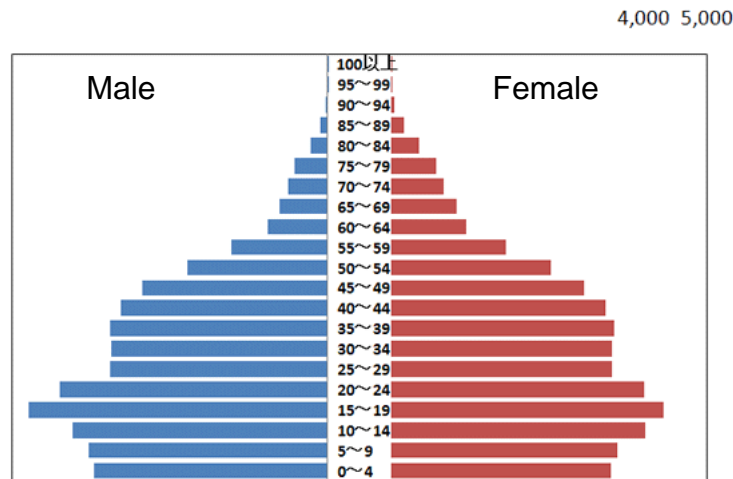
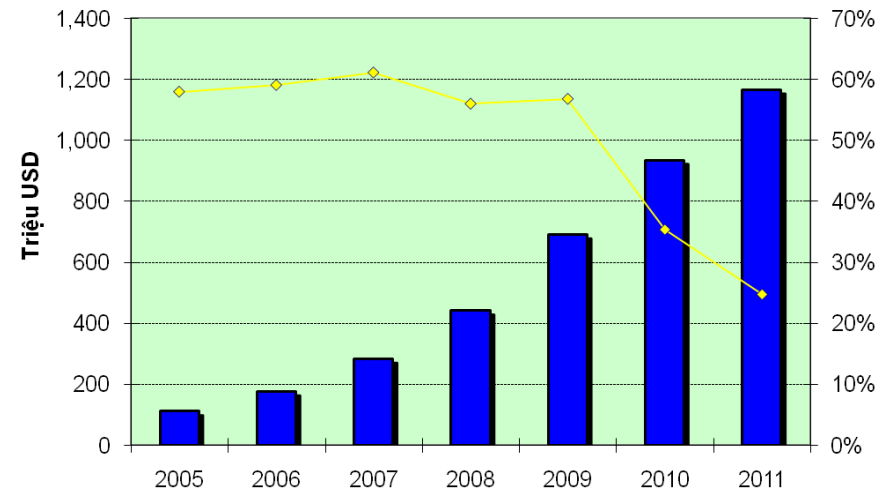


# Overview of Vietnam

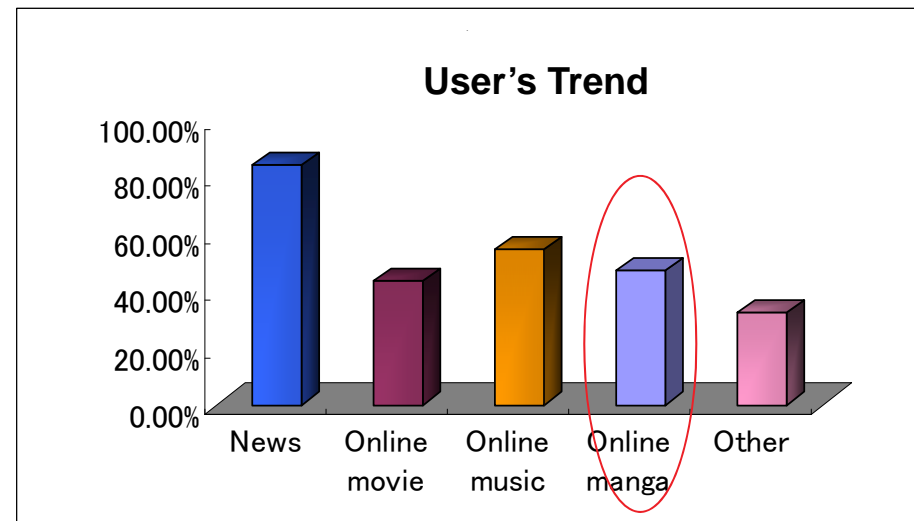


Population Pyramid  
(Source: Statistics Bureau)

- Market size: 90 million population
- Average age: approx. 30 years (2012)
- GDP growth rate: more than 5% per-year
- Having good relationship with Japan, Pro-Japanese and friendly
- Internet coverage rate: 35%
- Fast-growing digital content market
- 50% of internet users read Manga



Digital contents market (Source: VINASA)



Purpose of using Internet (Source: infoq.vn)

# Business Chances

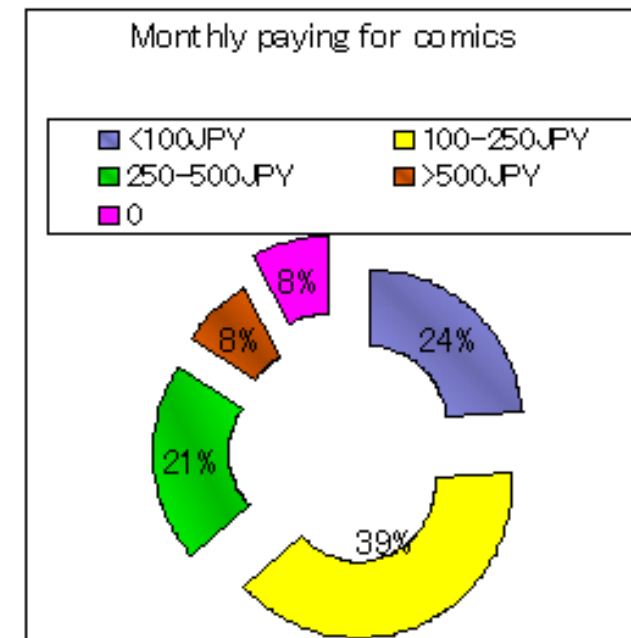
## Online Manga Distribution

- The number of smart-phone users is growing rapidly
- Most users (more than 90%) are paying for Manga
- Even adults read Manga (55% of adults read Manga)
- Estimated average monthly expenditure for Manga = 140 yen – 350 yen  
(on the assumption that maximum monthly expenditure for Manga = 1,000 yen)



## Manga related Businesses

- Manga Character Products (toys and goods)
- Online settlement service
  - Online settlement from small amounts
  - Safer and more secured** service



Source: infoq.vn

# Issues and Possible Solutions

## Main Issues

- Expensive copyright royalty
- Copyright protection (unauthorized copy)
- Regulation by Laws

## Possible Solutions

- As part of “Cool Japan”,  
promote combined sales of Software (Contents) and Hardware (Devices etc.)
- Support Intellectual Property Right Protection (Basic infrastructure development, education and etc.) through ODA
- Consider relaxation of rules and regulations (Vietnam government)