

Appendix

Part 1: Background information

1. What is your gender?
 - Male
 - Female
2. What age group do you belong to?
 - Under 18
 - 18-24
 - 25-29
 - 30-34
 - 35-40
 - Over 40
3. What is your current occupation?
 - Student
 - Office worker
 - Civil servant
 - Personal business
 - Labor/Worker
 - Unemployed
 - Retired
 - Other
4. What is your current monthly income/allowance?
 - Under 5M VND
 - 5M – under 10M VND
 - 10M – under 20M VND
 - 20M – under 30M VND
 - 30M – under 50M VND
 - Over 50M VND

Part 2: Personal perspectives on movie streaming services

5. Are you currently using any paid movie streaming service?
 - Yes
 - No

6. How much time do you spend on watching content on these services a day on average?
 - Under 2 hours
 - 2-3 hours
 - Over 3 hours
7. Which one below is your most often used paid movie streaming service (if you are paying for one or more)?
 - Netflix
 - FPT Play
 - VieOn
 - K+
 - ZingTV
 - Other
8. Your assessment on factors of your currently using movie streaming service(s)?
(Note: Pick one answer on a scale of 1 to 5 for each statement with 1 being VERY BAD and 5 being VERY GOOD)
 - User Interface
 - Security
 - Content Variety
 - Resolution
 - Sound Quality
 - Subtitles
 - Connection Speed
9. Factors affecting your decision on using movie streaming services? Pick all suitable answers.
 - High internet security
 - Technical help from the website
 - Fast loading speed
 - Ability to use on multiple devices
 - Reasonable placement of ads
 - Sound and video quality
 - Eyes-catching websites
 - Good website lay-out
 - Movie watching habit and hobby

- Connection speed
10. What is your favorite genre(s)? Pick all suitable answers
- Action
 - Romance
 - Comedy
 - Cartoon
 - Epics/ Historical
 - Horror
 - Adventure
 - Science Fiction
 - Crime & Gangster
 - Sitcom
 - War/ Anti-war
 - Musical
 - Tragedy
 - Documentary
11. What is your maximum possible rate of spending in a month for a movie streaming service given the fact that it meets all your requirements?
- under 100K VND
 - 100K – under 200K VND
 - 200K – under 300K VND
 - Over 300K VND
12. What is your most used device when watching on movie streaming services?
- Smart TV
 - Tablet
 - Laptop
 - Smartphone
 - Desktop