

Company: Viettel Cambodia Pte., Ltd. Phnom Penh, Cambodia

Company Description: Value innovation Innovation is thinking about an old issue in new ways. We recognise that passive acceptance means decline, so we do things differently. We respect and honor every idea, no matter where it comes from, to build a creative environment that encourages innovation for both customers and employees.

Nomination Category: Product & Service Categories

Nomination Sub Category: Media & Entertainment - Product or Service

Nomination Title: TV360 by Metfone: OTT TV application for all Cambodian people

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

On February 20, 2024, the OTT TV: TV360 By Metfone was officially launched in Cambodia, marking the 15th anniversary of Metfone. This significant event was attended by many high-ranking officials from the Cambodian government, affirming Metfone's pioneering role in the country's digital transformation journey.

The launch of TV360 is not only an important technological milestone but also opens a new chapter for the digital entertainment sector in Cambodia. With a modern platform and diverse content, TV360 offers the public convenient access to high-quality television and entertainment services anytime, anywhere. It is also a strategic move to promote the growth of the digital content industry, contributing to enriching spiritual life and expanding the digital cultural space for the Cambodian community.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 245 words used.

Since its debut, Metfone's TV360 has distinguished itself in Cambodia's OTT landscape by delivering a superior user experience built on three core pillars: advanced technology, a rich and diverse content library, and affordable pricing tailored to the needs of the broader population..

1. Seamless Multi-Device Technology

TV360 has introduced cloud-based synchronization that enables users to pause on one device and resume on another—offering smooth, uninterrupted entertainment across smartphones, tablets, smart TVs, and desktops. Even during high-traffic live events, the platform delivers stable performance, backed by Metfone's strong infrastructure. Recent upgrades have enhanced app speed and video quality - HD/UHD, improving the experience for both Android and iOS users.

2. Personalized and Localized Content

TV360 offers a comprehensive library of **live TV**, **films**, and **video-on-demand**, serving a wide range of user interests. It supports Khmer dubbing, multilingual subtitles, and personalized content recommendations via customizable user profiles. Families can enjoy tailored watchlists, parental controls, and culturally relevant programs, thanks to strong partnerships with both local and global content providers.

3. Affordable, Flexible Subscription Options

Understanding Cambodia's diverse income levels, TV360 offers affordable plans starting from just **\$0.10 per day**. Users can choose between full-length content -TV360 Basic- and short-form packages -TV360 Shorts- or combine both. Subscriptions are easily accessible via **USSD**, **SMS**, or **digital payments**, ensuring convenience even for users with limited technology access.

These innovations have helped TV360 grow its user base, increase daily engagement, and solidify its position as Cambodia's leading digital entertainment platform.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 219 words used.

TV360 – A Year of Remarkable Growth in Cambodia

In more than a year since its launch, Metfone's TV360 has made a strong impression with impressive growth in the Cambodian market:

- Over 500,000 app downloads on both Android and iOS platforms.
- Approximately 220,000 monthly active users and 12,000 daily active users.
- Ranked among the top 10 most popular entertainment apps in Cambodia according to Similarweb.
- Achieved a 4.3-star rating on the Google Play Store as of Q2 2025.
- More than 80,000 hours of monthly streaming, attracting a large audience for live national events and sports.

Users highly appreciate TV360 for:

- Smooth streaming experience**, even on low-bandwidth networks. The system utilizes adaptive profiles to optimize streaming quality according to the user's available bandwidth.
- Diverse and rich content dubbed in Khmer**, including over 1,000 TV series and movies from multiple countries, more than 10,000 VOD titles, and 34 local and international TV channels. Users can freely access the entire VOD library, 5 popular local TV channels, and numerous exciting films.
- Multiple convenient payment options**, including telecom accounts, bank accounts, and e-wallets, all accessible with just a few simple steps.

By combining diverse entertainment, cultural relevance, and affordable pricing, TV360 has positioned itself as the most trusted and widely used OTT platform in Cambodia today.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 140 words used.

1. Article when launching

- Ministry of Information:

<https://www.information.gov.kh/articles/124881>

<https://www.information.gov.kh/articles/124884>

- Cam Ness

<https://cambodianess.com/article/experience-the-explosion-with-the-tv360-digital-television-application-just-launched-by-metfone> (<https://kiripo.st/rQk5EP>)

- Kiripost

<https://kiripost.com/stories/experience-the-explosion-with-the-tv360-digital-television-application-just-launched-by-metfone> (<https://kiripo.st/rQk5EP>)

- Kohsantepheapdaily

<https://go.kspg.co/tg/1887681> / <https://t.me/kohsantepheapdaily/40022>

- Sabay News

https://news.sabay.com.kh/article/1353104#utm_campaign=onpage / <https://t.me/sabaydigital/7914>

- Kampuchearthmey

<https://www.kampuchearthmey.com/tech/661755> / <https://t.me/kptnews/88008>

- Freshnews

<http://fna.asia/64c8840> / <https://t.me/freshnewsplus/23691>

- Cambonomist

<https://cambonomist.com/news/metfone-officially-launches-tv360-digital-tv-show/> / <https://t.me/cambonomist/18159>

- DAP news

<https://dap-news.com/advertising/2024/02/21/395139/>

- B2B cambodia:

<https://www.b2b-cambodia.com/news/metfone-launches-new-tv360-digital-television-application/> / <https://t.me/b2bcambodia/240>

2. Top ten of Entertainment by Similar Web

<https://www.similarweb.com/top-apps/google/cambodia/entertainment/>

3. Appstore

<https://apps.apple.com/kh/app/tv360-by-metfone/id6474949886>

4. Google Play

<https://play.google.com/store/apps/details?id=com.metfone.tv360&>

5. SmartTV

<https://play.google.com/store/apps/details?id=com.metfone.tv360.tv>

6. Website of TV360

<https://tv360.metfone.com.kh/en>



HOW TO ENTER >

Attachments/Videos/Links:

<https://www.information.gov.kh/articles/124881>

<https://www.information.gov.kh/articles/124884>

<https://cambodianess.com/article/experience-the-explosion-with-the-tv360-digital-television-application-just-launched-by-metfone> (<https://kiripo.st/rQk5EP>)

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https://news.sabay.com.kh/article/1353104#utm_campaign=onpage / <https://t.me/sabaydigital/7914>

<https://www.kampuchearthmey.com/tech/661755> / <https://t.me/kptnews/88008>

<https://kiripost.com/stories/experience-the-explosion-with-the-tv360-digital-television-application-just-launched-by-metfone> (<https://kiripo.st/rQk5EP>)

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