

GET ON

skype™

Vietnam Market

WITH





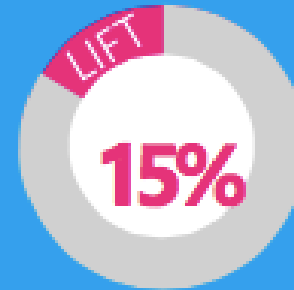
Why: A massive, social influential audience

Who: Even male/female split of which 78% are 15 – 34 years old

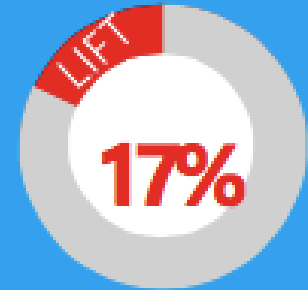
Reach: Enjoy reaching worldwide 80M UU's that spend on average 1.5M minutes on Skype per month

When: Your brand wants to leverage a trusted environment in order to reach key influencers. Users feel Skype is a more personal experience than Facebook or Twitter

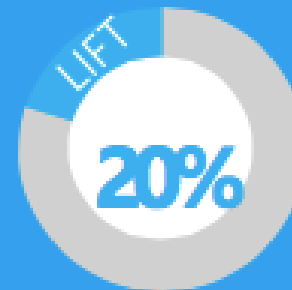
The power of Skype



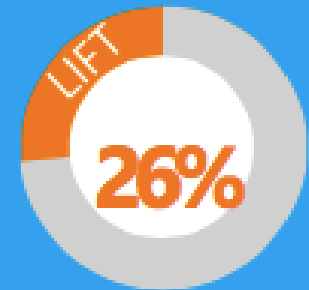
Brand Favorability



Intent to Recommend



Ad Recall



Intent to Purchase



325M

connected users
worldwide ²

2.8BN

minutes of calls in a
single day ¹

1/3

of all international calls
are Skype calls ¹

Millions of people rely on Skype
every day for sharing experiences



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275M Total Minutes Per Month



1.4M Average Daily Visitors

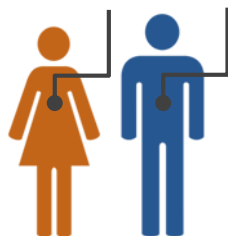
12 Average Usage Days

77 Average Minutes per Visitor

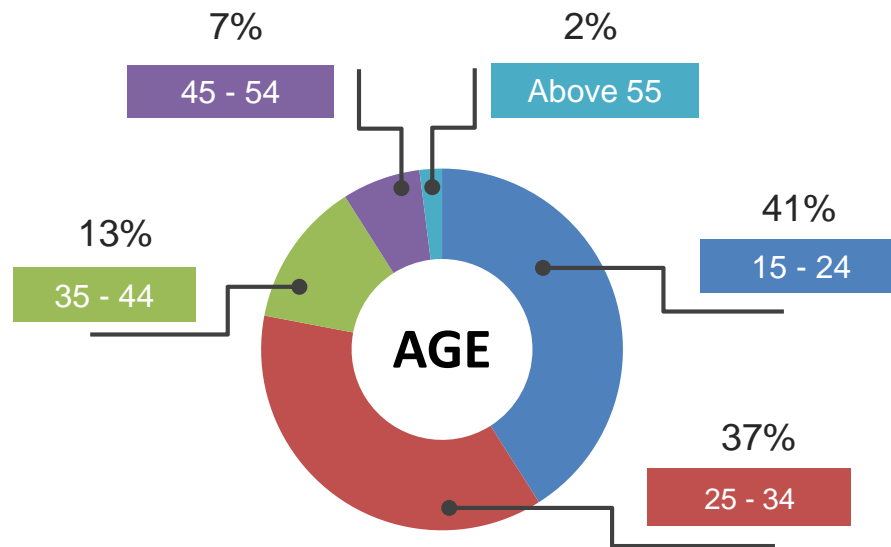
3.6M

UNIQUE USERS

51% 49%



GENDER





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24% Of the Skype audience in VN belong to **the top 25% income bracket**, higher than Facebook and Google

Skype index 124

24% Skype audiences in VN are **most likely to be asked about their opinion on lifestyle**, higher than Facebook and Google.

Skype index 124

17% Skype audiences in VN are **more likely to be interested in lifestyle** compared to the online average, higher than Facebook and Google.

Skype index 117

Skype is
home to the
connections
that mean
most in
our lives



Trusted Environment

88%

total brand awareness¹

64%

of users have 'great respect for
the opinions of those in their
Skype network'²

77%

of users connect with
family or friends²

43%

Of users choose Skype
because 'it is the most
personal way to connect'²



Personal Connections



Our users trust Skype
with the moments that
make them lean-in

34%

Share a screen

40%

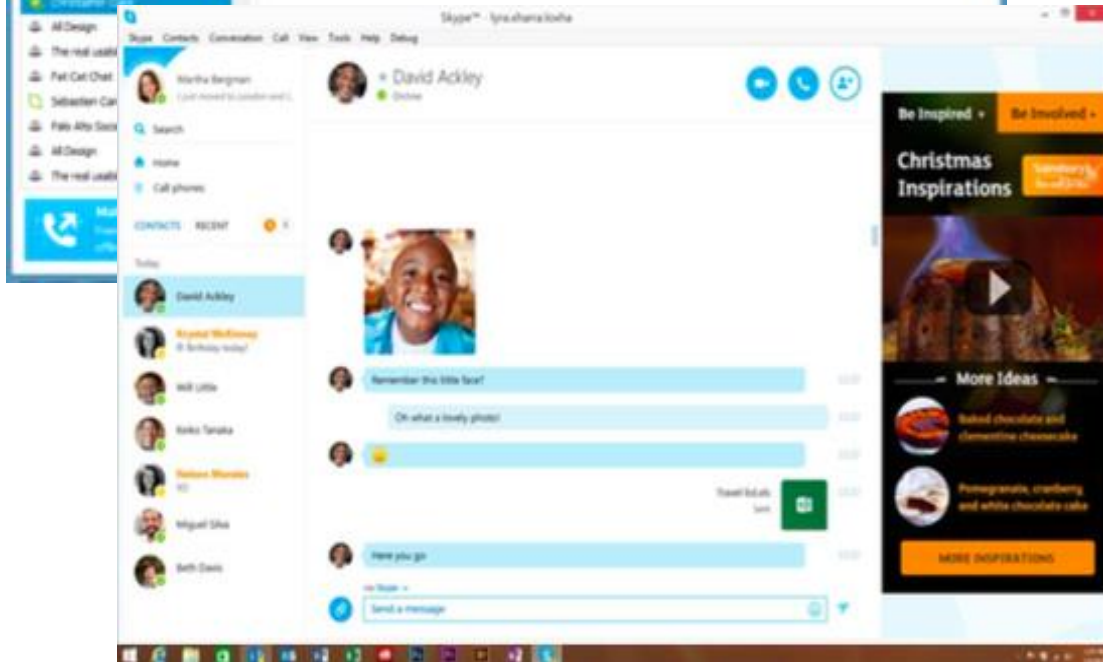
Share surroundings

54%

Communicate with
someone in another
country

77%

Keep up to date with
friends of family



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400M Impression/month

WHERE: Currently on PCs

AD SPEC:

- Expandable: 728x90
- Non-expandable: 320x50, 160x600, 300x600, 300x250
- Dynamic Creative and Rich Media Capable
- Refresh Rate: 5 minutes



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WHY US

- Our Local team with local knowledge provide all the support and expertise in managing, executing and optimizing campaign in RTB environment
- Our local user database coupled with extensive targeting options and rich media format enable us to improves the ROI
- Technical support and familiarity with Microsoft Creative Acceptance Policy gives you smoother execution experience





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Standard Banner¹

Expandable¹

Size	Price	Size	Price
728x90, 320x50, 160x600, 300x600, 300x250	US\$2.00 /CPM	728x90 to 728x315	US\$4.00 /CPM

Various targeting options available²:

Standard: *Geographic, User interest*

Advanced: *Behavior, Retargeting, DCO*

Minimum Order: US\$1k/month

¹ All sizes are rich media capable

² Each targeting option at +20% loading fee



AD SPEC & POLICY

1 Day Creative Audit Process

**Initial Load Size: 40kb
Subsequent Load Size: 100kb**

2.2mb FLVs (Video)

Accept 3rd Party Tracking

Animation

- Duration 15s
- Accept Looping

Audio & Video

- User Initiated Only
- Duration 30s

**Rich Media Creative
Required to use
Certified Rich Media
Vendors**

**Detail Ad Spec and
Policy is available**





For more information



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