



viettel
media

COMPANY
PROFILE

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ABOUT VIETTEL MEDIA

ABOUT VIETTEL GROUP

Viettel is the largest telecommunications operator in Vietnam

1 BRAND VALUE: **8.9 BILLION USD**

#1 Southeast Asia

#9 Asia

#17 World

2 MAIN BUSINESS LINE

☎ Telecommunications

💻 Information Technology

💰 Digital Finance

👤 **Digital Media: Content Production and Distribution**



BRAND VALUE OF TELECOMMUNICATIONS

Viettel owns a huge number of customers in 10 countries with 254 million people such as Cambodia, Laos, Haiti, Mozambique, Timor-Leste, Peru, Cameroon, Republic of Burundi, United Republic of Tanzania, Myanmar



VIETTEL MEDIA – A MEMBER OF VIETTEL GROUP

Established in 2013, in charge of content & media

MARKET: Vietnam & International countries

SCALE:

Annual revenue: **40M USD**

300 Employees



An aerial photograph of the Viettel stadium in Hanoi, Vietnam. The stadium is a large, modern, oval-shaped structure with a curved facade and a roof that features the word 'VIETTEL' in large letters. The stadium is surrounded by a landscaped area with trees and walkways. In the background, there are several high-rise buildings, including a prominent one with a curved facade. A large red overlay covers the middle of the image, with the text 'MAIN FIELDS' written in white, bold, sans-serif capital letters.

MAIN FIELDS

MAIN FIELDS



01 – Content Hub

Viettel Media is one of the three largest companies distributing copyrights in Vietnam

02- Production Company

We are a leading creative unit in Vietnam, producing and providing high-quality, diverse content. Our extensive content library serves all customers, both domestic and international

03 – Multi-channels

We own a multi-platform broadcasting and media ecosystem with a large customer base across all age groups and regions



CONTENT HUB

Distributes copyrights for both main sectors:

**Overseas content
& Vietnamese Content**

Owning a huge digital copyright store:

15.000

film hours with

700

dramas

1.000

movies

Overseas Content

Top rating Asian Content

- Close cooperative relationships with **leading partners** in South Korea, China, and Thailand.
- Distributed **5-7 simulcasting dramas** each month in Vietnam market.
- Library contents with **highest rating** from various genres and territories.

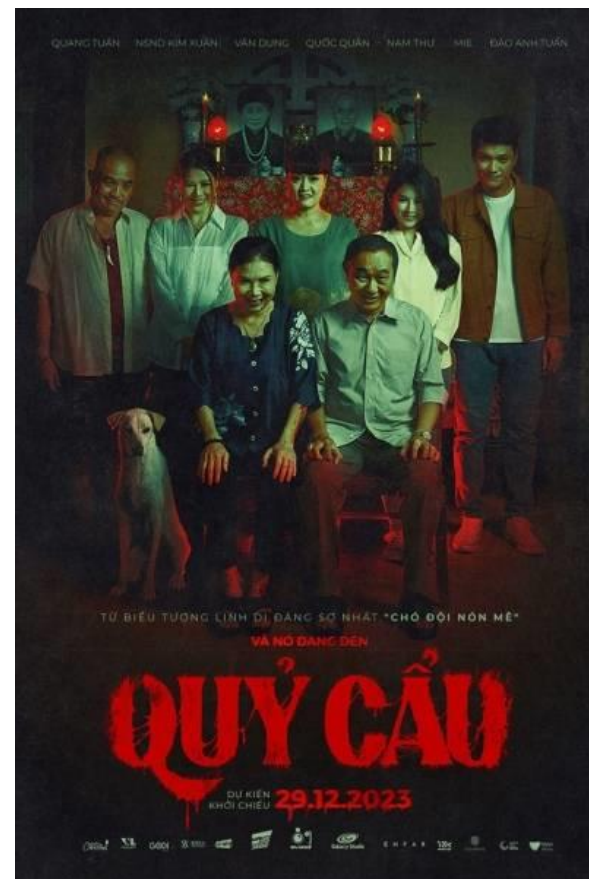


Vietnamese Contents

Owning the copyrights of almost high quality Vietnamese Contents to distribute oversea for all rights



Movie: The Cost of Happiness
Genre: Family Drama, Thriller, & Revenge
Duration: 114 min
Release date: April/2024
BO (in Vietnam): 1,5 M USD



Movie: Demon Dog
Genre: Horror
Duration: 112 min
Release date: Dec. 2023
BO (in Vietnam): 5M USD – **Top 1** of horror film in Vietnam market



Movie: Hustler and Scammer
Genre: Action – comedy
Duration: 110 min
Release date: 03 March 2023
BO (in Vietnam): 5M USD
Released in **US Cinema**
Distributed to **Netflix**

CONTENTS DISTRIBUTION PARTNERS

VOD



Close relationship with all of Vietnam OTT platforms

TV CHANNELS



Owens the broadcasting channel SCTV6, providing comprehensive content for QPVN channel, collaborating to distribute content across the biggest TV channels in Vietnam

CINEMA



Connected to over 140 cinemas in Vietnam from top cinema operators: CGV, Lotte Vietnam, Galaxy Cinema

VIETNAMESE CONTENT OVERSEA DISTRIBUTION



Distributed Vietnamese contents to **Netflix** and have close negotiation to expand to other regional OTT platforms.



PRODUCTION COMPANY

Including high contents production (TV Series; Feature movies; TV Shows, Live-Shows)

TV SERIES

Rose Paper – Vietnamese drama based on Chinese novel – Top 10 Dramas on Netflix Vietnam for 4 weeks.

Vietnamese dramas based on the best Korean dramas' formats: My father is stranger; Once Again; Beautiful Love Wonderful Life



FEATURE MOVIES

Produce & Co-produce feature movies to release on all platforms in Vietnam and oversea territories



TV SHOWS

Original show: Sao Nhập Ngũ – the reality show had been on Top1 Youtube Trending for a long time and been broadcasted for 14 series.

Producing remake shows from Korean format as: The Return of Super Man & Sea of Hope.



LIVE-SHOWS

Producing special live-show collaborates with national and global celebrities.



→ MULTI - CHANNELS



TV Channels

Strategic collaboration across multiple time slots with HTV7, VTV9, ownership of TV channels QPVN, SCTV6



Telecommunication

Part of the Viettel ecosystem with over 70 million telecommunications subscribers and various communication channels including SMS, Voice, IVR, and 390 Viettel Store locations.



OTT Platforms

More than 14 million monthly users with apps such as Mocha, Keeng, TV360,...



Social Media

Tens of millions of users across Facebook, YouTube, TikTok, and other platforms

FACEBOOK

“Viettel Media has a community of over **10 million** Facebook users through its network of **37 fanpages** featuring creative content on various topics such as TV shows, funny videos, movies, news, music, etc. The monthly reach reaches over **200 million** impressions”



Tiin.vn

News

2.6M+ followers



Keeng.vn

Music, Entertainment

1.1M+ followers



Sao nhập ngũ

TVshow

1.1M+ followers



Kem xôi TV –
Viettel Media

Vietnamese Content

700K+ followers



BLV Quang Tùng

Sport

139K+ followers

YOUTUBE

“ We are one of the prominent YouTube networks in Vietnam with a community of **44 M** followers through a network of **460 channels** and over **500 million** views per month. ”



**Kem Xôi TV -
Viettel Media**

**Vietnamese
Contents**

2M+ Followers



**Sao nhập ngũ -
Viettel Media**

TV Show

1.5M+ Followers



Cua Mề

**Comedy,
Entertainment**

1.2M+ Followers



Sa bàn Quân sự

Military/News

370K+ Followers



**Quán Thể Thao -
Viettel Media**

Sports

308K+ Followers

TIKTOK

“ We own a large community ecosystem with **29 channels** và hơn **25 million** followers on Tiktok. The total views per month exceed **500 million** view ”



Tiin.vn

News

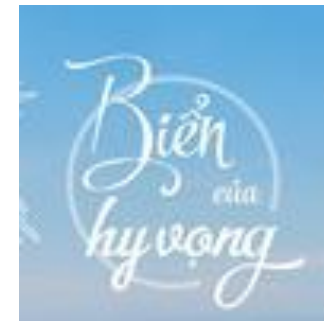
8.9M+ followers



Xgaming

Game/Sport

4.5M+ followers



Biển Của Hy Vọng

TV Show

2.4M+ followers



Fim 360 – SCTV6

Drama/Movies

1.2M+ followers



**Sao nhập ngũ –
Viettel Media**

TV Show

657K+ followers

TELEVISION ECOSYSTEM



- **TOP 1** channel with the highest viewership and content investment on the SCTV system, **TOP 2** PAYTV channel, and **TOP 7** across the entire system in 4 major cities (Hanoi, Da Nang, Can Tho, Ho Chi Minh City).
- Broadcasting top-rated Asian films from various countries, classic movies, outstanding Vietnamese films, and exclusive game shows with famous IPs and formats



The second most-watched television channel in Ho Chi Minh City during prime time. Broadcasting outstanding Vietnamese films, attractive foreign films from China and Thailand, and popular entertainment shows



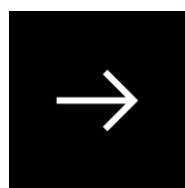
One of the 7 essential television channels. Among the top 15 most-watched television channels on the Viettel TV system. Covers all infrastructure. Diverse content with investment in 60 program formats.



**PARTNERSHIP
OPPORTUNITIES**

Content Agent

With our leadership and deep understanding of Vietnamese market, we are confident in our ability to review and assess the suitability of your content for distribution in the Vietnamese market with suggested business models:



Exclusive Distribution

Depend on the quality of your content, we are aiming to become the exclusive partner in the Vietnamese market and the countries where Viettel is investing



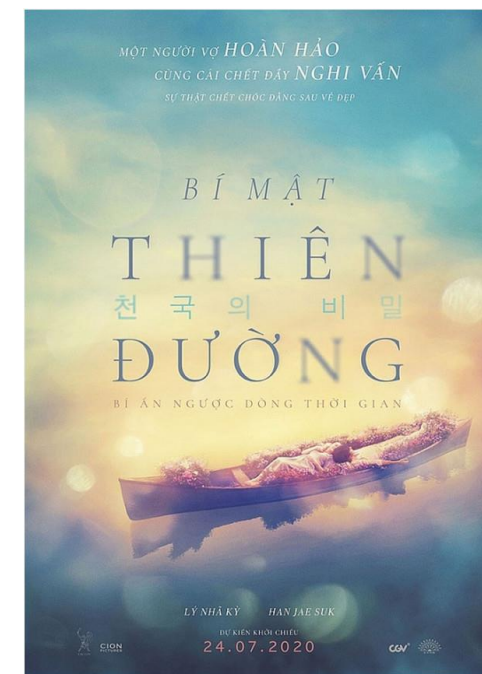
Package Deal

We can delve deeper into discussing an annual package, and we can reserve the right to prioritize content selection.



Co-production

With extensive experience in producing diverse content, you can fully trust us to undertake co-production projects, creating high-quality Vietnamese Contents at lower costs compared to production in some other countries.



Investment in Vietnam

We are eager to receive investment opportunities from FDI projects or from Government to produce Vietnamese contents.



✓ Investment for Production

Produce Vietnamese contents to Improve the quality of Vietnamese content and distributing them around the world.

✓ Promotion for Foreign enterprises in Vietnam

Promote Foreign businesses through sponsorship, branding, and digital marketing.

Stay In Touch



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