

**THE HABIT OF READING  
COMICS ONLINE IN VIETNAM**

**WAKA E-BOOK MARKET REPORT  
QUARTER II - III/2019**

**THE HABIT OF  
READING COMICS ONLINE  
IN VIETNAM**

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**THE HABIT OF  
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## **TRENDING OF THE GLOBAL ONLINE COMIC MARKET**



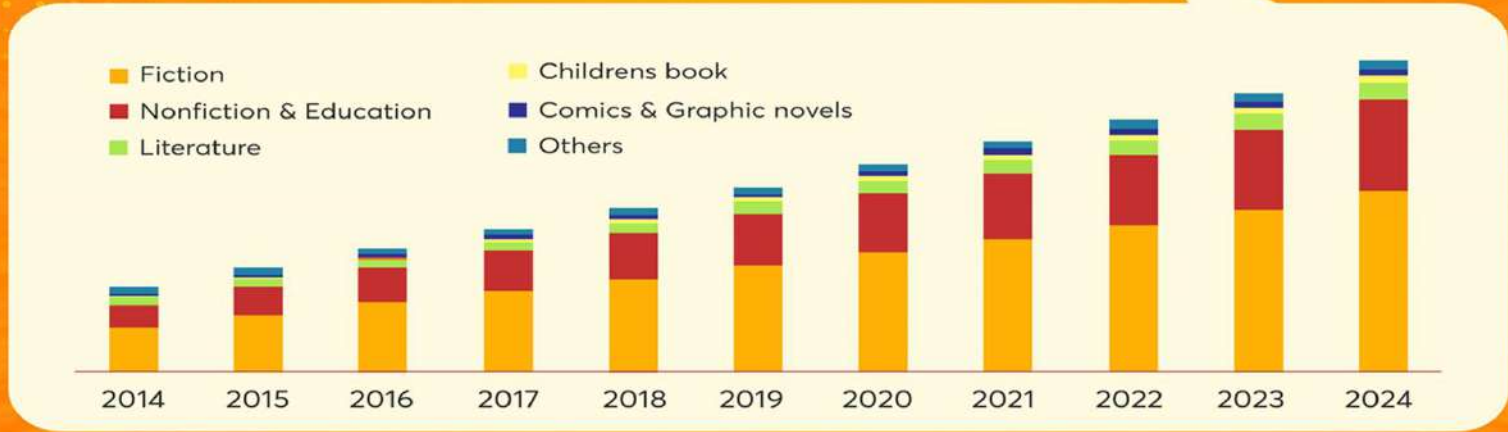
Online comics are divided into two categories:

- Digital Comic and Graphic Novels: An online version of a comic book/ magazine that has been published in hard-copy
- Webcomic: Comics are only published on the Website / Application on the mobile before the hard-copy

Reference Source: [1], [2]

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# TRENDING OF THE GLOBAL ONLINE COMIC MARKET



It is predicted that the global market of e-books will continuously increase and reach USD 29.43 billion by 2024, of which, the market share of digital comics (Comic and Graphic Novels) is expected to reach 10% ( equivalent to 2.94 billion USD)

Reference Source: [3], [4]

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**TRENDING OF THE GLOBAL  
ONLINE COMIC MARKET**

In the webcomic market, the two most prominent representatives, Webtoon (Korea) and Manhua (China), have achieved high and continuous growth over the years:

- China: The number of people reading comics online is expected to exceed 200 million, equivalent to 3.35 billion yuan (~ 437 million USD) in revenue.
- South Korea: The country should develop Webtoon boom is expected to reach 1000 billion Won (~ 855 million USD)

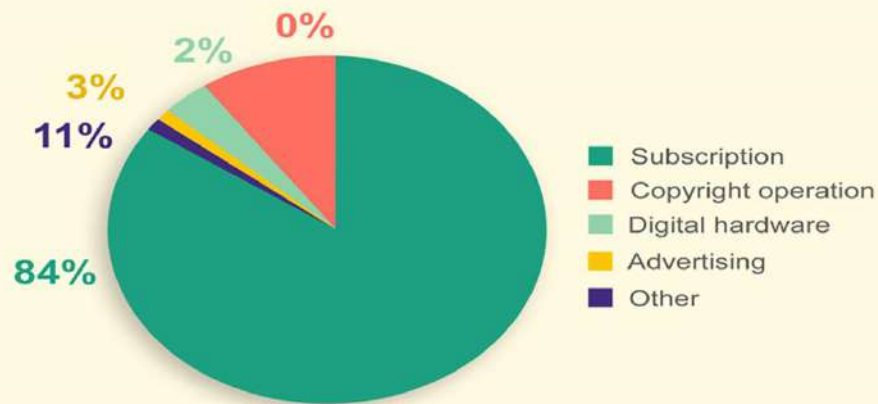


Reference Source: [5], [6]

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# TRENDING OF THE GLOBAL ONLINE COMIC MARKET

**The structure of Webcomic revenue in China 2019**

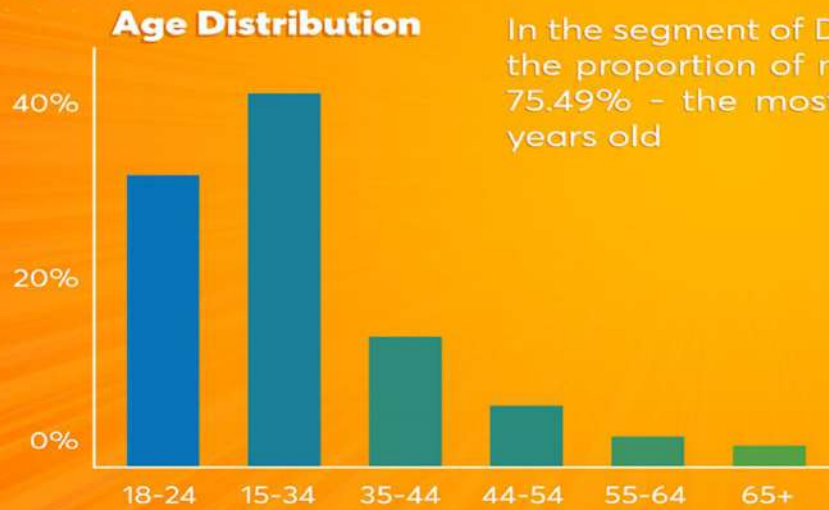


The main source of revenue for the Chinese online comic market comes from paying subscription fees for comic book websites and apps

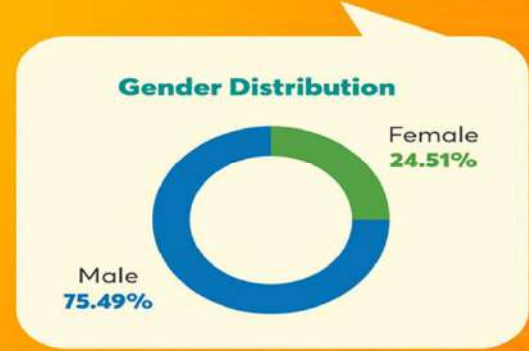
Reference Source: [5]

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## DEMOGRAPHICS OF GLOBAL ONLINE COMIC READERS



In the segment of Digital Comic and Graphic Novels, the proportion of men reading comics accounts for 75.49% - the most common age is from 25 to 34 years old



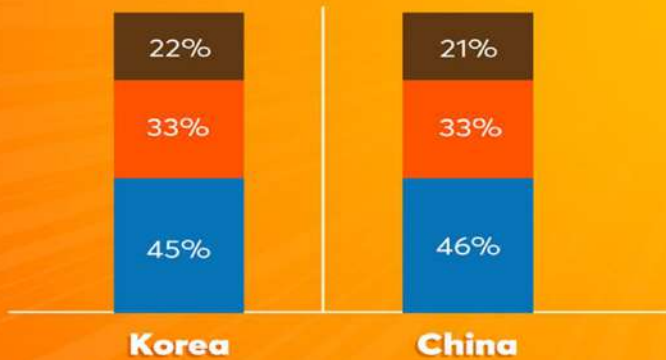
Reference Source: [7]

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**DEMOGRAPHICS OF  
GLOBAL ONLINE COMIC READERS**

**Age Distribution  
of Webcomic Readers**

■ < 24   ■ 25-24   ■ Others



In the Webcomic comics segment, the structure of comic readers by age and gender is vastly different from digitized comics. The main age of Webcomic readers is under 24 years old (45% of the total reading) The ratio of Men to Women reading comics is quite balanced

■ Male   ■ Female



Reference Source: [5], [8], [9]



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# POTENTIAL OF VIETNAM ONLINE COMIC MARKET

**Population**



**96.96 million**  
Urban **36%**

**The number of people  
using smartphone**



**43.7 million devices**

**Internet users**



**64.00 million**

**Using Internet Everyday**



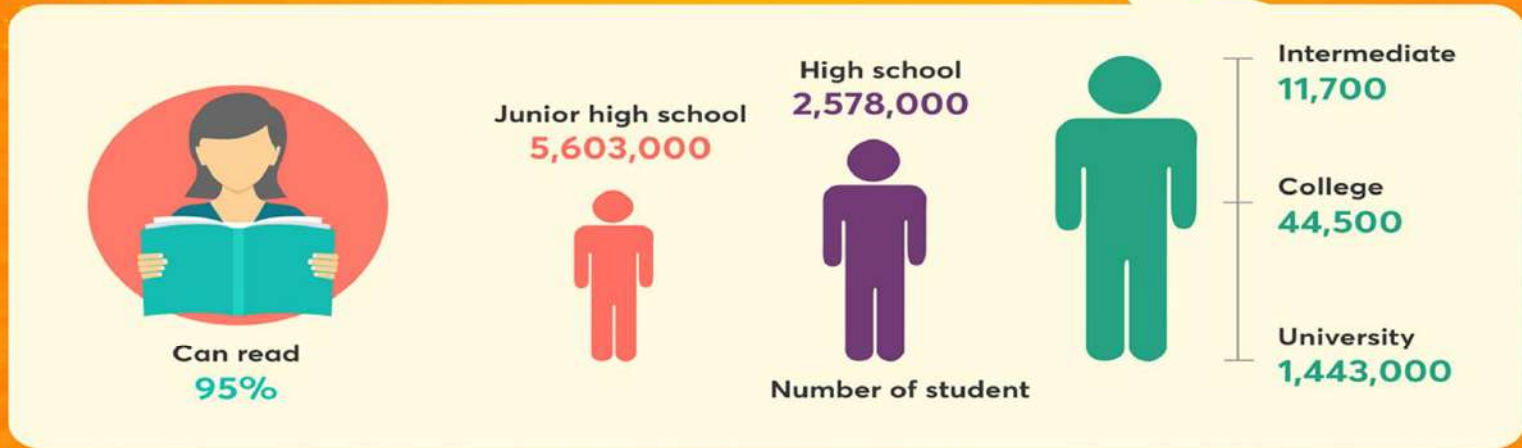
**94%**

With a high rate of internet users - up to 66% and the number of people using smartphone is up to 43.7 million, Vietnam is a potential market for the digital content market, especially online comics

Reference Source: [10], [15]

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# POTENTIAL OF VIETNAM ONLINE COMIC MARKET



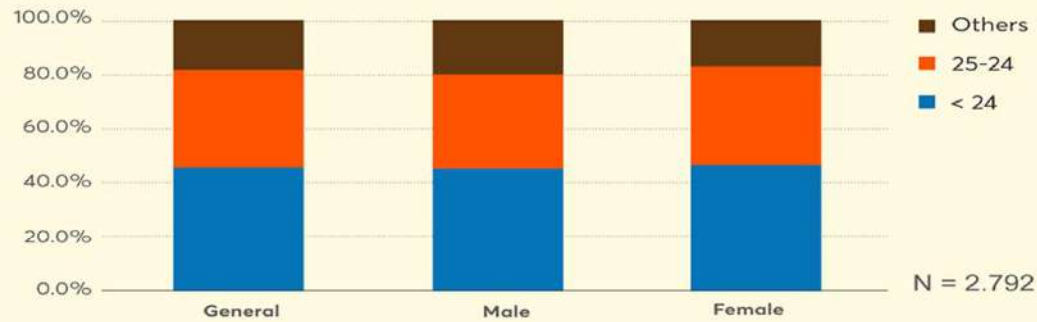
Vietnam has the almost highest literacy rate in the world (95%) and the large student-student ratio (accounts for 10% of our country's population)

Reference Source: [10]. [15]

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# THE AVERAGE AGE OF ONLINE COMICS READERS IN VIETNAM

**The average age of online comics readers**



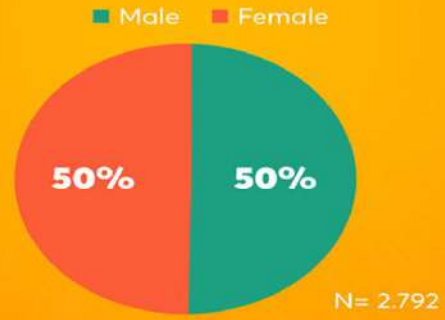
The most popular online comic reading age for Vietnamese readers is under 24, similar to the average age of Chinese - Korean Webcomic readers.

Reference Source: [15], [17]

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# GENDER OF VIETNAMESE ONLINE COMICS READERS

According to the survey, the rate of female readers reading comics is 49.89%, similar to Chinese and Korean webcomic readers.



**Gender of Vietnamese online comics readers**

Reference Source: [15], [17]

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## POTENTIAL OF VIETNAM ONLINE COMIC MARKET

The volume of the online comics market in Vietnam is estimated at 2.5 million regular readers / month - equivalent to about 4 million USD / year.  
Following the general trend of the Asian comic market and the world, the online comic market in Vietnam is expected to grow continuously in the coming period.



2.5 million readers

Reference Source: [12], [13], [15]

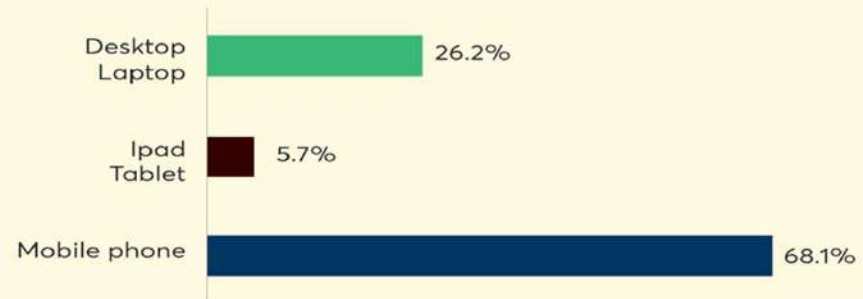
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# THE HABIT OF READING ONLINE COMICS FROM VIETNAMESE READERS

Mobile phone is the most popular device that Vietnamese readers use to read comics online

In addition, 9.3% of readers surveyed often use more than 2 devices to read comics every day

**Device used to read comics**



Reference Source: [15], [17]

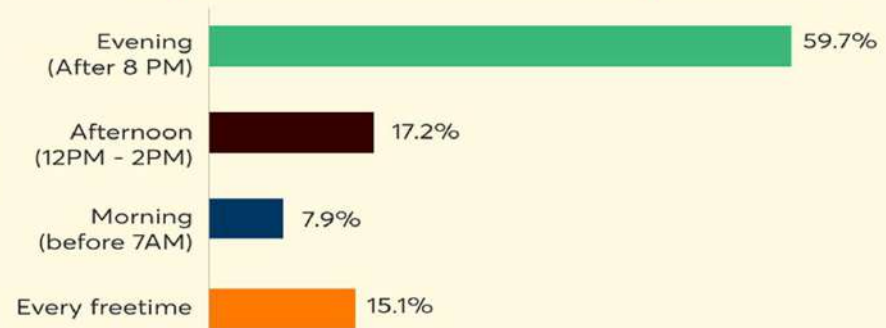
## THE HABIT OF READING COMICS ONLINE IN VIETNAM

### POPULAR TIME TO READ COMICS BY READERS

- Evening (after 8pm) is the time when comic readers are most reading

- According to the survey, 15.1% of readers interested in the content of the story are watching, just need free time to read the story, regardless of time.

#### Popular time to read comics by readers



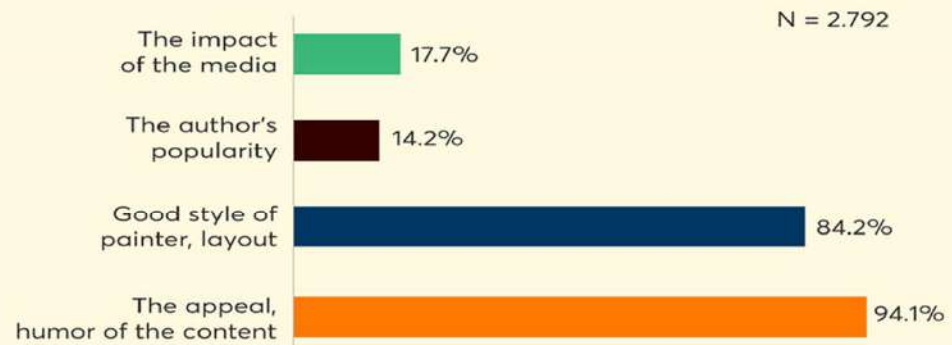
Reference Source: [15], [17]

**THE HABIT OF  
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## THE DECIDING FACTOR TO FOLLOW A COMIC SERIES

94.1% of readers think that content is the deciding factor to follow a comic series. The author's popularity or the impact of the media only keeps about 15% of readers staying with the series.

**The deciding factor to follow a comic series**



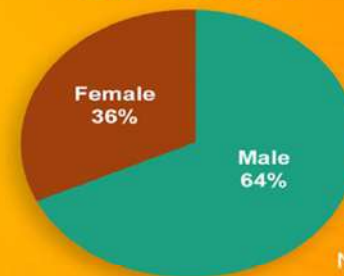
Reference Source: [15], [16], [17]



**THE HABIT OF  
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**THE WILLINGNESS TO PAY  
FOR READING COMICS ONLINE**

The willingness to pay for reading comics online



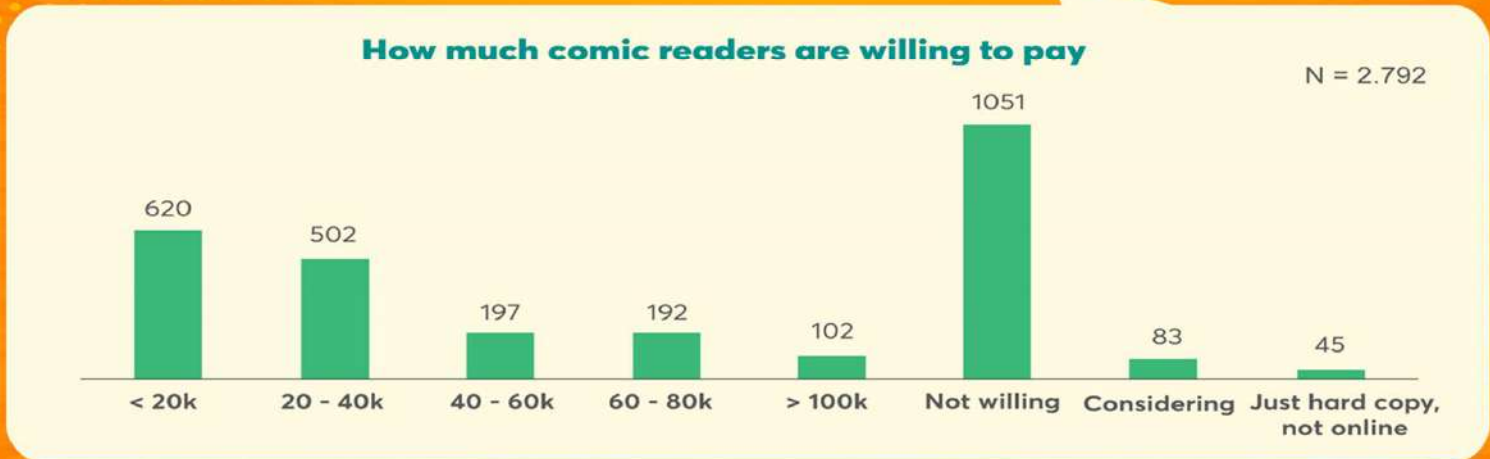
Only 23.5% of the readers who participated in the survey paid for reading comics online, in which the number of male readers who paid for books was twice the number of female readers.

	Total	Male	Female
<b>Paid</b>	659	425	234
<b>Not paid</b>	2133	697	1436

Reference Source: [15], [17]

**THE HABIT OF  
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**THE WILLINGNESS TO PAY  
FOR READING COMICS ONLINE**



Under \$1.8 /month is the amount that most readers are willing to pay to read stories online. (in which men are willing to pay more than women with 38.5% willing to pay more than \$1.8/ month, this figure is 22.3% for women)

Reference Source: [15]. [17]

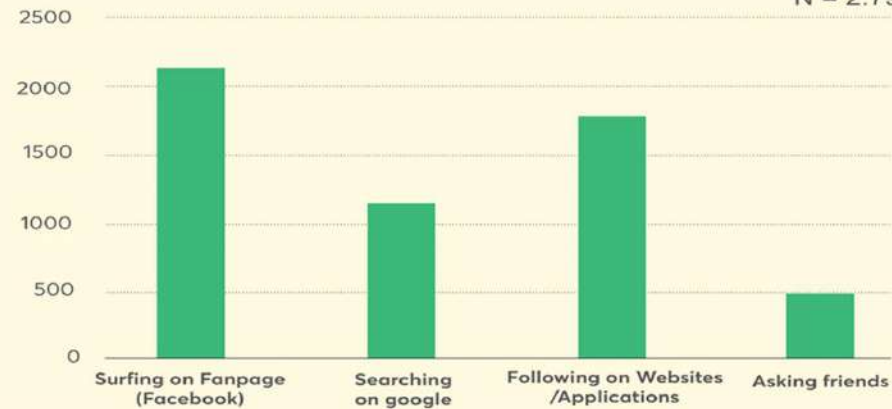
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**UPDATE INFORMATION  
FOR READING COMICS ONLINE**

Fanpage (Facebook) is the channel that readers can get the fastest information about story scheduling - then the websites / applications that readers often follow

**Where readers update information about online comics**

N = 2.792



Reference Source: [15], [17]

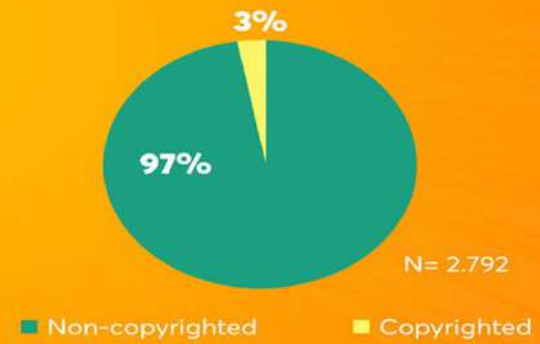
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# THE ONLINE COPYRIGHT COMICS IN VIETNAM

In the Vietnamese online comics market, the rate of online copyrighted comics accounts for a very small percentage compared to non-copyrighted comics.

=> This is one of the major competitive barriers for businesses operating in the field of Copyright Comics Online in Vietnam

**Rate of online copyrighted comics**



Reference Source: [14], [15], [17]

**THE HABIT OF  
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## THE ONLINE COPYRIGHT COMICS IN VIETNAM

Only 4% of readers who read comics online are concerned about copyright issues and only read stories that already have legal rights, the rest do not care or care but do not take this issue seriously.

=> Awareness on copyright of online comics of Vietnamese readers is still not high

**Rate of users concern  
about copyright of online comics**



Reference Source: [15], [17]

**THE HABIT OF  
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## **EXISTING ISSUES OF THE ONLINE COPYRIGHT COMIC IN VIETNAM**

For authors / translators:

- Need a place to bring artwork to the community, ready to offer for free initially, but can make revenue in the future
- Not dependent on Publishers / Publishers in the traditional publishing model
- Can protect the copyright of his work



Reference Source: [14], [17]

**THE HABIT OF  
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**EXISTING ISSUES OF THE  
ONLINE COPYRIGHT COMIC IN VIETNAM**

For Publishers/ Publishing houses:



Depends heavily on  
distribution channels  
and sales

Time to publish a  
comic work takes  
3-6 months



The ratio of book  
inventory is large,  
capital recovery  
is slow

Awareness of copy-  
right of readers is  
not high



Reference Source: [14], [18]

**THE HABIT OF  
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**EXISTING ISSUES OF THE  
ONLINE COPYRIGHT COMIC IN VIETNAM**

For users:



The update speed of copy-  
right comics chapters is  
slower than non-copyright  
comics chapters



The price of copyright comic  
chapters is high for almost  
readers (VND 3,000/chapter  
with 20 - 30 images)



The payment of readers  
is difficult because  
of not having  
Visa, ATM, E-wallet...

Reference Source: [14], [17]



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**OPPORTUNITIES FOR THE ONLINE  
COPYRIGHTED COMICS IN VIETNAM**



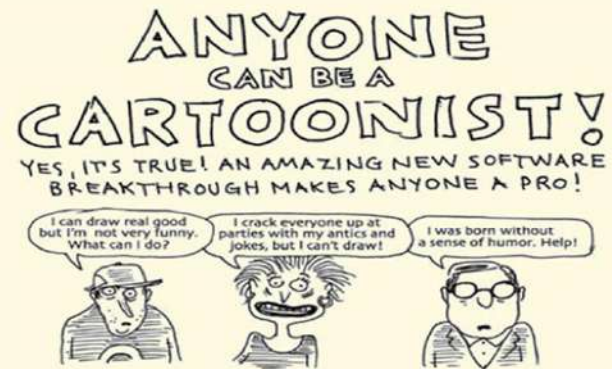
Development of the electronic self-publishing model has brought works to the public faster, not only reducing the cost of printing, distribution but also reducing the pressure on inventories for publishing houses.

Reference Source: [14], [18]

**THE HABIT OF  
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IN VIETNAM**

# OPPORTUNITIES FOR THE ONLINE COPYRIGHTED COMICS IN VIETNAM

The development of technology has created many tools and softwares to help authors draw comics simply and quickly, so that anyone can become a comic author to draw stories of their own.



Reference Source: [19], [20]

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## **OPPORTUNITIES FOR THE ONLINE COPYRIGHTED COMICS IN VIETNAM**



Google Play  
Books

manwa

comi



iBooks

Waka

MANGATOON

A number of paid and online copyright comic books have been created, given opportunities for comic authors and foreign publishers to introduce copyrighted comics online to their readers..

Reference Source: [15], [21]

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## **OPPORTUNITIES FOR THE ONLINE COPYRIGHTED COMICS IN VIETNAM**

Many online copyright comic apps have more convenient payment methods to help readers pay easier:  
Direct payment via phone account  
Payment via Apple account, Google Play  
Payment via of e-wallet, Visa, ATM ...

=> Comic readers have been paying more convenient to read their favorite content



 **Pay**

 **Pay**

Reference Source: [15], [21]

**THE HABIT OF  
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## OPPORTUNITIES FOR THE ONLINE COPYRIGHTED COMICS IN VIETNAM

- In addition to the retail form, many online copyright comic applications have provided additional subscription packages (Sub) with preferential prices for readers to access comic chapters more easily.

- Online copyright comic chapters are updated daily by domestic and foreign authors, almost in parallel with the original.



**Waka VIP**  
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Nghe và đọc sách mọi lúc, mọi nơi, trên mọi thiết bị  
Chỉ 1,000đ/ngày đọc mọi cuốn sách bạn thích  
**30 NGÀY SỬ DỤNG**  
(30,000 VNĐ)



**manwa**  
Soạn **DKB30** gửi **5282**  
50.000đ/tháng

Reference Source: [15], [21]

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## **OPPORTUNITIES FOR THE ONLINE COPYRIGHTED COMICS IN VIETNAM**



9/8/2019



8/10/2019



1/10/2019



24/07/2019



24/07/2019

Korean, Chinese, and Japanese comic book rights suppliers appreciate the potential of the Vietnamese comic market and look forward to organizing more comic projects in Vietnam in the period 2020-2022. => This is a huge opportunity for copyrighted comic book businesses to access quality content for users

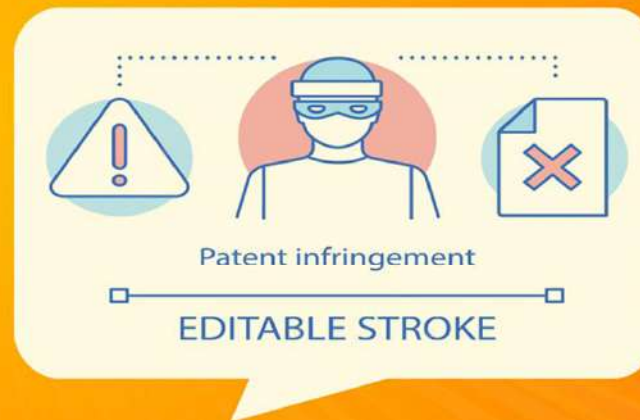
Reference Source: [22], [23], [24]

## THE HABIT OF READING COMICS ONLINE IN VIETNAM

# OPPORTUNITIES FOR THE ONLINE COPYRIGHTED COMICS IN VIETNAM

In 2019, lots of websites / YouTube channels had to be shut down, stop posting non-copyright comic content or have their accounts locked, even permanently lost channels.

=> In the near future, the activities of reviewing copyright infringement of Korea (Naver, Kakao, Lezhin, ...) and China (Tencent, Alibaba ...) will be more severe, this action will give genuine copyright comic business units an opportunity to develop and reach users



Reference Source: [25], [26]

**THE HABIT OF  
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## **OPPORTUNITIES FOR THE ONLINE COPYRIGHTED COMICS IN VIETNAM**

The sanctions for content copyright infringement in Vietnam have been increasingly tightened:

Administrative sanctions: a fine of 15 - 35 million VND and can apply additional measures such as confiscation of means and destruction of violated goods

Criminal sanctions: prosecution, investigation, prosecution and trial according to the provisions of criminal law and criminal procedure

Civil sanctions: stop violations, compensate for damage infringed upon intellectual property



Reference Source: [27], [28]



**THE HABIT OF  
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## OPPORTUNITIES FOR THE ONLINE COPYRIGHTED COMICS IN VIETNAM

Similar to the world online comic market in general and Webcomic in particular, Vietnam's online copyrighted comics are facing great opportunities for development. To succeed, copyright businesses need to grasp the keys:

**High quality of  
Copyright comics**



**Good technical  
infrastructure, platform  
of application**



**Simple and convenient  
payment system**



**Enhancing the sense of  
copyright of readers  
reading online comics**



Reference Source: [15], [17]

**THE HABIT OF  
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## **THE ONLINE COPYRIGHTED COMIC PROJECT BY WAKA**

The logo for Manwa, featuring the word "manwa" in a lowercase, rounded, teal-colored font. The letter 'm' is stylized with a blue-to-teal gradient.

The Online Comic market in Vietnam is growing rapidly by 20-30% per year because of the rapid popularity of smartphones, tablets and comic book reading interest of many generations of Vietnamese. However, there is no copyright comic application in our market that can guarantee both copyright and convenience in reading and payment experience for users.

Therefore, on December 18, 2019, Waka cooperated with Viettel Telecom Corporation to officially provide a copyright mobile comic application for Viettel subscribers called MANWA - the application is expected to become one of the leading copyrighted comic book applications in Vietnam market in the near future.

Reference Source: [21]

## THE HABIT OF READING COMICS ONLINE IN VIETNAM

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