

# VIETNAM DIGITAL MUSIC LANDSCAPE 2024



Transformation, Trends, & Potentials



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# INTRODUCTION ON VIETNAM DIGITAL MUSIC LANDSCAPE 2024

In the times of exploding digital entertainment and media, the music industry in Vietnam is inevitably at its peaking era in both quantity and quality. As such, digital music reflects momentum growth with diversity in music products, derivate services, and support from music labels, distributors, and enablers. This shapes the new generation of music with talented artists, unique forms of digital music performances, and unique content formats.

The emergence of the digital music industry in Vietnam requires an overview report to summarize the overall landscape of the contemporary music market and future development trends. What are the factors driving the digital music market's success? What are the advanced music business models based on disruptive technology? What are the next trends for development in this industry? The report "Vietnam Digital Music 2024: Transformation, Trends & Potentials" conducted by the research team of the School of Communication and Design at RMIT University Vietnam will provide the latest overview of the Vietnamese musicscape and forecast the industry's development trends in 2024.

**Dr. Long Nguyen (Nguyễn Văn Thắng Long)**

Senior Lecturer at RMIT University Vietnam

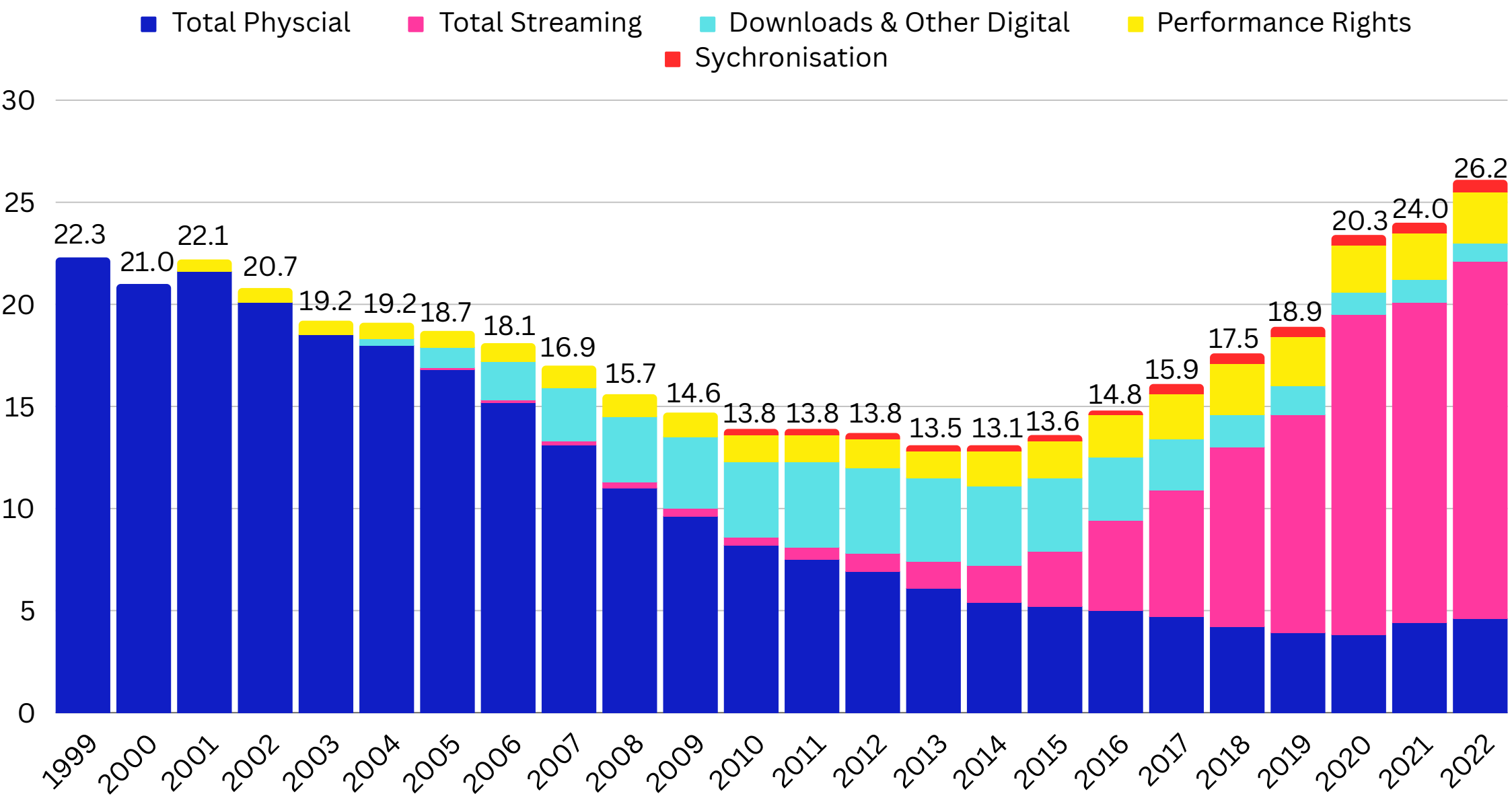
# DIGITAL MUSIC LANDSCAPE

Global & Vietnam Overview



# GLOBAL MUSIC PORTFOLIO: OVERVIEW

## GLOBAL RECORDED MUSIC INDUSTRY 1999-2022 (USD BILLION)<sup>1</sup>

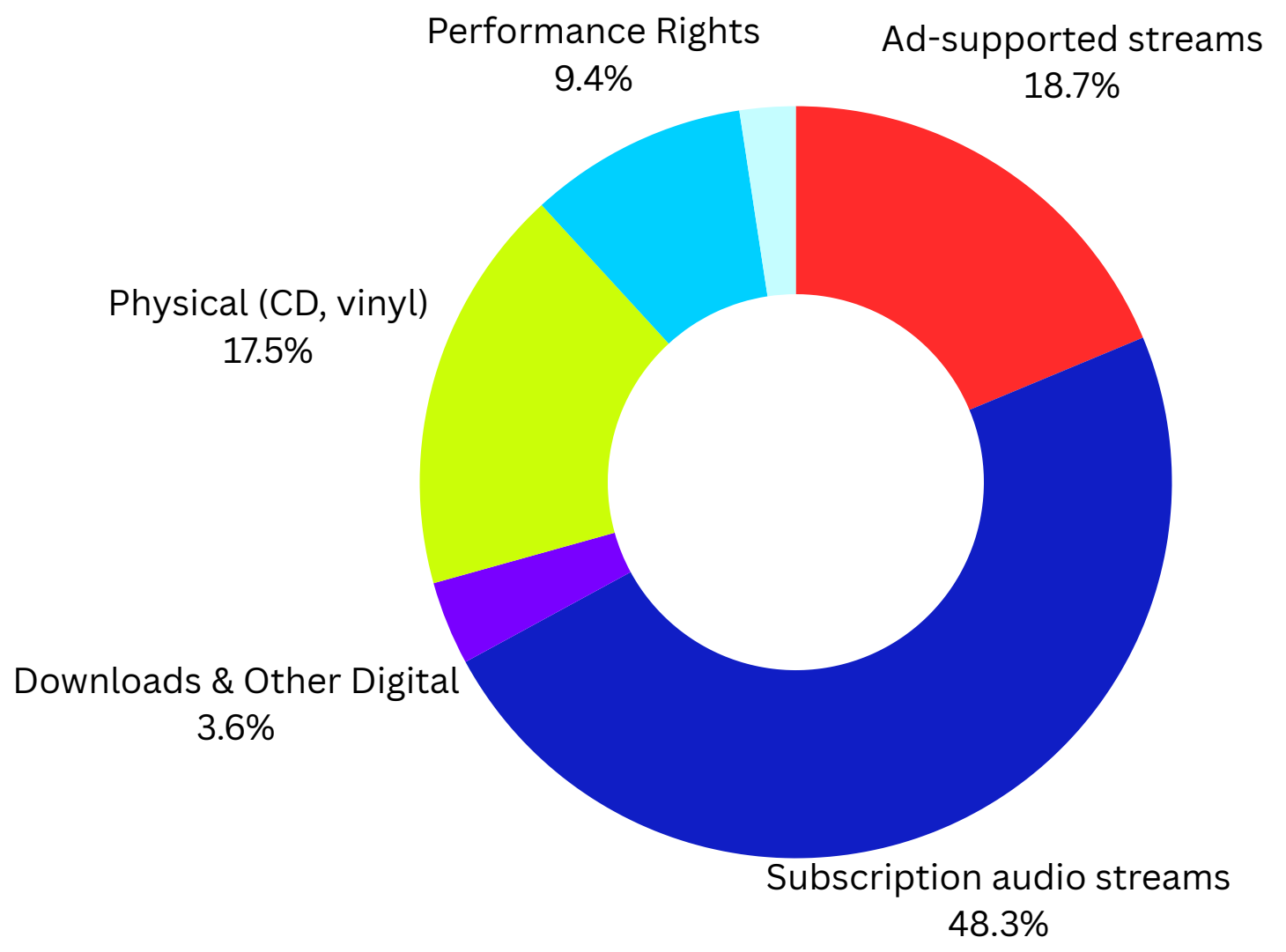


Entertainment and media (E&M) is a multi-billion dollar industry that has grown phenomenally. Remarkably, the music industry reached US\$26.2 billion in 2022 (9% increase YoY) and overcame the challenges posed by the global COVID-19 pandemic to maintain a nine-year streak of growth since 2014. The most significant contributors to global E&M revenues include physical sales, streaming, downloads/digital, performance rights, and synchronization. **The year-by-year transformation in the proportions of streaming has been prominent, with an equivalent of US\$17.5 billion and is expected to grow stronger in the following years.**

<sup>1</sup>Global Music Report 2023 by International Federation of the Phonographic Industry (IFPI)

# GLOBAL MUSIC PORTFOLIO: SNAPSHOT

## GLOBAL RECORDED MUSIC REVENUE BY SEGMENT 2022<sup>1</sup>



Traditional methods of music market operation have taken a backseat as digital music products and services have taken center stage. Owing to digital transformation, music streaming via digital platforms has firmly established itself as the undisputed leader in the new era of music. The convenience, affordability, and personalized features of digital music streaming offer music lovers instant access to an extensive library of artists' songs and relevant content at their fingertips, leading to a significant shift in music product and service consumption habits.



*"While traditional media might see a decline in global revenues, digital sectors like streaming are expected to witness positive growth. That is why advertising is dynamically growing worldwide in line with the industry's digital transformation. By both contributing to the music industry revenue and supporting businesses with their marketing objectives, ad-supported streams will remain pivotal in years to come."*

**Ms. Nguyen Thi Mai Anh**

Head of Knowledge & Insights at Adtima



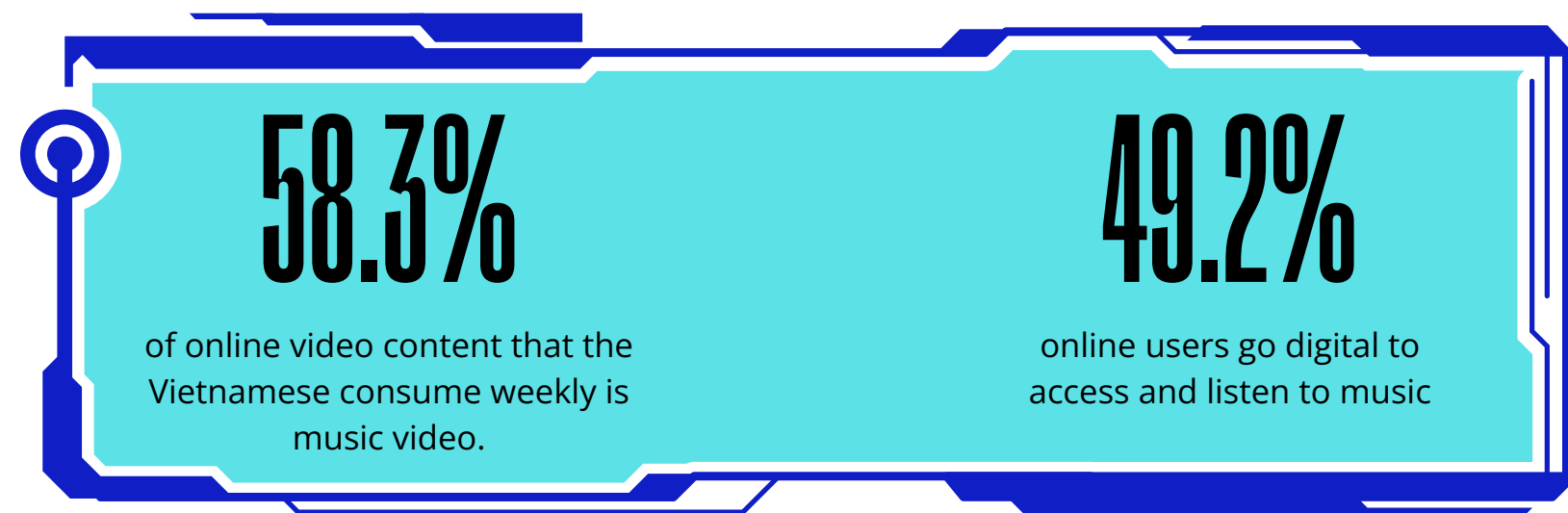
<sup>1</sup>Global Music Report 2023 by International Federation of the Phonographic Industry (IFPI)

# VIETNAM DIGITAL MUSIC: OVERVIEW

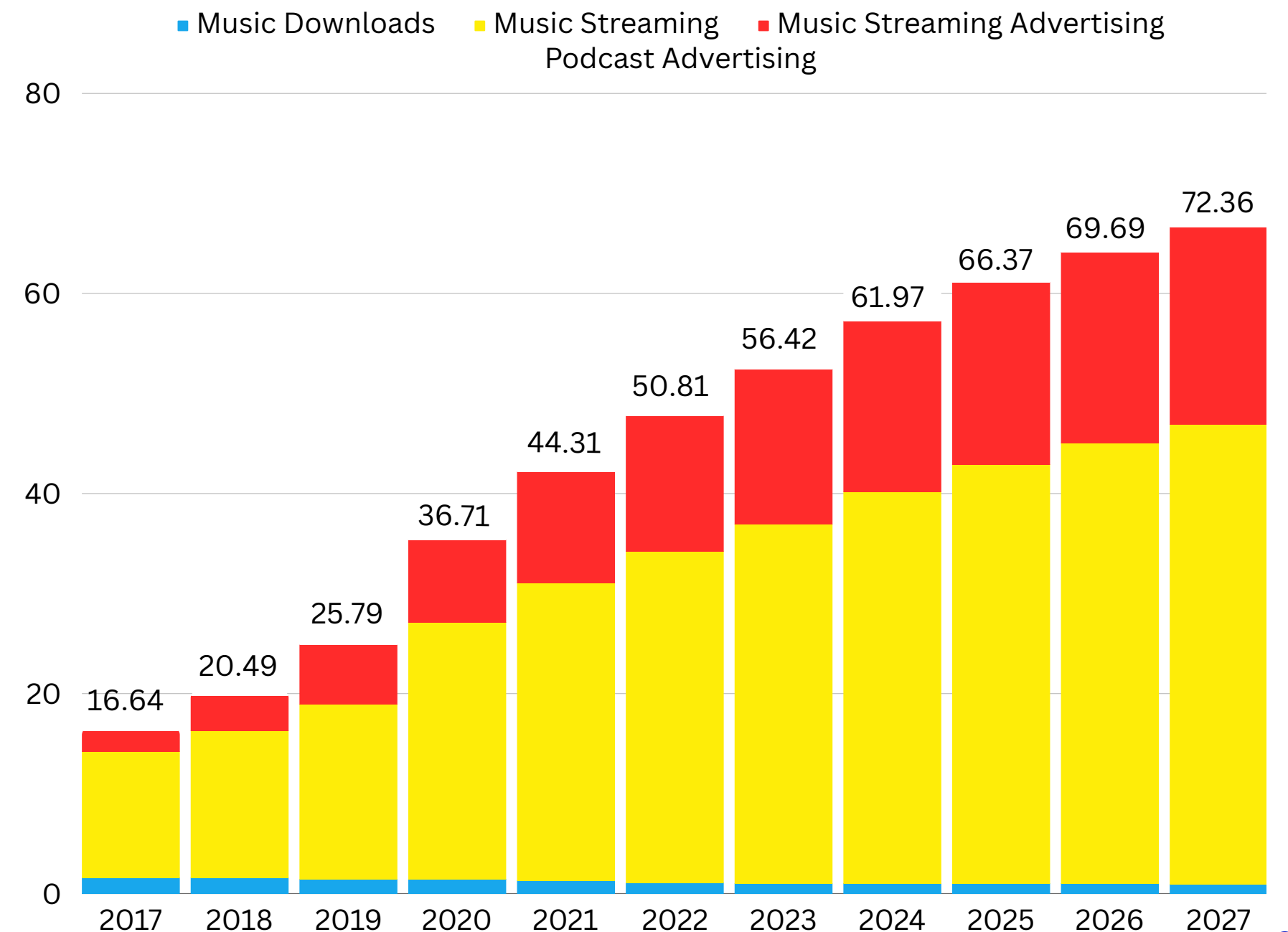
In line with the global rise, digital music streaming in Vietnam is on a fast growth track in usage and revenue.

Approximately half of Vietnamese Internet users enjoy music and videos online. By 2027, Vietnamese streaming will highly benefit from music and podcast streaming advertising, estimated at 19.71 million and 5.73 million USD, respectively, in 2027.

## MAIN REASONS FOR USING THE INTERNET<sup>2</sup>



## VIETNAM DIGITAL AUDIO MARKET (MILLION USD)<sup>3</sup>

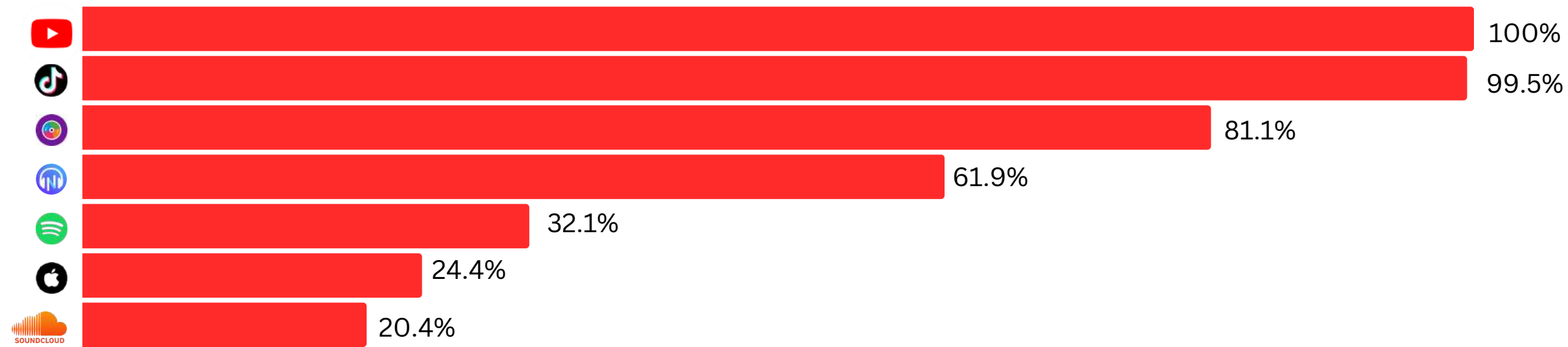


<sup>2</sup>Digital 2023: Vietnam by We Are Social

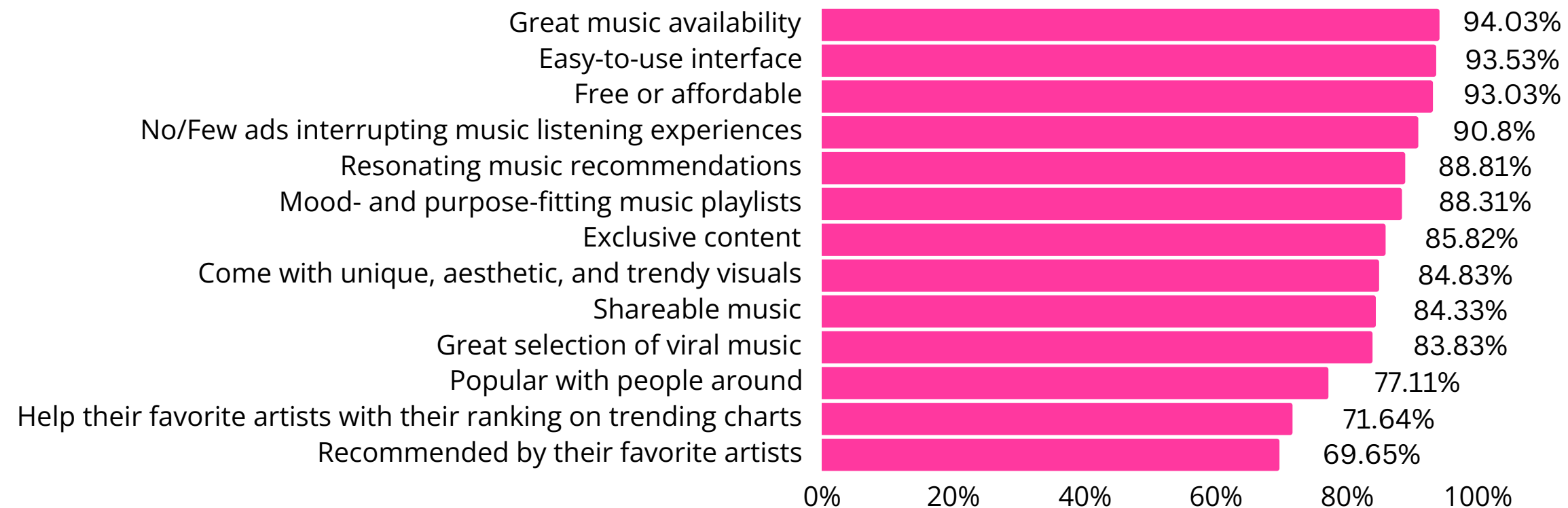
<sup>3</sup>Digital Music - Vietnam by Statista Market Forecast

# VIETNAM DIGITAL MUSIC: PLATFORMS

## MOST POPULAR PLATFORMS FOR MUSIC CONSUMPTION



## CRITERIA TO SELECT MUSIC LISTENING PLATFORMS

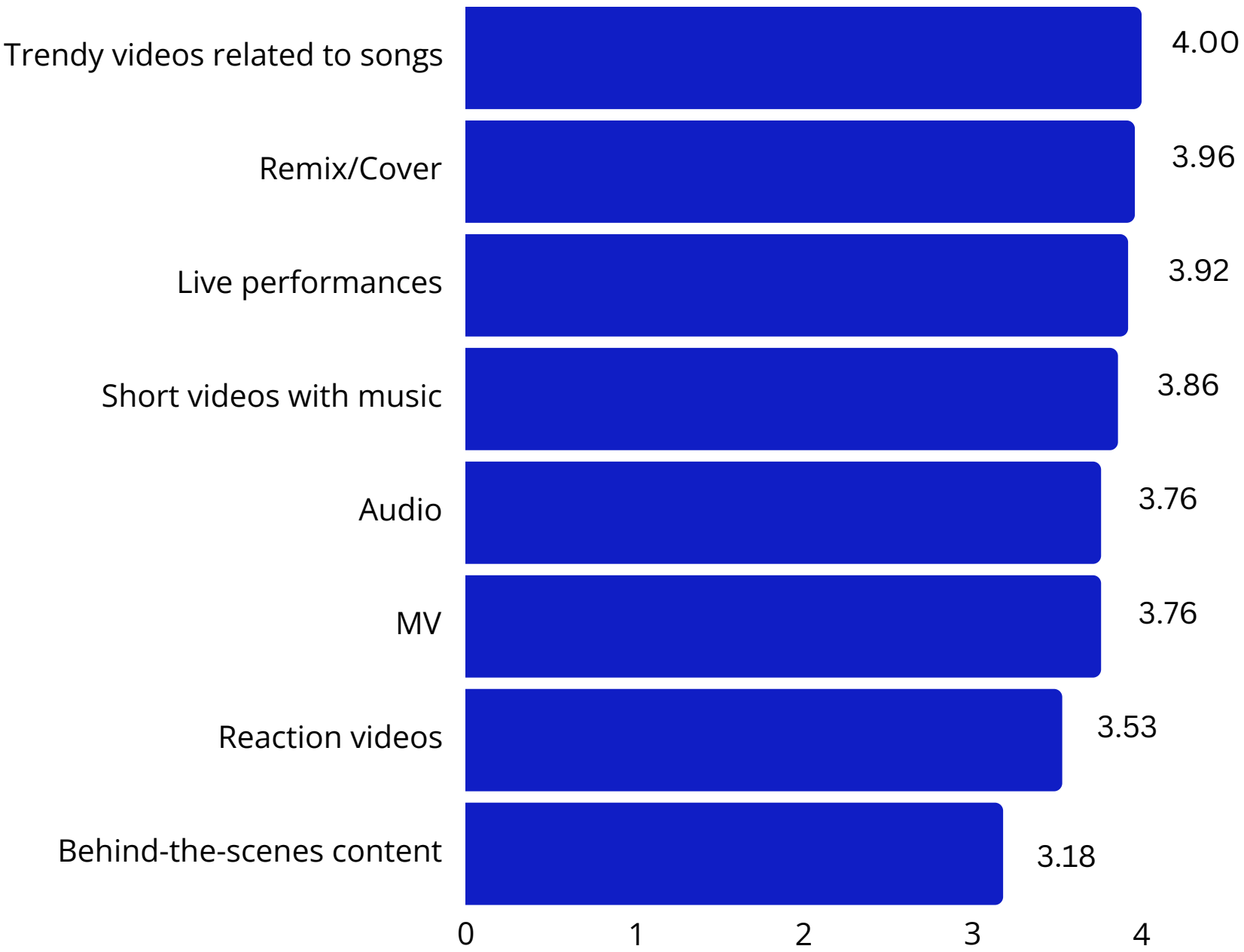


**YouTube, TikTok and Zing MP3 are the most popular online platforms for music consumption in Vietnam**, in which Zing MP3 is the leading audio-based music platform among others such as Nhaccuatui, Spotify, and Apple Music. **Great music availability** (94.03%), **easy-to-use interface** (93.53%), and **the ability to listen to free or affordable music** (93.03%) are the top 3 criteria for selection among Vietnamese users regarding their favorite music listening platforms.

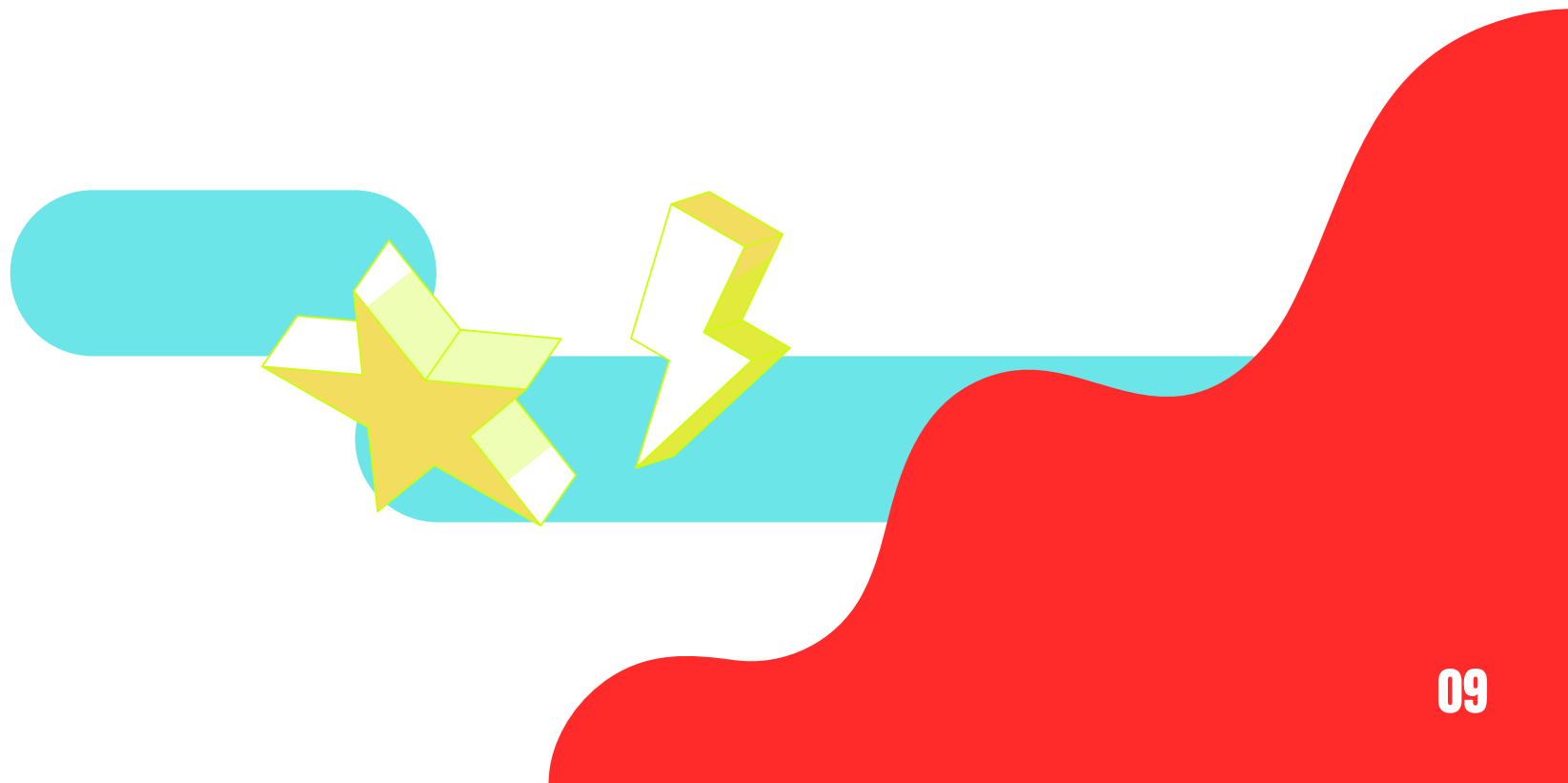


# VIETNAM DIGITAL MUSIC: PREFERENCES

## FAVORITE MUSIC-RELATED CONTENT



Vietnamese audiences are most often drawn to trending videos related to a song, remixes or covers, live performances by artists, and short videos with appropriate music. They also show a preference for both audio-based music and music videos (MVs) while expressing a willingness to watch artists/content creators react to songs or explore their behind-the-scenes content.



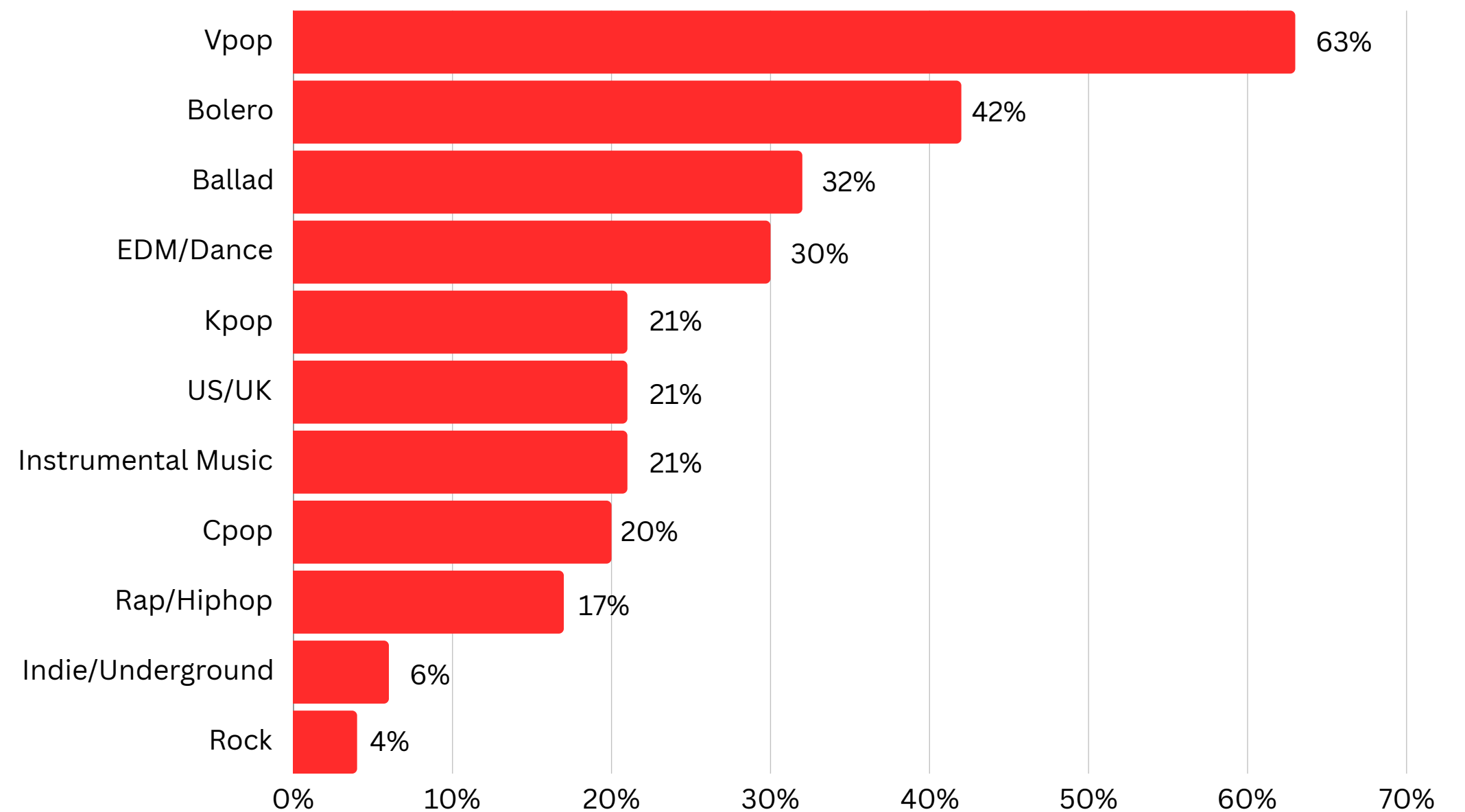
Q: What music-related content suits your preference on a scale of 1-5?

# VIETNAM DIGITAL MUSIC: GENRES

## Local genres hold steadfast popularity in

**Vietnam's vibrant music scene.** Vpop owns the highest level of popularity with 63%, followed by bolero (42%) and ballad (32%). International music shares quite a similar preference for Kpop, US/UK (21%) and Cpop (20%). Although less popular, younger music genres among mass audiences, such as hip-hop, indie, and rock, are increasing momentum.

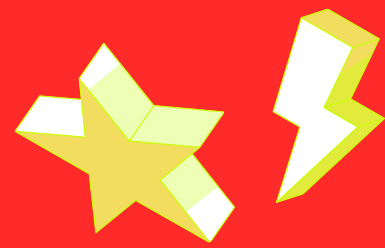
**MOST POPULAR MUSIC GENRES IN VIETNAM<sup>4</sup>**



<sup>4</sup>Internal Survey 2023 by Zing MP3

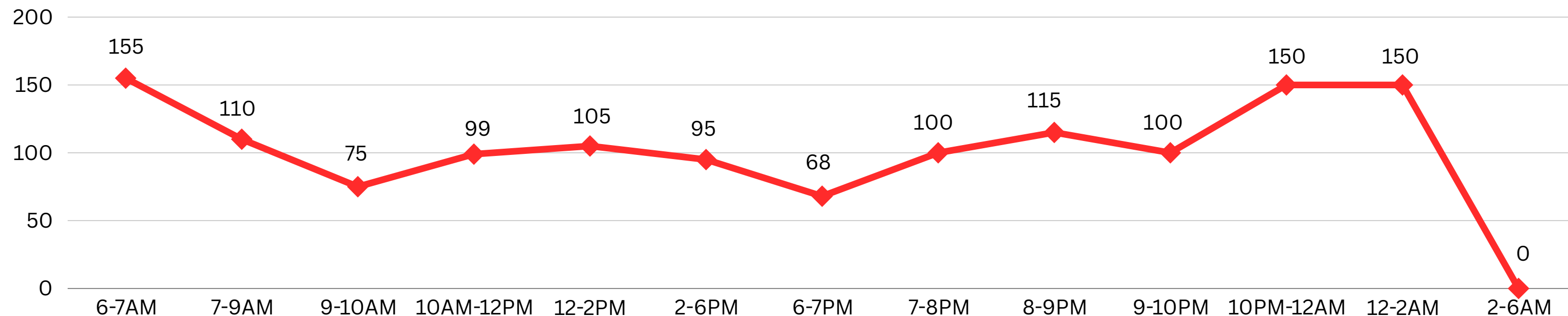
# DIGITAL MUSIC: NEEDS & MOTIVATION

- 1 Update new songs and MVs
- 2 Update latest music trends
- 3 Reduce body fatigue



Music is one of the 9 key needstates of Vietnamese digital users and takes a significant proportion of their digital lifestyle. It fulfills functional and emotional needs, with the most prominent use in updating new music trends and releases, uplifting the mood, and reducing body fatigue. While early morning music (6-7 AM) sets the energy for the day, night music (10 PM-2 AM) is the crucial tool to unwind after a long day and enjoy “me-time.”

**VIETNAMESE'S MUSIC STREAMING DAYPART INDEX<sup>5</sup>**

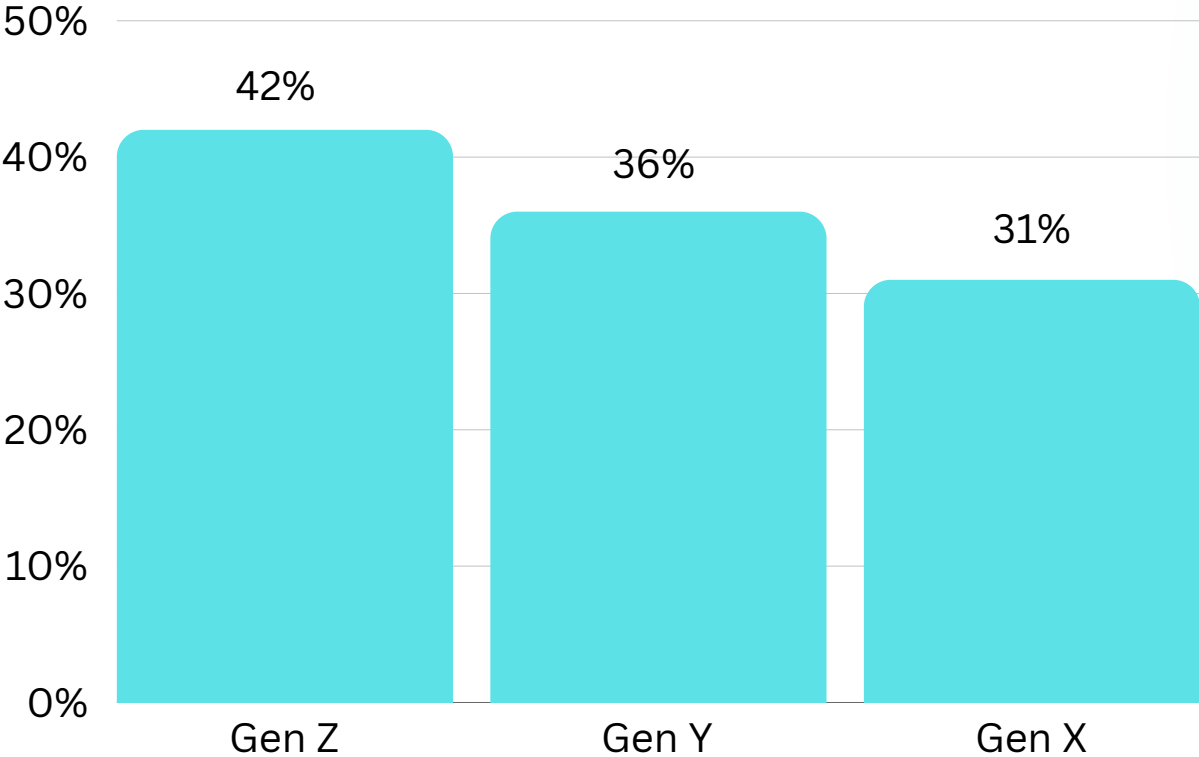


<sup>5</sup>Demystifying Connected Moments in Vietnam Urban by Kantar

# VIETNAM DIGITAL MUSIC: HABITS

While people are skeptical that streaming will lose its growth after the pandemic when the entertainment budget significantly decreases, the Vietnamese landscape remains in good condition. **While Gen Y prefers video, audio is the Gen Z playground with the highest penetration rate (42%).**

**MUSIC STREAMING PLATFORM USAGE OF VIETNAMESE, BY AGE**



**1 hour 12 mins**

Time spent listening to music streaming services<sup>2</sup>

**45 mins**



Time spent listening to broadcast audio<sup>2</sup>

**25,000 VND**

per month spending for streaming services<sup>2</sup>

<sup>2</sup>Digital 2023: Vietnam by We Are Social  
Q: Are music streaming platforms your top 5 most accessed platforms?

# KEY PLAYERS

to Drive Vietnam's Digital Music Forward



Lan Song Xanh Ceremony (reproduced from Gia Lai Newspaper)

# KEY PLAYER #1: ARTISTS



**Acting as the face of a musical composition, artists contribute to delivering purposeful messages and emotions through their unique voices, styles, and performances.** Artists are the vocal interpreters and storytellers who bring lyrics and melodies to life, through which they can form an emotional connection with their fans/audiences. Besides contributing to local audiences, Vietnamese artists are now actively preserving and promoting Vietnamese music's rich and diverse traditions to worldwide audiences. This can bridge cultural gaps and foster a deeper appreciation of Vietnamese unique heritage.

# KEY PLAYER #1: ARTISTS

**Four main categories can be utilized to find suitable artists for music and business objectives. Some or all criteria can be considered based on the priority of the music project or the business partnership.**

*Disclaimer: The categorization herein is based on our research analysis and is intended for reference only.*

## INDEPENDENT VS. WELL-STRUCTURED

**Evaluate with career direction and management systems**

Independent (indie) artists mainly depend on themselves or a tiny team to manage their careers with crucial operations (music production, album releases, event booking, etc). On the other hand, well-structured artists gain resourceful support from big talent management agents or labels to plan for all music releases and career paths strategically.

## COMMERCIAL POTENTIALS

**Evaluate with the level of impact an artist owns when they deliver a commercial project**

Artist with high commercial potential can create more awareness, engagement, or conversion to mass audiences through their endorsement. Artists with lower levels of commercial potential can transform a smaller group of audiences (mainly their fans).

## NEWBIE VS. MATURE

**Evaluate with experiences in the music industry and the level of public recognition**

Newbies are artists who have fewer releases and lower recognition of music products among the public. Conversely, mature artists own a grand discography in quantity and quality, and public audiences enjoy their music.

## VOCALISTS VS. PERFORMERS

Despite producing and performing in the same music industry, vocalists and performers deliver different aspects of a music product. Vocalists focus on the highest level of vocal skills and the finest production, while performers try to harmonize various factors in their music product: concepts, choreography, or stage presence.

# KEY PLAYER #1: ARTISTS

*Disclaimer: The categorization herein is based on our research analysis and is intended for reference only.*





# KEY PLAYER #1: ARTISTS



**Behind the success of Vietnamese artists in recent years, artist management plays a vital role in building the music direction, popularity, and commercial prospects for artists.** Artists with exclusive contracts with management companies at the early stage of their career frequently receive a direction and strategy from the company for their music products in the long run, thus making them own a particular image and music tastes that suit audiences' preferences. This resulted in a remarkably shorter period of building an artist's success in the Vietnamese music industry.



ST.319 Entertainment stands out as one of the top artist management companies in Vietnam, which stood behind the rise of AMEE, MIN, Erik, MONSTAR, and GREYD at their early career stage. Recognized for numerous musical hits and exceptional products, the company is also entrusted by artists such as Bao Thy, Issac, and ST Son Thach for their production.



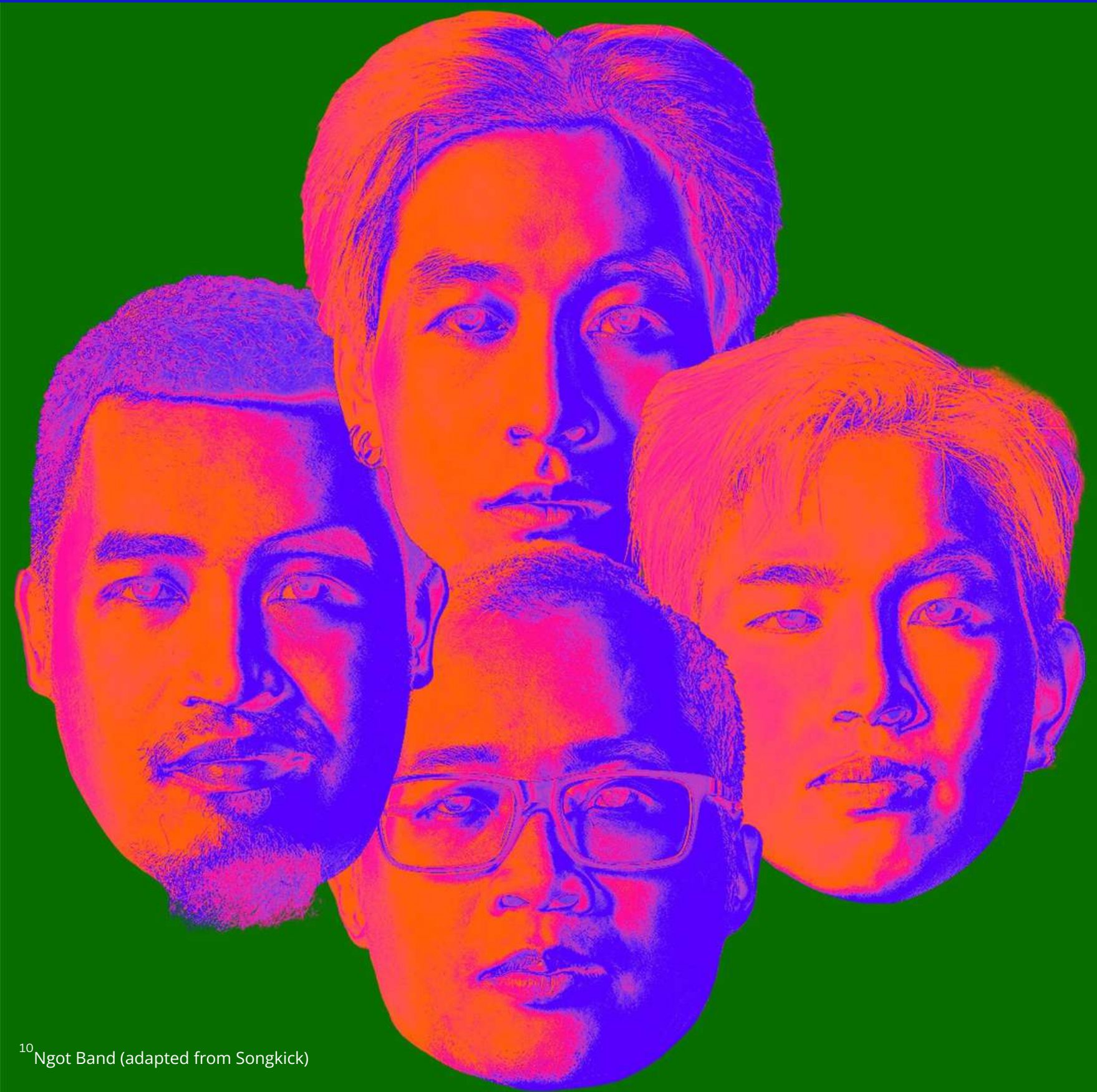
Founded in 2017, Big Arts Entertainment has been gradually advancing its presence nationally and internationally in the Entertainment & Media sector as a company specializing in media and artist management, with various young Vietnamese artists exploring their distinctive music personalities.

<sup>7</sup> Grey D (reproduced from Bazaar Vietnam)

<sup>8</sup> ST.319 (reproduced from ST.319)

<sup>9</sup> Big Arts Entertainment (reproduced from Big Arts Entertainment)

# KEY PLAYER #1: ARTISTS



The digital playground in recent years saw the new waves of Vietnamese local artists. Local artists have a strong presence on the music charts and social media platforms, as well as become more reliant on streaming platforms as a growing revenue stream, especially after seeing their crucial roles during the pandemic when events and shows cannot sufficiently provide. Not only do big names invest to thrive in the streaming field, but they are also efficient growth platforms for independent and new artists to reach diverse audience groups.



*"The entertainment and music industry goes along with developing digital platforms, especially social media. Thanks to the convenience of digital payment services and the growing mindset for copyrighted music, artists' recent releases always aim to publish through various music platforms. Millions or hundreds of million streams of Vietnamese songs on these platforms are strong evidence that digital music is now a giant income revenue generator and an inevitable part of our country's music industry."*



**Mr. Nguyen Huu Anh**

Co-founder & CEO at Double U Media Entertainment Agency

<sup>10</sup> Ngot Band (adapted from Songkick)

# KEY PLAYER #2: FANS



**Fans and fandoms are the core success all artists strive for in their music journey.** They play a pivotal role in the digital success of Vietnamese artists by passionately supporting and sharing their music on social media platforms, boosting visibility and attracting new listeners.



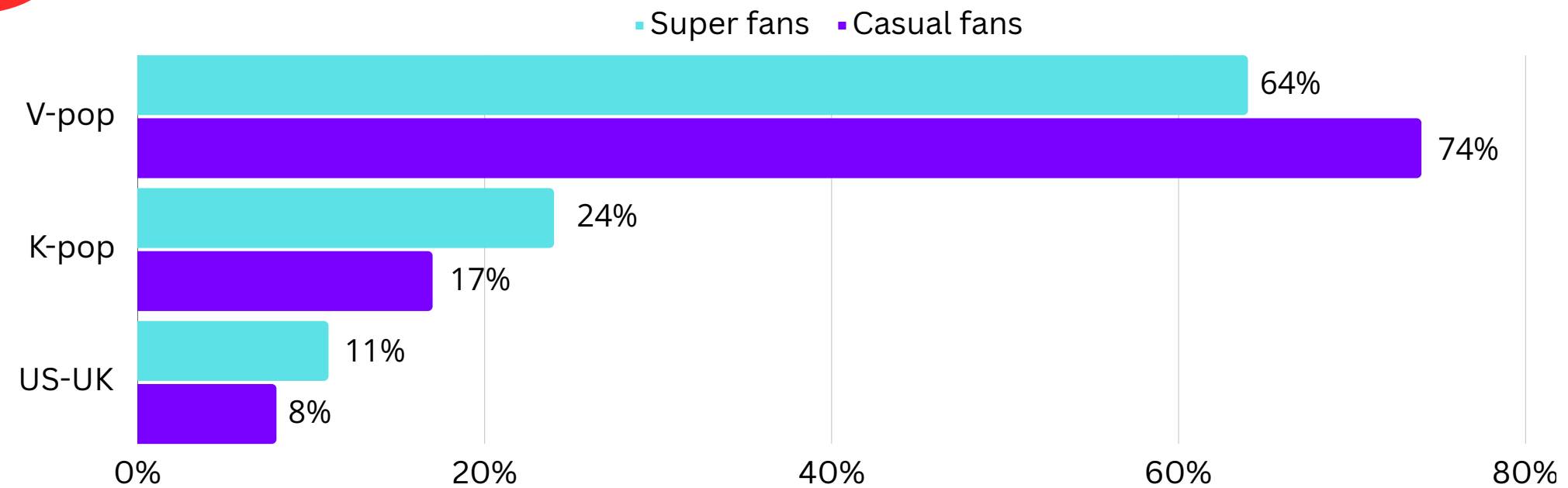
*“Music is my choice of getaway from stressful moments with work and study, and I’ve created a personal and tight bond with the artists I made through their music. It was just not only streaming songs online, but I also enjoy watching their live performance videos, and daily content, especially ones that are dedicated to fans. Nowadays living a fangirl life is not stigmatized as it was in the past, as people are more aware the relationship between fans and artists can also bring value to the community.”*

**Ms. Nguyen Ngoc Phuong Khanh**  
University Student - Music Fan

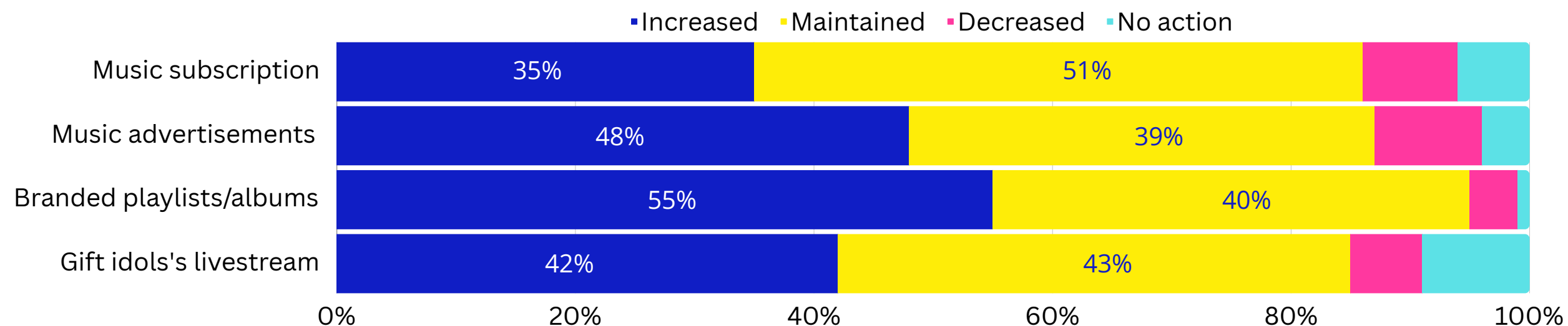


# KEY PLAYER #2: FANS

## MOST FAVORITE GENRES OF VIETNAMESE FANS<sup>11</sup>



## SUPER FANS' WILLINGNESS FOR DIGITAL SUPPORT<sup>11</sup>



Vietnamese music fans are highly willing to subscribe to or download paid copyrighted music (86%), listen to audio ads (87%), listen to albums/ playlists sponsored by brands (95%), and give gifts during idol livestreams (85%). Moreover, despite the influx of foreign music into Vietnam such as K-pop or US-UK, the local music scene and artists maintain a robust appeal among the audience.

<sup>11</sup>Research by Zing MP3 & Adtima

# KEY PLAYER #2: FANS

Fans often not only listen to music but are also willing to consume service products related to their favorite artists such as watching online ads, buying exclusive products, and point-collecting products related to artists, organize offline and online meetings, or create user-generated content related to artists.

87.5%

super fans in urban cities will definitely buy products in exchange to idol-related exclusive products/services.<sup>11</sup>

71.6%

super fans in urban cities will definitely buy messaging stickers with their idol characters.<sup>11</sup>

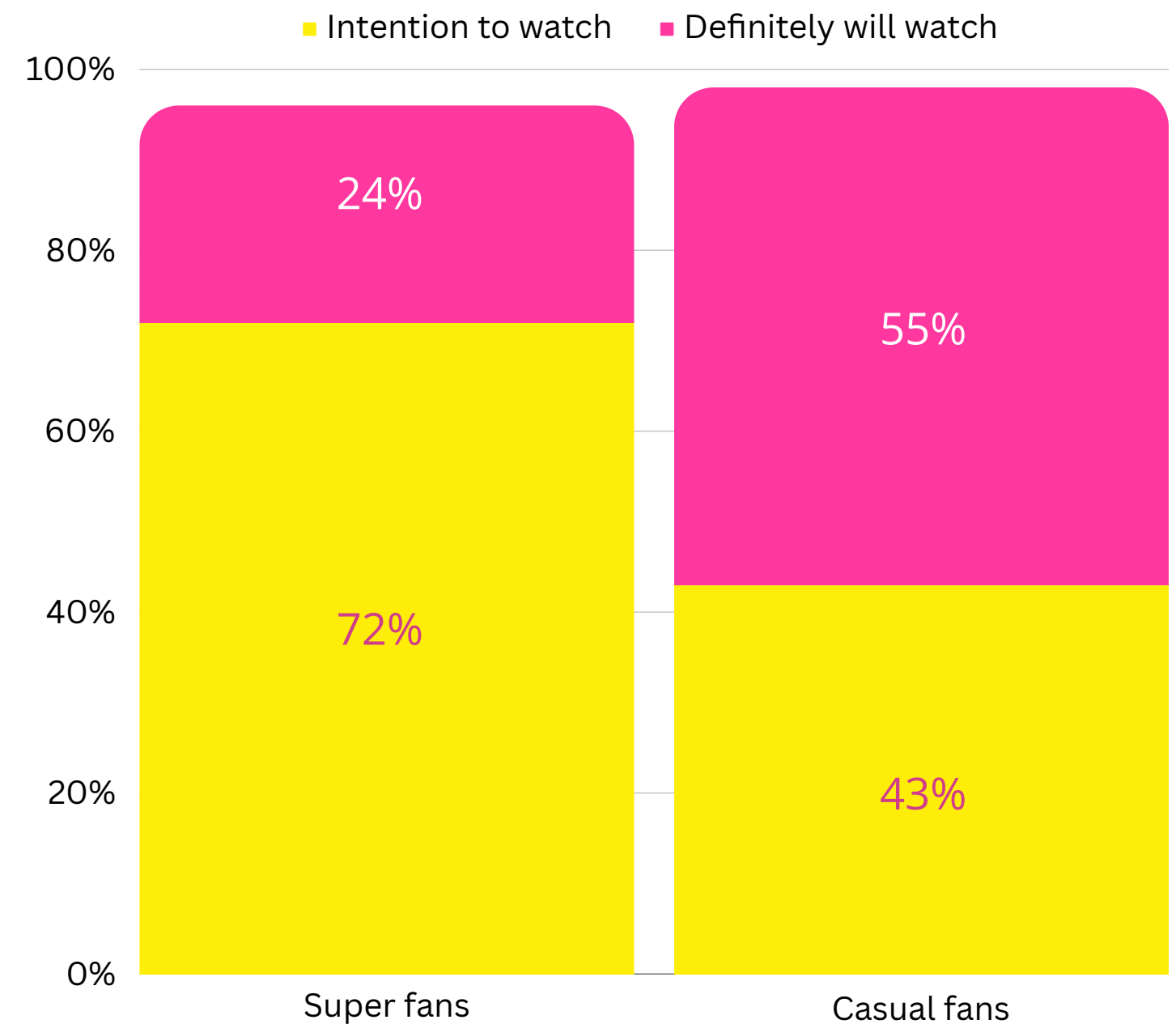
81%

super fans aged 30-39 will definitely buy products in exchange to idol-related exclusive products/services.<sup>11</sup>

53%

Casual fans support their idols to increase ranking on music charts by streaming music and MVs.

## READINESS TO WATCH ONLINE ADS FOR IDOL-RELATED ONLINE PRODUCTS/SERVICES<sup>11</sup>



<sup>11</sup> Research by Zing MP3 & Adtima

# KEY PLAYER #3: DIGITAL MUSIC PLATFORMS



Digital music platforms, also known as music streaming services, are digital platforms that specialize in music (and sometimes other digital audio content, such as podcasts). These subscription-based platforms allow users to stream digital copyrighted songs on-demand from a centralized library, while some platforms offer free tiers with advertising.

Globally, the music streaming market is projected to reach US\$25.84 billion in revenue by 2023.<sup>12</sup> In Vietnam, this market is anticipated to reach US\$45.97 million by 2027.<sup>13</sup> The Vietnamese market is dynamic, featuring local platforms (Zing MP3, NhacCuaTui) and big, global players (Spotify, Apple Music, YouTube). **Digital music platforms play an undeniably pivotal role in promoting artists, monetizing music on a large scale, and shaping new music listening behaviors among users in the digital era.**

<sup>12</sup> Music Streaming (Worldwide) by Statista

<sup>13</sup> Music Streaming (Vietnam) by Statista

# KEY PLAYER #3: DIGITAL MUSIC PLATFORMS

## Audio-based

*Disclaimer: All information is current as of December 2023.*



- >551 million monthly active listeners as of Q2 2023, of which 220 million are premium subscribers.<sup>15</sup>
- 11 million artists and creators.<sup>15</sup>
- 1,800,000 songs are uploaded every month.<sup>15</sup>
- Leading in hyper-personalization AI.<sup>14</sup>



- Operate within the Zing ecosystem and managed by VNG.
- The top music DSP in VN with 28 million regular users.<sup>14</sup>
- Have the best growth momentum.<sup>17</sup>
- Own >85% of Vietnamese music copyrights, about 80% of records exclusively released.<sup>17</sup>



- Seamless integration into the Apple ecosystem.
- 70+ million songs to 101+ million subscribers.<sup>16</sup>
- Offer only paid subscriptions.<sup>16</sup>
- Apple users can enjoy the option to buy music on iTunes and play on Apple Music.

<sup>14</sup> Music Streaming Services in Vietnam: Opportunities and Challenges by Vietnam Briefing

<sup>15</sup> Spotify Stats 2023 — Subscribers, Revenue & Other Insights by Demandsage

<sup>16</sup> Apple Music Revenue and Usage Statistics (2023) by Business of Apps

<sup>17</sup> Zing MP3 appears in the 2022 App Store rankings by VTV

# KEY PLAYER #3: DIGITAL MUSIC PLATFORMS

## Audio- and video-based

*Disclaimer: All information is current as of December 2023.*



- 2.70 billion active users as of 2023 (80 million of which pay for YouTube Premium).<sup>18</sup>
- Over 50% of global users use YouTube for music streaming.<sup>18</sup>
- 325 million viewed hours of music content uploaded to YouTube.<sup>18</sup>
- Attract consumers by effectively combining audio and visual while allowing them to create and consume music content.



- 1.677 billion users worldwide.<sup>19</sup>
- Over 175 songs topped the Billboard Hot 100 chart.<sup>19</sup>
- 67% seek out a song on music streaming platforms after encountering it on TikTok.<sup>19</sup>
- 29% purchase an artist's merchandise after discovering their music through the platform.<sup>19</sup>

<sup>18</sup> YouTube Statistics For 2023 (Demographics & Usage) by Demandsage

<sup>19</sup> TikTok Revenue and Usage Statistics (2023) by Businessoapps

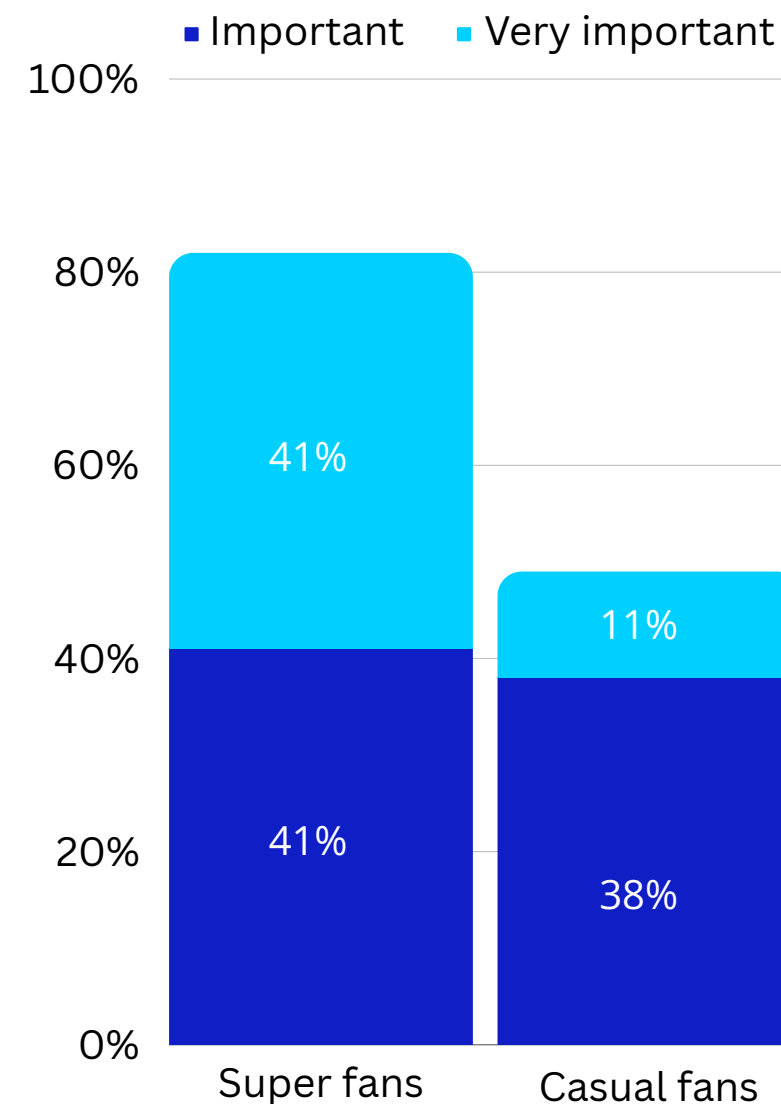




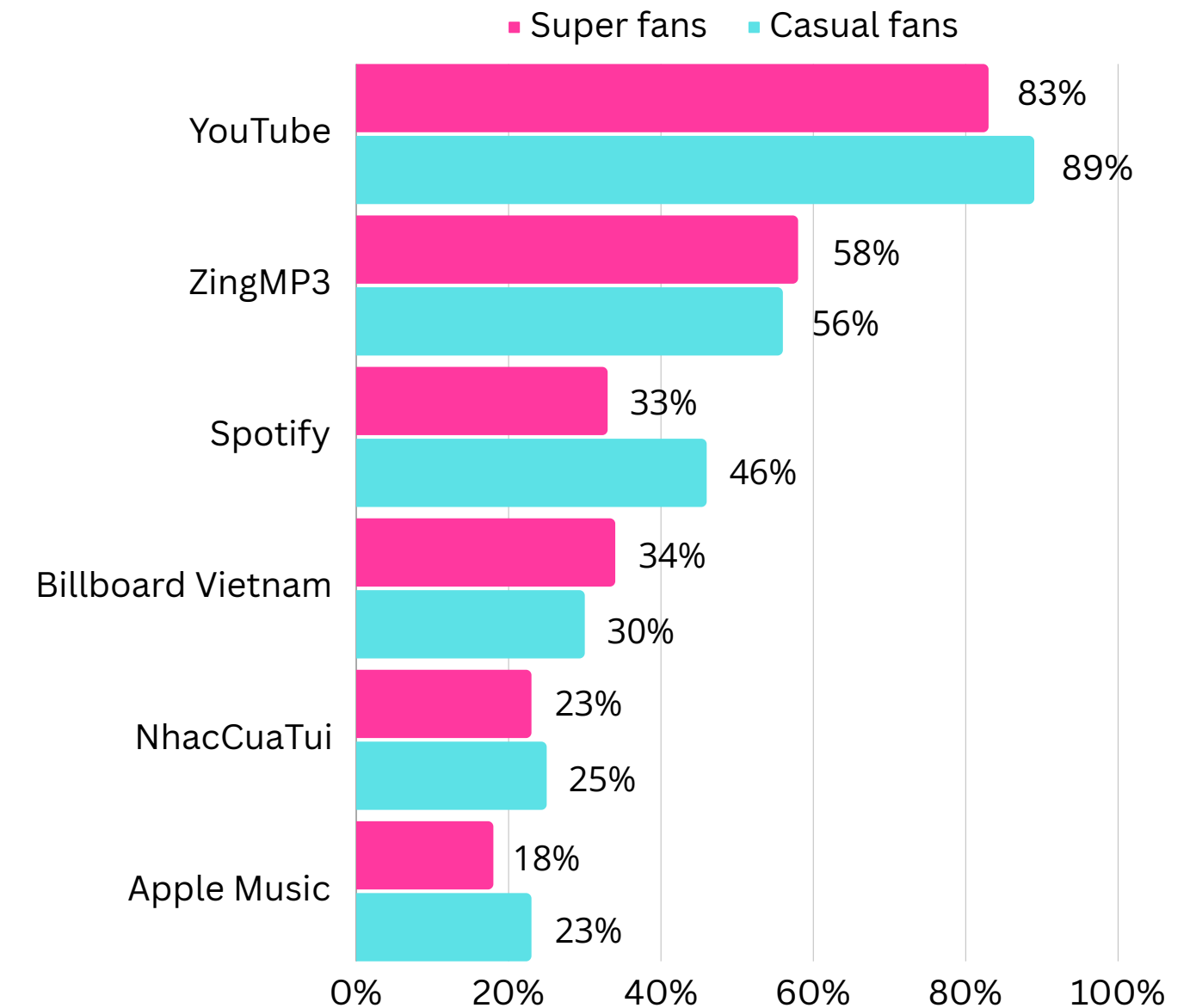
# KEY PLAYER #3: DIGITAL MUSIC PLATFORMS

Awards or rankings based on performance on digital music platforms have become increasingly important in Vietnam's digital music industry. Both super fans and casual fans consider their favorite artists entering the top trending charts a pridedeworthy achievement. Over 80% of super fans and half of casual fans assert that it is crucial for their idols to have their names on these charts, particularly on YouTube and Zing MP3. This may serve as a hook, motivating fans to go to great lengths – even financially – to propel their artists to the pinnacle of trending charts, which perceivably solidify their idols' status in the industry.

PERCEPTION OF FAVORITE ARTISTS ENTERING CHARTS <sup>11</sup>



PERCEIVED IMPORTANCE OF MUSIC CHARTS BY PLATFORMS <sup>11</sup>

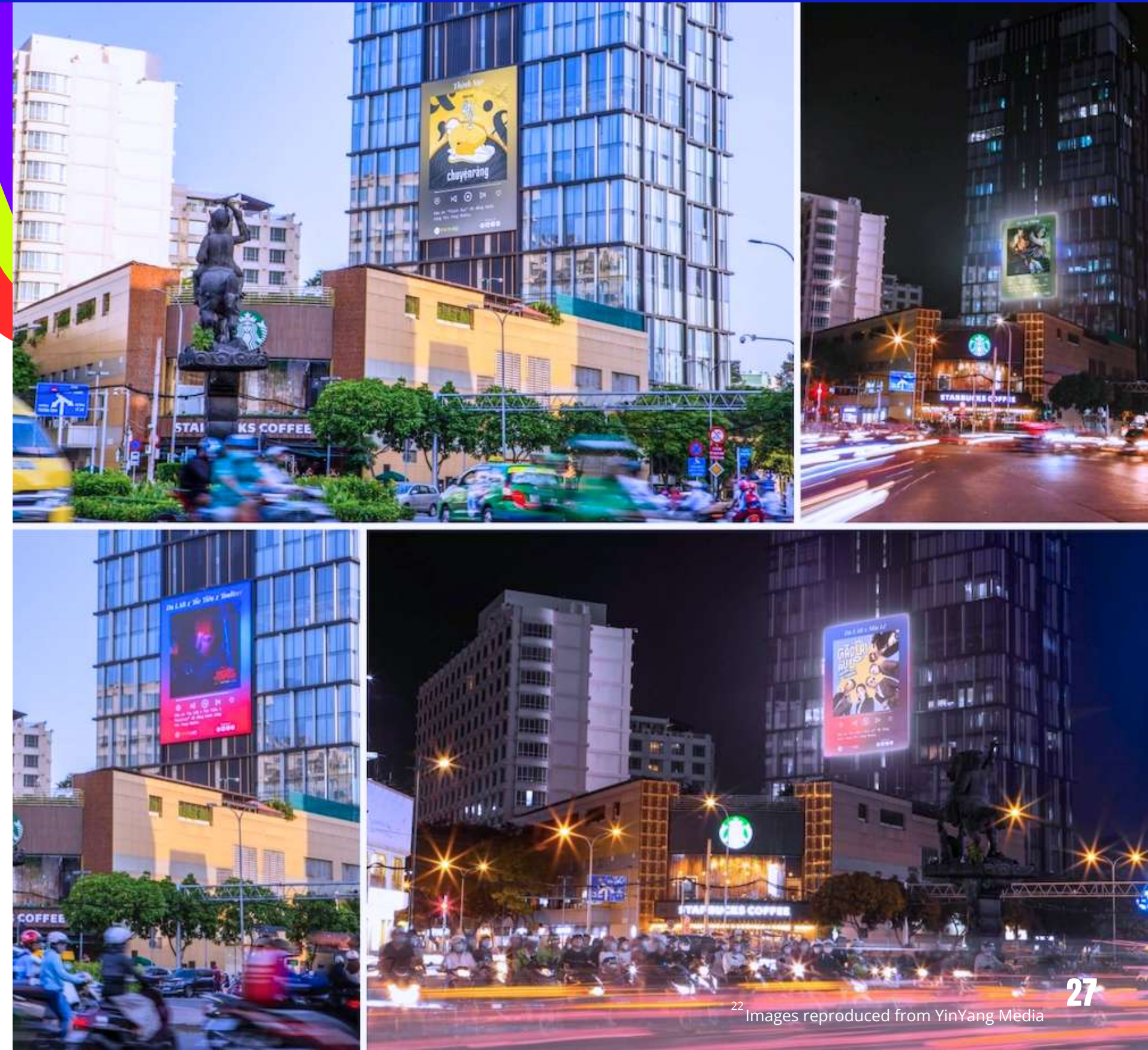


<sup>11</sup>Research by Zing MP3 & Adtima

# KEY PLAYER #4: DIGITAL MUSIC ENABLERS

**Digital music enablers are companies that serve to create, produce, publish, distribute, and commercialize music products. These include record labels, publishers, distributors, marketers, and several other services.**

These companies are also in charge of copyright, ownership, and intellectual property agreements in the creation of collaborative products and derivative content, commercial exclusivity terms, and distribution methods on different formats and media. The role of digital music enablers makes the music industry more transparent, helping to connect, develop, and influence the operation of digital music in Vietnam.



# KEY PLAYER #4: DIGITAL MUSIC ENABLERS

## GLOBAL LABELS & DISTRIBUTORS

**Record labels and distributors sign and work with artists to produce, market, and distribute their recorded music.** They invest in creating sound recordings, own their rights, and collaborate with artists to maximize their commercial success. In recent years, global labels and distributors have increasingly exerted grand impacts with their international standards to promote Vietnamese music.

*Disclaimer: All information is current as of December 2023.*



Warner Music Vietnam is a record label that belongs to the global conglomerate Warner Music Group for operation in the Vietnam market. Artists under Warner Music Vietnam are Vu., Madihu, Kay Tran, and Chillies.



Universal Music Group (UMG) is a global music leader. Besides extensive promotion for foreign artists to the local market, UMG signs exclusively with talents like Phung Khanh Linh & partners with local labels.



Sony Music Entertainment (SME) is an American multinational music company managed by Sony. SMEs own and control numerous label assets with worldwide networks. Some Vietnamese artists under SME are Ha Le, hooligan, and Kim Kunny.

<sup>23</sup> Logos reproduced from Warner Music Vietnam, Universal Music Group, Sony Music

# KEY PLAYER #4: DIGITAL MUSIC ENABLERS

## LOCAL LABELS & DISTRIBUTORS

**Record labels and distributors have established networks and resources to support artists in reaching a wider range of audiences, one of which includes music release and promotion in digital formats.** With the strength of a deep understanding of the local landscape and a longer time span of music stakeholder management, Vietnamese local labels and distributors utilize a variety of strategies to bring artists' music closer to fans and the wider public.

*Disclaimer: All information is current as of December 2023.*



MMUSIC is a label dedicated to Gen Z music artists and audiences in Vietnam, operated by the METUB Network team. Exclusive recording artists of MMUSIC include rising young names such as tlinh and GREYD.



VIVI MUSIC VIETNAM - the parent company of 2 subsidiaries LOOPS MUSIC and YIN YANG MEDIA, is a privately owned music publishing and distribution company founded in 2020.



MixUs is an artist-centered music solutions provider, fusing artistry with technology to nurture and amplify the reach of Vietnamese music to the world. The latest releases by Miu Le, GERDNANG, and B Ray have been distributed through MixUs.



POPS Vietnam owns large media networks with various content types for media and marketing solutions. Its music content networks comprise Ho Ngoc Ha, Bui Anh Tuan, Thuy Chi, Phan Manh Quynh, and Trung Quan Idol, to name a few.

<sup>24</sup> Logos reproduced from MMusic, Vivi Music Vietnam, Loops Music, Yin Yang Media, MixUs, POPS Vietnam

# KEY PLAYER #4: DIGITAL MUSIC ENABLERS

## MARKETING & UTILITIES

To handle an enormous promotion and partnership scope for artist promotions and music-related projects, marketing services and utilities offer management for partnership and collaboration processes with various stakeholders. Based on experiences and rich insights, marketing services and utilities bridge the commercial objectives of brands through music marketing with artists, fostering a win-win goal for both artists and brands based on corresponding objectives.

### ARTIST SOLUTIONS



Double U Agency pioneers and specializes in providing marketing solutions in music marketing, celebrity impact marketing, social media, artist strategy, and management.



METUB is an integrated communications network agency offering various solutions: content strategy, social commerce, influencer/affiliate marketing, production, and merchandise.



Brandbeats is a leading company in Vietnam to consult music solutions and develop music marketing campaigns. Besides commercial music, Brandbeats curates movie soundtracks and Music DNA – pioneering sonic branding products.

### B2B MARKETING



Adtima is a leading mobile-first ad publisher that provides various digital solutions for broad demographics. It owns the most active mobile ecosystem, including Zing MP3.



Lava Digital Group is an integrated digital agency with online advertising and marketing technology. Lava Digital is the only partner of Spotify Ads in Vietnam.

# KEY PLAYER #5: MUSIC AMPLIFIERS

Traditional outlets like cinemas, cafes, and shopping malls used to be the primary outlets to drive songs' popularity and streams. However, social media nowadays can also fit the job description of music amplification to wider audiences through owned and earned media, especially user-generated content (UGC). **Social media can conveniently amplify a music release across Vietnam within a day and become a weekly trend.**



With its massive UGC community, TikTok is a powerful tool for amplifying music releases. Through creative challenges and trends, users create UGC and turn different songs into viral sensations, which increases visibility for artists and their music.



YouTube amplifies music through various content ideas such as music video reactions, behind-the-scenes glimpses, musical challenges, etc. These creative ideas not only engage audiences and facilitate diverse viewership but also significantly broaden an artist's reach.



Facebook, particularly with "Reels," is a potent platform for music amplification. Artists can leverage UGC and short-form videos to capture attention, engage with diverse audiences, and tap into its extensive user base for visibility and promotion.

# KEY PLAYER #5: MUSIC AMPLIFIERS

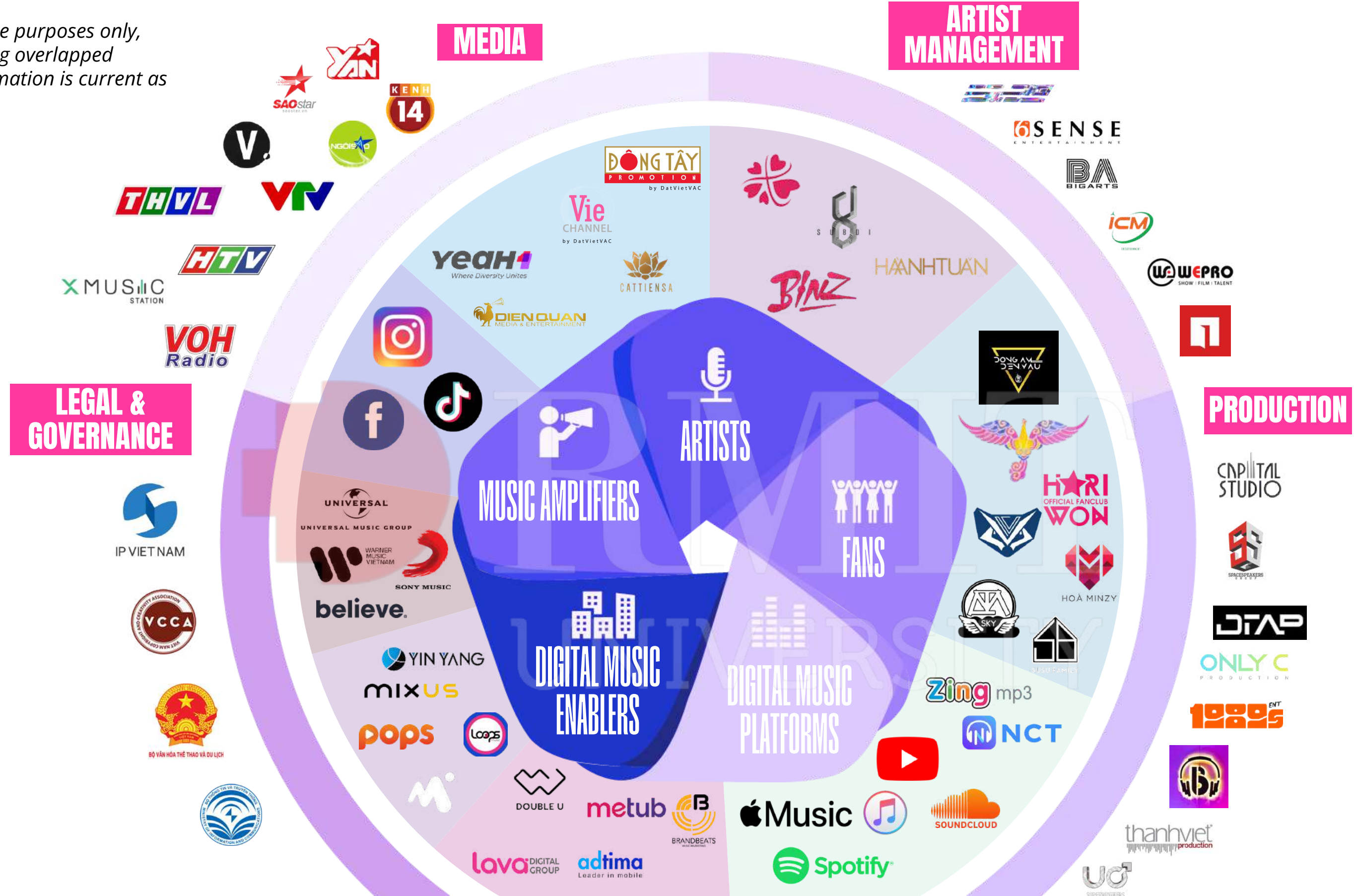
Through music amplification channels, artists increase their chances of gaining popularity and converting audiences into fans.

*Disclaimer: All information is current as of December 2023.*





**Disclaimer:** For reference purposes only, with some entities owning overlapped responsibilities. All information is current as of December 2023.



# VIETNAM DIGITAL MUSIC LANDSCAPE 2024

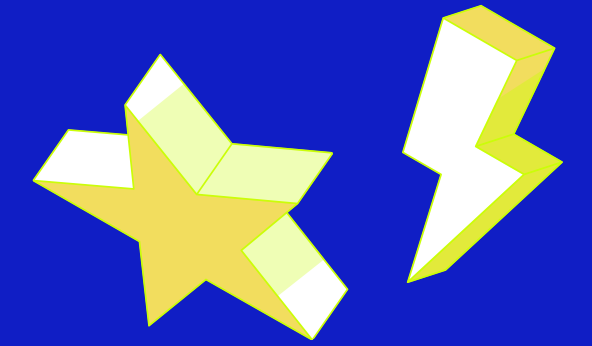
# 10 EMERGING TRENDS IN DIGITAL MUSIC

& What's Waiting Ahead  
for Music Partnership

Reproduced from Monsoon Music Festival



# 10 EMERGING TRENDS IN VIETNAM DIGITAL MUSIC LANDSCAPE 2024



- 1 The Creator Ecosystem: Blueprint Of The Industry**
- 2 Local Adaptations with Global Standards**
- 3 Personalized Music Algorithm**
- 4 Rising Young Tastes**
- 5 "Fast Music" Era**
- 6 Folktronica**
- 7 Fanfunding: Content Creator Donation Will Rise For Music Artists**
- 8 Commercialized Music**
- 9 Responsible Music**
- 10 Beyond the Boundaries**

# 1. THE CREATOR ECOSYSTEM: BLUEPRINT OF THE INDUSTRY

**The creator ecosystem significantly affects the music industry, particularly with pop music and how it reaches audiences in the streaming era.** Online platforms such as YouTube, TikTok and Twitter (X) build music content based on artists and celebrities, along with communities of users, fans, and communities. The community works together symbiotically to build and release more diverse types of music content.<sup>27</sup>

Notably, users can now turn into artists through the unique art they make as social media content. Musicians have also become content creators to promote their art. Therefore, the arts themselves embed more and more characteristics to fit the online landscape: short-formed, catchy, and personalized. The distinguishing line between audio and video will become less explicit, and winning content will fulfill both aspects, such as music with impressive MVs or video-formed content with suitable music featured.

<sup>27</sup> The 5 Biggest Media And Entertainment Technology Trends In 2022 by Forbes



# THE CREATOR ECOSYSTEM: BUSINESS IMPLICATIONS

Alongside the medium, partnerships between artists and other content creators drive the popularity of music products and content to the next level. The advantageous market for all artists will encourage more music releases, derivate content, and cohesively drive the dynamic and development of the industry.

Jumping on this bandwagon, music partners can leverage their roles in music projects and be involved effectively in content creation and distribution. This can be achieved by understanding the music, the artist, the media, and the audience, as well as how the dynamic interaction between all factors can create the next hit.

*"Digital resources nurturing new Viet talents and their level of recognition are the crucial foundation to get found by big labels and have stronger investment. Moreover, with the ever-growing social media usage, we will hardly see any music releases in the next few years skipping social media promotions. This opens great opportunities for brands to connect with audiences through music partnerships and get both the voices of creators and brands heard. However, aside from content following social media trends, new creative angles are crucially needed to make the partnership outstanding and viral."*

**Dr. Nguyen Van Thang Long**

Senior Lecturer, Professional Communication at RMIT University Vietnam



# CASE STUDY: YOUTUBER- TURNED SINGER HUONG LY

The meteoric rise of Huong Ly - a "cover phenomenon" in 2019 - is emblematic of the impact exerted by the creator economy. The freedom to upload content without financial or managerial barriers on user-contributed platforms like YouTube and Facebook has allowed her cover videos, such as "Song gio" (93M views) and "Tung yeu" (86M views), to resonate nationally. With the autonomy offered by this decentralized model, she gradually transitioned from cover songs to her original compositions such as "Khue moc lan", "The thai," or "Vi ho yeu cung minh." Though lacking promotional investment, these tracks still gained traction on social media and helped her transcend the "cover girl" label to establish herself as a singer. **The creator ecosystem enables creators like Huong Ly to independently cultivate a dedicated fan base.**



## 2. LOCAL ADAPTATIONS WITH GLOBAL STANDARDS

The Vietnamese digital music landscape is now forming its systematic shape in line with the local establishment of significant global digital music enablers such as publishers, distributors, and strategic consulting entities. In addition, artists and composers who contribute to music creation are also increasingly aware of the value of intellectual property, ownership rights, and artistic effort. This helps shape music products that are well-invested and produced, attach importance to copyright factors, and profit-sharing contracts to help Vietnamese artists release music products not only domestically but also globally.

The “Equal” project to promote women artists featuring Hoang Thuy Linh, AMEE, Suboi, My Tam, My Anh, and more on Time Square’s Billboard is the prime example of promising promotion for Vietnamese music and talents to go global.<sup>29</sup> More notably, this year, the nomination of the album “Gieo” (Sowing) by the indie band Ngot in the ‘Best Boxed Or Special Limited Edition Package’ category for Grammy 2024 is a testament to the growing international recognition of Vietnamese music.<sup>30</sup> This nomination reflects the artistic excellence of Vietnamese musicians and signifies a broader acknowledgment of the cultural richness and creativity within the Vietnamese music industry. **On a macro scale, this noteworthy integration has educated the industry and all stakeholders to create, publish, distribute, promote, and consume music more ethically and responsibly based on transparency and integrity.**

<sup>29</sup> Naming the talented Vietnamese female artists appearing in Times Square in Spotify's campaign by Advertising Vietnam

<sup>30</sup> Album by Vietnamese Ngot band nominated for 2024 Grammy Award by HanoiTimes



<sup>29</sup> Bich Phuong appeared in Times Square in Spotify's campaign (reproduced from Advertising Vietnam)

# LOCAL ADAPTATIONS WITH GLOBAL STANDARDS: BUSINESS IMPLICATIONS

Integration of global digital music companies can provide local artists with a larger platform and broader visibility, allowing them to reach a wider audience domestically and internationally. Artists can benefit from the resources and expertise offered by global companies, such as marketing support, promotional campaigns, and networking opportunities, which can help them expand their careers and connect with industry professionals. Record labels and publishers can also benefit from the success of the artists, resulting in financial benefits equivalent to or higher than the investment they pay effort to.

Collaboration with global digital music companies can also bring advanced technology to the music industry in Vietnam. Moreover, its crucial contribution that will drive the industry growth is the professionally legal approach towards music. They encourage legal infrastructure to support the music industry in Vietnam.



*“Global established music entities have highly appreciated the outstanding growth of the Vietnamese digital music industry, leading to the increasing local establishments and contribution to our music playground. The industry has become more professional in almost all of the music creation, production, distribution, and partnership processes thanks to the utilization of technology and standardized protocols. All stakeholders in the industry have benefited significantly, including artists, audiences, companies, and partners, and we are proud to take part in this promising transformation in the next few years.”*

**Ms. Ton Nu Nhu Ngoc**

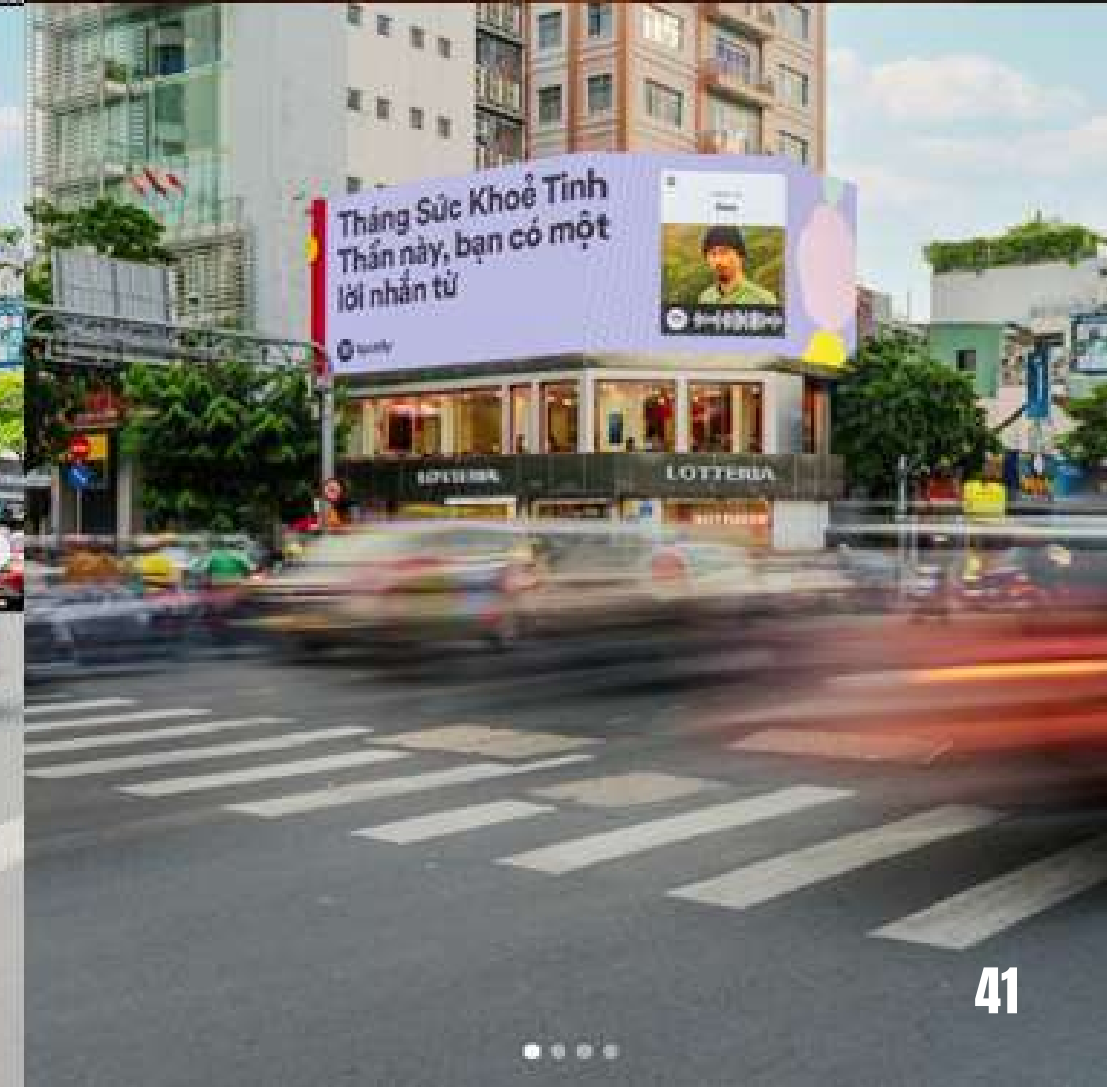
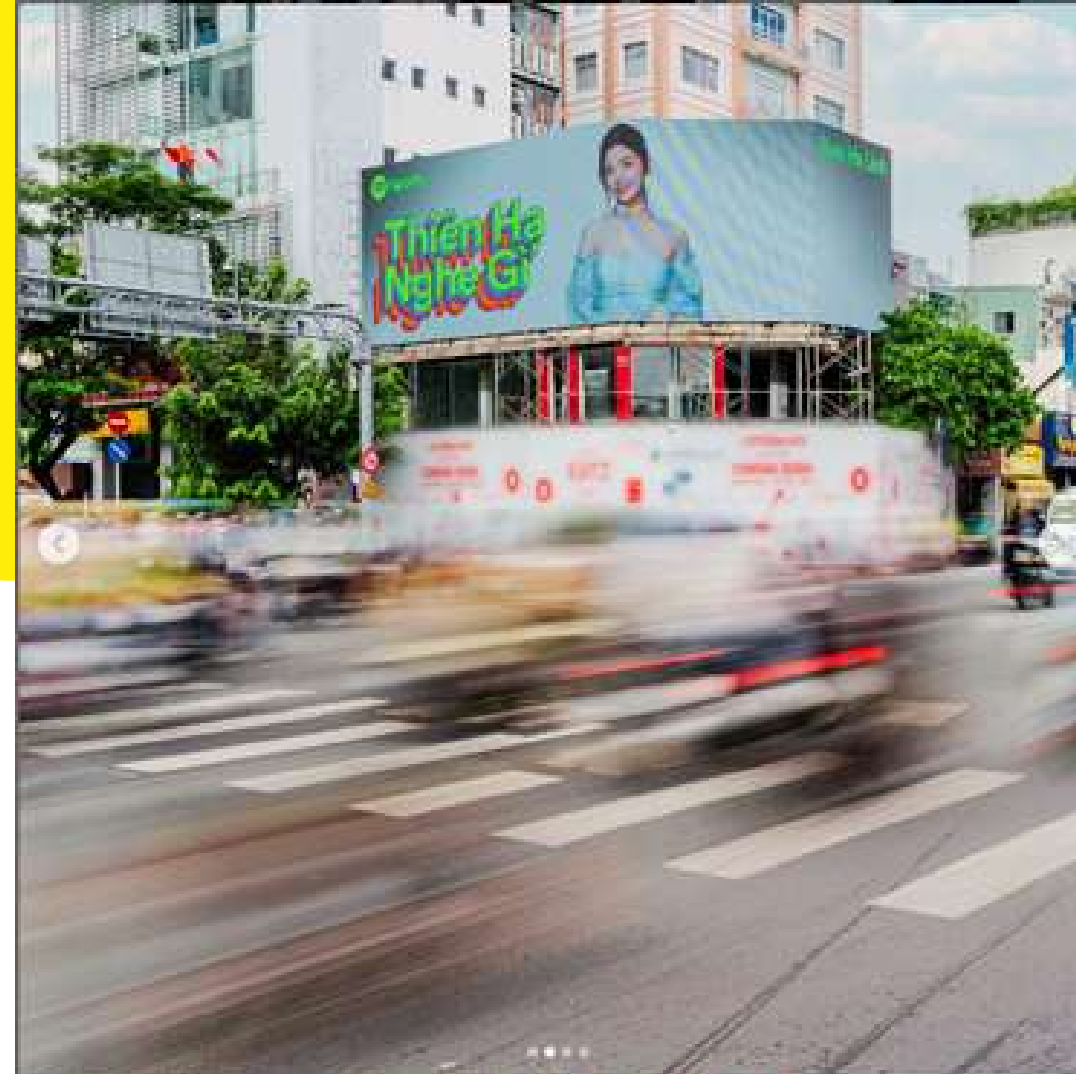
Head of Labels & Artist Solutions at Believe Vietnam





# CASE STUDY: BELIEVE VIETNAM

In 2018, Believe began to explore the Vietnamese market and officially supported the standardization and dissemination of releasing and distributing music products on digital platforms for domestic artists and record labels in Vietnam. Thanks to technology and global music business experience, with support from experts, Believe has succeeded in supporting artists and record labels to release music products (audio and video recordings) for a large network of over 200 music streaming platforms. Not only building and focusing on releasing new projects, but Believe also supports artists to build sustainable development on fan interaction platforms, and manage copyrights and growth at different stages of the artists' career, such as Den Vau, Dong Nhi, Chi Pu, and OnlyC. **With the philosophy to defend labels and artists' best interests while building solid, balanced, and innovation-based relationships with digital platform partners, music releases through Believe Vietnam have gained impactful successes at an international standard.**<sup>31</sup>



<sup>31</sup> Information and image reproduced from Believe Vietnam

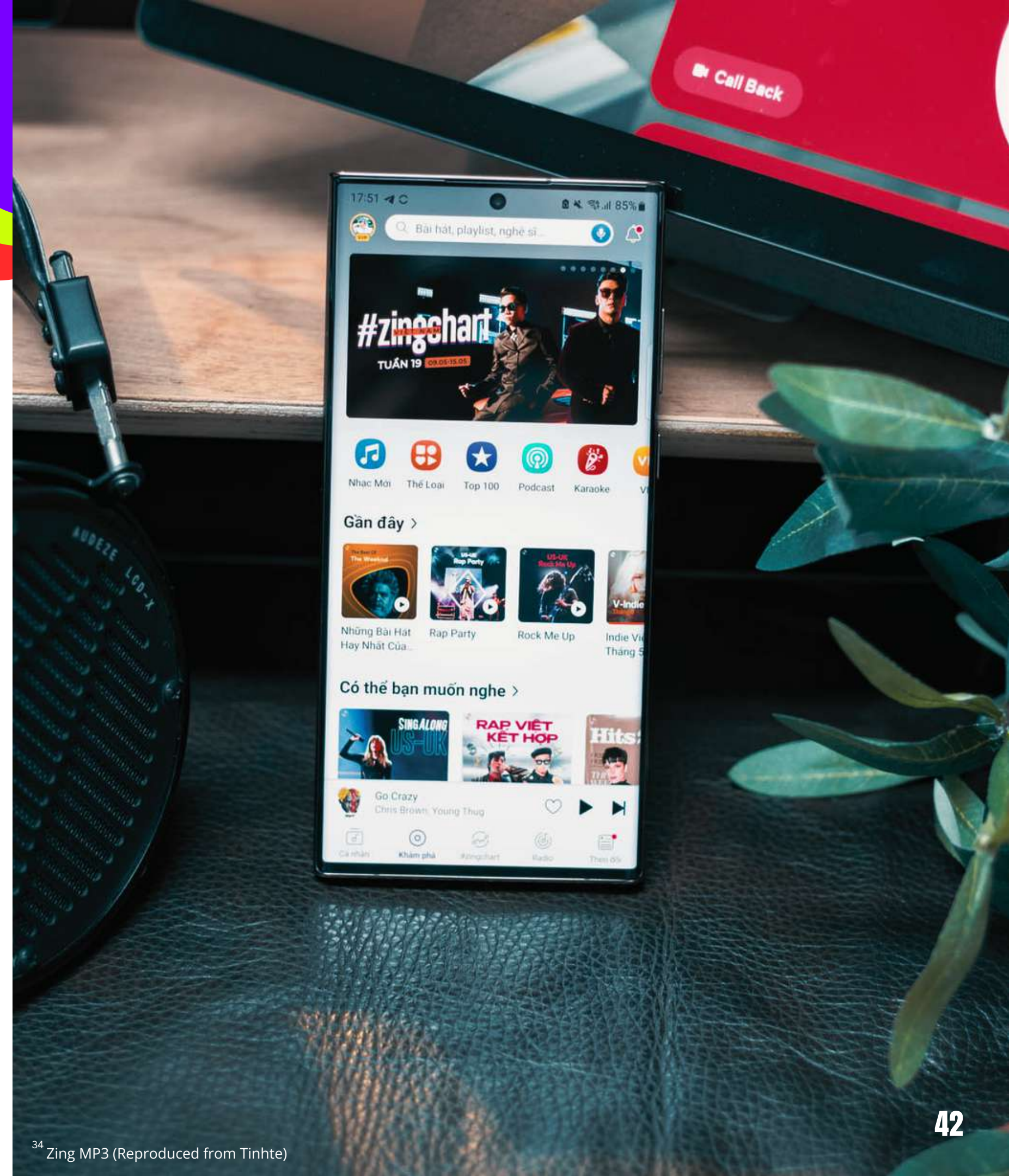
# 3. PERSONALIZED MUSIC ALGORITHM

Personalization is the holy grail of music streaming. The algorithm considers music preferences, listening history, and even moods to create an unparalleled personalized experience in the streaming world.<sup>32</sup> This creates the greatest opportunity for artists as the personalization algorithm makes the artist's new song more likely to "squeeze" into the top of the audience's playlist.<sup>33</sup> Online music audiences are also ready to discover music that truly reflects their emotions and lifestyle; and thanks to that, new artists and new music are also better known.

One of the most fantastic opportunities for artists and partners is having discographies and music catalogs discovered in a longer period. Artists can experience renewed interest in their back catalog as algorithmic recommendations introduce their older releases to new audiences who may have missed them initially. This may lead to increased streams, royalties, and potentially more opportunities for live performances, merchandising, and licensing agreements.

<sup>32</sup> Personalized marketing through personalized content: best practices by Abmatic.AI

<sup>33</sup> Spotify: The Soundtrack of Personalized Music Streaming by Ashish Jogul



<sup>34</sup> Zing MP3 (Reproduced from Tinhte)

# PERSONALIZED MUSIC ALGORITHM: BUSINESS IMPLICATIONS

Music streaming platforms have become an outlet with rich insights from listening behaviors data for target marketing. People will be immersed in the kind of music that reflects their emotions and lifestyles, so artists' new songs grasp more chances to slide into their playlists.

Moreover, data can dive deeper into audiences' daily emotions, motivations, and behaviors. Are they hustle people? What is their relationship stage? Is burnt out their pain point in work and life? Such nuanced habits, behaviors, and emotions can now be explored through music listening behaviors – an inevitable contribution to social media behaviors and building customer persona. This nourishing playground allows advertisers to tap into customers' daily moments with suitable messages. Brands can combine with digital music streaming platforms to create playlists suitable to moods, habits, and events, from which they can cleverly integrate the desired message or image of the brand.

*"It is not an exaggeration to say that music platforms can understand us more than we do. The rich and constantly updated data on users' behaviors, patterns, interests, and preferences are the new fuel to reach the right target at the right moment. Machine learning models of streaming platforms also remarkably enhance campaigns' conversion rate. Moreover, the precise and "controllably surprising" music recommendations gather audiences to onboard the platforms, which means brands can reach a wider pool of potential audiences."*

**Mr. Huynh Phuc Hau**

Former Head of Brand Strategy,  
Branding Media & Market Intelligence at Lazada

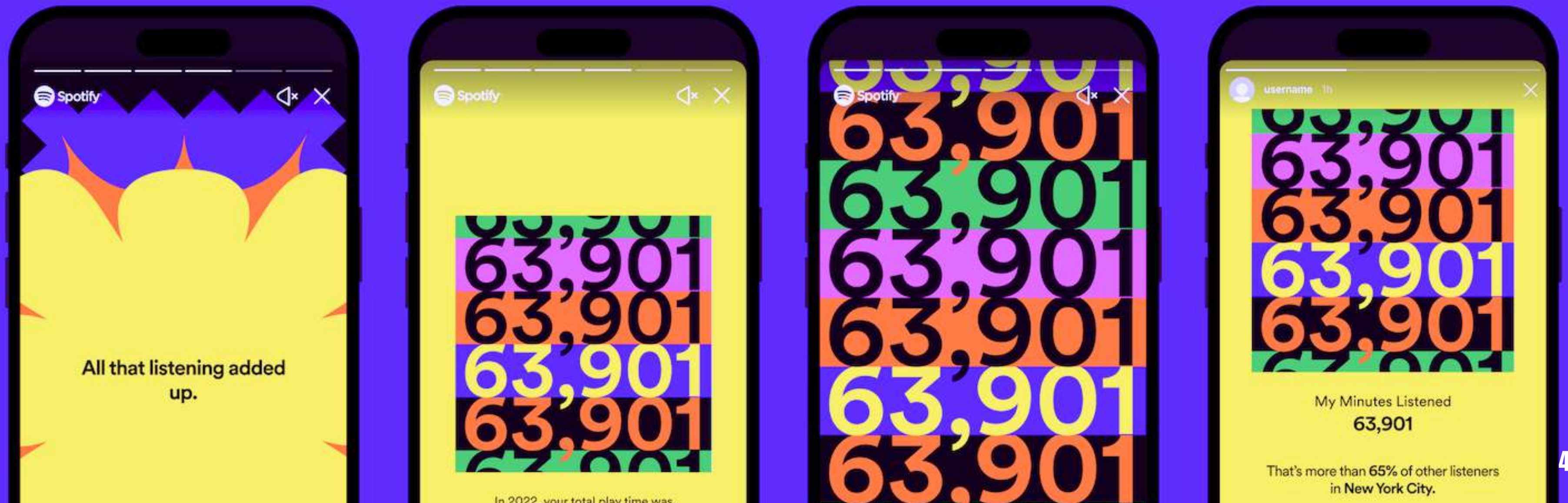


# CASE STUDY: SPOTIFY WRAPPED

Spotify Wrapped is a data analyzing function based on the music routine of each user, which appears in November/December annually on Spotify. Prominent features include:

- Me in 2023: your card will reveal a listening character specific to your tastes and habits on Spotify
- Sound Town: your own city based on your listening and artist affinity
- Your Artist Messages: get to hear from one of your top artists within your personalized Wrapped

**The strength of Spotify is to generate and provide the utmost personal experiences with music as an integral part of digital life.**



# 4. RISING YOUNG TASTES

**Indie and underground music have risen amidst the dominance of mainstream pop and reshaped Vietnam's music scene in unprecedented ways.** Storming Vietnamese social media, it is inevitable to say that Hip Hop and indie are "the genre" in recent years across different digital platforms. Young names making their names prominent in the local music industry have leveraged the local Hip-Hop - indie landscape and stepped into the mainstream playground, not only with mass music distribution but also in IMC strategies – endorsement, sponsorship, collaboration, and more. Rappers like Đen Vâu, Karik, Suboi, tlinh, and HIEUTHUHAI have risen to the top of the rapvertising landscape with campaigns across various categories in the form of sponsored MVs.



# RISING YOUNG TASTES: BUSINESS IMPLICATIONS

The rise of the diversity in music tastes and artists is highly beneficial for the digital music industry, where there is always suitable music for everyone everywhere, leading to the music listening culture and behaviors being more deeply integrated into Vietnamese audiences' lifestyles.

Moreover, in the era of personalization of media experiences, emerging artists are the potential source of nano- and micro-influencers who have great power in delivering niche, customized, and personalized content on behalf of partners. The endorsement from emerging artists to their close circle of fans replicates a conversation with a close friend where message credibility is remarkably higher. This can result in a more close-knit parasocial relationship between brands and the audiences.

*"Following the rise of independent artists in the digital music industry, Vietnamese young and talented are now growing strongly both in quantity and quality. They have greater conditions with social platforms to have their fans engage with the music deeply and royally. If young indie-underground artists can balance their music identity with the contemporary context of the industry, they can have their music heard and grow across their current community to reach a grand success."*

**Ms. Mai Thang**

Business Development Lead at Mixus



# CASE STUDY: RAP VIET

Vietnamese underground music has prominently grown with the most spotlight point towards Rap. While underground music, notably Rap, had some appeal among a distinct youth audience in the past, it did not gain significant popularity until 2020, when "Rap Viet" – a gameshow seeking talented rappers – brought the underground music scene to the public. Statistically, "Rap Viet" Season 1 garnered almost 1,000 articles on the ad network system and amassed 30 million views within just 2.5 months.<sup>36</sup> The "Rap Viet" phenomenon has inspired marketers to engage with this emerging musical genre, which resulted in the releases of over 20 branded MVs over just a few months, with the most notable ones being "Di ve nha" (Honda) or "Em la Chau bau" (PNJ). The widespread popularity of this show also provides valuable insights into the music-listening behaviors of Gen Z, which is characterized by desires for unique self-expression, authenticity, and ceaseless creativity to venture beyond traditional boundaries.<sup>37</sup> **"Rap Viet" serves as evidence for the diversification of musical tastes among Vietnamese trendy audiences, which gradually moved away from focusing on a few mainstream genres.**

<sup>36</sup> The popularity of Rap Viet: Causes and Influences on Vietnamese Advertising by The Influencer

<sup>37</sup> Rap Viet and things you may not know about Gen Z! by Brands Vietnam



<sup>38</sup> Rap Viet All-star Concert 2023 (Reproduced from Thanh Nien Newspaper)

# 5. “FAST MUSIC” ERA

From full albums to mini albums, then three-minute singles, one-minute cuts, and now 15-second speed-up snapshots, music content has been transformed drastically with shorter durations following the rise of short-form video platforms, thus lengthening the lives of the song.

This affects how artists create their craft and how all parties promote releases. Besides perfecting the mastered version, they have to get a "hook" in a song that anchors virality across social media. Second is the music in harmony with visual elements to catch audiences' attention while watching short-form content. Third is an increase in variations of remixes and versions to amplify music. Despite such efforts, it also results in a relatively short lifespan of a music release (approximately 2-3 weeks).

In the coming time, music products that will reach Vietnamese audiences can be developed in unprecedented creative and unique ways to ensure optimal distribution costs and trendy aspect of music products.

76%

of Gen Z believe that cultures created by viral trends have spread faster than ever before.<sup>39</sup>

63%

of them listened to quicker-tempo music far more than previous generations.<sup>39</sup>



<sup>39</sup> Culture Next 2023: Top gen Z Trends by Spotify



# FAST MUSIC: BUSINESS IMPLICATIONS

This "fast music" era may seem pessimistic to some, but it can shorten the challenging journey for artists to spread their music across the country and even globally within days or weeks. The accelerated pace of music consumption and dissemination through digital platforms allows artists to reach new audiences more swiftly than ever. Artists, labels, and promoters can save valuable time and ensure a higher return on investment for each music project.

Brands can leverage the popularity of social media platforms and their music-related features to connect with target customers in innovative ways. Whether through user-generated content or artist collaborations, online platforms offer a unique avenue for brands to establish a strong presence and forge meaningful connections with their audience. Furthermore, it allows artists, labels, and promoters to adapt and respond quickly to trends and consumer preferences. They can gather real-time data from digital platforms for their decision-making processes and enable them to tailor music projects to the evolving demands of the audience.

*"Two-way communication and user-generated content have risen to become the must-reach objective for a campaign, considering how effective and long-lasting impression the tactic can cause on audiences. Brands with an acute sense of music trends can better take advantage of music, pick out the right hook, and make an impact from screen to life. The right music and creative approach are the priority brands should take cautions for a long-term result, rather than an explicitly commercial approach that can lose customers' interest quickly."*

**Mr. Le Quoc Anh**

Branch Manager & Senior Creative at LeBros



# 6. FOLKTRONICA

Folktronica, or electrofolk, is a genre combining folk and electronic music elements. This genre serves as a bridge between the past and the present, celebrating Vietnamese cultural heritage in a contemporary musical context. With the emergence of Folktronica, Vietnamese musicians are discovering the immense potential of integrating modern twists into their cultural materials while maintaining a deep appreciation for their roots. With the rising awareness of young artists and audiences regarding cultural appreciation, Folktronica has increasingly impacted the public. Hoang Thuy Linh and Phuong My Chi are successful examples of Folktronica with local and global recognition. Another notable case regarding Folktronica is "Ve nghe me ru" – a collaborative product between Gen Z singer Hoang Dung, artist Bach Tuyet, and "hitmaker" Hua Kim Tuyen, which features an exciting combination of rap and cai luong. **Having been influential in the global music landscape, Folktronica is promised to become a new trump card of Vietnamese music scape.**

<sup>39</sup> Culture Next 2023: Top gen Z Trends by Spotify

42%

Generation Z believe that music can connect cultures more than they did in 2021<sup>39</sup>

85%

of Gen Z have utilised music and podcasts for cultural experiences<sup>39</sup>



<sup>40</sup> Hoang Thuy Linh (reproduced from Thanh Nien Newspaper)

# FOLKTRONICA: BUSINESS IMPLICATIONS

In line with the country's ambition for the entertainment media industry as a strong cultural and tourism promotion force, folktronica will be an ambitious direction for artists to make a national-level imprint on the Vietnamese music landscape, or even internationally beyond Vietnam's borders. Artists and music companies can leverage this trend to showcase Vietnamese music on international platforms, participate in music festivals, and collaborate with artists from different regions. This exposure can contribute to the global recognition and appreciation of Vietnamese folktronica music.

For authorized partners that see the potential of collaborating with folktronica artists and projects, various creative and meaningful expressions can make the partnership resonate and gain impactful objectives. More than just music video sponsorship or branded commercials with artists, partners that know how to leverage the "Vietnamese" identity of both parties can deliver artistic stories, emotions, and content with resonating effects. This can become a unique anchor for marketing strategies, particularly cause-related marketing for Vietnamese culture.

*"Modern music combined with folk rhythms has brought a fresh and unique twist to Vietnamese music, creating powerful effects for artists who are pursuing this direction. When collaborating with such artists, we should look beyond using them as ordinary celebrities. In addition to the measurable outcomes, partnering with Folktronica artists can also promote harmony in cultural identity and uphold the traditional values that contribute to long-term success for the brand. This also requires a deep understanding of the artists' work and a profound appreciation for the rich characteristics of our country."*

**Mr. Ngo Minh Thuan**  
Founder & Managing Director at DNA



# CASE STUDY: PHUONG MY CHI - LITERATURE THROUGH MUSIC

The "Vu Tru Co Bay" album of Phuong My Chi is a prime example of Folktronica. She has always been well-known for folk music and attracted older audiences, such as Baby Boomers and early Millennials. However, to approach the younger generation, Phuong My Chi created a great combination of folk and modern tastes with "Vu Tru Co Bay," which includes 10 Vietnamese literary songs that people are already familiar with in textbooks.<sup>41</sup> As a result, Gen Z is very fond of this combination since they highly value their country's cultural richness and desire to bring Vietnamese culture to the world.

**With a blend of traditional and modern elements, "Vu Tru Co Bay" is the masterpiece of Phuong My Chi - representing Gen Z - that both wants to honor national cultural values and gives a very unique and young twist of her own.**<sup>41</sup>

<sup>41</sup> From "Vu Tru Co Bay" to a look at the "album concept" by Thanh Nien Newspaper



<sup>42</sup> Album "Vu Tru Co Bay" (reproduced from Ben Pham's Instagram)

# 7. FANFUNDING: CONTENT CREATOR DONATION WILL RISE FOR MUSIC ARTISTS

In the “We Media” era, any online user could act as a content creator by uploading self-made texts, photos, audio, and videos.<sup>43</sup> In order to motivate the content creators’ contribution, many online platforms allow audiences to support content creators with cash donations or virtual currency donations. Enjoyment, social interaction, content quality, and content quantity positively affect users’ intention to donate money.<sup>43</sup> This trend has gained attention from music conglomerates. Sony Music Entertainment highlighted that fan communities also play an increasingly important role in evolving music experiences.<sup>1</sup>



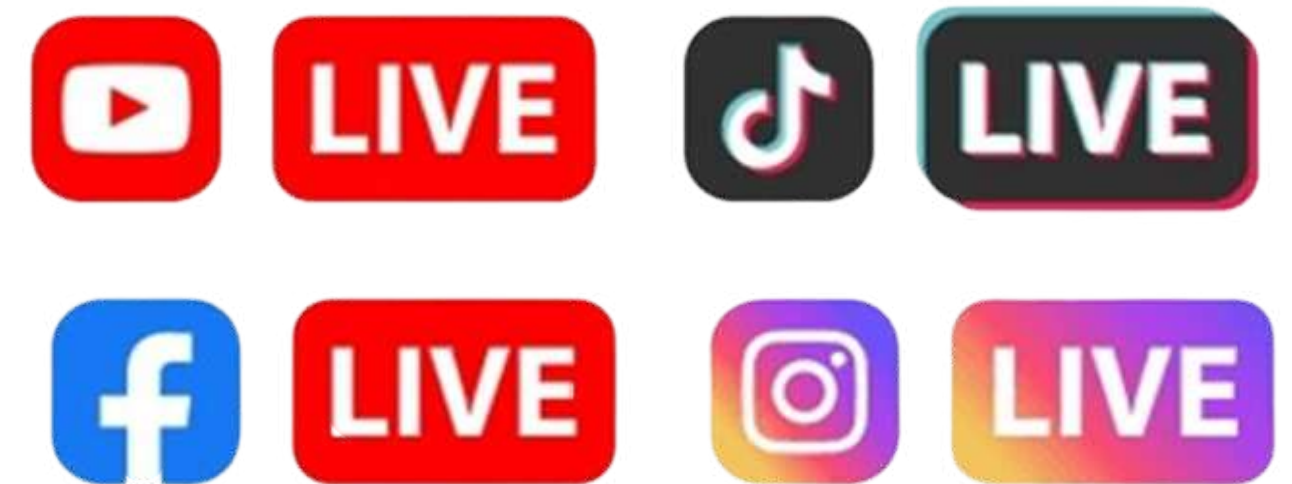
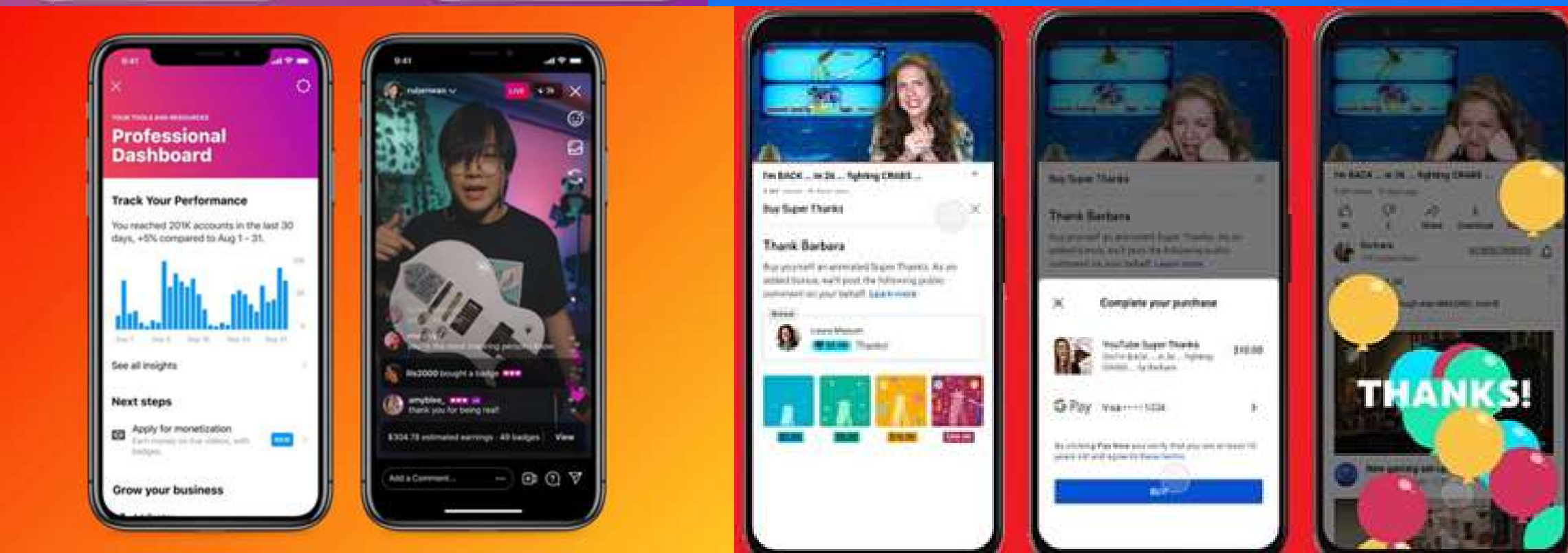
<sup>1</sup>Global Music Report 2023 by International Federation of the Phonographic Industry (IFPI)

<sup>43</sup>Why Audiences Donate Money to Content Creators? A Uses and Gratifications Perspective by Springer Professional

# FROM “CROWDFUNDING TO “FANFUNDING” FOR ARTISTS AND CREATORS



Especially when creators and fans do not perceive streaming platforms to pay them decently, their preferences shift towards fanfunding platforms. This is a sign that audiences are growing increasingly comfortable with bypassing networks and platforms to connect directly with their favorites. That is why big players started to jump on the fanfunding cake and utilize the current advantages of a social media platform. Fans can donate to creators in live streams through virtual assets.



# FANFUNDING: BUSINESS IMPLICATIONS

Fanfunding can become a new source of benefits for artists in the long term. Artists can diversify their current revenue portfolio and gain a sustainable investment stream for new music projects. This can come from subscriptions, merchandise, limited collaboration, physical music assets, and more. At the same time, interactions with fans and understanding what they expect will enhance artist-fan relationships and construct better strategies for music releases, promotion, and fan acquisition. As a result, increased loyalty, support, and a dedicated fanbase are promising outcomes supporting the career growth of an artist.

A place gathering music fans is a wonderful playground for brands to tap into co-creation initiatives and amplify their messages through user-generated content, especially with endorsement from artists. Media platforms can leverage their pool of existing users to connect artists and fans through fanfunding.



*“The purchasing power and actual spending in recent years on artists’ products - both digital and physical - show a positive sign on the rise of our country’s music industry in specific and the E&M industry in general. Therefore, a strong and loyal fan community on fanfunding platforms will be the rewarding destination for our Vietnamese artists that can happen in the near future. Besides commercial potentials, the dynamic interactions on fanfunding sites create mutual outcomes for both artists and fans - engagement and happiness.”*

**Ms. Pham Hong Thuy Van**  
Artist, CEO at Shegan



## 8. COMMERCIALIZED MUSIC: THE NEW NORMAL

The public has started to increasingly embrace music sponsorship to support artists in exchange for music quality and resonating music listening experiences.<sup>44</sup> As a result, music has a prosperous space within the entertainment media landscape for marketers to utilize, considering the audiences' increasing willingness to trade off paying subscription fees for watching advertisements. This makes advertising on streaming platforms, particularly music and podcast content, inevitably increase. Digital audio advertising has the fastest growth in 2023, with 3.6 million USD.<sup>44</sup>



<sup>44</sup> The power of music in advertising by Kantar

<sup>45</sup> MV "Em la Chau bau" (Reproduced from PNJ)



# COMMERCIALIZED MUSIC: BUSINESS IMPLICATIONS

This emerging trend has undoubtedly increased advertising receptivity among Vietnamese music listeners, which reflects how willing consumers are to perceive a brand message and take corresponding actions concerning advertisements across various formats and platforms.<sup>47</sup> In an increasingly cluttered and competitive media landscape, where advertisements are ubiquitous and vying for attention, gaining high advertising receptivity is of great importance for advertisers and marketers who aim to optimize the effectiveness of their campaigns. Therefore, several ways to increase consumers' advertising receptivity can include enhancing the perceived credibility of streaming platforms, diversifying advertising content (e.g., incorporating story-telling, humor, or the involvement of celebrities), and integrating different interactions in those advertisements.<sup>46</sup>

88%

increase in conversion rate among the audiences can come from ad receptivity.

51.5%

Vietnamese users perceive ads on music streaming platforms to be helpful.

*"Music partnership is an amazing opportunity for brands to reach their customers in creative and meaningful ways through the voices of the artists. With a clear objective in mind and a clear group of target audiences, the choice of music product outcome varies. To utilize music partnerships to its fullest, brands should not only invest in the music product but also know how music plays a part in the 360 communication plan, increasing impact, making good use of various touchpoints, and building a consistent and effective branding strategy."*

**Ms. Nguyen Thi Truc Van**

Zone AOA eBusiness Lead - Dairy category at Nestlé



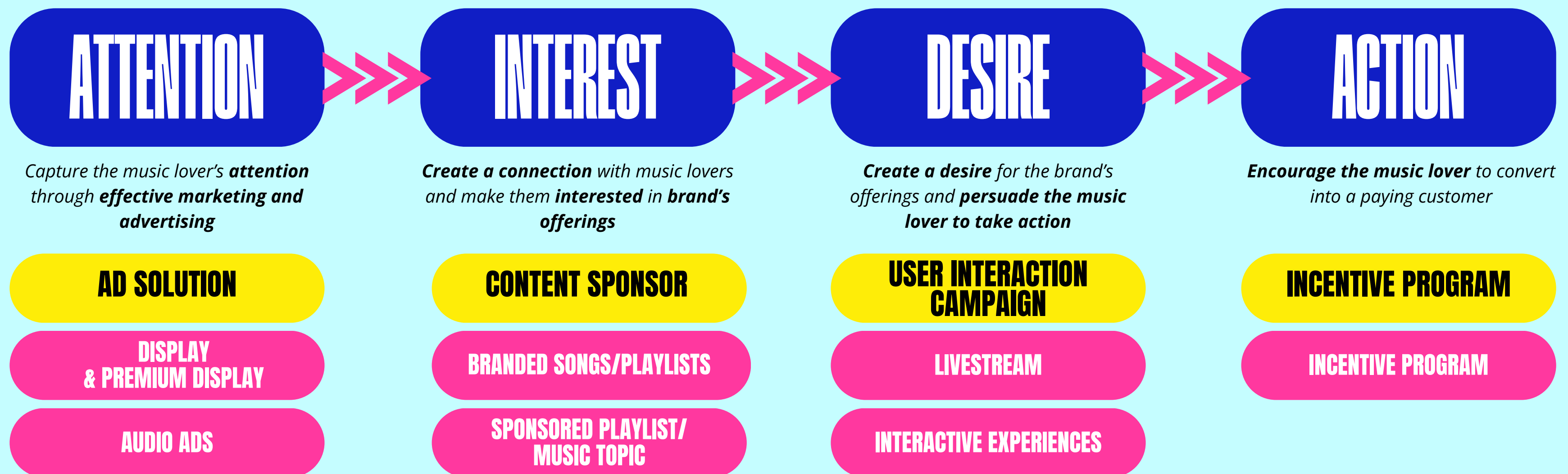
<sup>46</sup> Receptivity: The New Metric for Creating Great Digital Ads by Overskies

<sup>47</sup> Ad Receptivity: A New Metric for Improving Efficiency by Audience Measurement (ARF)

Q: Which kind of content makes you receive ads more positively?

# COMMERCIALIZED MUSIC: CAPTIVATE A MUSIC LOVER “FROM EYES TO EARS”

Marketers can captivate a music lover “from eyes to ears” by employing music with different respective strategies across the four stages of a consumer journey: **Attention, Interest, Desire, and Action**. With concise yet compelling messages, advertisements leverage the power of sound to create an immediate impact in various ways - from sponsored songs to hijacking audio ads. They ensure that brand presence is both seen and heard, enhancing the audience's overall music experience and engagement. ZingMP3 - one of the most streamed platforms in Vietnam customizes solutions for businesses based on set objectives.



# CASE STUDY: ZINGMP3 X OLONG TEA +

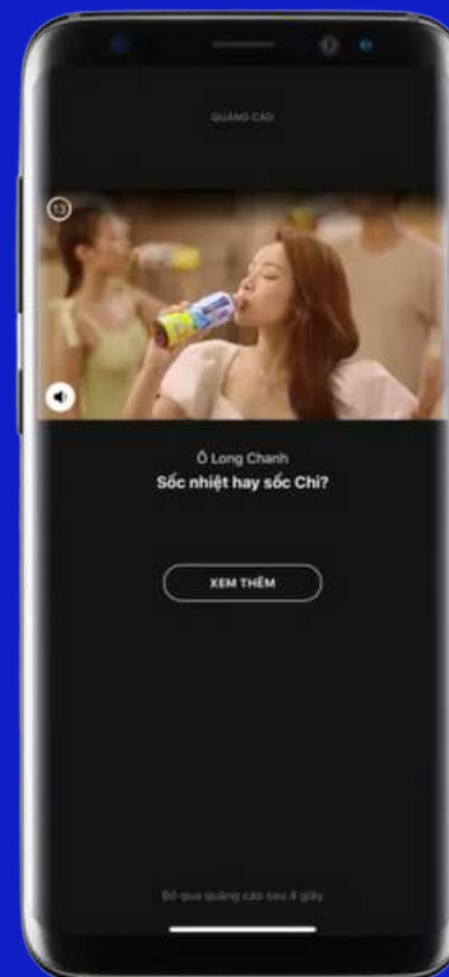
In 2019, Tea+ successfully raised its brand awareness for Tea+ Oolong Lemon through music marketing. Thus, in 2020, its next brand challenge was maintaining this success and enhancing its brand consideration by addressing why users should choose Tea+ Oolong Lemon. Tea+ aimed to stand out among competitors by utilizing music to connect with its young target audience through the catchy music in the advertisement itself and during their screen-less music listening moments. **This approach has distinguished Tea+ from competitors and positioned the brand as a pioneer in leveraging various Audio Solutions on ZingMP3.**<sup>48</sup>

2.2X

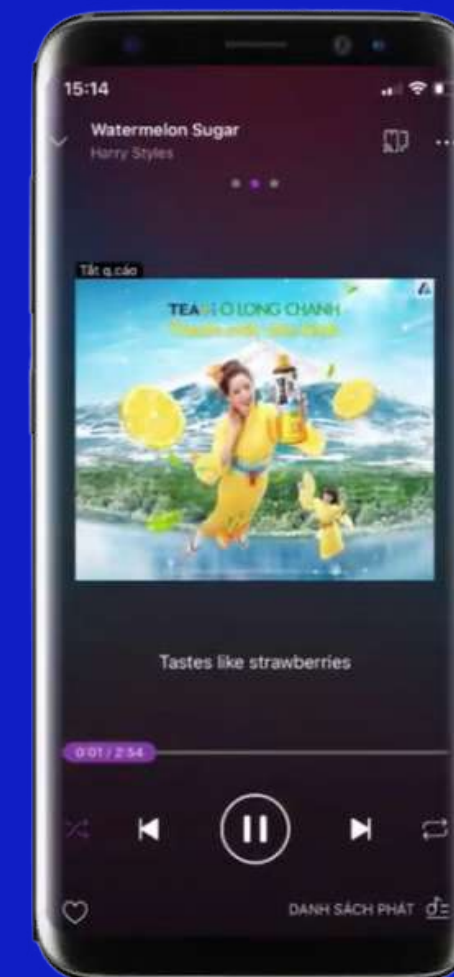
KPIs in impressions

226%

Revenue growth



PRE-PLAY



DISPLAY ADS



THEMED PLAYLISTS

<sup>48</sup> Tea+ x Zing MP3 | Create a long-lasting impression with young audiences using summer upbeat melodies by Adtima

# 9. RESPONSIBLE MUSIC

**Artists have increasingly leveraged the universal and emotional power of music to address societal issues, which helps spark conversations, empathy, and actions towards social or environmental issues.** They also utilize their fan bases to support charitable causes and collaborate with organizations/activists, often through concerts, music festivals, and benefit shows. Additionally, musicians can inspire civic engagement by encouraging fans to vote and participate in community-oriented events or preserve nationalism by amplifying cultural heritage. In Vietnam, a notable example is the MV "Nau An Cho Em" by Den Vau, where the artist pledged that all future earnings generated by this video would be directed toward assisting disadvantaged children.<sup>49</sup> The "Colours" album of Hua Kim Tuyen reflects another angle of responsible music, where he ventured beyond ordinary narratives and explored thought-provoking subjects that even appeared in high school tests, proving its impact on educational purposes.

<sup>49</sup> Den Vau's new Music Video "Nau An Cho Em" has helped 1,000 children get adopted by Bazaar Vietnam



<sup>50</sup> MV "Nau an cho em" (reproduced from DV Entertainment)

# RESPONSIBLE MUSIC: BUSINESS IMPLICATIONS

As music consumers increasingly gravitate towards artists and platforms with social responsibilities, businesses must align their branding and marketing strategies with these values to remain relevant and appeal to a socially conscious audience. Collaborations with responsible musicians can offer fresh opportunities for cross-promotion, extending the reach and impact of marketing efforts. Moreover, supporting responsible music projects, such as charitable musical events or partnerships with non-profit organizations, can help diversify revenue streams and enhance brand reputation.

*"Music is a universal language that connects emotions and shares human values. Brands that now want to generate profit in the era of sustainable social development need music and artists to tell socially responsible brand stories."*

**Mr. Nguyen Tien Huy**  
Founder at Pencil Group



# CASE STUDY: HOZO INTERNATIONAL MUSIC FESTIVAL

The Ho Chi Minh City International Music Festival (HOZO) stands out as a vibrant celebration of Vietnamese culture and global music excellence to reflect the city's commitment to establishing a unique cultural brand. HOZO is an annual International Music Festival hosted by the People's Committee of Ho Chi Minh City since 2019. The aim is to convey positive and civilized messages to foster connectivity and positive energy between nations worldwide. This objective was evident in several ways when reflecting on its latest 2022 success. Firstly, by hosting the world music legend - Babyface, HOZO elevated itself to a brand and destination associated with international standards in the Southeast Asian cultural landscape. Secondly, including virtual reality singers like Michau and Damsan using Hologram projection technology has demonstrated Vietnam's recent technological advancements. Finally, with the "More Music, Less Plastic" theme, HOZO advocated for sustainable development, especially plastic reduction. This environmental message gained practical significance due to the festival's large attendance, which could effectively raise awareness and embody the concept of "responsible music."



# 10. BEYOND THE BOUNDARIES

**In the dynamic landscape of Vietnamese music, many artists are transcending national boundaries and showcasing their talent on a global stage.** Some have forged prominent partnerships with international artists/companies to elevate their profiles, such as MIN and Vu, while others, like Chi Pu and Quang Hung, have achieved success beyond Vietnam through international reputation and fan bases. These artists contribute to the globalization of Vietnamese music and serve as cultural ambassadors, bridging connections and fostering cross-cultural exchanges.

Besides, a new generation of young Vietnamese artists is shaping the future of this industry. Their musical releases showcase creative and dedicated mindsets. This generation embodies multi-skilled versatility, taking on several roles simultaneously (singers, songwriters, producers) and reshaping the traditional artist archetype. Furthermore, they exhibit a profound understanding of the industry, including global music policies or copyright laws, to strategically ensure their sustainable presence. As trailblazers, this generation redefines the boundaries of Vietnamese music and ushers in a new era of creativity, versatility, and global engagement.



# BEYOND THE BOUNDARIES: BUSINESS IMPLICATIONS

The expansion of Vietnamese young artists on the international music landscape presents a range of business opportunities, creating new avenues for revenue, market expansion, talent development, cultural exchange, brand partnerships, and event opportunities for music stakeholders. This emergence can lead to increased investment in talent development within the country. Music stakeholders may invest in artist development programs, mentorship initiatives, and infrastructure to nurture and support the next generation of artists, creating a thriving music ecosystem.

Moreover, the international success of young local artists can foster cultural exchange and collaboration between the Vietnamese music industry and global music communities. This can result in joint ventures, cross-genre collaborations, and creative exchanges, allowing for a diverse range of musical influences and opportunities for mutual growth.

*“As the rise of young artists are having a strong trajectory to go global, collaboration and partnership to foster this process can well benefit multiple parties. Not only artists can maximize their potentials and have their music reach out to global fans, but labels, companies, and brands that invest into their success also reach a global scale on what they are pursuing, whether it is reputation, efficiency, or commercial objectives.”*

**Mr. Nguyen Huu Anh**

Co-founder & CEO at Double U Media Entertainment Agency





# CASE STUDY: MY ANH & HITC

It is justified to regard My Anh as one of the most outstanding Gen Z artists. With a liberal and adaptable singing style, My Anh's musical identity exudes diversity and versatility from its core. *Urbanist Vietnam* has lauded My Anh's debut single "Got You" – where she not only served as a composer, instrumentalist, and producer but also directed the video – as a refreshing addition to Vietnamese music amid the dominance of pop. One of My Anh's notable achievements is her invitation to perform at the "Head In The Clouds" (HITC) music festival at the end of 2021 alongside other prominent stars like CL (2NE1), Keshi, Joji, and Saweetie. The festival is one of the most prominent stages in the world for Asian artists, hosted by 88rising. **My Anh's moments at HITC are a source of pride for young Vietnamese music lovers. It also marks a significant stride in My Anh's music career and represents a transformative move of the Vietnamese music industry on the global stage.**



# / METHODOLOGY

Primary research was employed using mixed methods for this study. For the quantitative study, the investigators collected responses from Vietnamese respondents aged 18 and above through the Adtima Audience Pulse platform. The first data collection process was first conducted in February 2023 on 959 Internet users about their advertising receptivity and usage of different media. The study further investigates music fans through the second data collection process with 1327 Internet users in August 2023, in which 633 respondents identified as music fans were elaborated in the analysis. The third data collection phase collected the latest DSP market landscape in November 2023 with 402 adult online users across Vietnam. Moreover, we enriched our quantitative findings with in-depth qualitative interviews of respondents who were advertising, marketing experts, and music fans in October 2023.

Besides, the study also utilized secondary research from a wide range of resources published in industry reports and academic studies to align our quantitative findings with contemporary understandings of advertising receptivity and music marketing trends worldwide.



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# VIETNAM DIGITAL MUSIC LANDSCAPE 2024

Transformation, Trends, & Potentials