

越南移动通讯及广播行业研究报告

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一、报告简介

观研报告网发布的《越南移动通讯及广播行业研究报告》涵盖行业最新数据，市场热点，政策规划，竞争情报，市场前景预测，投资策略等内容。更辅以大量直观的图表帮助本行业企业准确把握行业发展态势、市场商机动向、正确制定企业竞争战略和投资策略。本报告依据国家统计局、海关总署和国家信息中心等渠道发布的权威数据，以及我中心对本行业的实地调研，结合了行业所处的环境，从理论到实践、从宏观到微观等多个角度进行市场调研分析。

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二、报告目录及图表目录

摘要Vietnam's mobile market continues to grow strongly, evidence that the competition model the government has put in place, although limited initially, has in fact been working. The government has committed itself to the continued growth of mobile networks, especially encouraging the extension of coverage to the provinces. National penetration was around 35% by end-2007, with plenty of scope for further growth. Vietnam has also been busy opening up the market to new players, including some with no VNPT involvement. As with most other Asian mobile markets, growth in Vietnam was boosted by the introduction of prepaid mobile services back in 2001. This report provides an overview of the country's mobile market. There is also some information on TV broadcasting.

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