VIETNAM INTERACTIVE TELEVISION JSC.

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CONTENTS

1 GENERAL

2 BUSINESS CATEGORIES

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1 GENERAL

A leading producer & distributor of **original content** in Vietnam

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A technology & digital content company, providing:

- Game publishing (Vplay powered by ON Live)
- Interactive, AI and infrastructure solutions (ON Live Tech)
- Content production & distribution (ON Live Esports)
- Interactive livestreaming platform (ON Live)
- Media, online advertising (ON Live iMedia)

Vietnam Television (VTV) is the national television broadcaster of Vietnam, a government agency since 1970.

A member of Vietnam national television broadcaster - VTV.

25 television channels with self-produced contents.

More than 200 channels within VTVcab's system.

Audience base: 41.5 mil. people.

ABOUT US

Full-name:	Vietnam Interactive Television Joint Stock Company.
Brand name:	**VTVlive**
Established:	July 11th, 2012.
Head office:	• Hanoi: 3/84 Ngoc Khanh Street, Giang Vo Ward, Hanoi. • HCMC Office: 232/14 Vo Thi Sau, Xuan Hoa Ward, HCM City
Business categories:	Technology & digital content: • Esports content production & distribution • Livestreaming • Game publishing • AI, Interactive solutions & technology infrastructure. • Media advertising
Website:	**vtvlive.vn**

VTVcab

THE LEADING DISTRIBUTOR OF ORIGINAL CONTENT

CHANNEL SYSTEM & CONTENT DISTRIBUTION ON INFRASTRUCTURES

ON+ · ON · ON Live TV · SCTV · HTV · K+ · VTC · AVG · TV360 · mytv

COPYRIGHTS OF THE WORLD'S LEADING FOOTBALL LEAGUES

UEFA CHAMPIONS LEAGUE · UEFA EUROPA LEAGUE · UEFA CONFERENCE LEAGUE · BUNDESLIGA · SERIE A · UEFA YOUTH LEAGUE

COPYRIGHTS OF PROFESSIONAL SPORTS LEAGUES

VBA · THE OPEN · ATP TOUR · THE CHAMPIONSHIPS WIMBLEDON

COPYRIGHTS OF THE HOTTEST E-SPORTS TOURNAMENTS

WORLDS 24 · AWC | SHANGHAI MAJOR 2024 · INTERNATIONAL CHAMPIONSHIP · DANH VONG

2012

Established VTVlive - under Vietnam Television Cable Jsc (VTVcab)

2014

Officially deploying value-added services on VTVcab's channels.

2015

Successfully deployed VAS business with partners Viettel, Vinaphone, MobiFone,...

2016

Successfully developed the set top TV box branded VTVPlay.

2018

Deploying payment gateway VTVcab - Paygate

2019 2020

- MSI - League of Legends Co-organizer of the Play-In and Group Stages
- VTVlive's first E-Sports News broadcast on VTVcab

2021

Restarted after the pandemic, restructured and established new departments:

- Vplay Center HN & HCM
- SIS Center
- Software Center
- Interactive Media Center
- Education Center

2022

Established a solid foundation in the Vietnam's digital ecosystem:

- Published the first game to reach $US 2M in monthly revenue.
- Total revenue: > 250 billion VND
- Providing services to > 3 million customers
- Cloud CDN system provides services for VTV, VTVcab, VTC, 24h...
- Media ecosystem reaches > 5 billion views with > 5 million followers

2023

- Established ON Live Center to develop a livestreaming platform.
- Total revenue: > 400 billion VND
- Serving > 5 million customers

2024

- ON Live Esports became the largest owner, producer and distributor of esports content copyright in Vietnam.
- 200% growth in game publishing revenue
- Total revenue: > 600 billion VND
- Serving > 6 million users

2025

- First half-year revenue: > 600 billion VND
- Being the official media partner of Riot Games in Vietnam
- Cooperated with 3 major telcos to deliver digital content to millions of users.

VISION & MISSION



Vision

VTVlive aims to become a leading technology, digital content & online services company, driving digital transformation trends in Vietnam.



Mission

Constantly innovating, creating & bringing a better life to everyone.

CORE VALUES



HAPPINESS

The most important surplus value we need to create for all.



CREATIVITY

Innovation and creativity are prerequisites to make VTVlive different, breakthrough & rise up.



DEVELOPMENT

Respect the difference to make progress every day for yourself & the team.



TEAMMATE

Solidarity, sharing, support & becoming a fulcrum for each other is the core culture of VTVlive.

2 BUSINESS CATEGORIES

GAMES & E-SPORTS

- Publishing games and E-sports
- Develop the platform and organize E-sports activities and tournaments.
- Event hosting & orgarnizer

MEDIA BROADCASTER & DISTRIBUTOR

- Produce content, develop and exploit media resources.
- Providing online communication, marketing & advertising services

VTV Live

LIVESTREAMING

- Stable technology platform.
- Exclusive content of VTVcab.
- Multi-dimensional interactive livestream.

TECHNOLOGY

- Developing digital content technology and multimedia database
- Investing and developing business infrastructure for multi-dimensional interactive television services.

GAME PUBLISHING

Brandname: Vplay

Platforms: Mobile, Web, H5, PC

Goal: Publishing online games with highly educational and entertaining contents which are suitable for many ages and interests.

BUSINESS MODELS:

ORIGINAL PUBLISHING MODEL

Vplay performs the full role of the publisher

CO-PUBLISHING MODEL

Vplay goes hand in hand with partners in publishing



Vplay

TOP 3 PUBLISHERS IN VIETNAM

RELEASED

21 TITLES

(plus 8 more lined up for 2025 - 2026)

2025 REVENUE

50M USD

(year-to-date)

USER BASE

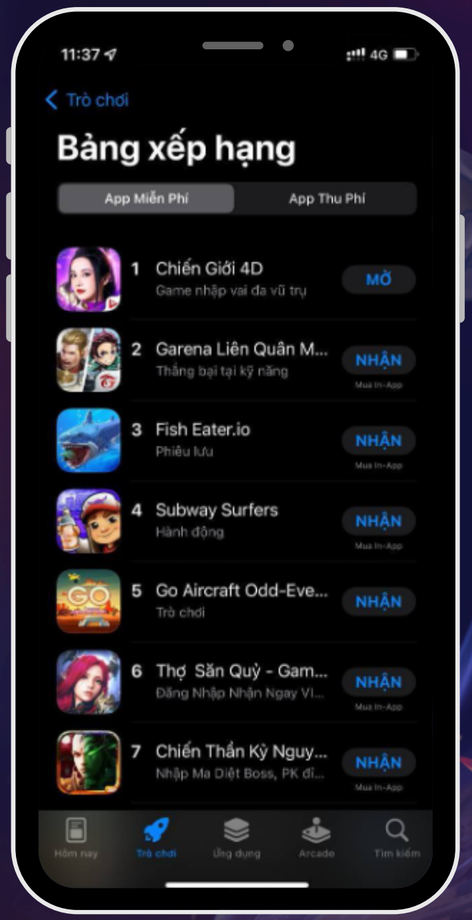
10M USERS

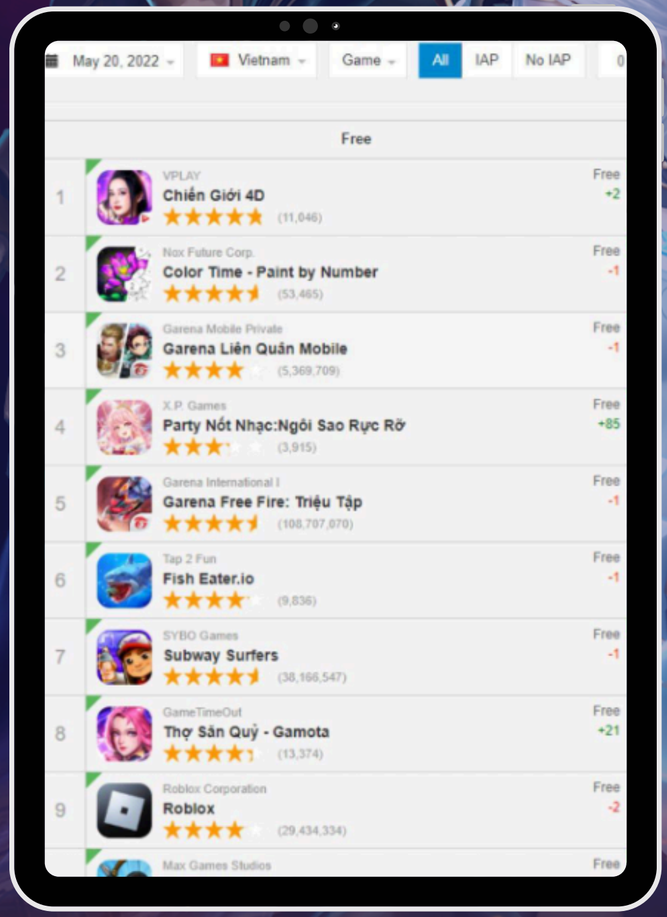


Highlighted Products

CHIẾN GIỚI 4D

Website:	**chiengioi.vplay.vn**
Genre:	**MMORPG**
Launch date:	**May 18th, 2022**
Achievements:	Top 1 Game/ Free/ All stores
	Monthly grossing: $US 2,000,000
	Peak CCU: 10,000
	Best TikTok channel for MMORPG with the highest marketing budget ever in the market.





Highlighted Products

TA LÀ ĐẾ VƯƠNG

Website:	**devuong.vplay.vn**
Genre:	**RTS/ SLG**
Launch date:	**June 30th, 2022**
Achievements:	Top 1/ Free/ Appstore
	Top 4/ Free/ Strategy/ Google Play
	The first SLG to reach 150k download within the first 2 weeks.
	Monthly grossing: $US 600,000
	Best Tiktok channel for SLG with the highest and most effective marketing



Highlighted Products

ĐẤU THẦN TUYỆT THẾ

Website:	**dauthan.vplay.vn**
Genre:	**MMORPG**
Launch date:	**August 10th, 2023**
Achievements:	Top 1/ Free/ All stores Monthly grossing: $US 1,000,000 Won impressive communication campaigns on both Facebook and Tiktok



Highlighted Products

PHONG MA ĐẠO SĨ

Website:	**phongmadaosi.vplay.vn**
Genre:	**MMORPG**
Launch date:	**April 10th, 2024**
Achievements:	Top 1/ Free/ All stores
	Monthly grossing: 900K USD
	Peak DAU: 100,000
	Peak CCU: 28,000



Highlighted Products

LỤC TUNG TAM QUỐC

Website:	**luctung.vplay.vn**
Genre:	**MMORPG**
Launch date:	**August 18th, 2024**
Achievements:	Top 1 Game/ Free/ All stores
	Top monthly grossing: 2,500,000 USD
	Peak CCU: 10,000



Highlighted Products

MUKBANG TAM QUỐC

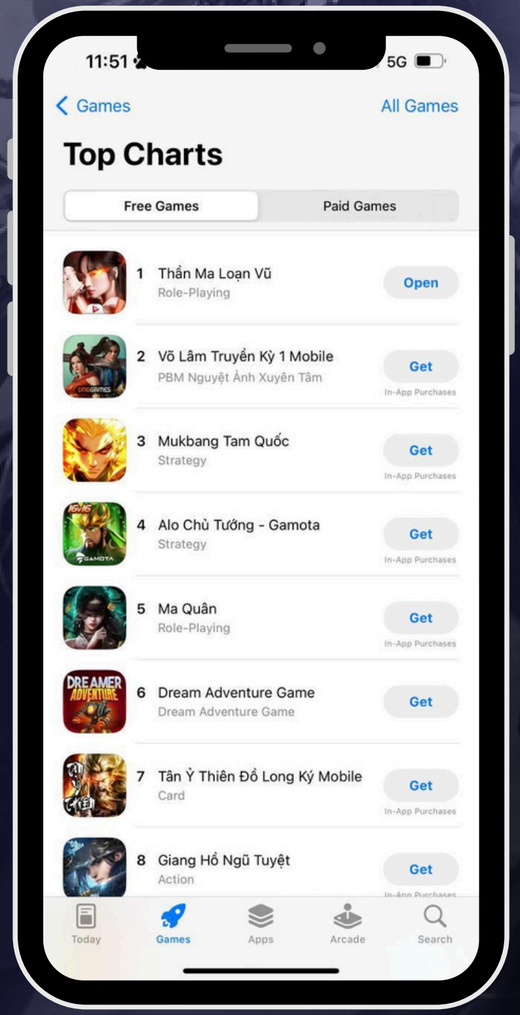
Website:	**mukbang.vplay.vn**
Genre:	**MMORPG**
Launch date:	**December 4th, 2024**
Achievements:	Top 1 Game/ Free/ All stores
	Monthly grossing: $US 1,000,000
	Peak CCU: 10,000

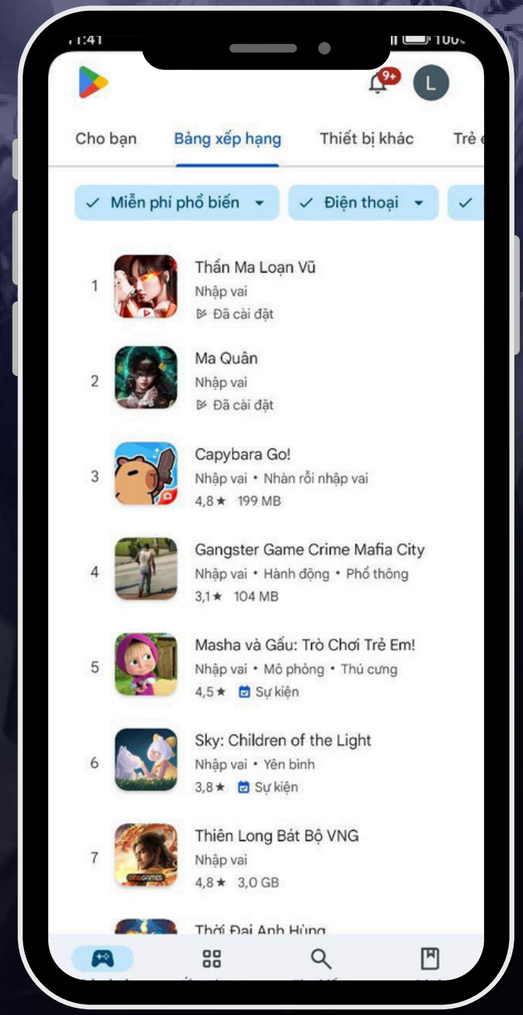


Highlighted Products

THẦN MA LOẠN VŨ

Website:	**thanmaloanvu.vplay.vn**
Genre:	**MMORPG**
Launch date:	**December 13th, 2024**
Achievements:	Top 1 Game/ Free/ All stores
	Vplay's record-breaking first-day revenue
	Peak CCU: 25,000
	Monthly grossing: $US 2,500,000

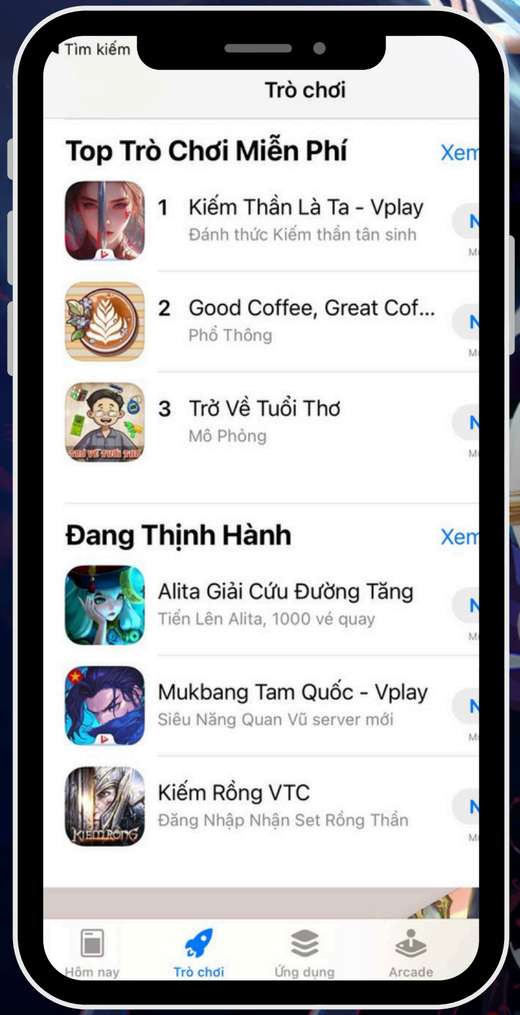


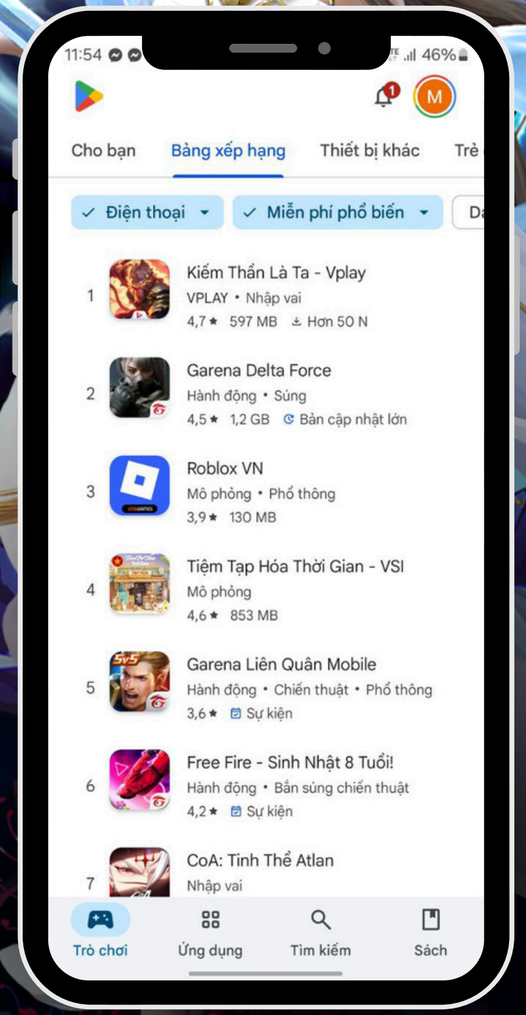


Highlighted Products

KIẾM THẦN LÀ TA

Website:	**kiemthan.vplay.vn**
Genre:	**MMORPG**
Launch date:	**Feb 27, 2025**
Achievements:	Top 1 sword game on iOS and CH Play in February Keep $500,000 revenue steady for three months post-launch Hit MMORPG product on TikTok, instantly reviewed by media and influencers.





Highlighted Products

YÊU HỒ 9D

Website: yeuho9d.vplay.vn

Genre: MMORPG

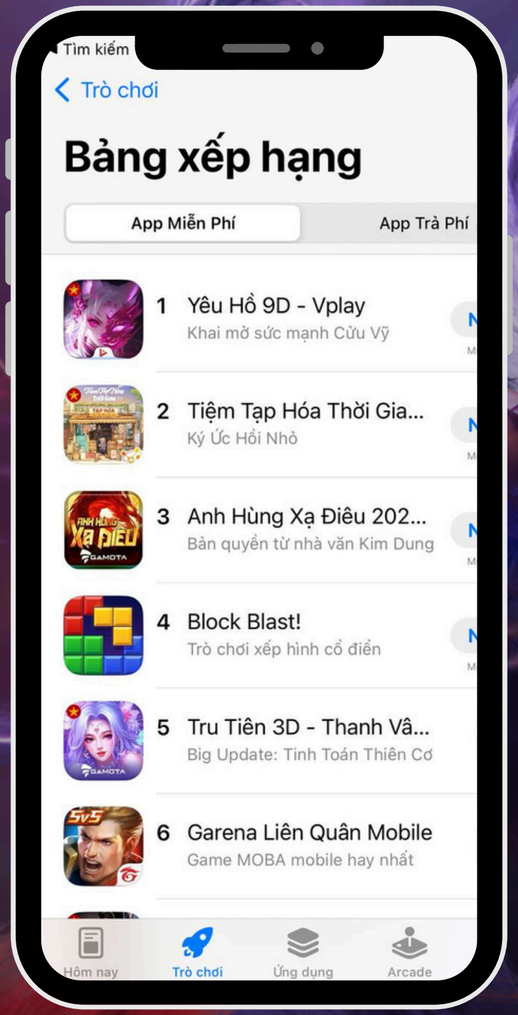
Launch date: June 12, 2025

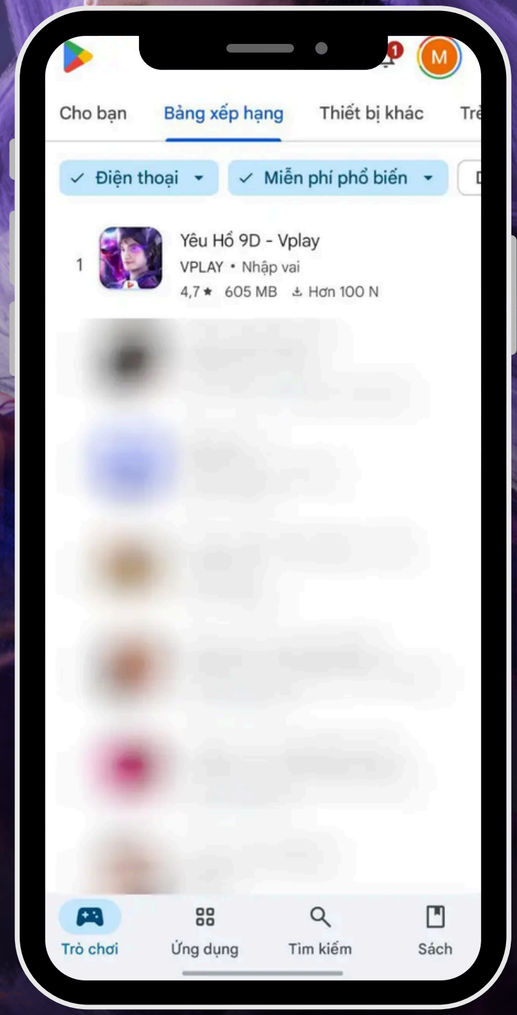
Achievements:

The MMORPG game reached 170,000 downloads on its first day of release

The revenue in the first month reached 800,000 USD

Top 1 free game on iOS and Google Play at launch





Highlighted Products

META TAM QUỐC

Website: metatamquoc.vplay.vn

Genre: MMORPG

Launch date: June 26, 2025

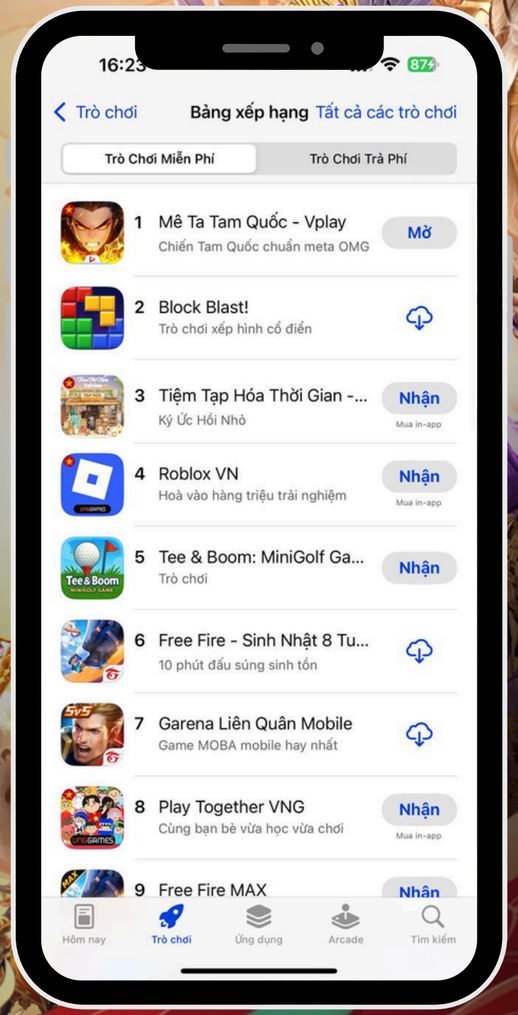
Achievements:

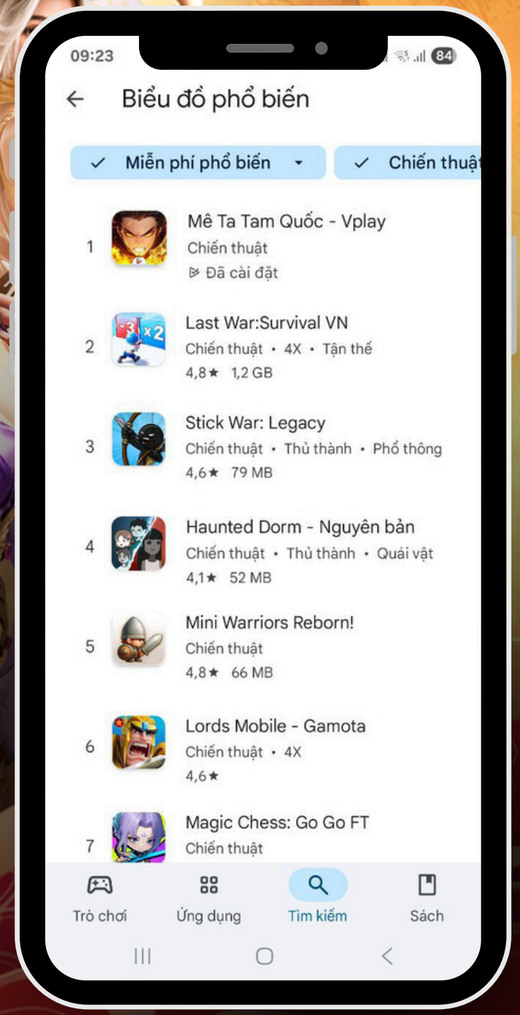
#1 Free/Appstore

#1 Free/Strategy/Google Play

First-month revenue: $1M

The first Card Battle/Idle game to reach 150,000 downloads and 10,000 five-star reviews on the store within one week of launch





Highlighted Products

HUYỀN ẢNH VÕ LÂM



Website: huyenanhvolam.vplay.vn

Genre: MMORPG, Role-playing

Launch date: July 16th, 2025

Achievements:

- Top 1/ Free/ Role-Playing/ Appstore
- Top 1/ Free/ Role-Playing/ Google Play
- Top 1 Martial Arts MMORPG in Vietnam
- 100k downloads achieved within 24 hours
- Produced action short film campaign on Youtube, reaching 1M views in just 5 daysMost engaging & mentioned MMO TikTok channel post-launch

Highlighted Products

QUẦN ANH PHONG HOA LỤC

Website: qaphl.vplay.vn

Genre: MMORPG, Role-playing

Launch date: September 16th, 2025

Achievements:

- Top 1 / Free / Strategy / App Store
- Top 1 / Free / Strategy / Google Play
- Top 1 Three Kingdoms Card Battle Game in Vietnam
- 100k downloads within the first 48 hours
- Branding video reached 1M views within the first 2 hours of release
- Most discussed Three Kingdoms strategy title across TikTok and gaming forums



ON LIVE AI

VTVlive invests and develops Timi - the hottest Virtual Idol in Vietnam.

LAUNCHED IN 2022

APPEARS ON VTVCAB'S SPORTS AND E-SPORTS NEWS.

OWNS MORE THAN 1.1 M FOLLOWERS



ON LIVE ESPORTS

Established in 2022, as an extension of VTVcab in the esports industry.

ON Live Esports has quickly invested heavily in organizing, producing and distributing copyrighted esports content, cooperating with leading partners such as VIRESA, Riot Games, SOOP, VNGGames and Garena, etc.

CURRENTLY, ON LIVE ESPORTS IS:

The main sponsor of the ON Live VCS 2025

Owning, organizing and broadcasting OVS 2025

Producing and distributing content for the entire regional and international VALORANT tournament system in Vietnam.

Cooperating in broadcasting the entire CS2 tournament system BLAST, LCP, TFT, PUBG Moblie, Mobile Legends: Bang Bang...



ON LIVE VIETNAM CHAMPIONSHIP SERIES

Launched in 2013, Vietnam Championship Series (VCS) has long been the national League of Legends championship, the most prestigious brand of e-sports in Vietnam.

Entering 2025, ON Live Esports cooperated with VNGGames to become the main sponsor, the official tournament is ON Live Vietnam Championship Series 2025.

the winning team of ON Live VCS Finals this year will have the opportunity to participate in the regional tournament LCP of Riot Games.

ON LIVE VCS 2025 OFFICIAL CHANNEL

VIETNAM CHAMPIONSHIP SERIES - LMHT

VCS LMHT



Diện mạo mới của Vietnam Championship Series 2025

Năm nay Vietnam Championship Series 2025-nơi quy tụ những đội tuyển xuất sắc nhất, góp phần đưa nền thể thao điện tử Việt Nam (esports Viet Nam) vươn tầm quốc tế sẽ chính thức khởi tranh từ ngày 28/02/2025.

baochinhphu.vn / Mar 10, 2025

ON LIVE VALORANT SERIES

From 2025, ON Live Esports and VNGGames will cooperate, co-organize, produce and broadcast the National Championship for VALORANT called ON Live VALORANT Series 2025.

The tournament is part of the official tournament system of Riot Games in Vietnam, the champion team has the opportunity to compete with regional representatives at VALORANT Champions Tour Challenger SEA (VCSEA) 2025: Split 2.

OFFICIAL INFORMATION CHANNEL

- VALORANT ESPORTS VIỆT NAM
- ON LIVE VALORANT

OFFICIAL BROADCASTING CHANNEL

- VALORANT CHAMPIONS TOUR VIETNAM
- ON LIVE VALORANT

ONLIVE VALORANT SERIES



ON Live VALORANT Series Mùa 2 chính thức khởi tranh với tổng giá trị giải thưởng lên tới 145 triệu đồng

ON Live VALORANT Series Mùa 2: Chặng Đường Chinh Phục VCT Challengers SEA 2025Sau thành công vang dội của mùa 1, giải đấu ON Live VALORANT Series đã trở lại với mùa thứ hai, với mục tiêu tìm ra đại diện Việt Nam để tham dự...

ON Live Esports / Feb 19, 2025

ARENA OF VALOR LEAGUES

Affirming its position as the largest esports content copyright distributor in Vietnam, ON Live Esports has cooperated with Garena to become the official distributor of the entire Arena of Valo (Liên Quân Mobile) tournament system in 2025, including:

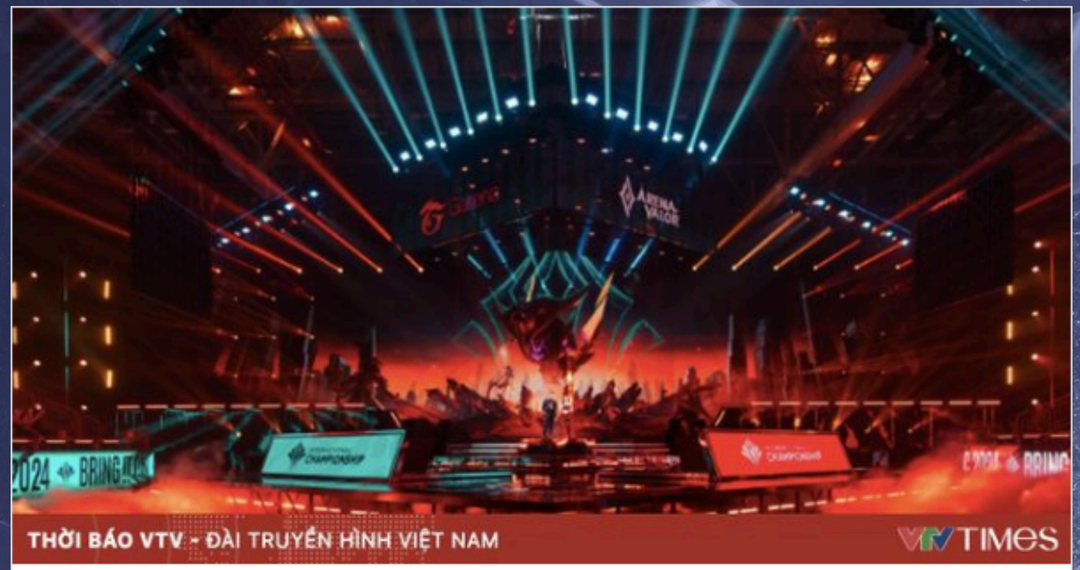
- Arena of Glory
- AOV Premier League
- AOV International Championship

Currently, this copyright is being distributed by ON Live Esports on the digital platforms of VTVcab & VieON.

FOLLOW THE INFORMATION AT:

https://www.facebook.com/onlive.aov

ON LIVE LIÊN QUÂN



VTVcab và Garena chính thức hợp tác phân phối nội dung esports

VTV.vn - ON Live Esports (trực thuộc VTVcab) hợp tác cùng Garena trở thành nhà phân phối chính thức các bản quyền giải đấu của Liên Quân Mobile trong nước và quốc tế.

BAO DIEN TU VTV / Feb 21, 2025

ON LIVE ESPORTS TOURNAMENT RIGHTS FOR 2025

LEAGUE OF LEGENDS

VIETNAM CHAMPIONSHIP SERIES

LCK

LEAGUE OF LEGENDS CHAMPIONSHIP PACIFIC

FIRST STAND TOURNAMENT

MID-SEASON INVITATIONAL

WORLDS

FREEFIRE

FREE FIRE WORLD SERIES

Snapdragon PRO SERIES

ĐẠI CHIẾN QUÂN ĐOÀN

LIÊN QUÂN MOBILE

INTERNATIONAL CHAMPIONSHIP

TỨ PHƯƠNG ĐẠI CHIẾN

ARENA OF VALOR PREMIER LEAGUE

VALORANT

ONLIVE VALORANT SERIES

VALORANT CHALLENGERS SOUTHEAST ASIA

VCT PACIFIC

VALORANT MASTERS

VALORANT GAME CHANGERS

VALORANT CHAMPIONS

TEAM FIGHTS TACTICS

OCE vs SEA SHOWDOWN — TFT SEA

ASIAN CUP — APAC TFT

DOTA2

The International

MBLG BANG BANG

2024 M6 WORLD CHAMPIONSHIP

M CHALLENGE CUP

CS 2

PGL

BLAST

MAJOR

BOUNTY

OPEN

RIVALS

PUBG PC

PUBG ASIA SUPER CUP

PUBG VIETNAM SERIES

PUBG GLOBAL SERIES

PUBG NATIONS CUP 2022

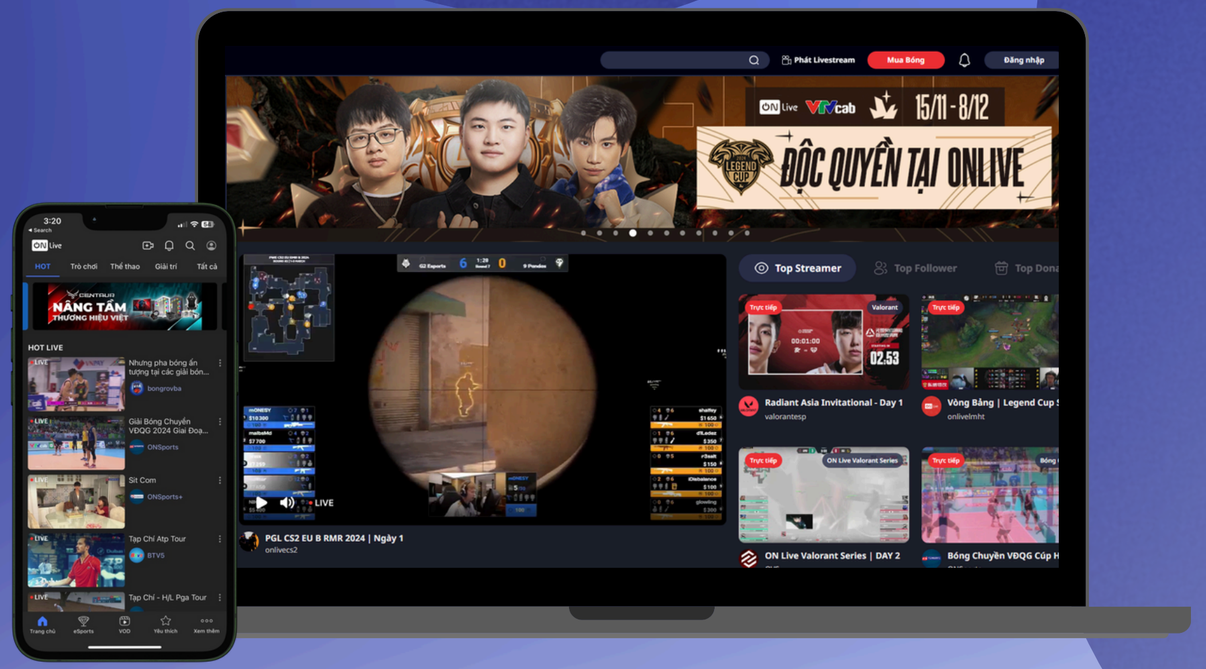
PUBG GLOBAL CHAMPIONSHIP

AGE OF EMPIRES DEFINITIVE EDITION

THỢ SĂN CHIM SẺ

ON LIVE INTERACTIVE STREAMING PLATFORM

Brandname: ON Live
Platform: Mobile & Web
Website: www.onlive.vn



ON LIVE BRINGS A UNIQUE EXPERIENCE:

- The 1st online interactive live-streaming platform in Vietnam
- Owns the top copyrights in sports and e-sports
- Quick and entertaining games combined with gift rewards for viewers

EXCLUSIVE TOP TOURNAMENTS/PROGRAMS IN VIETNAM







ESPORTS

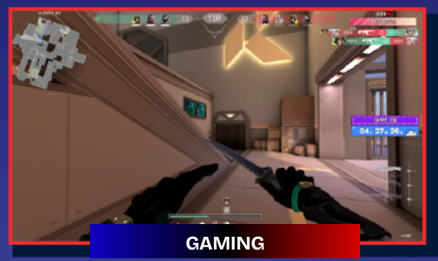


TV SHOW



SPORTS

DIVERSE CONCEPTS WITH STREAMERS



GAMING



VARIETY & TALK SHOW



FITNESS



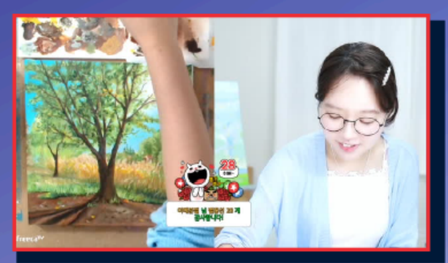
CURRENT TRENDS



KNOWLEDGE SHARING











INTERACTIVE LIVESTREAM

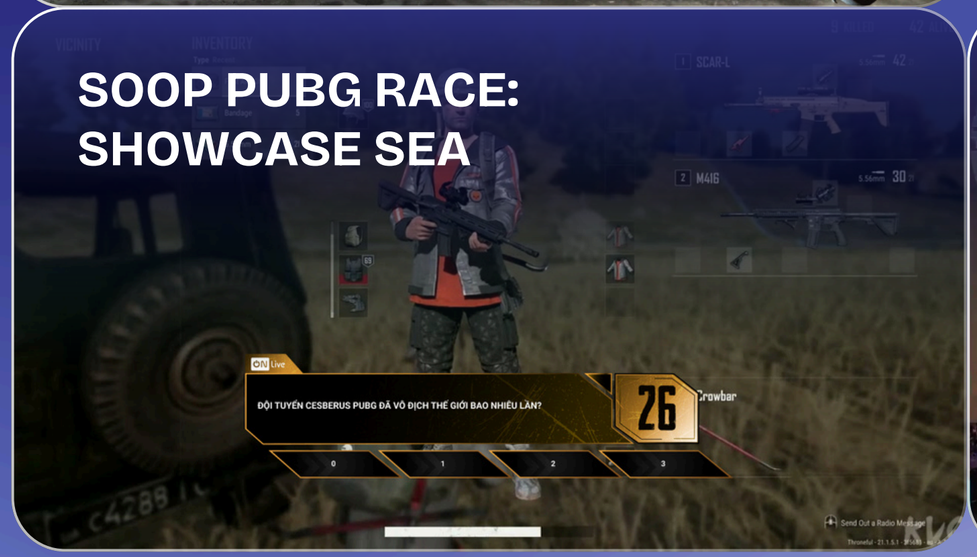
PGL MAJOR COPENHAGEN 2024



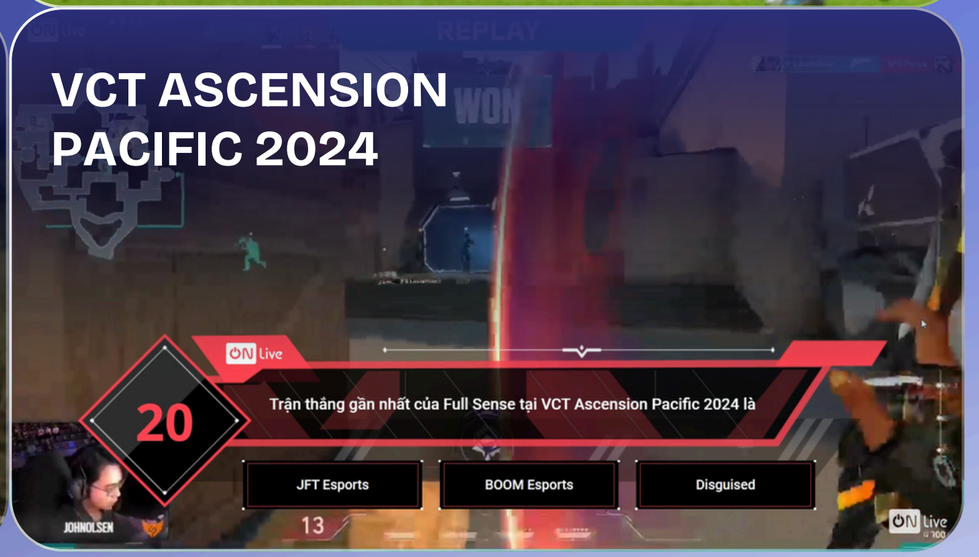
EURO 2024



SOOP PUBG RACE: SHOWCASE SEA



VCT ASCENSION PACIFIC 2024



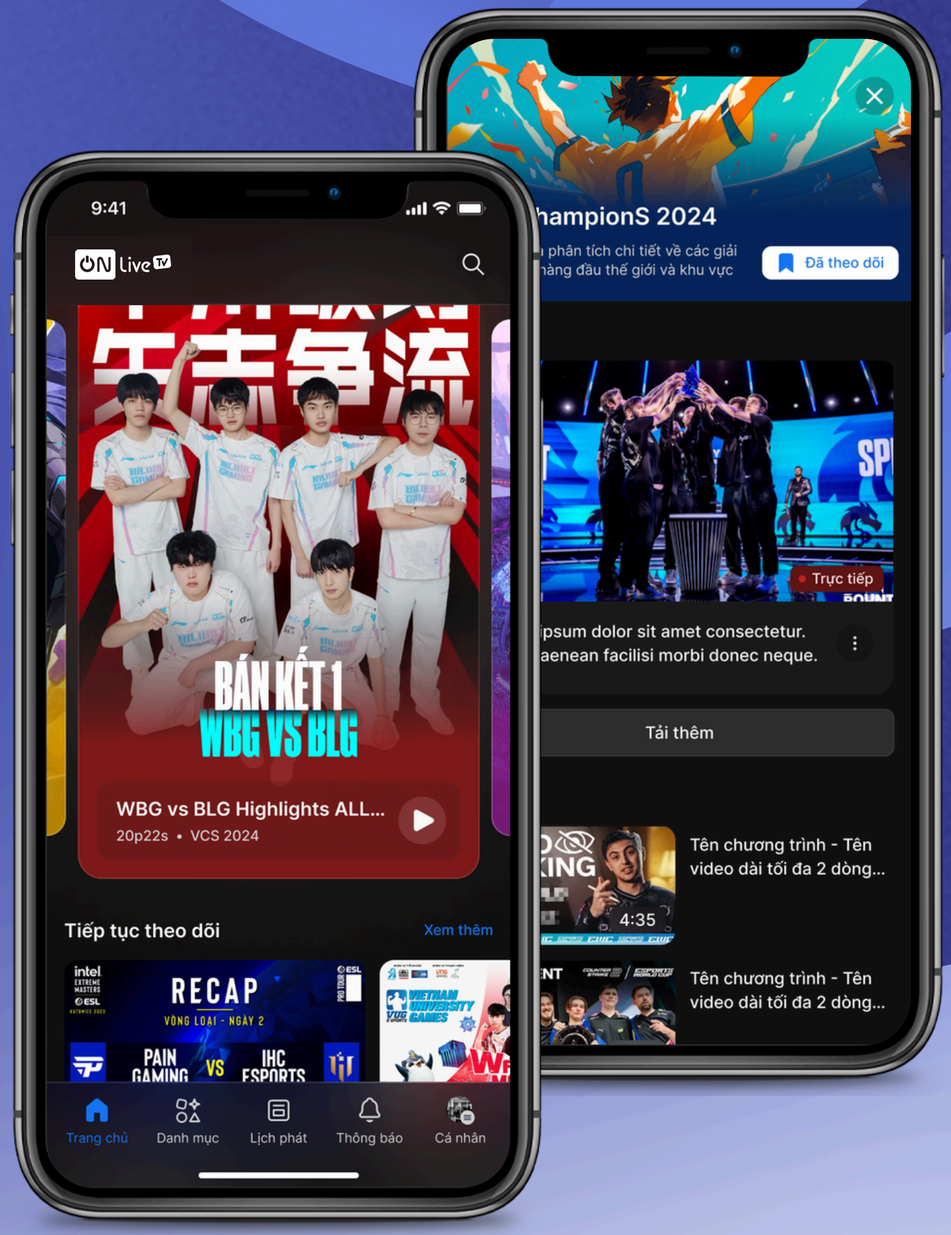
ON LIVE TV

ONLINE TV PLATFORM

ON LIVE TV is the first esports-focused online TV platform in Vietnam.

Combining ON Live Interactive technology and leading copyrighted content, it brings audiences exclusive esports experiences.

Brandname:	ON Live TV
Platform:	Mobile & Web
Website:	onlivetv.vn



ON LIVE TV

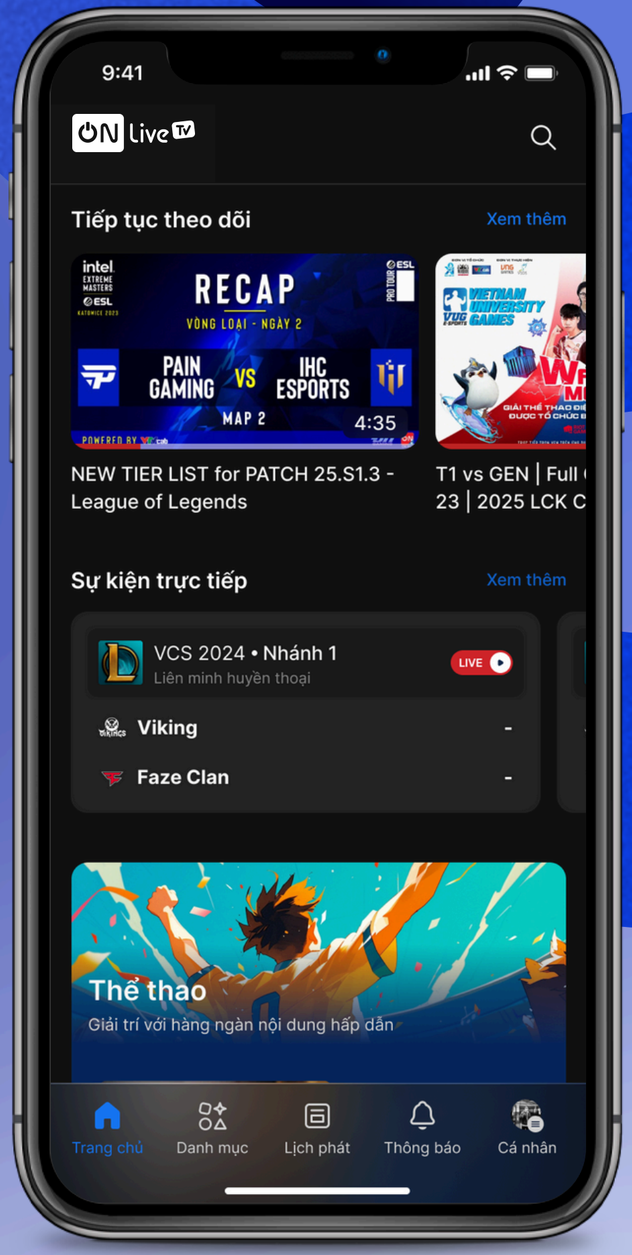
ONLINE TV PLATFORM

Live-streams many exciting esports matches and events at the same time

ON Live TV is the first application in Vietnam to deploy a real-time interactive system, bringing a completely new experience to the audience.

Applies AI technology to analyze and intelligently suggest content aimed at each audience.

Continuously updates major esports events in the world



TELEVISION SYSTEM

SPORTS CHANNELS

ON SPORTS

ON FOOTBALL

ON SPORTS +

ON GOLF

ON SPORTS NEWS

ON SPORTS ACTION

NEWS & ENTERTAINMENT CHANNELS

ON NEXTGEN

ON 2TV

ON MUSIC

ON life

ON Style

ON INFO

ON KIDS

ON BiBi TRỰC TIẾP

DIGITAL ECOSYSTEM

FACEBOOK	YOUTUBE	TIKTOK	VIBER	WEBSITE
18+ FANPAGES	9+ CHANNELS	33+ CHANNELS	2 GROUPS	1 WEBSITE
16M FOLLOWERS	3M SUBSCRIBERS	20M FOLLOWERS	356K+ SUBSCRIBERS	3M TRAFFIC /MONTH

CATEGORIES



SPORT

12M
FOLLOWERS





ENTERTAINMENT

20M
FOLLOWERS





E-SPORT

5M
FOLLOWERS





EDUCATION

2M
FOLLOWERS



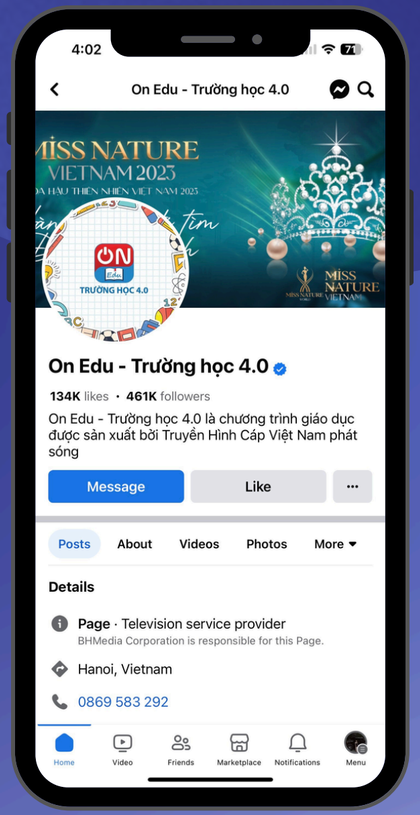
FACEBOOK

VTVCAB - TIN TỨC



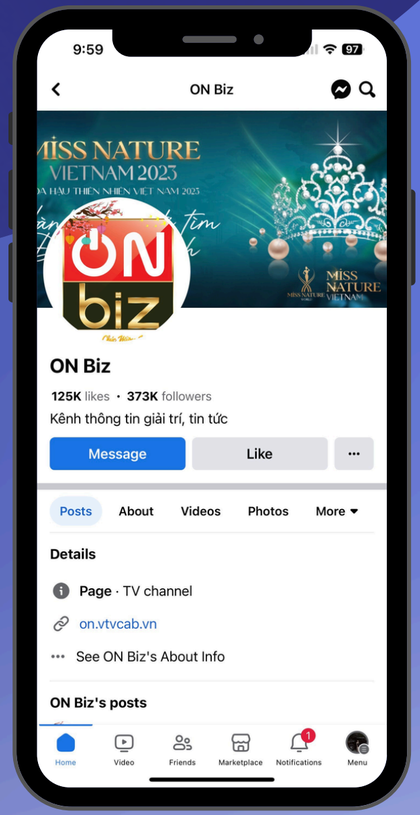
1M
FOLLOWERS

ON EDU - TRƯỜNG HỌC 4.0



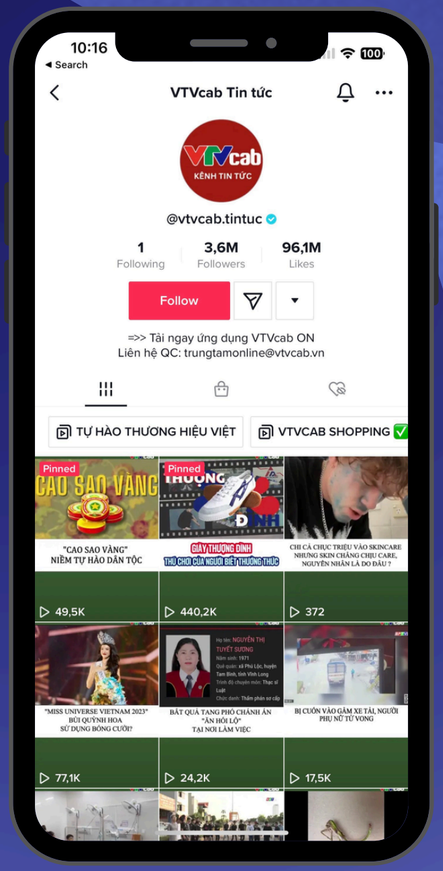
461K
FOLLOWERS

ON BIZ

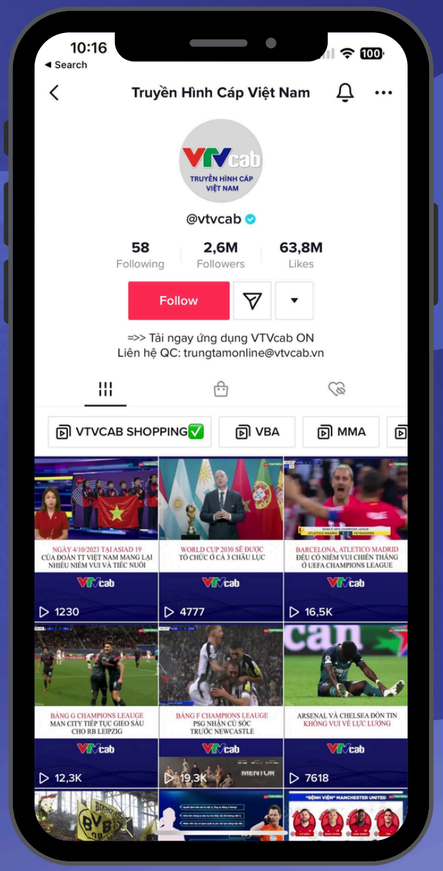


373K
FOLLOWERS

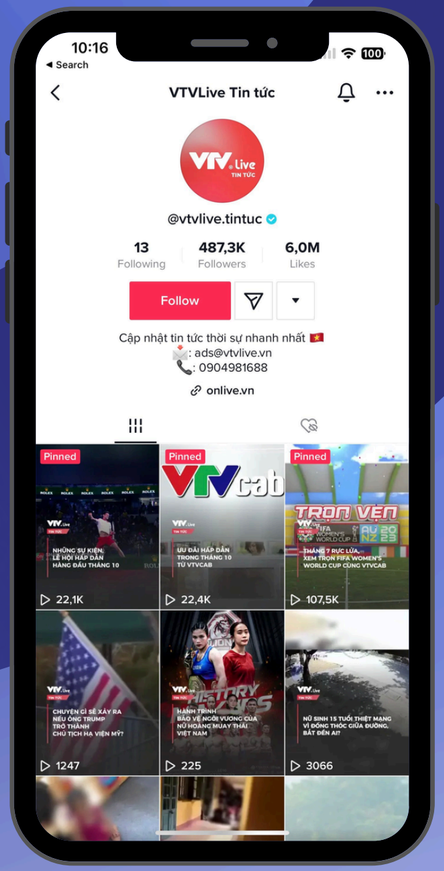
TIKTOK



3.6M
FOLLOWERS



2.6M
FOLLOWERS

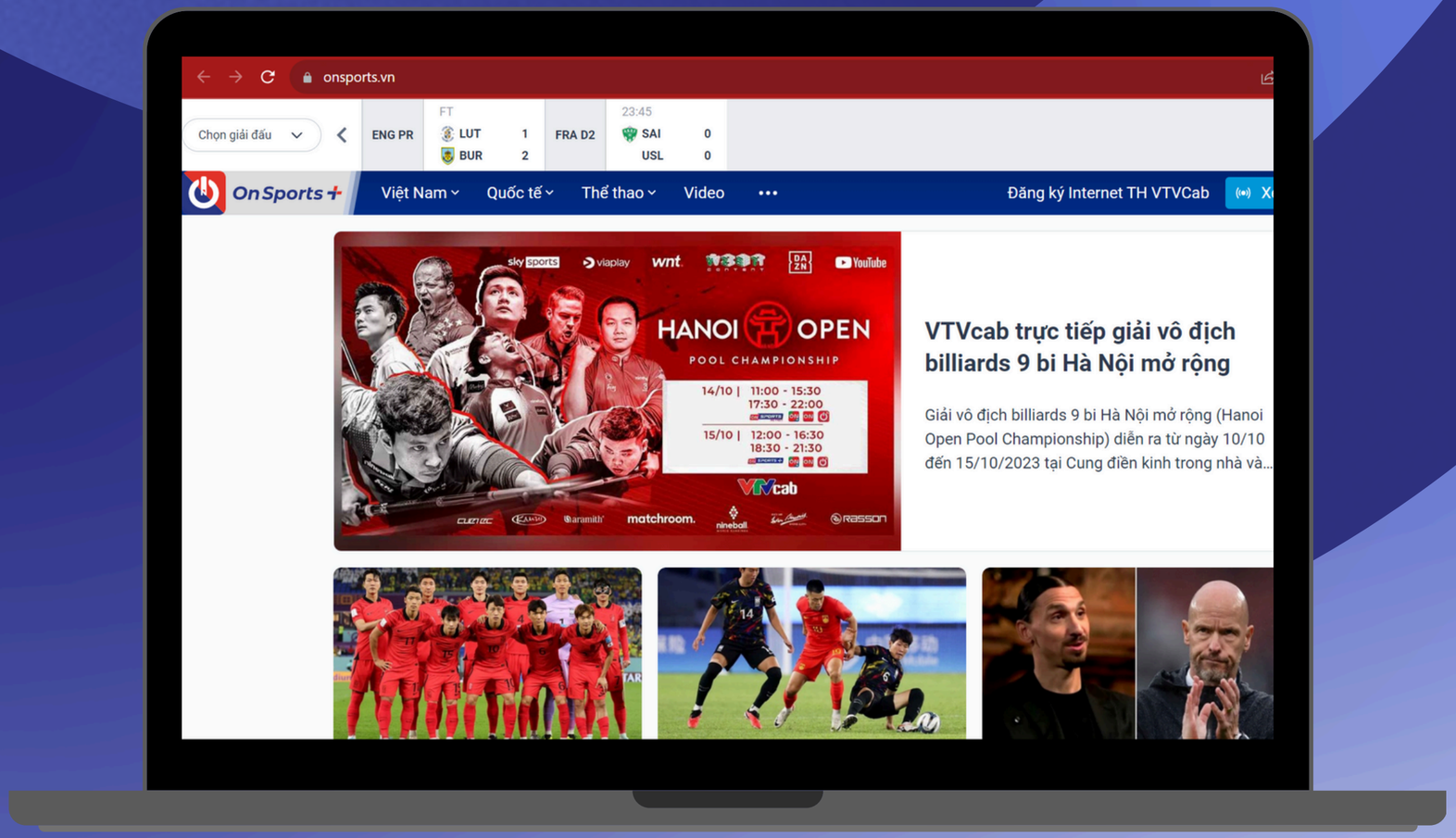


487K
FOLLOWERS

WEBSITE

OnSports+

WWW.ONSPORT.VN



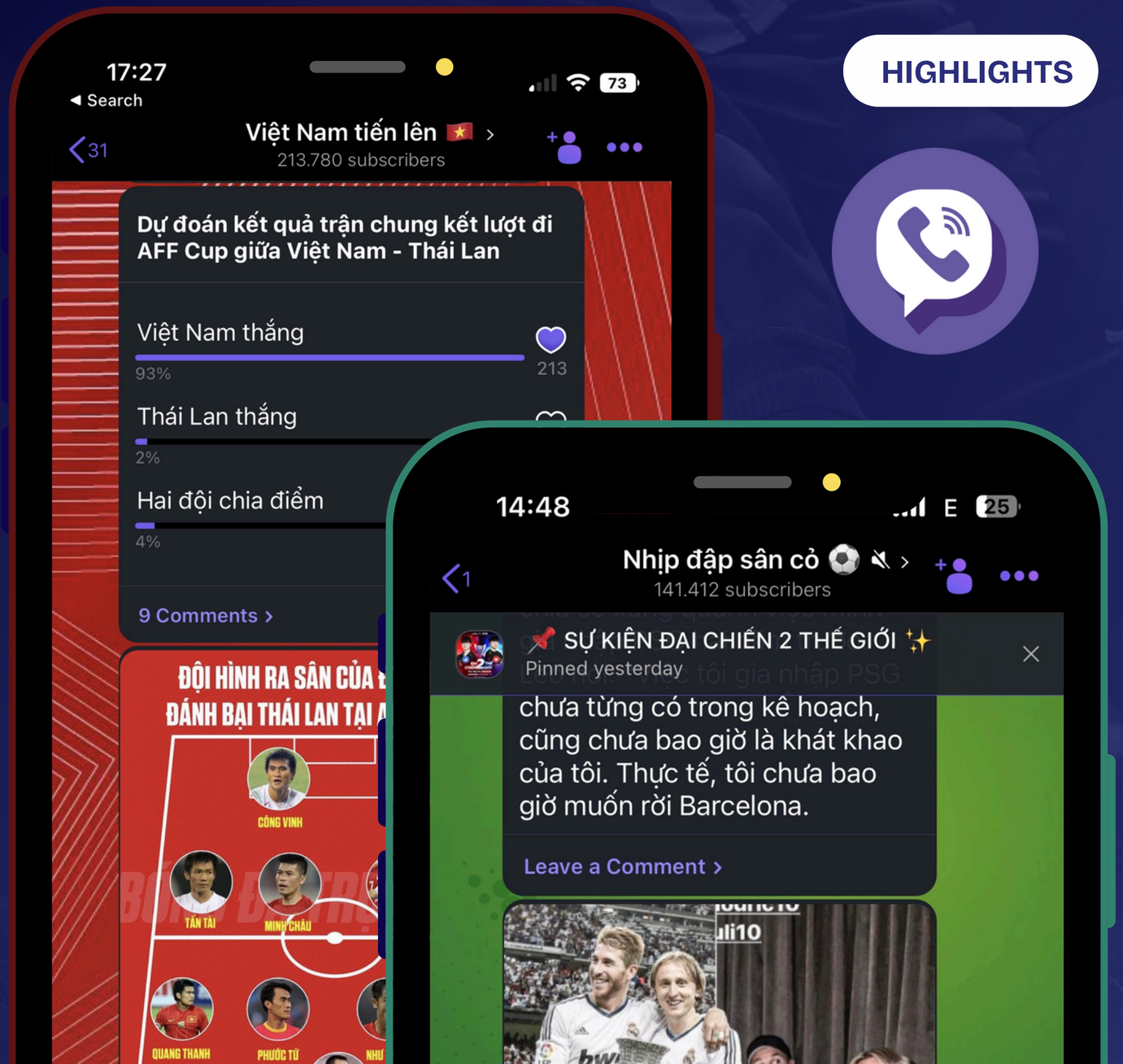
TIKTOK

COMPREHENSIVE PARTNER OF MCN - ADS - TIKTOKSHOP

50 BILLION VIEWS
HASHTAG #VTVCAB

10 BILLION VIEWS
HASHTAG #VTVLIVE





HIGHLIGHTS

VTVlive on Viber

VIỆT NAM TIẾN LÊN

VTVlive is the largest content partner and the owner of a leading news channel system supported by Viber to distribute content to all users in Vietnam.

Content channels about Vietnamese football and international football are the main content areas on Viber, in which predictions and votes on match results always receive great attention from members.

ON LIVE TECHNOLOGY

CDN

- Total bandwidth: 2000+ Gbps
- Hardware 100% SSD Cache
- Connecting to 3 biggest ISPs in Vietnam

STORAGE

- Total capacity 3000+ TB
- Meets 99.9% SLA
- Transfer rate: 20Gbps
- Compatibility: Amazon S3 API

CLOUD

- CPU: 2X Intel Xeon 2699 V4
- WAF Integrated
- Storage: All Flash
- Input Bandwidth: 80 Gbps



DIGITAL PAYMENT PLATFORM

MULTI PLATFORM

MOBILE, PC, WEB

CONNECTING TO

30+

VIETNAMESE BANKS

CONNECTING TO

8

BIGGEST VIETNAMESE PAYMENT GATEWAYS

500M+

TRANSACTION/DAY



3 BOARD OF DIRECTORS

VTVCAB ADMINISTRATIVE COUNCIL



Ông Vũ Hải Thanh
Chairman of the Board



Mr Bùi Huy Năm
General Director



Mr Vũ Quang Tạo
Deputy Chairman of the Board



Mr Nguyễn Văn Ninh
Deputy General Director



Mr Lê Trung Tấn
Deputy General Director

VTVLIVE ADMINISTRATIVE COUNCIL



Mr Phan Anh Tuấn

Chairman of VTVlive



Mr Nguyễn Anh Dũng

Vice Chairman



Mr Đào Trường Giang

Member of Administrative Council

VTVLIVE BOARD OF DIRECTOR



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General Director
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Mr. Nguyễn Danh Sơn
Deputy General Director
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3 CASE STUDIES

CASE STUDY

ESPORTS TOURNAMENT

PUBG NATION CUP SEOUL 2019	**+7.888M VIEWS** IN 3 DAYS	**255.743 PEAK** CCU ON YOUTUBE
 **PREDATOR PUBG VIETNAM** PHASE 3	**+4.212M VIEWS** ON YOUTUBE	**60.000 PEAK** CCU ON YOUTUBE
PSC PUBG SEA CHAMPIONSHIP 2019	**+7.523M VIEWS** ON YOUTUBE	**60.000 PEAK** CCU ON YOUTUBE
ESL PROLEAUGE 2019	**+4.994M VIEW**	
PUBG VIETNAM SERIES 2019	**+4.552M VIEW**	

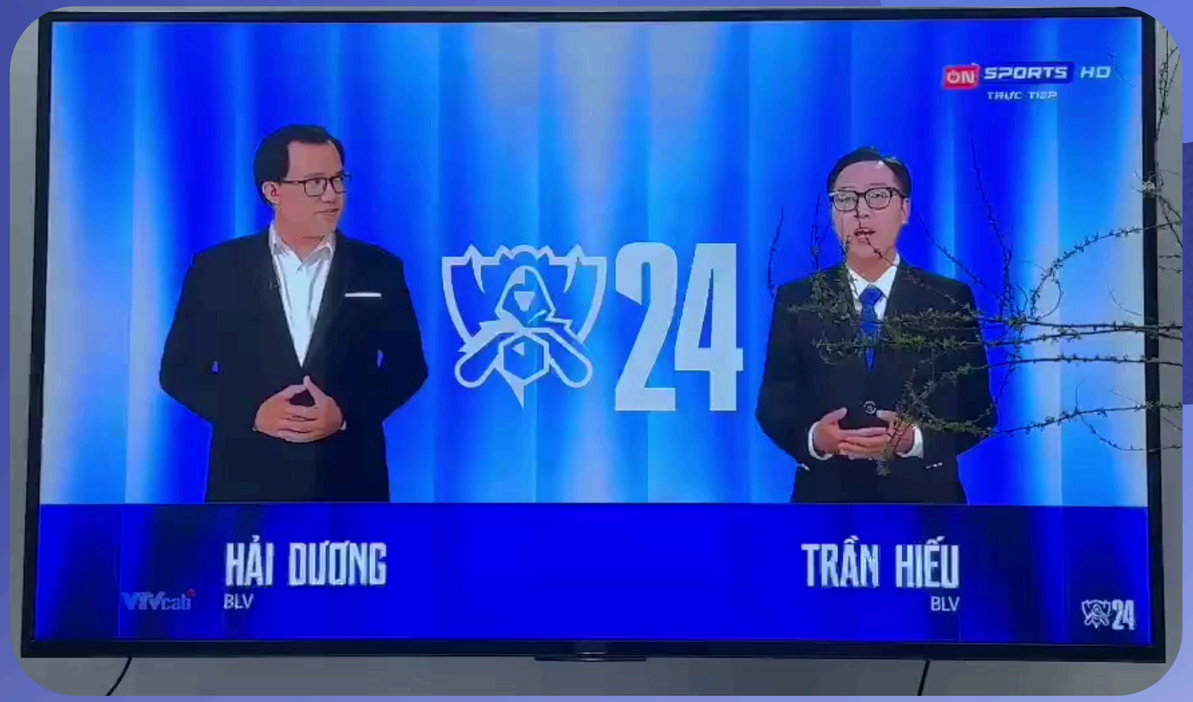
CASE STUDY

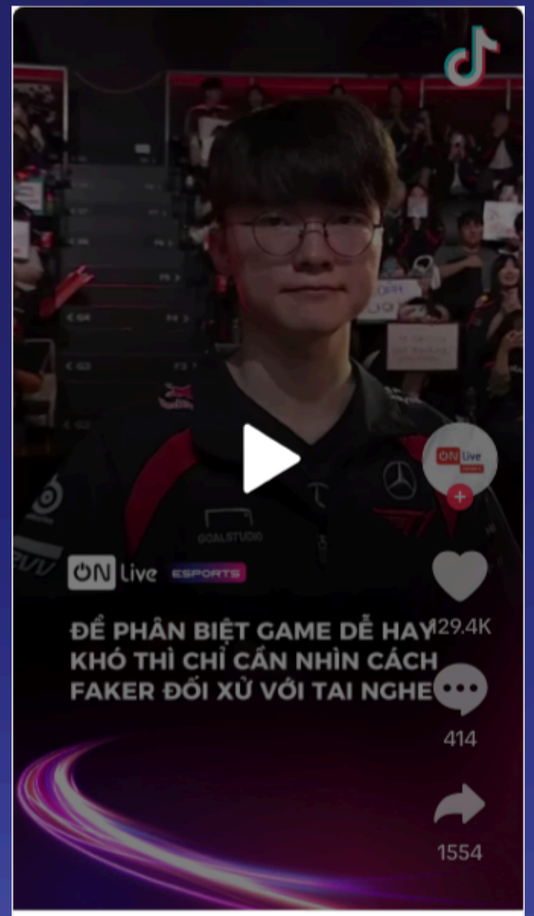
WORLDS 2024 ON VTVCAB

VTVcab is the pioneer in televising eSports in Vietnam, moving towards having a dedicated eSports channel.

In 2023-2024, ON Live eSports has cooperated with Riot to broadcast the League of Legends World Championship on VTVcab, HTV and leading OTTs (VTVcab ON, K+, VieON, TV360, MyClip...)

In 2025, VTVcab will broadcast eSports content for 3 hours every week on VTVcab, HTV, VTC platforms.





nore exciting videos o Watch now

@onlive.esports

Phân biệt là dễ #onliveesports #onlive #vtvcab #vtvlive #t1 #faker #bmc

♫ nhạc nền - ON Live eSports - ON Live eSports



Chung kết thế giới Liên minh huyền thoại lập kỷ lục lượt xem

Trận chung kết thế giới Liên minh huyền thoại giữa T1 và BLG diễn ra tại London (Anh) ngày 2/11 thu hút lượng 6,9 triệu lượt khán giả trên toàn thế giới, theo thống kê của Esports Chart.

vnexpress.net / Nov 9, 2024

VTVcab

VTV.vn - Năm 2023, sự kiện diễn ra tại Hàn Quốc đã ghi nhận khoảng 1 triệu người Việt cùng xem trực tiếp trên các nền tảng số.

BAO DIEN TU VTV / Jun 12, 2025

VTV24
1 Nov ·

Faker và T1 đang là đương kim vô địch của giải đấu, cá nhân Faker cũng đã từng 4 lần có được danh hiệu vô địch này. Trong khi đó, dù chưa từng vô địch thế giới, Bilibili Gaming cũng sở hữu những ngôi sao tiềm năng như Bin ở đường trên, người đã tạo nên những pha xử lý đầy ấn tượng xuyên suốt giải đấu.

Trận chung kết hứa hẹn sẽ là màn so tài khốc liệt giữa kinh nghiệm và phong độ đỉnh cao của các tuyển thủ hàng đầu thế giới. Trực tiếp lúc 21h, ngày 02/11 trên kênh On Sports và onlive.vn. Các bạn quan tâm đừng bỏ lỡ nhé.



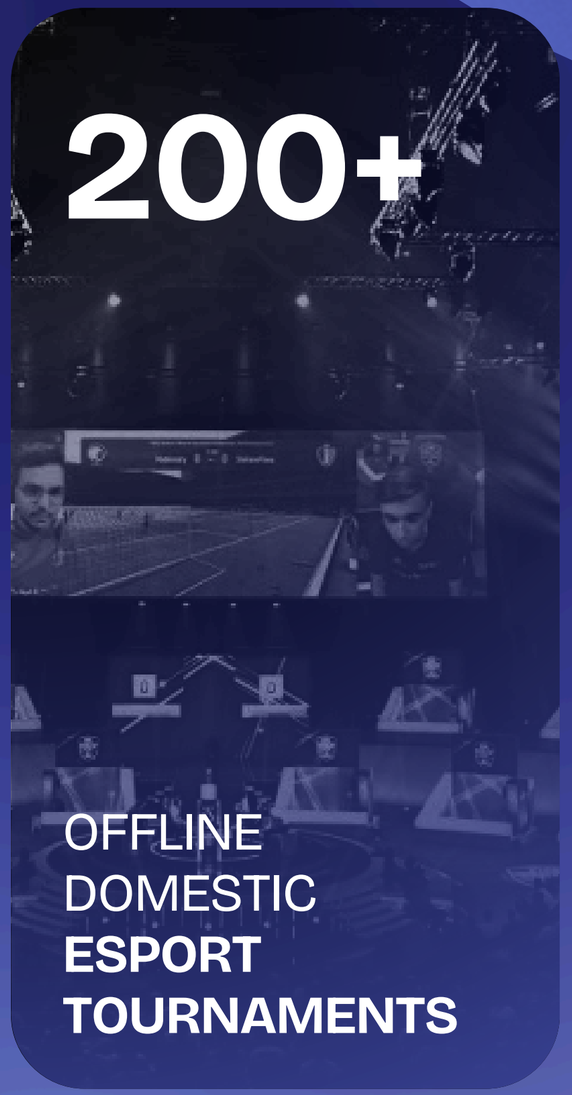
Chung kết Liên minh huyền thoại 2024, Faker làm nên lịch sử hay BLG sẽ lần đầu tiên đăng quang?

Send a gift

Love Comment Copy Share

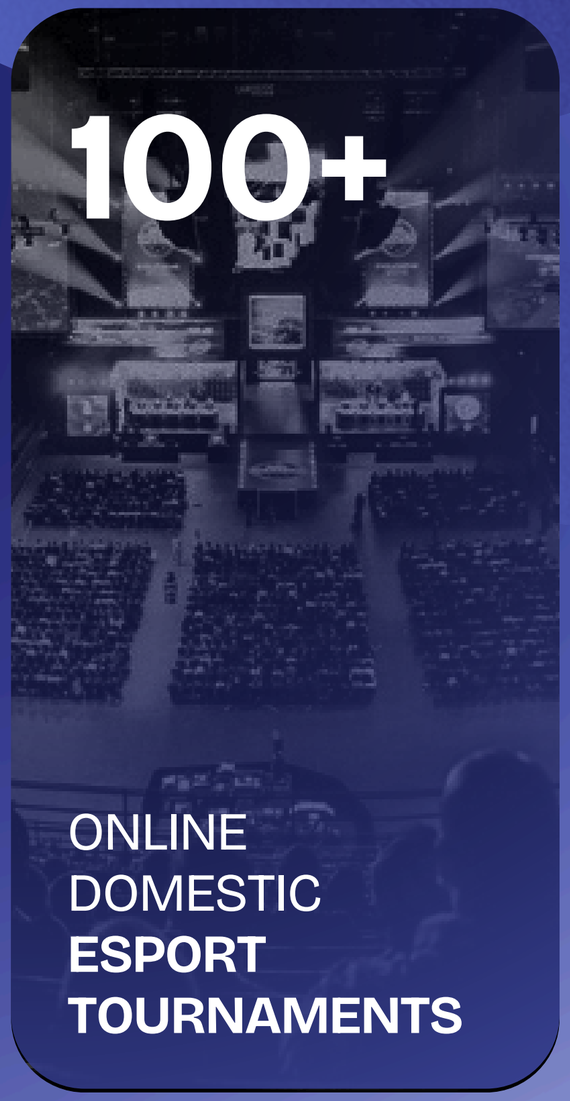
You, Hang Thu Nguyen and 34.1K others

1.1K shares



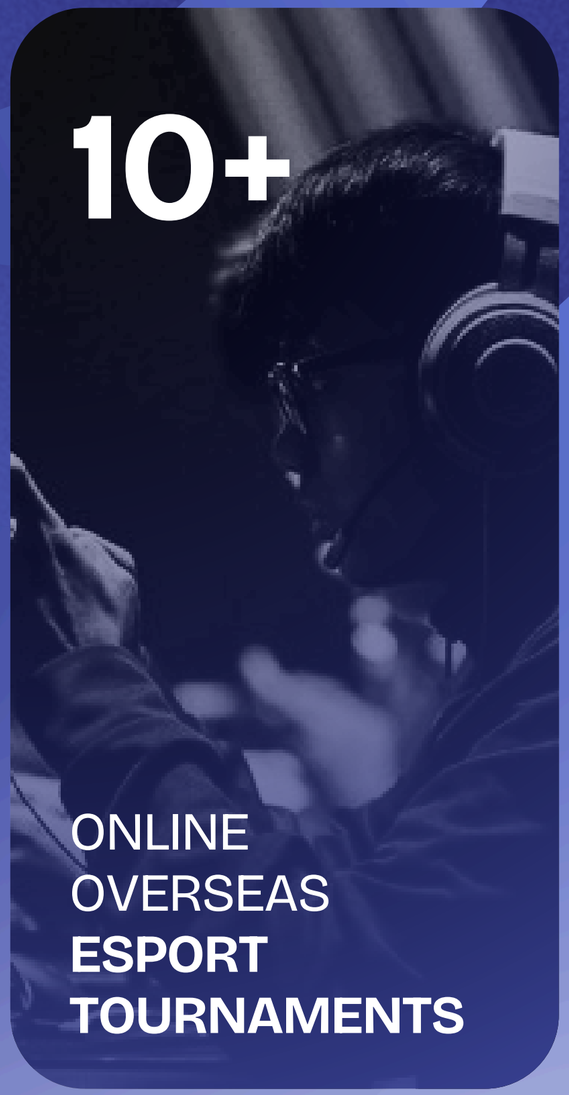
200+

OFFLINE
DOMESTIC
ESPORT
TOURNAMENTS



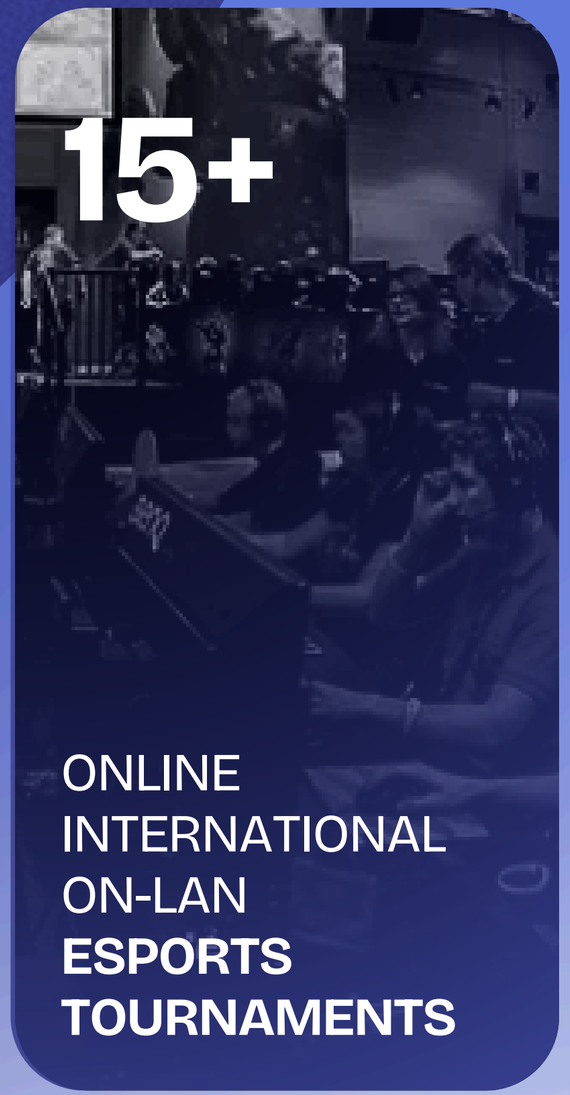
100+

ONLINE
DOMESTIC
ESPORT
TOURNAMENTS



10+

ONLINE
OVERSEAS
ESPORT
TOURNAMENTS



15+

ONLINE
INTERNATIONAL
ON-LAN
ESPORTS
TOURNAMENTS

CASE STUDY

CHIẾN GIỚI 4D - VPLAY

Purposes

Communicate the new game product **Chien Gioi 4D** to target customers.

Results

+700M	+10M	+7M
VIEWS	LIKES	DOWNLOADS

→ Attracted attention and sparked discussion among young audiences.



OUTSTANDING PROMOTION CAMPAIGNS FOR GAMES

ON BUSES

Duration:	3 months
Frequency:	40 bus trips/day
Range:	13 inner & outer districts of Hanoi
Estimated reaches:	200,000/ day





OUTSTANDING PROMOTION CAMPAIGNS FOR GAMES

ON LED BOARD

Content:	Banners & TVCs
Location:	The intersections and junctions with high traffic density in the 3 biggest cities in the country:
Traffic volume:	**Hanoi, Ho Chi Minh city & Da Nang city.** 3,300,000 people/day
Duration:	1 month





OUTSTANDING PROMOTION CAMPAIGNS FOR GAMES

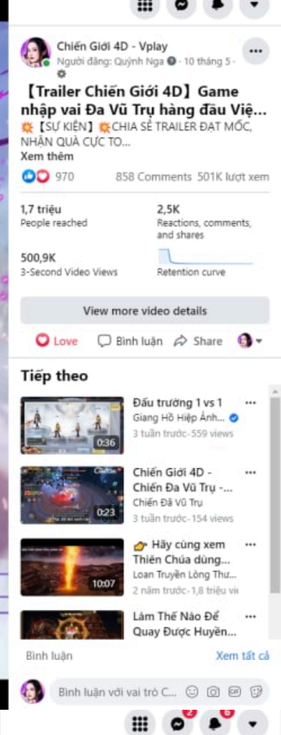
ON FACEBOOK

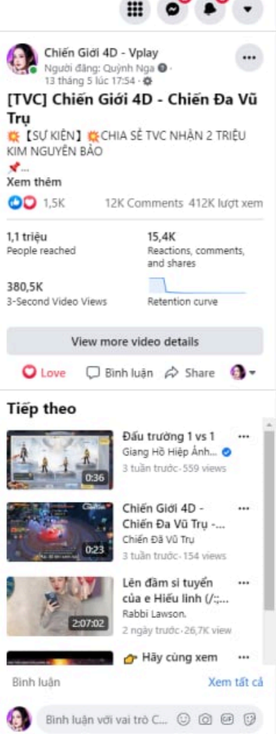
WITHIN 24 DAYS FROM THE LAUNCH

NUMBER OF POSTS OVER 1M REACHES	FREQUENCY
5 posts	4-6 posts/ day
TOTAL REACHES	**TOTAL REACTIONS**
16,275,453	12,165,173









CASE STUDY

ĐẤU THẦN TUYỆT THẾ - VPLAY

Purposes

Communicate the new game product
Dau Than Tuyet The to target customers.

Results

+200M
VIEWS

+500K
LIKES

+2M
DOWNLOADS

→ Attracted attention and sparked discussion among young audiences.

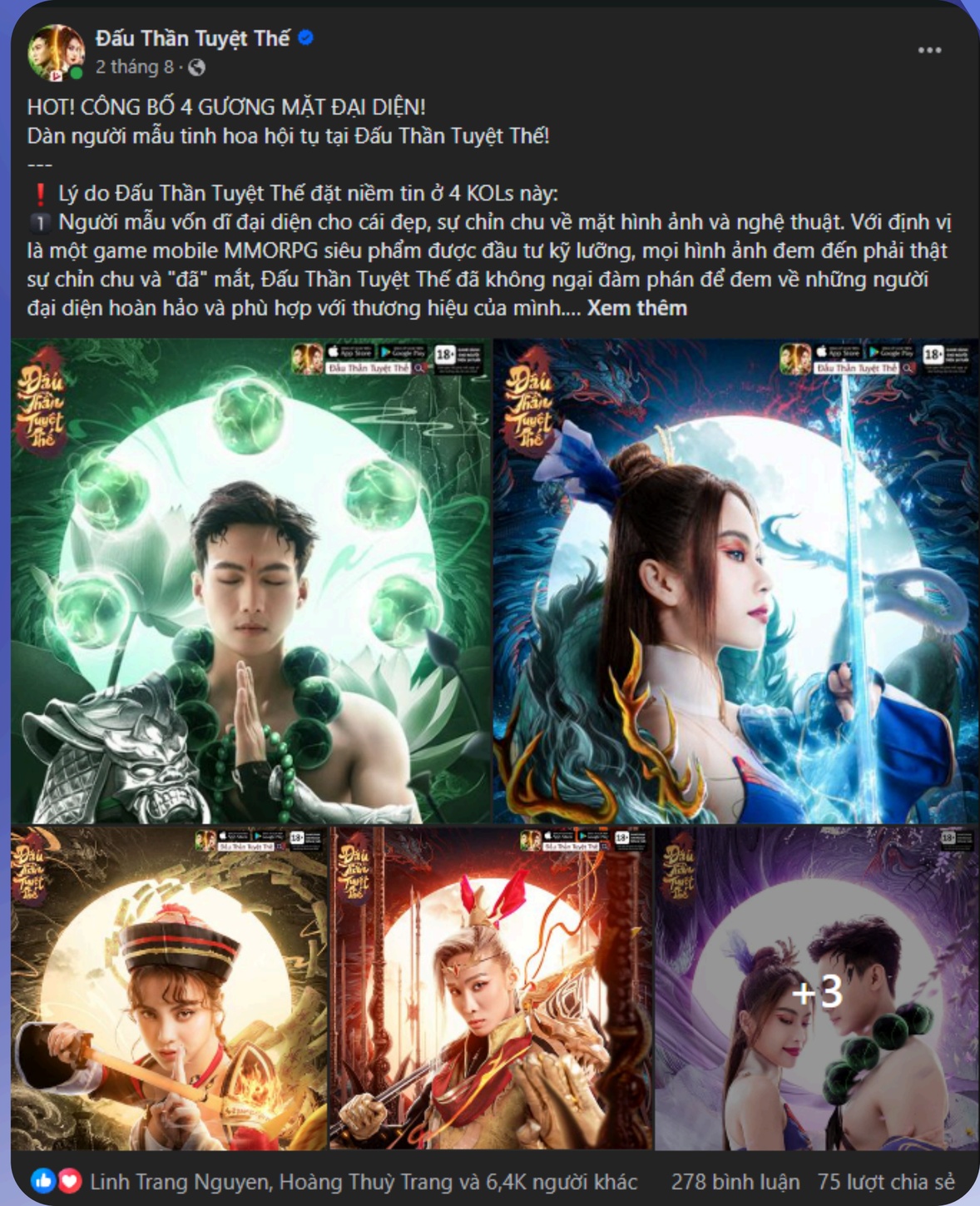


OUTSTANDING PROMOTION CAMPAIGNS FOR GAMES

BOOKING HOT KOLS

Booking Top Models in Vietnam to represent & act in the Game's TVC

Booking Hot KOLs on TikTok & Reviewers on Youtube to attract attention and spark discussion among young audiences.



OUTSTANDING PROMOTION CAMPAIGNS FOR GAMES

ON BILLBOARDS

Content:	Banners Game
Location:	The intersections and junctions with high traffic density in the 2 biggest cities in the country: Hanoi, Ho Chi Minh city.
Traffic volume:	3,000,000 people/day
Duration:	1 month







CASE STUDY

ON VIBER

Purposes

Build **2 communities** for sports enthusiasts, especially football on VIBER.

Results

Nhịp đập sân cỏ

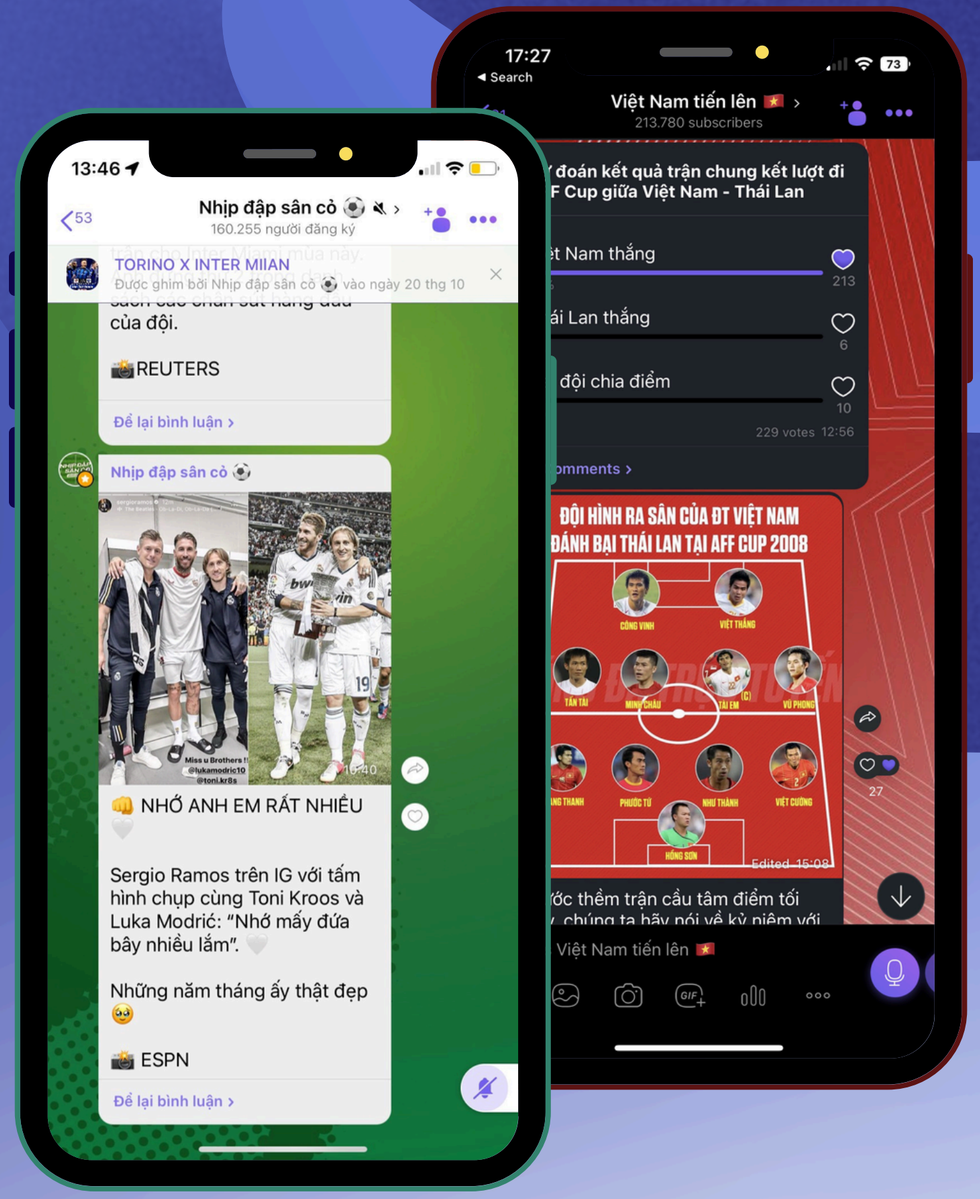
160.255
SUBCRIBERS

~50.000
MONTHLY ACTIVE USERS

Việt Nam tiến lên

213.780
SUBCRIBERS

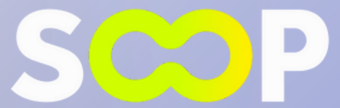
~80.000
MONTHLY ACTIVE USERS



STRATEGIC PARTNERS















































CONTACT

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Email: info@vtvlive.vn
Website: www.vtvlive.vn

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VTV Building, 232/14 Vo Thi Sau, Xuan Hoa Ward, HCM City

THANK YOU!

We look forward to future cooperation with you.