

BUSINESS PORTFOLIO

“ WE BELIVE SPORTS FOR A BETTER LIFE ”

TRAN THUY CHI
CEO & FOUNDER

PRESENTATION BY VIETCONTENT GROUP

ABOUT US

VIETCONTENT GROUP

TOP 5 Entertainment and Sports
Media Company in Vietnam

VietContent is a Leading producer and distributor of Entertainment & Sports in Vietnam. We successfully executed many projects with different Entertainment Contents and Sports, including football, basketball, running, martial arts, and badminton,...

10+
YEARS

OF EXPERIENCE IN THE
SPORTS INDUSTRY,
MARKETING, ADVERTISING,
ORGANIZATION EVENTS

50+
EMPLOYEES

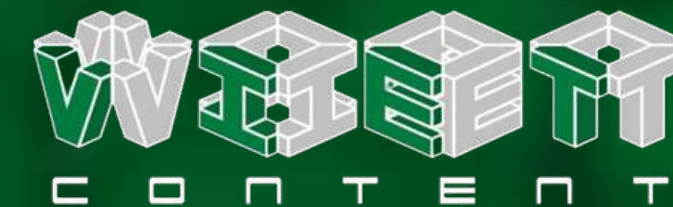
04
**SPECIALIZED
COMPANIES**

100+
PARTNERS

VIETNAM SPORTS FEDERATIONS
BROADCASTERS
CORPORATES ORGANIZATIONS
BRANDS WORLDWIDE

OUR SERVICES

VIETCONTENT GROUP



OUR SERVICES IN SPORTS

VIETCONTENT SPORTS

SPORTS LICENSING

LIVE PROGRAMS
PREMIUM LEAGUES
LOCAL LEAGUES



SPORTS MEDIA

ADVERTISEMENT SALE
TV BOOKING
SPONSORSHIP SALE
CHANNEL SPONSORSHIP



SPORTS PROGRAMS PRODUCING

LIVE – ON AIR
BASKETBALL
BADMINTON
RUNNING
FIGHTING SPORTS
OTHER SPORTS
VIDEO CLIPS
SPORT NEWS



SPORTS EVENTS ORGANISING



SPORTS MARKETING

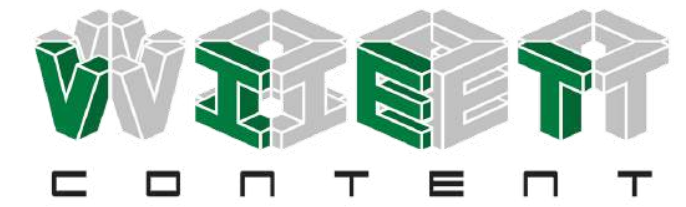
SPORTS KOLs
SPORTS ACTIVATION
SPORTS CONSULTANT
MARKETING
THROUGH SPORTS



SPORTS KOLs MANAGEMENT

SPORTS LICENSING & COPYRIGHT

VIETCONTENT SPORTS



INTERNATIONAL

BUNDESLIGA

NBA

FIBA WC

GRANDSLAMS

WTA

ETC.....

DOMESTIC FOOTBALL

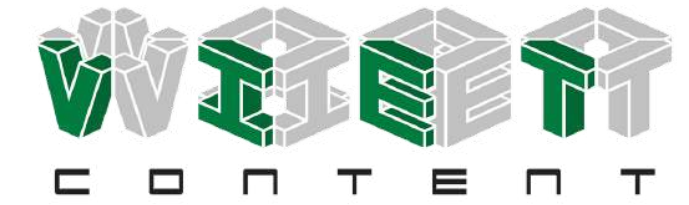
BASKETBALL

BADMINTON

VOLLEYBALL

ETC.....

CLIENTS/EXPLOITATION COPYRIGHT



VIETCONTENT SPORTS



TV STATIONS

HTV, VTV, VTC
VTV CAB, AVG
FPT, MYTV, VIETTEL TV



OTT PLATFORMS

VIETTEL: TV360, ONME,
MYCLIP, MOCHA,
VIETTEL TV, VNPT:
MYTV NET, FPT PLAY,
VTV CAB ON, VTCNOW

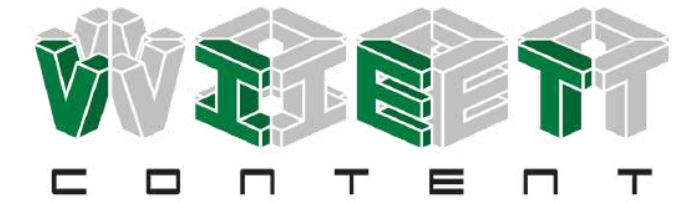


AGENCY/MEDIA

TOP BIGGEST
AGENCIES AND
DIGITAL NEWSPAPERS
IN VIETNAM

VIETCONTENT MEDIA

VIETCONTENT SPORTS



Webthethao.vn



- 650K Views/ day



- 379K followers
- 4.5M reach/month



- 379k followers
- 6.5M reach/month



- 294k followers
- 789k reach/month

BongRo TV



- 342K followers
- 2.8 M reach / month



- 103k followers
- 10M reach / month



- 361K followers
- 5.9M reach / month

Bóng Chuyên Việt Nam



- 216K followers
- 1.7 M reach / month



- 177.7K followers
- 983k reach / month

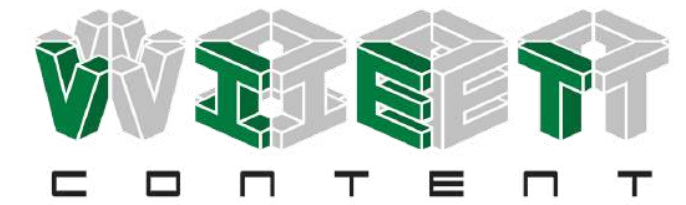
Sports TV



- 133K followers
- 1.4 M reach / month

VIETCONTENT KOLS

VIETCONTENT SPORTS



NGUYỄN THỊ OANH



NGUYỄN HUY HOÀNG

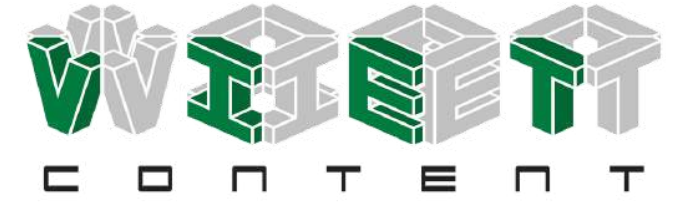


TRẦN THỊ THANH THÚY

To help athletes to earn money from their talent and build up a social community for their own business after the career

SPORTS PROGRAMS PRODUCING

VIETCONTENT GROUP



BASKETBALL

VIETNAM BASKETBALL ASSOCIATION

300 HOURS / YEAR
BASKETBALL
BADMINTON
RUNNING
FIGHTING SPORTS



BADMINTON



BOXING/MMA

VIDEO CLIPS
3000 HOURS / YEAR
ALL SPORTS



RUNNING
CARDIO FITNESS

OUR PROJECTS

31ST SOUTHEAST ASIAN GAMES

30+ SPONSORS



ACHIEVEMENTS

 The record: number of views of the Sport campaign on TikTok, surpassing the "Tokyo 2020 Summer Olympics"

 **37** Sports venues in **12** Cities
5000+ Athletes participating

 **5+B** REACHS | **25+K** HASHTAGS

 **500+K** SPECTATORS



 **18+B** VIEWS | **500+K** HASHTAGS

 **20+** VIOLATIONS OF THE EVENT'S COPYRIGHT SUCCESSFULLY HANDED

OUR PROJECTS - VIETNAM SPORTS AWARDS

"CUP CHIEN THANG" AWARDS

Co-owner "Cup Chien Thang" Awards with Vietnam Sports Administration and VTVcab Since **2015**

The **"OSCAR Awards"** of Vietnam Sports



**CÚP
CHIẾN
THẮNG**



PARTNER



LIVE BROADCAST

1

GALA

21k+

FOLLOWERS

11+

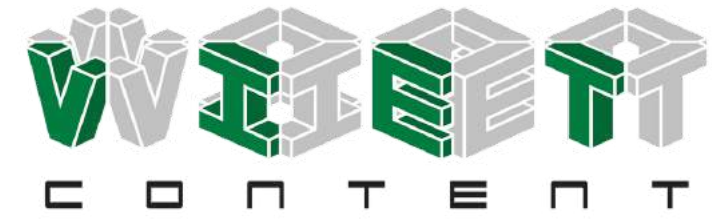
AWARDS

100.000+

VIEWS

OUR PROJECTS

HANOI OPEN POOL CHAMPIONSHIP



ACHIEVEMENTS



The first major ranking event of WNT in Asia with 128 Top Players of Pool worldwide.



The Event is broadcast on Sky Sports, Dazn with the highest production quality.



53M+
REACHS

3K+
HASHTAGS



50M+
VIEWS

5K+
HASHTAGS

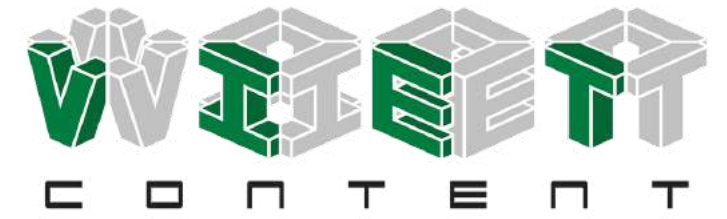


12K+
SPECTATORS

2+ billions

Reaches via television

OUR PROJECTS



VIETNAM INTERNATIONAL HALF MARATHON

PARTNERS



ACHIVEMENTS

2

SEASON

5000

RUNNERS

5

CATEGORIES

3M

REACH

ĐẶC ĐIỂM NỔI BẬT

AAA

LICENSING

390'

LIVE
BROADCAST

1600

STAFF

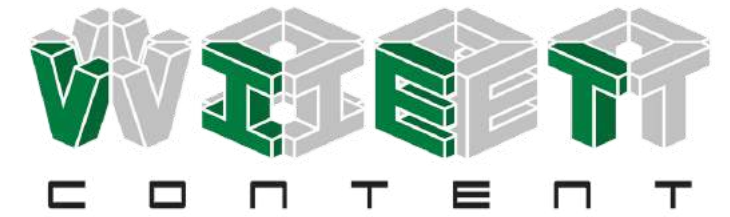
22

COUNTRY AND REGION

15+

SPONSOR &
PARTNERS

OUR PROJECTS



COUNTDOWN PARTY



ACHIVEMENTS



The only Countdown event held in the center of Hanoi city in 2024



Event with the participation of quality guests: My Tam, Double2T, Phuc Bo, Ngot,...



23M+
REACHS

1K+
HASHTAGS



10K+
SPECTATORS

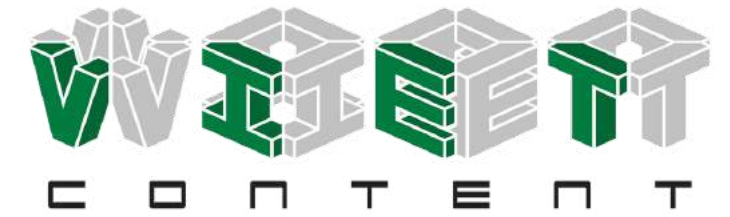


10M+
VIEWS

1K+
HASHTAGS

60K+
FAN AT WALKING STREET

OUR PROJECTS



NATIONAL UNIVERSITIES CHAMPIONSHIP



ACHIVEMENTS



The number 1 basketball tournament for students in Vietnam



The event was produced and broadcast live with high quality equivalent to VBA



20M+
REACHS

1K+
HASHTAGS



10K+
SPECTATORS

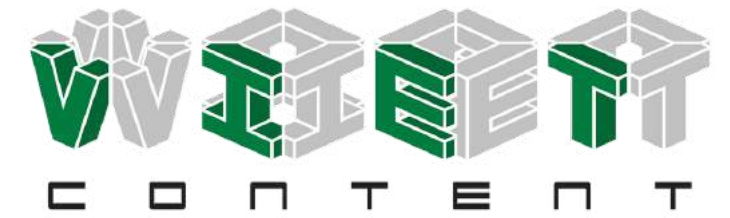


80M+
VIEWS

1K+
HASHTAGS

2B+
REACH BY TV

OUR PROJECTS



NATIONAL UNIVERSITIES CHAMPIONSHIP OF VOLLEYBALL



ACHIVEMENTS

3

REGIONS

120+

SCHOOLS

2

MONTHS

10M

REACH

NEXT YEAR PLAN

200

SCHOOL

2

MONTH

3

REGION

100+

MATCHS

20M+

REACH

50H+

LIVE HOUR

OUR PROJECTS



VIETNAM STUDENTS BASKETBALL LEAGUE

PARTNER



SUCCESS

3

SEASONS

150+

SCHOOLS

6

MONTHS

20M

REACH

NEXT YEAR PLAN

200

SCHOOLS

6

MONTHS

12

DISTRICTS

200+

GAMES

30M+

REACH

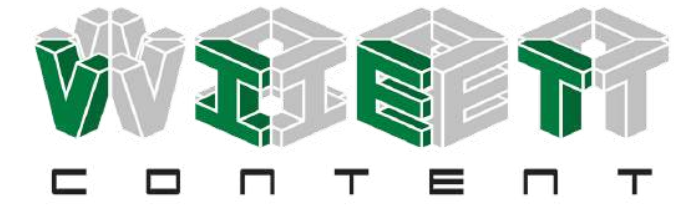
200H+

LIVE

HA NOI & HO CHI MINH CITY

SPORTS EVENTS ORGANISING

VIETCONTENT GROUP



HANOI CITY TRAIL



YAMAHA SUMMER FOOTBALL



**BOXING VICTORY 8
LEGEND OF HOÀN KIẾM**



**U13 School Football 2015
2017**



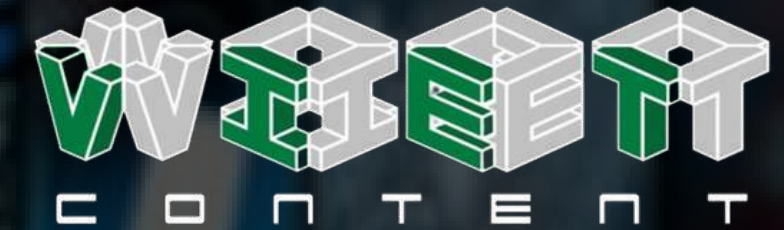
U13 Asian Cup



PERI 9-BALL OPEN

OUR ENTERTAINMENT BUSINESS

VIETCONTENT GROUP



LICENSING

TV RIGHTS
DIGITAL RIGHTS
NEW MEDIA RIGHTS

ALL GENRES

- Animation
- Anime
- TV Series
- Featured Film
- Documentary
- Format

ALL RIGHTS

- TV Rights
- Digital Rights
- New Media Rights



PRODUCTION SERVICES

TV PRODUCTION
VIETNAMESE SERIES
ANIMATION

DISTRIBUTION TV RIGHTS

- **2000** Hours / Year
- Animation
- Anime
- TV Series
- Movies
- Documentary

DISTRIBUTION DIGITAL RIGHTS

- **03** Biggest Telcos
- Telcos : VIETTEL / VNPT / FPT
- All OTT Platforms
 - POPS/ BH MEDIA

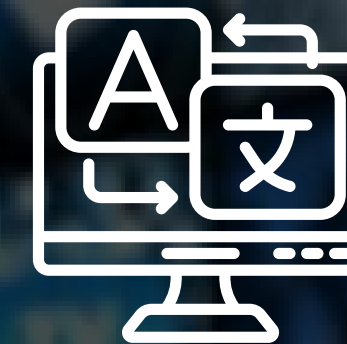


MEDIA

ADVERTISEMENT SALE
TV BOOKING
SPONSORSHIP SALE
CHANNEL SPONSORSHIP

TV BOOKING

- Having preferential advertising prices for advertising slot in V.League broadcast on VTVcab - VTV, VBA broadcast on VTVcab - VTV



LOCALIZATION SERVICES

TRANSLATION
SUBTITLE
VOICE-OVER
DUBBING

TRANSLATE

- 3 Projects of TV Tokyo

SUBTITLE

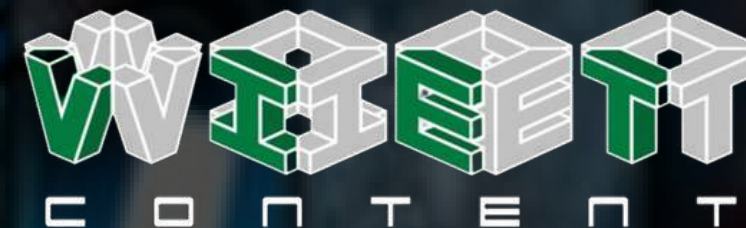
- 5 Channels of QNET
- BBC Earth
- Discovery Asia Dreamworks
- ABC Australia
- HBO

VOICE OVER - DUBBING

- **1500** Hours / Year

GLOBAL PARTNERS AND CLIENTS NETWORK

VIETCONTENT GROUP



AJINOMOTO
DENTSU
GOOGLE
FACEBOOK
SABECO
HEINEKEN
PEPSICO
YAMAHA
TIKTOK
HERBALIFE

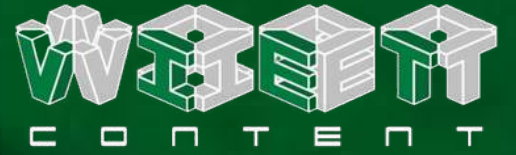
DISNEY
NBC UNIVERSAL
PARAMOUNT PICTURE
TV TOKYO
TRUEID
DHX
TELEVISA
TV GLOBAL

BBC
XILAM
FUTURIKON
CYBER GROUP
TELEMUNDO
RAI
GLOBAL AGENCY
KANAL D
MISTCO
TBS

TBS
TICOMNET
NHK
HUNAN
CCTV
100 CENTURY
MCC
REGENTACT
KBS
SBS
MBC
EBS
MEDIACORP

OUR INTIMATE PARTNERS

VIETCONTENT GROUP



FREE TV

VTV

HTV

DRT

QPTV

OTHERS
PROVINCE TV
STATION

PAYTV

VTV CAB

SCTV

K+

FPT

MYTV

OTT

VIETTEL

VNPT

MOBIFONE

FPT

ZINGTV

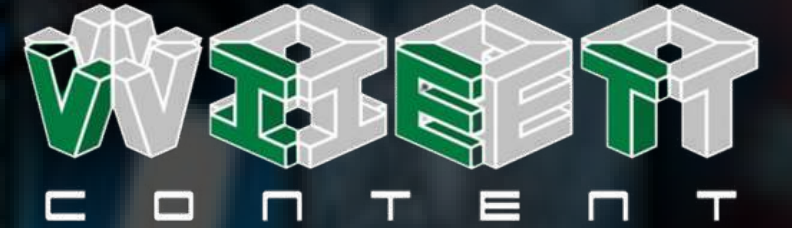
POPS

BH MEDIA



DOMESTIC PARTNER

VIETCONTENT GROUP



VIETNAM FEDERATIONS

VIETNAM SPORTS ADMINISTRATION

BASKETBALL
VOLLEYBALL
BADMINTON
ATHLETICS

OTHER BRANDS

BIDV BANK
HANOI BEER
TPBANK
EUROWINDOW
DONGLUC GROUP
MILO-NESTLÉ VIETNAM

REWARD - HONOR



Certificate of Merit from the Minister of Culture, Sports and Tourism for good achievements in directing, operating and organizing the 31st Southeast Asian Games (SEA Games 31) - 2022



Certificate of Merit from the Vietnam Olympic Committee for contributions to the development of the Sports movement and Vietnam Olympics in 2019

REWARD - HONOR



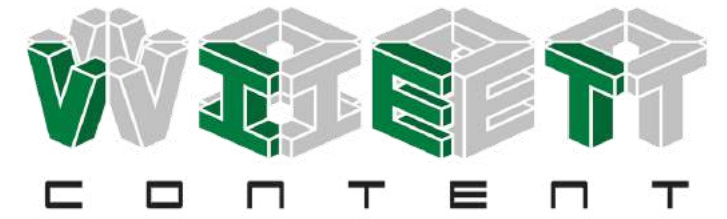
Certificate of Merit from the People's Committee of Hai Ba Trung District for good performance of Tax obligations in 2016



Decision to recognize the Ho Chi Minh Communist Youth Union Central Committee as a collective member of the Club "For beloved Hoang Sa - Truong Sa" from 2019

OUR TEAM

VIETCONTENT GROUP



**TRAN
THUY CHI**
PRESIDENT CUM CEO
VIETCONTENT GROUP



**HOANG
HA**
CHAIRMAN
VIETCONTENT SPORTS



**NGUYEN
THI MY DUNG**
LEGAL CONSULTANT
VIETCONTENT GROUP



**NGUYEN
QUOC HUNG**
CEO
HANOI CITY TRAIL



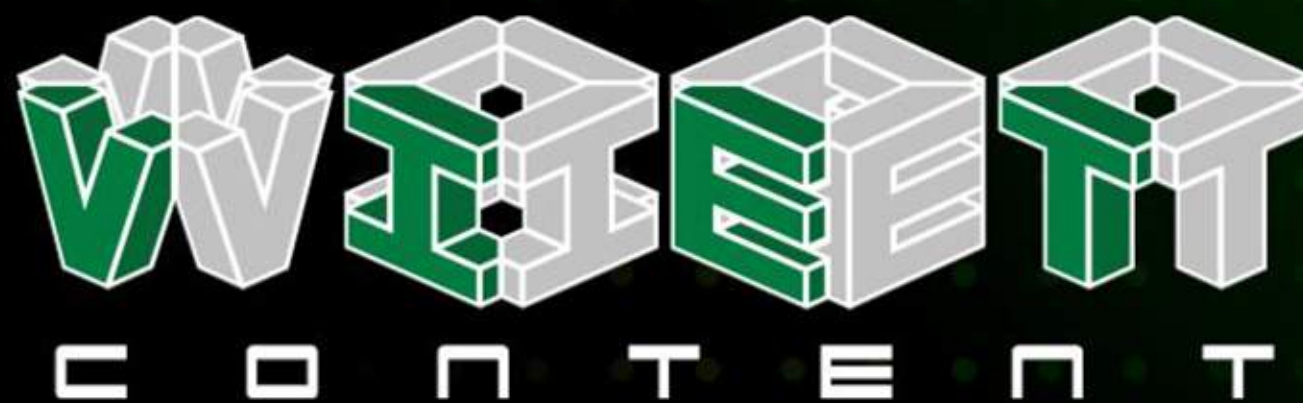
**BUI
THI MINH THAO**
FINANCIAL VICE DIRECTOR
VIETCONTENT GROUP



**BUI
THU HONG**
VICE DIRECTOR
VIETCONTENT GROUP



**LE
NGUYEN**
VICE MANAGING DIRECTOR
VIETCONTENT GROUP



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Hanoi City, Vietnam

WEBSITE

www.vietcontent.com.vn