



Big business opportunities in the digital transformation wave in Vietnam: Ideas to dominate the newsroom market from 2024 to 2030

Everything can be deals just need we have strong cooperative by trust and honestly.





“There is never a single successful solution for all customers. What we need to do is continually customize and upgrade to best fit each of our customers.”

VTVBroadcom MS – Building the most suitable solutions for each customer

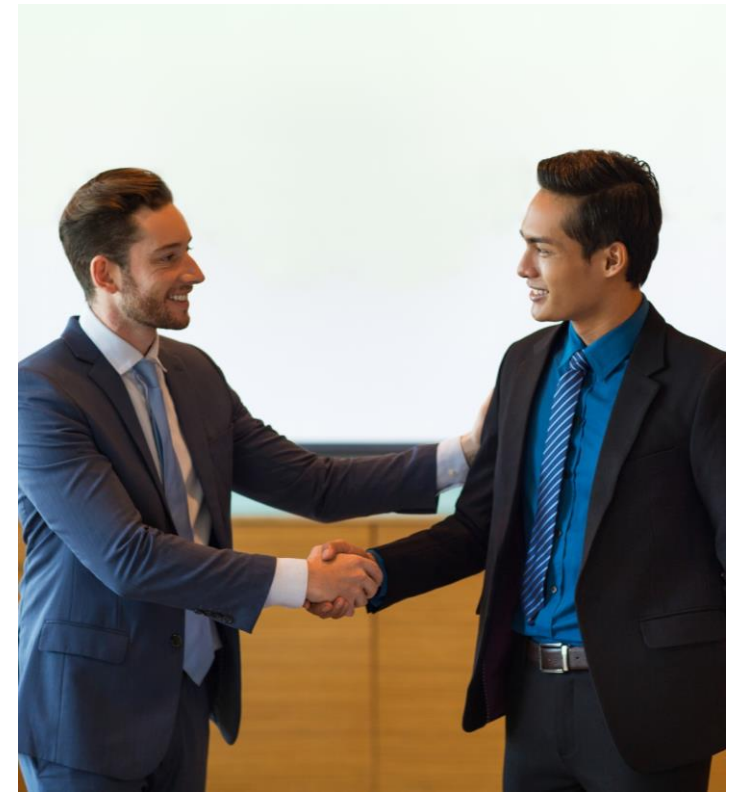
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I. Introduction to VTVBroadcom MS

1. VTVBroadcom MS originated from VTV – The biggest TV Station
2. The founders have been engineering in the broadcast field for more than 20 years
3. Multi-project deployment all over Vietnam, especially with big projects:
 - Broadcast studio solutions
 - MAM solutions
 - Broadcast traffic system
 - Broadcast Playout automation system
4. Ability to research and develop new solutions quickly
5. Experienced in newsroom, able to absorb and implement quickly.

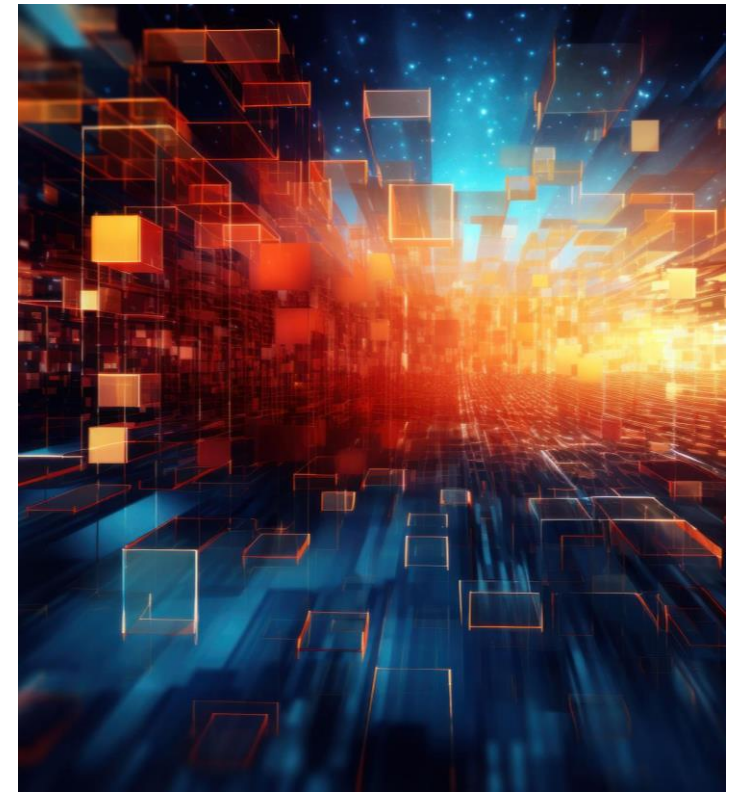


II. Overview of the Vietnamese Newsroom Market

1. The digital transformation wave in Vietnam

The Vietnamese government has introduced programs and policies that mandate and support digital transformation in management and business. The policies apply to the period from 2024 to 2030. Therefore, all agencies, organizations, and economic sectors will be prioritized for state budget funding if they have suitable and feasible digital transformation solutions and plans.

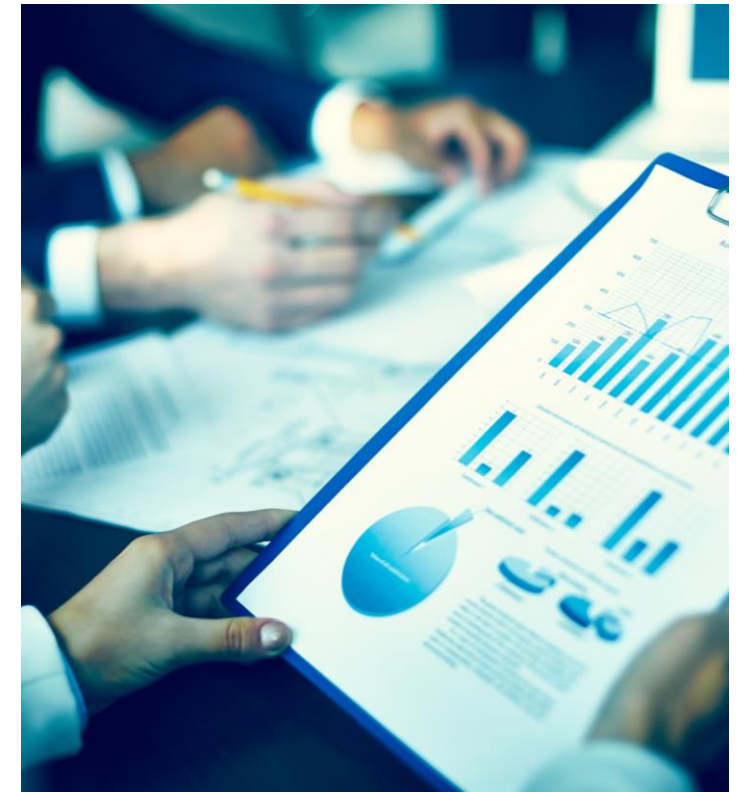
- Radio and television stations in Vietnam are actively seeking suitable technological solutions.
- This is a golden opportunity for the deployment of newsrooms in the broadcasting field.



II. Overview of the Vietnamese Newsroom Market

2. Some actual statistical figures about the Vietnamese Market

- Vietnam has 70 television stations with nearly 100 TV channels include:
 - 01 center national TV station
 - 06 national-level TV stations
 - 63 provincial and city-level TV stations
- On average, each television station broadcasts 3 news bulletins per day.
- The average duration of a news bulletin is at least 30 minutes.
- Vietnam has about 80 FM Radio channels.
- Currently, 20 TV Station use MAM, 5 TV stations are using newsrooms: Avid iNews, Octopus, Dalet.



II. Overview of the Vietnamese Newsroom Market

3. Some current competitors and providers in Vietnamese market

- Dalet: Newsroom + MAM
- Avid iNews: Newsroom + MAM
- Octopus: Newsroom
- Metus: MAM
- EditShare: MAM
- eMAM: MAM
- Etere: MAM



II. Overview of the Vietnamese Newsroom Market

4. Some notable characteristics of the Vietnamese market

- Most of the radio and television stations in Vietnam are small in size.
- Most of Vietnam's radio and television stations are funded by the government.
- Television stations are hesitant to adopt new solutions that have not been thoroughly tested.
- They desire a low-cost newsroom system with a trial period.



II. Overview of the Vietnamese Newsroom Market

5. The newsroom opportunities in Vietnam market

- Vietnam Television (VTV), the national television network, is using Avid iNEWS for news programs and is looking for an additional newsroom solution for sports news.
- Hochiminh Television (HTV) has been using Avid iNEWS for a long time, and now it's time to look for better newsroom solutions to replace the existing system based on flexibility, customizability, and better pricing.
- Province TV stations do not use any newsroom solution yet. Now they are applying for the digital transformation wave there for they are looking for suitable newsroom solutions.
- Great Potential for content creators because of haven't got any newsroom solutions in Vietnam yet.



III. Capabilities of VTVBroadcom MS in marketing deployment

The value of a product, service, or solution lies in the customer's perception of the brand of that product, service, or solution. Positioning a brand with high and superior value in the customer's mind is both a strategy and an art. VTVBroadcom MS is fully capable of building, developing, and strongly positioning a sustainable brand. We can:

- With over 20 years of activities in the field of broadcasting and television, we not only understand broadcasting customers deeply but also have good relationships with most of the broadcasting stations nationwide
- Develop, deploy creative and impressive brand communication campaigns with the most optimal costs.
- Leverage the power of technology in online communication as a key focus
- Deploy direct and practical relationship marketing to each customer



V. Specific steps for implementation

We have two main markets which are television radio stations in Vietnam and independent content creators (individuals or organizations). VTVBroadcom MS proposes to prioritize the familiar market deployment that is the first for broadcasting stations and then additional time to discuss the plan to deployment for the independent content creators market:

- Deploy intensive training on installing Newsroom systems
- Deploy the Newsroom system at VTVBroadcom MS include:
 - CG, Playout, Prompter, MAM
 - The ability to meet at least 20 concurrent users



IV. Discuss issues that need clarification

1. EXCLUSIVE POLICY

2. TV AND RADIO STATION

- MAM – How to integrate with MAM, any recommend about MAM?
- CG – What is the Snews CG ? and how is about another CG integration?
- Payout - What is the Snews Payout ? and how is about another Payout integration?
- Prompter – How to integrate with Prompters, any recommend about Prompters?
- ARION – How to integrate with third-party ERP systems?
- How to solve ARION Vietnamese language include MAM, CG, Payout, Prompter...?
- About implementation, how about On-premises, Cloud, or hybrid?

3. CONTENT CREATORS

- Cloud technology solution to implement?
- Marketing & Business strategy initiation?





Thank you

“If you have any ideas or requests, please let us know. We are very excited to collaborate with you closely at any time and in any way.”

VTVBroadcom MS