



# CONTENT REPORT

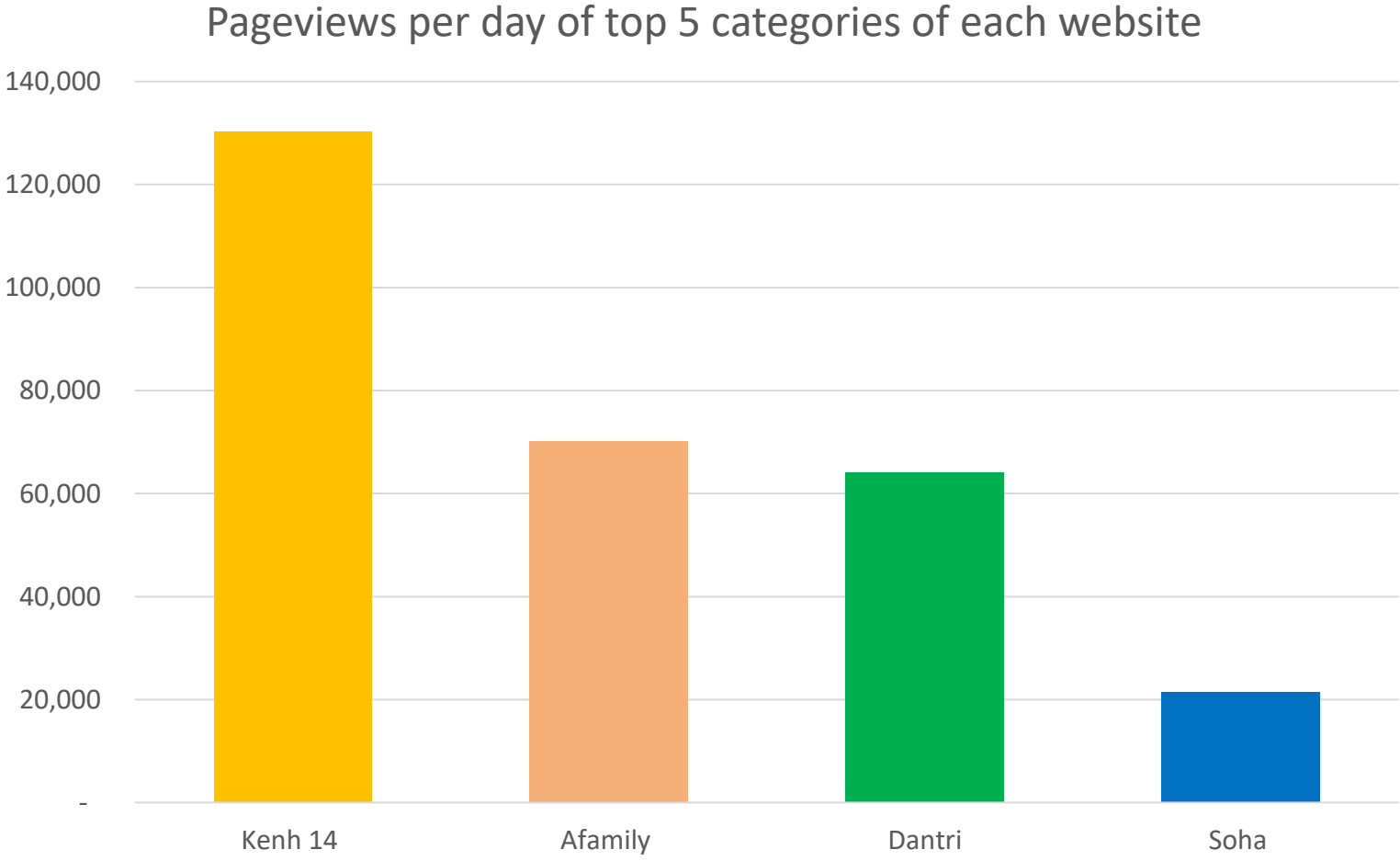
Female 25-45 in Tet 2018

Hanoi  
Sep, 2018

# Report summary

Category	Key learnings
<b>Website</b>	<p>1. Female 25-45 (TA) favourite websites: Kenh14 ranked the first among four mentioned websites in Tet.</p>
<b>Content</b>	<p>2. Star, life, entertainment and fashion attracted much attentions from the audience.</p> <ul style="list-style-type: none"> <li>2.1. Celebrity looks and Youth love lives attracted the audience the most when they read star and life categories.</li> <li>2.2. Clothes and Accessories, Make-up and skin care were top 3 topics most TA interested in.</li> </ul> <p>3. Besides, Social and health were among the audience's favours.</p> <ul style="list-style-type: none"> <li>3.1. All social topics attracted were "hot" breaking news at that time period. murder case related-news, Gossip and family stories were top 3 topics most TA interested in.</li> <li>3.2. First aid skills and Kids caring were traditionally concerned, while staying healthy was the raising topic.</li> </ul> <p>4. Among Tet related content, Female 25-45 mostly consumed content about family and Tet preparation activities.</p>

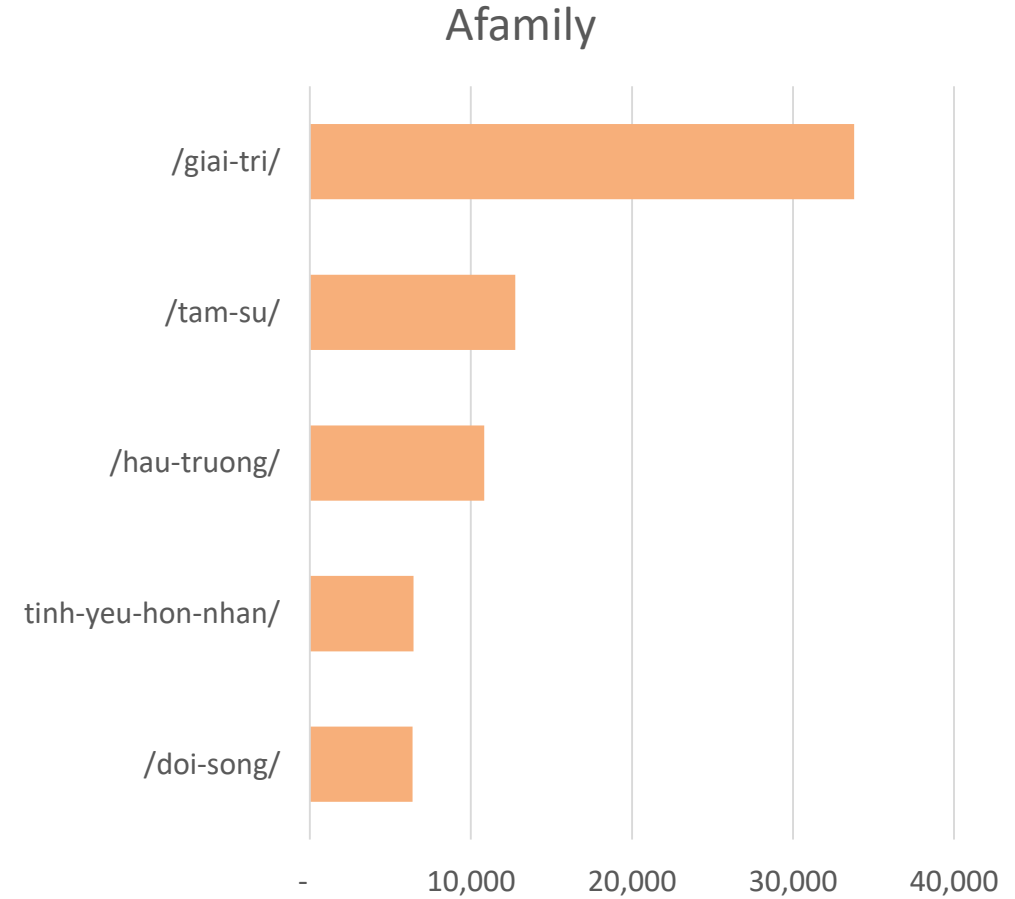
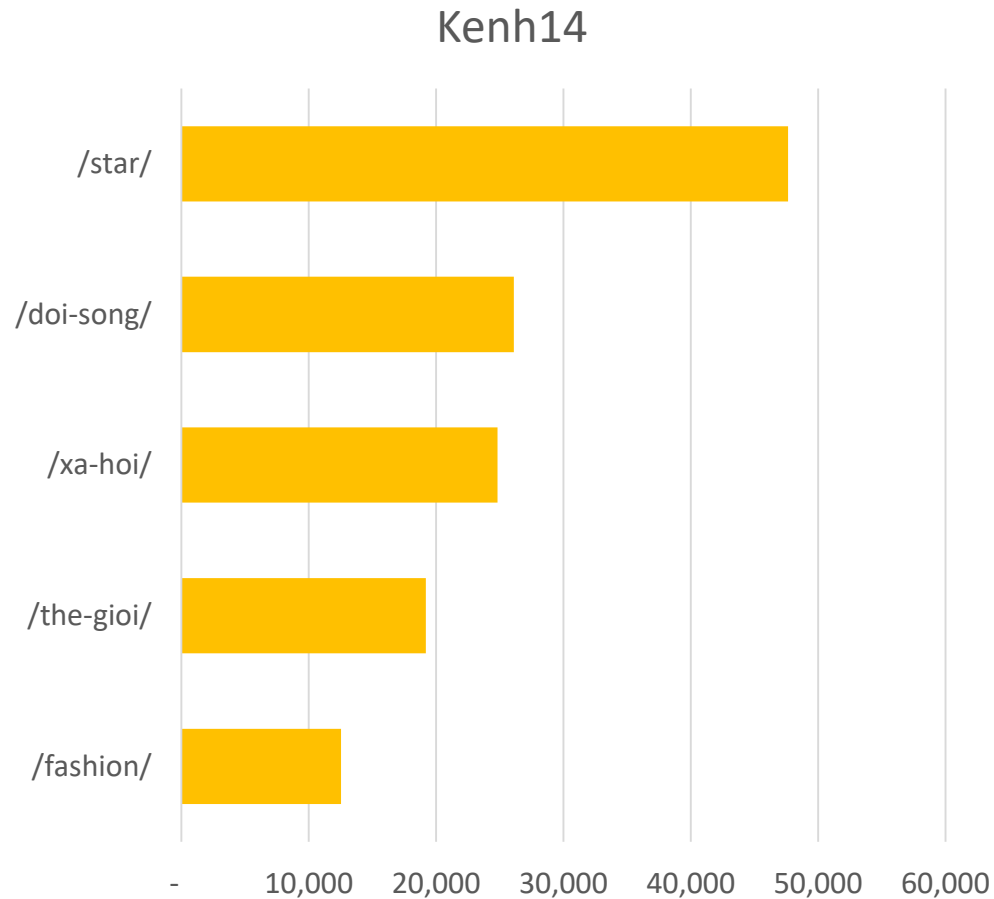
# 1. Traffic from Female 25-45 to top 5 categories of Kenh14 outweighed that of other mentioned websites during Tet.



Time period: Q1, 2018

## 2. Star, life, entertainment and fashion attracted much attention from the audience.

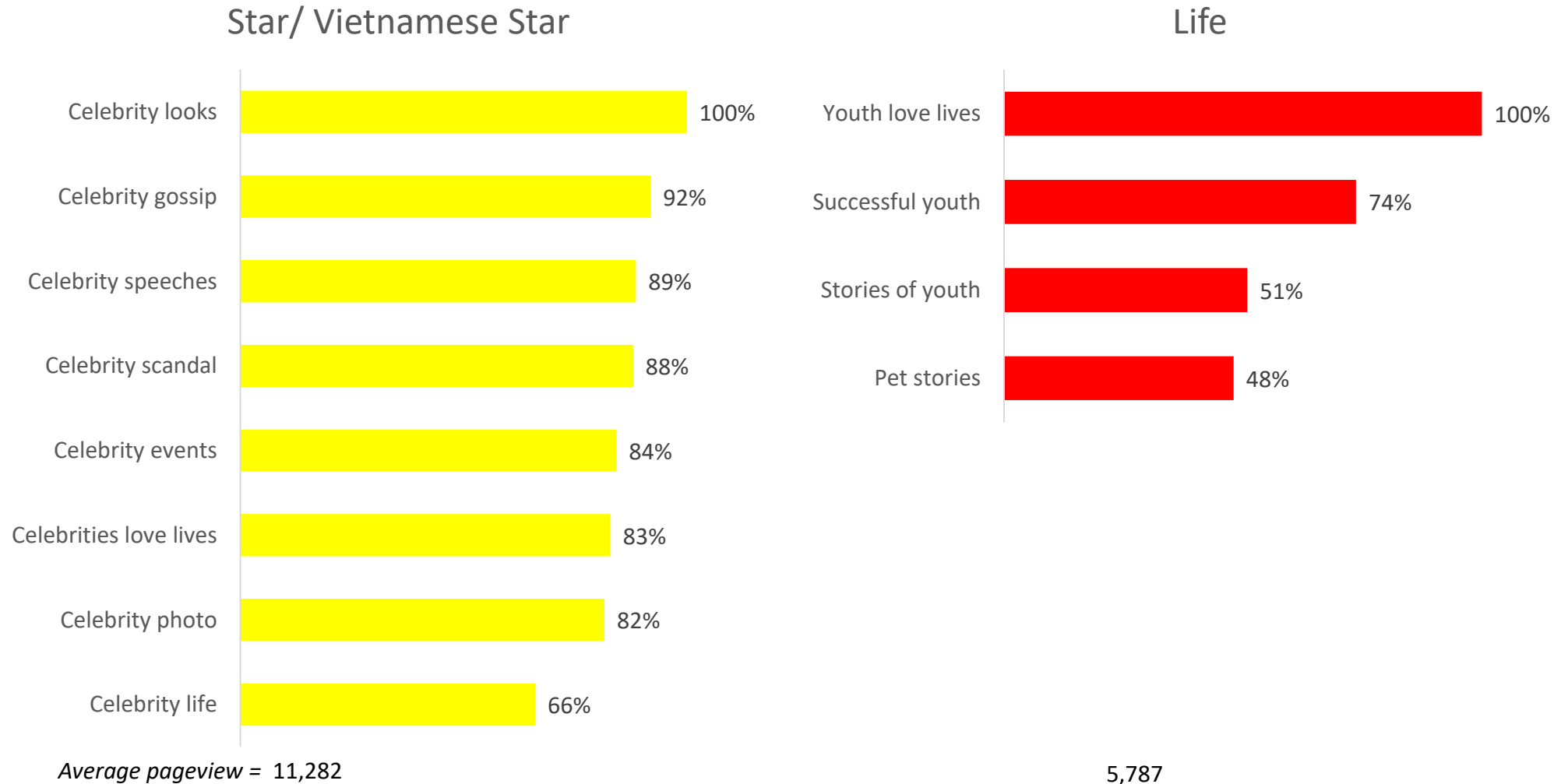
Unit: average pageview/day



Time period: Q1, 2018

## 2.1. Celebrity looks and Youth love lives attracted the audience the most when they read star and life categories.

Unit: average pageview/article



Time period: Q1, 2018

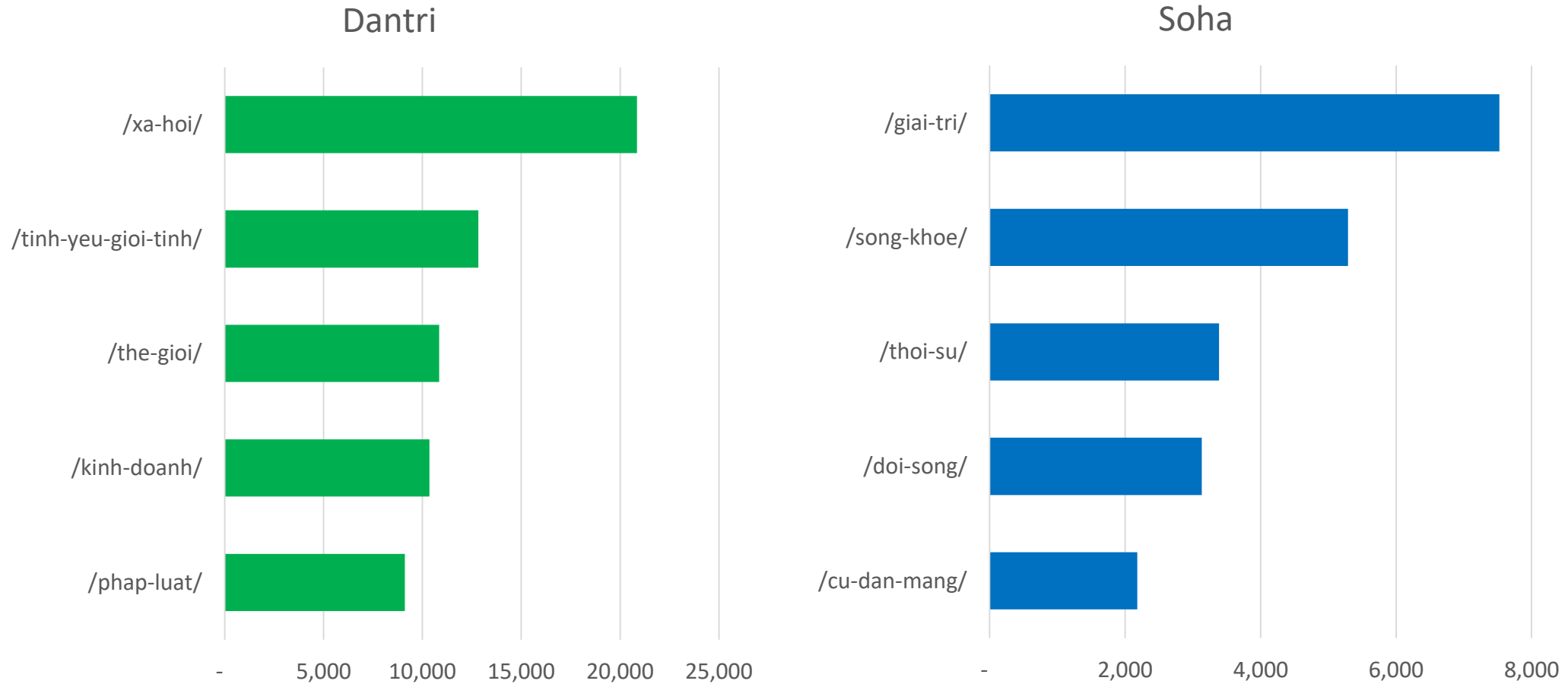
## 2.2. Clothes and Accessories, Make-up and skin care were top 3 topics most TA interested in.

Unit: average pageview/article



### 3. Besides, Social and health were among the audience's favours.

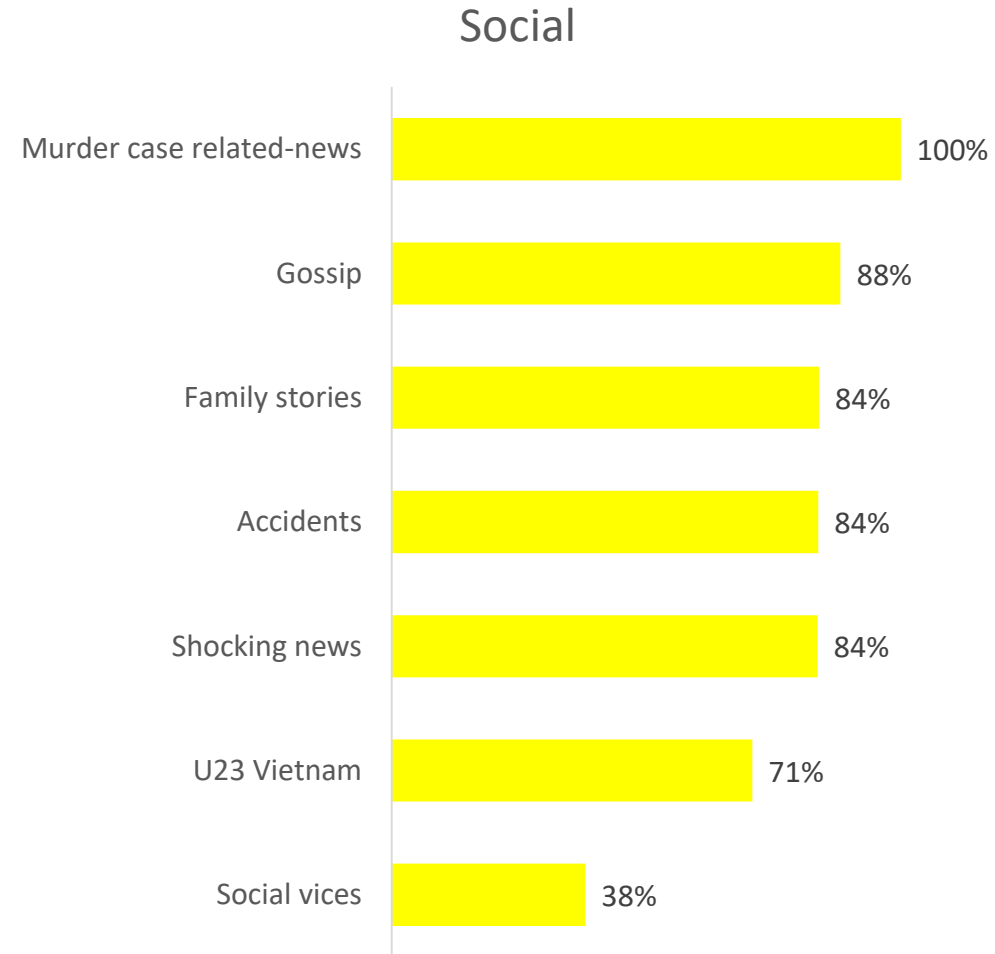
Unit: average pageview/day



Time period: Q1, 2018

### 3.1. All social topics attracted were "hot" breaking news at that time admicro period. Murder case related-news, Gossip and family stories were top 3 topics most TA interested in.

Unit: average pageview/article



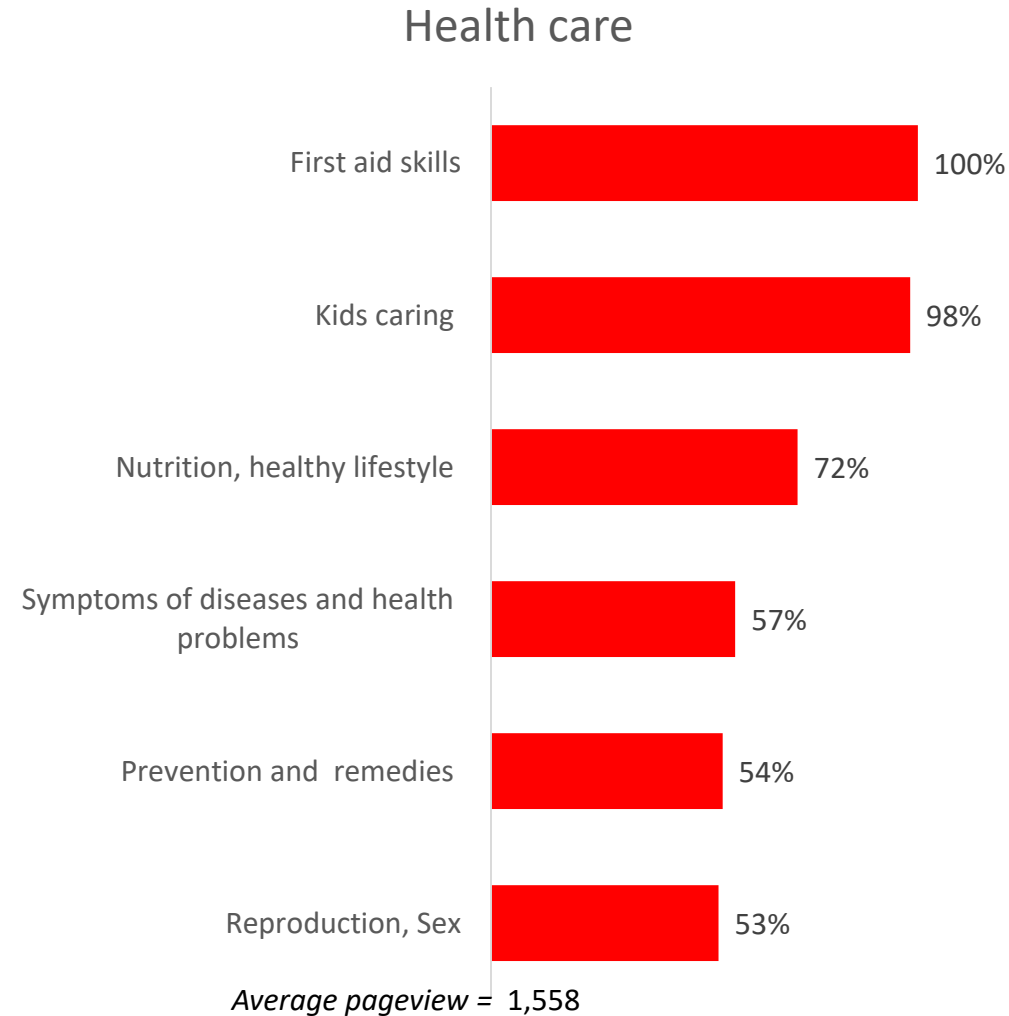
Average pageview = 5,982

Time period: Q1, 2018



## 3.2. First aid skills and Kids caring were traditionally concerned, while staying healthy was the raising topic.

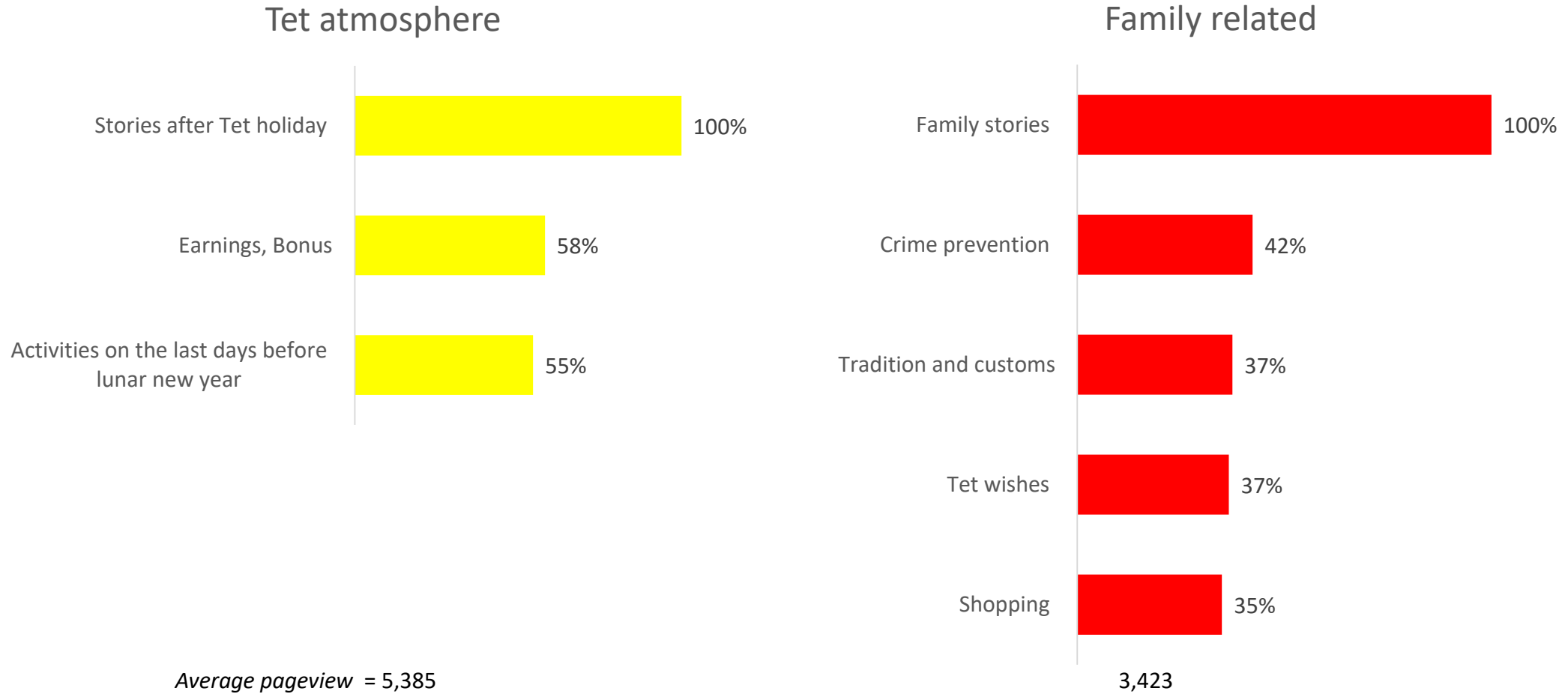
Unit: average pageview/article



Time period: Q1, 2018

# 4. Among Tet related content, Female 25-45 mostly consumed content about family and Tet preparation activities.

Unit: average pageview/article





**THANK YOU!**

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