

STRAIGHT VIEW TALK SHOW (GÓC NHÌN THẲNG)



Applied since 03/2022

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1. INTRODUCTION OF STRAIGHT VIEW TALKSHOW

CONTENT TIMELINE



1ST PR article

Providing the main topic, timetable and sponsors



Video clip

Attached in the 2nd PR article

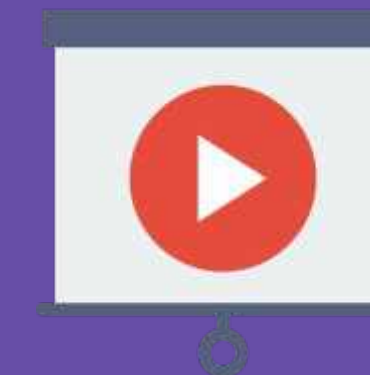
Center Banner 3

Published on the homepage



2nd PR article

Reporting and summarizing the talk show



1. INTRODUCTION OF STRAIGHT VIEW TALKSHOW

The screenshot shows a typical news page layout with various sections:

- THỜI SỰ**: News items about the Prime Minister's stance on COVID-19, a flight hijacking incident, and a meeting with the Philippines.
- KINH DOANH**: Business news including a meeting with the Prime Minister, VIB's performance, and market trends.
- BẤT ĐỘNG SẢN**: Real estate news about land prices and a meeting with the Prime Minister.
- CÔNG NGHỆ**: Technology news about a 50-year-old inventor and a meeting with the Prime Minister.
- PREMIUM***: A section at the bottom with five featured articles.

This screenshot is similar to the first one but highlights three specific banners:

- Center banner 3 (980x250)**: A yellow banner at the top right containing a list of 9 items related to COVID-19 vaccines and government decisions.
- Bottom banner (980x250)**: A grey banner at the bottom right.
- Other elements**: A sidebar on the left with 'BẠN ĐỌC' (Readers' Choice) and 'MULTIMEDIA' sections, and a 'RAO VẶT' (Real Estate) section on the right.

1st PR article: Providing the main topic, timetable and sponsors

2nd PR article: Reporting and summarizing the talk show

Center Banner 3: Presenting the topic and time of the show

1. INTRODUCTION OF STRAIGHT VIEW TALKSHOW

2nd PR article

Containing a video of the talk show



The screenshot shows a news article on the Vietnamnet website. The main headline is "Thi trắc nghiệm Toán: Tất cả đồng thuận thì còn gì là đổi mới?". Below the headline, there is a video player with the text "Video Clip" overlaid. The article text discusses the national mathematics exam (THPT) and the consensus among stakeholders regarding the exam format. A small photo of two people is visible at the bottom of the article.

The screenshot shows the Vietnamnet TV homepage. At the top, there is a banner for "TOP 1 VIETNAMNETTV" with a video thumbnail. Below this, there are several sections: "TIÊU ĐIỂM" (Highlights), "DỊCH COVID-19" (COVID-19), "HOT NHẤT" (Hot), "VIỆC TỬ TẾ" (Deaths), "KHÔNG GIAN SỐNG" (Living Space), "THỜI SỰ" (Current Events), "ĐỜI SỐNG" (Life), and "GIẢI TRÍ" (Entertainment). Each section contains small video thumbnails and titles.



Video is attached in the article updating the event and co-published on the 1st Top in VietnamnetTV Homepage during 2 hours

2. DEMO OF STRAIGHT VIEW TALKSHOW



[Click to view Demo of Straight view Talk Show](#)

3. QUOTATION OF STRAIGHT VIEW TALKSHOW

- Price: **90.000.000 VNĐ**
- Details:

No	Content	Description	Timeline
1	Center banner 3: Talkshow introduction banner	Dimension of banner: 980x250	During 03 days until the launching day
2	1st PR article: An article introduces the topic of that event and the sponsors	Top 7 - 12 of Hot news section on Vietnamnet.vn Homepage, co-published on Top 3 of an appropriate category in 2 hours, then stored on an appropriate subcategory	03-07 days before the launching day
3	2nd PR article: An PR article reports and summarizes the event	Top 7 - 12 of Hot news section on Vietnamnet.vn Homepage, co-published on Top 3 of an appropriate category in 2 hours, then stored on an appropriate subcategory	On the launching day
4	Live video clip of the talkshow	The video is attached in the article updating the talk show and co-published on the 1st Top on VietnamnetTV Homepage in 2 hours.	On the launching day

3. THE BENEFITS OF SPONSORS

✓	Benefits of sponsor's name and logo	Vị trí
1	In the article introducing the topic and time of the talk show	1 st PR article
2	In the article containing the video clip of the talk show	2 nd PR article
3	At the bottom right corner of the screen during the talk show	Video clip
4	At studio's background or out-of-studio background	Video clip
5	In the show's intro and credit as a sponsor	Video clip
6	MC mentions the sponsor's name in the introduction and at the end of the show.	Video clip
✓	Benefits of advertisement	
7	The information displayed in the banner includes ABC – Great honour to sponsor the “Góc nhìn thẳng”p talk show No.: [Name of the show]	Center banner 3
8	PR article introduces the sponsor	1 st PR article
9	Maximum 30 seconds Pre-roll ad in the video clip of the show	Video clip
10	Overlay ad is displayed in the video when broadcasting the talk show	Video clip

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