

GANASSA

AN ASSESSMENT OF
THE STATE OF EUROPEAN
FOOTBALL IN

VIETNAM

Vietnam at a Glance

97,040,334

#15 in the World



Population

30.9

Year-Old



Median Age

36.6%

2.98% annual rate
of change



Urban Population

94.5%



Literacy

52.7%

49,741,000
#13 in the World
by Population



Connectivity

US\$6,900

per Year



GDP per Capita (PPP)



Vietnam at a Glance

- 🏐 Vietnam has a population of over 97,000,000, mostly centered around the two main cities of Hanoi (pop. ca. 7,500,000) and Ho Chi Minh City (pop. ca. 8,500,000)
- 🏐 Population is expected to surpass 100,000,000 soon, which will make Vietnam the 8th most-populated country in Asia after China, India, Indonesia, Pakistan, Bangladesh, Japan and the Philippines
- 🏐 Vietnam's demographics show a very young population, with about 25% under 14 years old, and only 6% over 65 years old
- 🏐 The median age is as low as 30.9 years.



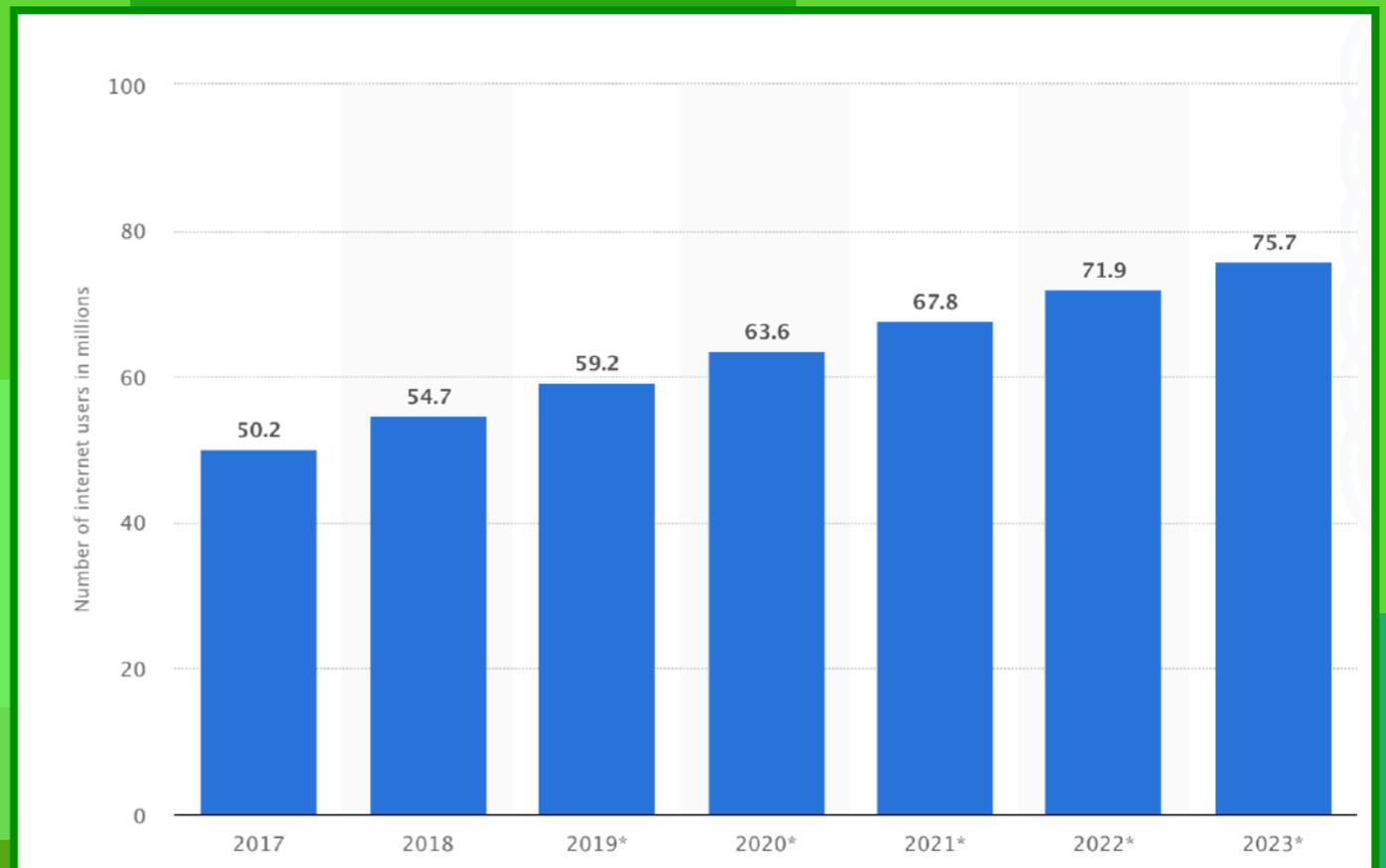
Internet in Vietnam

🏐 Internet penetration in January 2019 was calculated at almost 50 million, according to the CIA factbook

🏐 Statista.com's specialists believe it might be up to almost 60 millions

🏐 This number is projected to rise to over 75 million by 2023

🏐 The great majority of users (an estimated 80%) access the Internet via smartphone.



<https://www.statista.com/statistics/369732/internet-users-vietnam/>



Social Networks in Vietnam

🏐 Facebook is by far the most popular social network in Vietnam. It is also used widely for messaging and calling friends



🏐 Twitter is not particularly popular in Vietnam and Instagram also has still limited reach



🏐 The popularity of Facebook has hindered the development of other social platforms in the country, resulting in small groups of niche users on non-Facebook services.



🏐 Picking Facebook as main social platform is a no-brainer.



Vietnamese Football

- ⚽ Vietnam's national teams are very popular among football fans
- ⚽ In January 2018, the Vietnam U23 national team reached the final of the U23 Asian Cup, kick-starting a football craze
- ⚽ Since then, the Vietnamese national teams were 4th in the Asian Games 2018 and went on to be crowned champions both in the AFF Suzuki Cup 2019 and in the SEA Games 2019
- ⚽ Due to the recent success of the national teams, the local league (V-League) as well has earned more respect from the fans
- ⚽ However, most Vietnamese still prefer European teams when it comes to club competitions.



European Football in Vietnam

- ⚽ The most popular club in Vietnam is Manchester United, followed by Chelsea, Barcelona, Arsenal and Liverpool
- ⚽ International football became available to the masses in Vietnam around the mid-1990s, when Manchester United was a top team. Their “treble” in 1999 enshrined them as the most beloved club for the country’s first true generation of international football fans
 - ⚽ Today, about 25% of Vietnamese fans support Manchester United, making the Red Devils a sort of “second national team”
- ⚽ The most popular league in Vietnam is the Premier League, followed by La Liga and Serie A
- ⚽ Big international events such as the UEFA Champions League and the FIFA World Cup attract significant attention from fans.



European Clubs SNS/sites in Vietnam



BUNDESLIGA



(occasionally)



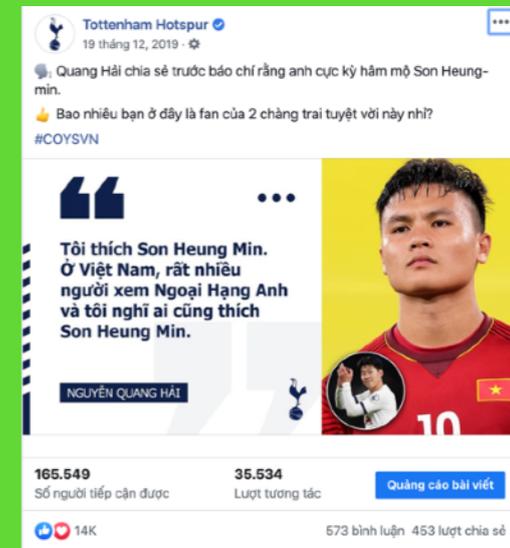
LaLiga



(occasionally)



European Clubs SNS in Vietnam (samples)



European Clubs SNS/sites in Vietnam

⚽ K+ has owned the EPL broadcasting rights since the 2016-2017 season. All 380 seasonal matches are also available on their streaming service MyK+, and also sub-licensed to nine other broadcasting partners and OTT services

⚽ DAZN owns the broadcasting rights of LaLiga, but those have been sub-licensed to SCTV and VTVcab. Spanish football is popular in Vietnam; however, the late kick-off time has been an issue. In the past season LaLiga was streamed for free on Facebook and Youtube

⚽ Serie A has been on FPT and its streaming service FPT Play since 2018. FPT Play is one of the biggest players in the OTT market and the service also owns the broadcasting right of the English FA Cup

⚽ Piracy and illegal streaming are still a big concern in Vietnam.

TV Broadcast Rights' Holders



BUNDESLIGA



**Bundesliga + Fox Sports
until 2020**



LaLiga



**LaLiga + SCTV
until 2023**



**Serie A + FTP
until 2021**



Premier League



**EPL + K Plus
until 2022**



Foreign Clubs' Visits and Collaborations

- ⚽ Manchester City have been very active in Vietnam in recent years. They had a few ground activities such as a trophy tour, former player visits, video contents and partnership with SHB Bank. However, they do not have social media in Vietnamese yet
- ⚽ Arsenal played against Vietnam's national team in 2013, and collaborate with local club Hoang Anh Gia Lai club (a V-League club owned by Mr. Doan Nguyen Duc – one of the country's billionaires). The Gunners also opened Hoang Anh Gia Lai Arsenal JMG Academy
- ⚽ AS Roma sent their U19 team to play friendlies in Vietnam in 2014. They were welcomed by a small group of local Romanistas
- ⚽ David Trezeguet visited Vietnam in 2018 to attend the opening ceremony of the Juventus Academy in Vietnam. The academy is operated in partnership with the Binh Minh Group
- ⚽ Several Japanese clubs have partnerships with Vietnamese clubs and run their pre-season camps in Vietnam. In 2015, Mito Hollyhock signed a Vietnamese player and earned a sponsorship from Vietnam Airlines.



SC Heerenveen Case Study

- ⚽ The Dutch club loaned Vietnamese star Doan Van Hau from Hanoi FC in September 2019
- ⚽ The club's Facebook account soared with 200,000 new followers from Vietnam after just 3 days. (<https://www.foxsportsasia.com/football/asian-football/1167050/facebook-page-of-sc-heerenveen-soars-with-vietnamese-followers-after-doan-van-hau-signing-200000-new-likes-in-only-three-days/>)
- ⚽ The club clinched a sponsorship with Vietnamese company Trevi (<http://www.trevibike.com/>)
- ⚽ In July 2019, Cong Phuong joining the Belgian side Sint Truidense had a big impact on the club's social media account, with some 25,000 new followers' joining within a few days. However, the lack of localized content for the Vietnamese audience disappointed the fans, and many unfollowed even before the player left the club.



Trevi means Tre Viet. With this name, the company wishes that whenever people mention Trevi, it reminds them of Vietnam and the creativity of Vietnamese people with extremely unique but eco-friendly products. sc Heerenveen is very happy to welcome Trevi - Bamboo Bike to the club.



21K 764 bình luận 299 lượt chia sẻ



Reasons for Entering the Vietnamese Market

- ⚽ A huge population with young demographics
- ⚽ A growing number of Internet users
- ⚽ A country with a strong passion for football
- ⚽ The opportunity to be one of the first European Clubs/Leagues with an official digital media presence
- ⚽ The existence of a European Football fandom which desires to be nurtured
- ⚽ Opportunities to cooperate with and promote local clubs and academies
- ⚽ The chance to create a blueprint that, if successful, can be replicated in other countries in Asia and around the world
- ⚽ It is free for three first months, and if you're not satisfied, you can quit. No risks.



About Us

- ⚽ At Ganassa we are a team of digital football media experts, specialized in the creation, localization, development and maintenance of websites and social media networks.
- ⚽ We work in Japan and across Asia with a crew of local creators and editors, and we have a close relationship with the fans and the football community.
- ⚽ Our mission is to create a bridge between the football cultures in Asia and those across the rest of the world.
- ⚽ In recent years we have successfully cooperated with some top clubs and federations, including Juventus FC, Chelsea FC, Real Betis, SD Eibar, SSC Napoli, AS Roma, Yokohama FC, UEFA, J.League and the East Asia Football Federation.



Our Main Football Clients



J.LEAGUE

Since 2016



UEFA
CHAMPIONS
LEAGUE

Since 2020



Since 2017



Since 2019



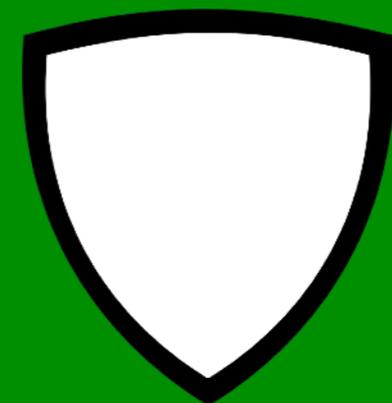
Since 2018



Since 2018



Since 2019



Your Club?



Our Staff's Commitment

- ⚽ For our projects, we are selecting specialized personnel that features the following skills:
 - ⚽ A high level of knowledge of football – present and past
 - ⚽ A good knowledge of the Asian Social Networks environment and their audience
 - ⚽ A proficient control of English, plus –of course– impeccable local language writing skills
 - ⚽ Availability to work tirelessly every day of the year
 - ⚽ Experience (at least three certified years on a football digital platform)
 - ⚽ Eagerness to support the vision of our client in Asia
 - ⚽ If needed, availability to network on short notice with our client for editorial meetings, analysis, projects, etc.



Contact Us



If you are interested
If you have questions
If you want to set up a call

Email us at:

info@ganassa.jp



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www.ganassa.jp

