

# Football Event and Vietnam Audience in Summer

*World Cup, the biggest international football event is being held this year. What we can take from Euro 2016 on Admicro network probably uncover hints for to-do things this year.*

# INTERESTED TOPICS

Pageviews from Mobile were more than that from PC on average, “Comment” and “Football Player” were among the hottest topics

## Some Typical Websites with Euro 2016 Category

- <http://dantri.com.vn/euro-2016.htm>
- <http://soha.vn/vck-euro-2016-e71260.htm>
- <http://nld.com.vn/euro-2016.html>
- <http://kenh14.vn/euro-2016.html>

## Level of interest on particular topics

Topic	Mobile	PC
Euro 2016 (TOTAL)	11,296	7,163
<b>-Comment</b>	<b>12,620</b>	<b>6,194</b>
<b>-Football player</b>	<b>30,114</b>	<b>16,337</b>
-Score	8,606	4,789
-Highlight	8,617	5,193

Unit: Pageviews/article on average



# USER BEHAVIOR-EURO 2016 RELATED

In particular, male in age of 18-35 yrs old are highly attracted by sport content in the summer



Gender: Male  
Age: 18-35 yrs old  
Interested in Euro 2016 content  
Accounted for about 31% of total users on Admiro Network

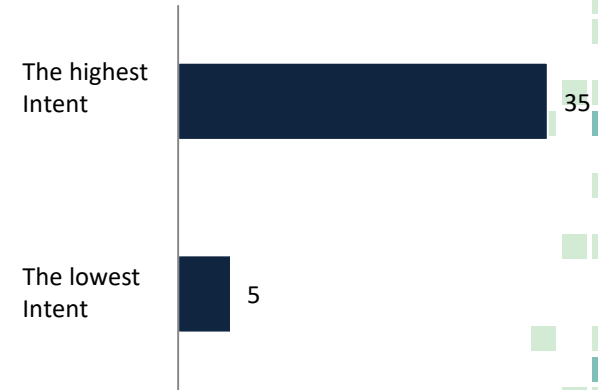
**11.3 million** pageviews in total

Spent about **60 seconds** per page view, which increased

by **20 %** on average, compared to 1 month before and after Euro 2016

## Euro 2016 Content Reading Frequency of an User

Unit: pageviews per month



# USER BEHAVIOR-OTHER TOPICS

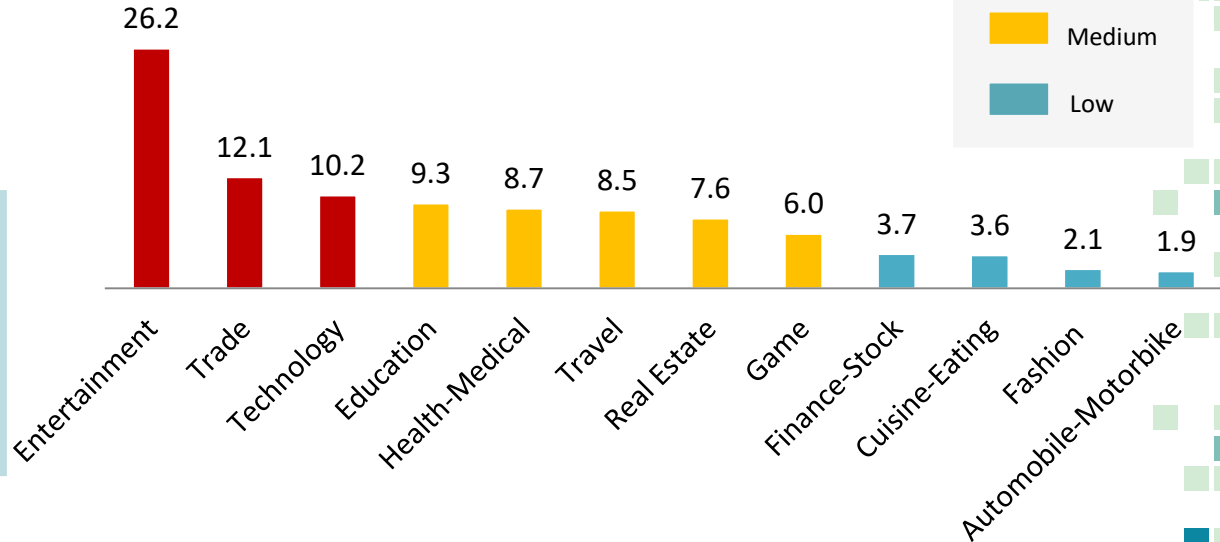
And, their most interests of content on Admicro network are Entertainment and Trade and Technology



Gender: Male  
Age: 18-35 yrs old  
Interested in Euro 2016 content  
Accounted for about 31% of total users on Admiro Network

## Interested Content beside Sport

Unit: % User



# CHÂN THÀNH CẢM ƠN!

## Lưu ý:

- Báo cáo này là sản phẩm của phòng GP&DV KHCL-Admicro thuộc Công ty Cổ phần VCCorp.
- Để tìm hiểu thêm thông tin chi tiết hoặc sử dụng báo cáo này cho bất kỳ mục đích nào, vui lòng liên hệ qua: [data-insight@admicro.vn](mailto:data-insight@admicro.vn) để được tư vấn.

## **Văn phòng Hà Nội**

Tầng 20, Center Building Hapulico Complex, Số 1 Nguyễn Huy  
tướng, Thanh Xuân, Hà Nội  
ĐT: (84 24) 7307 7979 Fax: (84 24) 7307 7980

## **Văn phòng Hồ Chí Minh**

Tầng 5 tòa nhà 123 Tower, 123-127 Võ Văn Tần, Phường 6,  
Quận 3, Tp Hồ Chí Minh  
ĐT: (84 28) 7307 7979 Fax: (84 28) 3933 3774