

10 interesting facts about Viber you may not know yet

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1. 'Free lifetime' - no advertising silhouette

With the criterion ' *Connect.Freely* ' - Completely free, Viber's global CEO also confirmed that he will never charge users for basic services, and pledges not to sell advertising in the application. .

' We do not want to plaster our users with advertisements - We do not want our users to be surrounded by advertising information ,' said Viber representative.

2. The main revenue is from sticker and Viber Out



Currently, the Viber sticker store has been available for more than 2,000 images and is growing day by day, of which 25% of the sticker is free (*for smartphone version*) and more than 70% for free on Viber desktop.

3. Friends and relatives contribute initial capital

Originating from the capital obtained from *iMesh* - a data sharing application and funding raised primarily from '*friends and family*', Mr. Talmon Marco founded Viber.

4. The Viber community uses Android the most



Runner-up position belongs to iOS. Windows Phone and BlackBerry are in third place.

With more than 60% of users using Android and more than 30% using iOS.

5. CEO Talmon Marco served in the army



Mr. Talmon Marco has served as the CIO, *Chief Information Officer - Chief Information Officer* in the military since 1993.

6. Rakuten buys Viber early because of fear of missing opportunities



Right on *Valentine's Day* 14.2 (*Valentine*), Viber has officially merged with *Rakuten* with the ' *terrible* ' transaction value: 900 million USD.

Rakuten CEO - Mr. Hiroshi Mikitani once breathed a sigh of relief when talking about the successful acquisition of Viber with 900 million USD: ' *If we didn't buy now, I don't think we could have bought it later, it's growing so fast - If not decided to buy Viber now, we feared we would not have a second chance. This brand is growing too fast .* '

7. By November 2013, Viber had not lost any money for advertising



Mr. Talmon Marco is proud to share this interesting information on his Twitter

As of November 2013, Viber is still *the* most powerful "rival" on the OTT Vietnam market with more than 8 million users without the need for aggressive marketing or marketing like other similar applications. This is enough to show the attraction as well as the right hit on the domestic psychology of consumers: simplicity, friendliness, ease of use and without glitzy advertising.

8. Messages sent successfully, deleted right on the server

It is possible that many users will not know that Viber has integrated a number of security features, protecting user privacy very high such as: messages after being delivered to recipients in ' *Delivered* ' status will Automatically get ' *Delete* ' on the server immediately. At the same time, the average time for a Viber message to be successfully sent is only 2-3 seconds.

9. The first criterion to create Viber: super easy to use - 'super easy to use'

CEO Talmon Marco has excitedly shared: ' *From the beginning, we want Viber to be an OTT application that is so easy to use that your grandparents can use fluently without any support from you. - Viber would be the app you love and grandpa b?n không th? s? d?ng không có tr? giúp* '.

10. Viber is also available on the desktop



This OTT application also has a Desktop-specific version that adds experimental and free video call features to over 70% of existing sticker stores for users.

With the above interesting information, it is certain that those who are using Viber will add their beloved app.

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