

Viber's main source of revenue is selling Viber Out stickers and services

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Talmon Marco, CEO of Viber during his visit to Vietnam

Viber CEO shared, Vietnam currently has many brands participating in OTT market such as Zalo, Line, Beetalk . and everyone wants to be the leader in that race. For its part, Viber has been and will focus on investing in research and development (*R&D*) of upcoming features as well as improving existing features. " *We believe that the true quality of the product is the determining factor of who will become the leader ,*" he said.

Compared with other OTT companies, Viber's strength is the continuous development as well as updating new features for users. For example, Viber is the first OTT to launch a flat interface synced with the iOS 7 operating system of the iPhone. The company always conducts a lot of surveys and quality tests before launching any features. Mr. *Talmon Marco* said that the Video Call feature is available on the Viber version for Desktop but has not yet been released on other devices because the company needs beta testing time to be able to complete

the application and bring Come to the user the best end product.

Viber's main source of revenue now comes from selling stickers and providing Viber Out services. In addition to the free sticker pack built on the image of the main characters of Viber such as *Violet* , *Leg Cat* , Freddie ., the company has collaborated with other units to provide users with Special collection dedicated to many different people and received a lot of good feedback. In addition, in the coming time, Viber also aims to develop more cross-platform, expanding into games, e-commerce .

By the end of the first quarter of 2014, Viber had a number of users of up to 12 million and ranked No. 1 in Vietnam. Security of data and personal information of users is always considered by Viber as a top priority.

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