

VIDEO ADS

ADVERTISING VIDEO FORMAT
& POSITIONS ON VIETNAMNET TV



Applied since 03/2022

ADVERTISING VIDEO FORMAT | VIDEO ADS



1. IN-STREAM

In-stream video ads are advertisements in the video content of websites, displayed when playing video content. In-stream video ads advertise naturally to readers, increase efficiency.



2. OUT-STREAM

Outstream video ads are advertisements that are appeared outside the internal video area content and are displayed naturally between detailed articles or in Banner areas on the website.

Why should choose VIDEO ADS?



Consumers tend to **watch more videos**: Up to 94.3% of Internet users in Vietnam spend time watching all kinds of videos every week.



Convey the message in a **more vivid** way: Combine images, music, texts; bring excitement for customers to understand the message.



Convey a lot of information to target audiences **in a shorter time** when compared to other formats (images, text, etc.)



Increase brand awareness: Messages conveyed through video will help the target audience have a deeper impression.

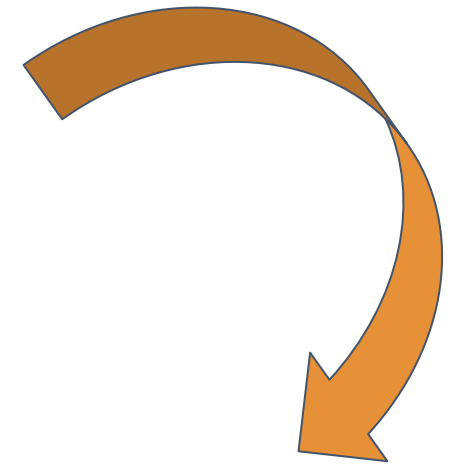


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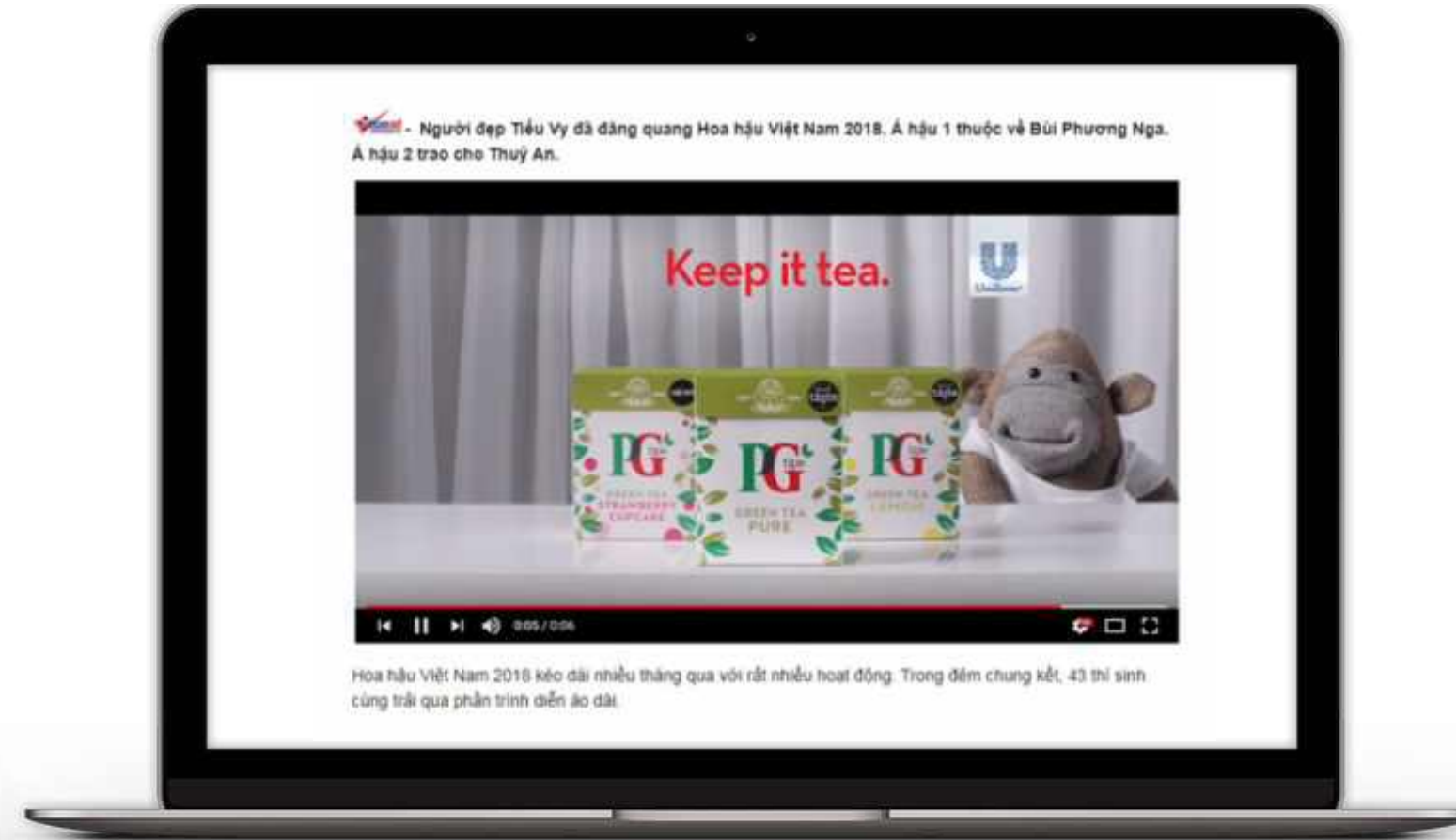
1. IN-STREAM | FORMS



STANDARD PRE-ROLL

- Ads are displayed before playing video
- After 5s, the "Skip" button will appear.
The maximum time duration to display an ad is 60s.
- Ad format: Full-screen banner display
- Size: 640x360px

[Demo](#)

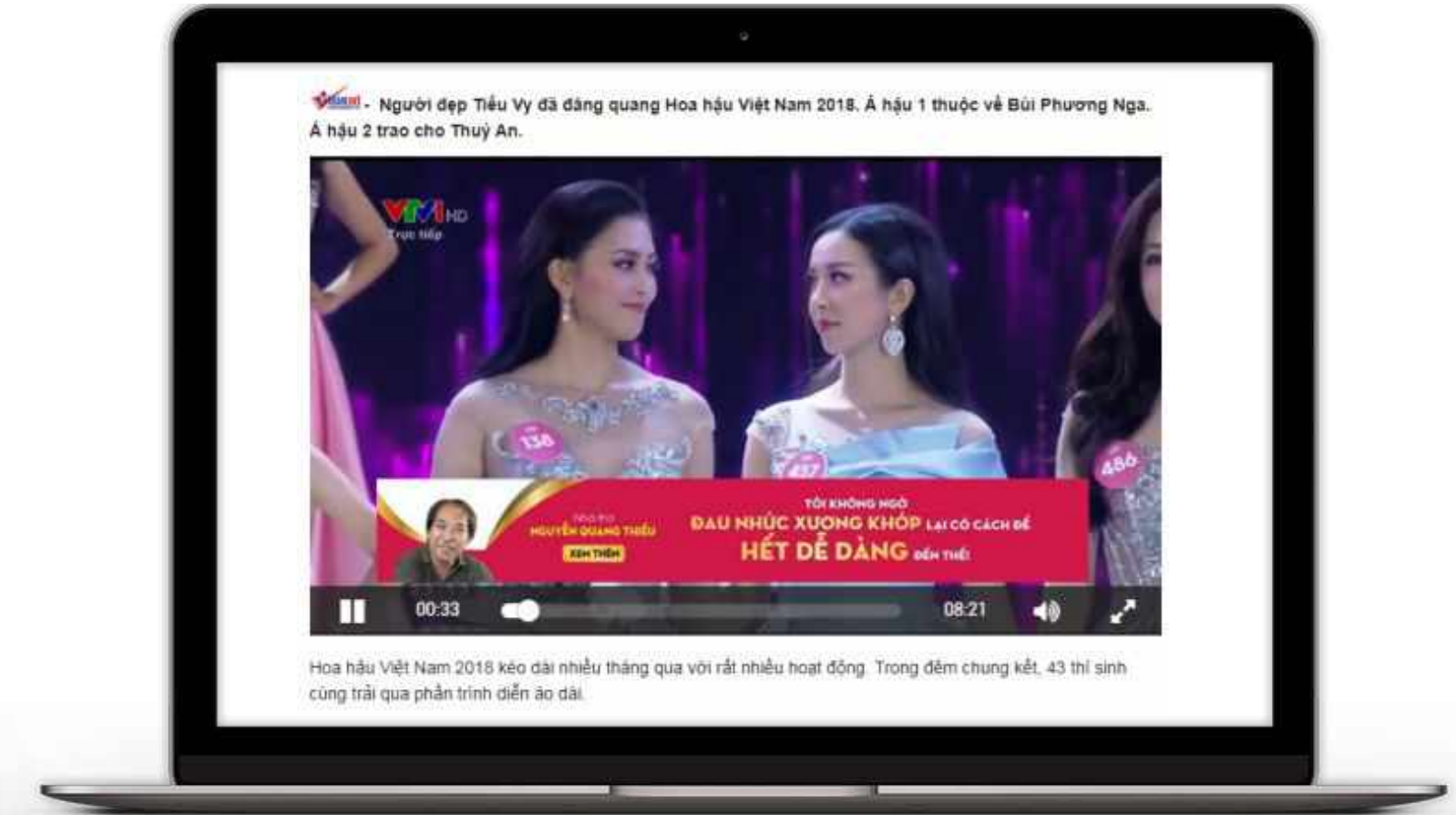


NON-SKIP PRE-ROLL

- Ads are displayed before playing video
- Time to display ad is 6s, "Skip" button does not appear at that time
- Ad format: Full-screen banner display
- Size: 640x360px

[Demo](#)

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VIDEO OVERLAY BANNER

- Banner ads are appear to overlay the content video
- Maximum time to display ad is 30s •
Format: Banner
- Size: 480x70px

[Demo](#)

1. IN-STREAM | QUOTATION

Format	Platform	Description	Dimension (Pixel)	Price of 1 CPM (VND)		Demo
				VietNamNet	2Sao/TintucOnline	
Standard Pre-roll	PC & Mobile	<ul style="list-style-type: none"> • Ads are displayed before playing video • After 5s, the “Skip” button will appear. The maximum time duration to display an ad is 60s • Ad format: Full-screen banner display 	640x360	40.000	25.000	Demo
Non-skip Pre-roll	PC & Mobile	<ul style="list-style-type: none"> • Ads displayed before playing video • Time to display ad is 6s, “Skip” button is not appear • Ad format: Full-screen banner display 	640x360	30.000	15.000	Demo
Video Overlay banner	PC	<ul style="list-style-type: none"> • Banner ads appear to overlay the content video • Maximum time to display ad is 30s • Format: Banner 	480x70	30.000	20.000	Demo

Notes:

- Advertisements are not allowed to displayed in special categories including Chinh tri, Thong tin truyen thong, Tuan Viet Nam, Goc nhin thang.
- Minimum package of 500 CPM is valid for 1 week.

2. OUT-STREAM | FORMS



IN-READ VIDEO

- Video ads are displayed in the content of the article, alongside with reader's storyline
- After 5s, the "Skip" button will appear. The maximum duration to display an ad is 30s
- Size: 640x360px

[Demo](#)



OUT-STREAM VIDEO

- Autoplay video ads are displayed in the bottom right corner of the screen
- The maximum time to show an ad is 5 minutes.
- After 5s, the "Skip" button will appear. The video ad will disappear after its content has finally ended.
- Size: 640x360px

[Demo](#)

2. OUT-STREAM | RATE CARD

Format	Platform	Description	Dimension (Pixel)	Price of 1 CPM (VND)		Demo
				VietNamNet	2Sao/ TintucOnline	
In-read Video	PC	<ul style="list-style-type: none">Video ads are displayed in the content of the article, alongside with reader's storylineAfter 5s, the "Skip" button will appear. The maximum time to display an ad is 30sSize: 640x360px	640x360	40.000	25.000	Demo
Outstream Video	PC	<ul style="list-style-type: none">Auto-play video ads displayed in the bottom right corner of screenAfter 5s, "Skip" button will appear, maximum time to display ad is 5 minutes. The video ad will disappear after its content has finally ended.	640x360	40.000	25.000	Demo

Notes:

- Advertisements are not allowed to displayed in special categories including Politics (Chính trị), Information and Communication (Thông tin Truyền thông), Tuan Viet Nam, Straight View (Góc nhìn thẳng).
- Minimum package of 500 CPM is valid for 1 week.

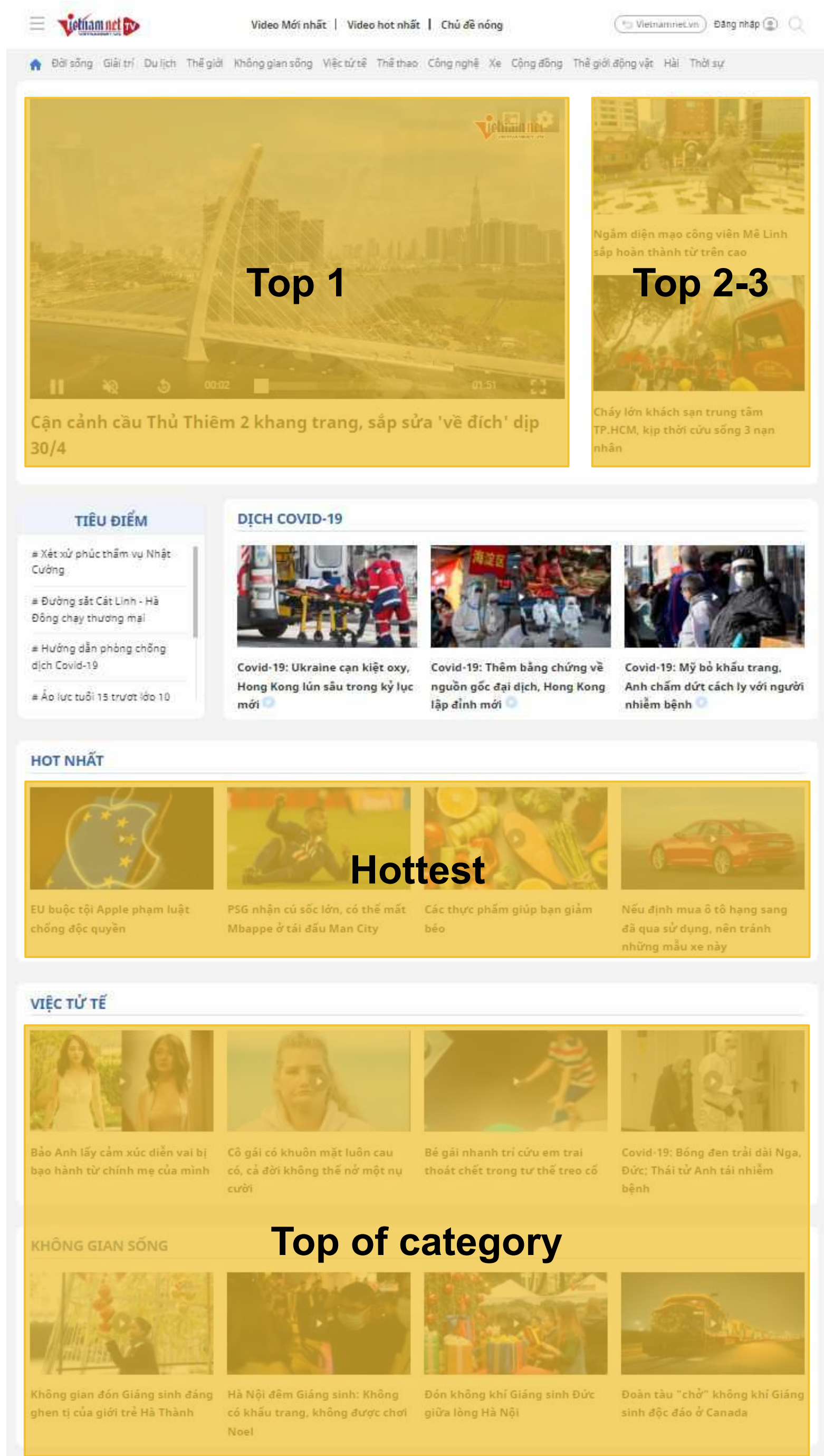
3. PUBLISHED VIDEOS ON VIETNAMNET TV



Video uploaded at
VietnamNet Video Category



Video uploaded at **Box VietNamNet Video**
on Homepage **VietNamNet.vn**



PUBLISHED VIDEO ON VIETNAMNET TV



**Applied for 1-3-mins video length*

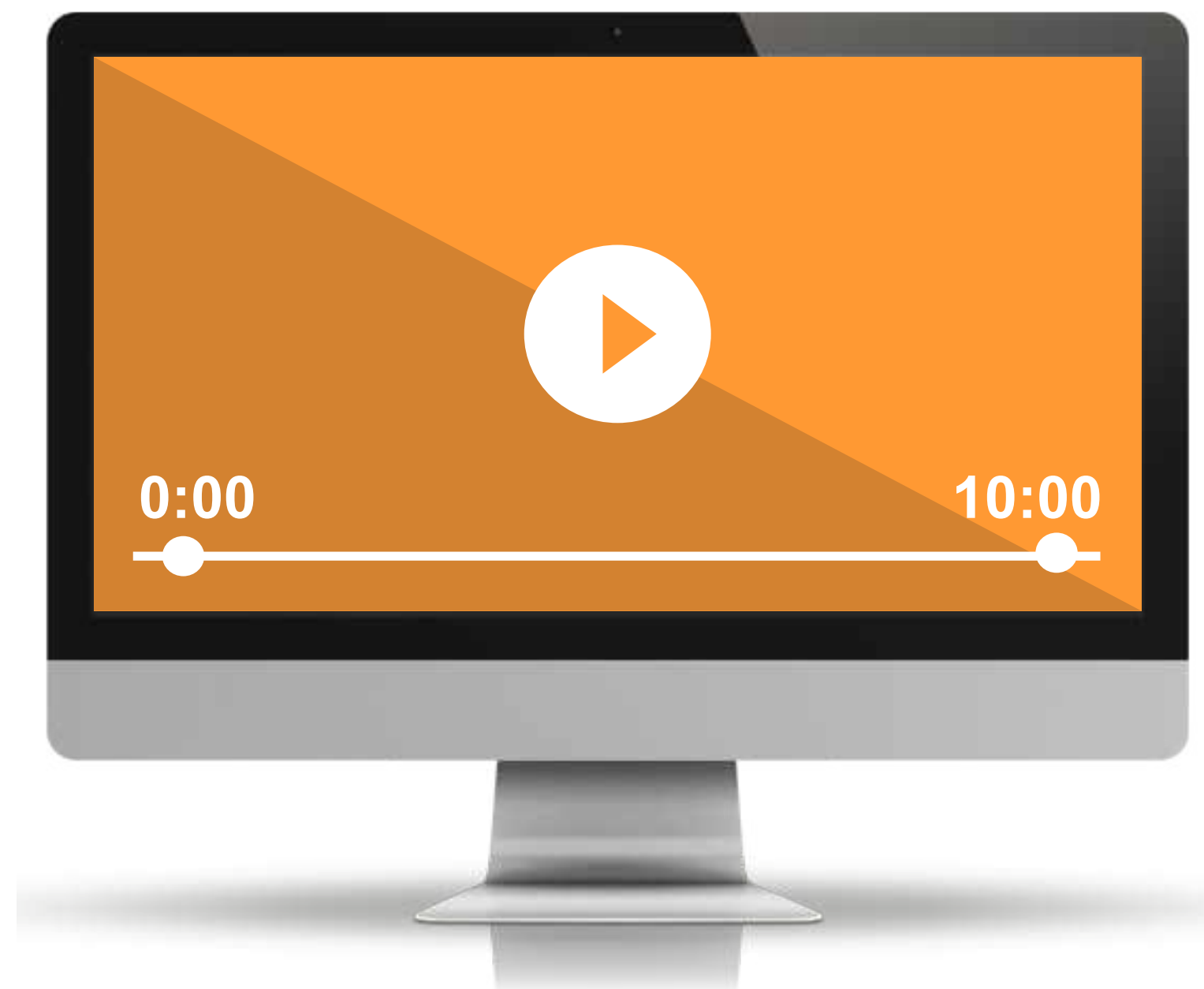
Position	Description	Price (VND)
Top 1	Video clip is published on Top 1 of VietNamNet Video category in 2 hours. It is then stored on an appropriate category.	10.000.000
Top 2 - 3	Video clip is published on Top 2-3 of VietNamNet Video category in 2 hours. It is then stored on an appropriate category.	6.000.000
Hottest video	Video clip is published at the “Hottest videos” position of VietNamNet Video category in 2 hours.It is then stored on an appropriate category.	4.000.000
Top of category including Thời sự, Đời sống, Giải trí, Pháp luật	Video clip is published on a suitable category including: Thời sự , Đời sống, Giải trí, Pháp luật on VietNamNet Video Homepage in 2 hours. It is then stored on an appropriate category.	3.000.000
Top of other categories	Video clip is published at the Top position of other categories on VietNamNet Video category in 2 hours. It is then stored on an appropriate category.	2.000.000

Demo

VIDEO ON VIETNAMNET TV

Video in the VietNamNetTV homepage

**Applied for more than 3-minute video*



Type	Price (VND)
Videos are 3 to 5 minutes long	Plus 500.000 VND
Videos are 5 to 10 minutes long	Plus 1.000.000 VND
Videos are longer than 10 minutes	Plus 2.000.000 VND



PUBLISHED VIDEO ON VIETNAMNET HOMEPAGE

Videos uploaded on Box Video-VietNamNet.vn

**Applied for 1-3-mins video length*

Position	Description	Price (VND)
Top 1 of VietNamNetTV on VietNamNet Homepage	Video clip is published at the Top 1 of VietNamNetTV on VietNamNet Homepage in 2 hours . It is then stored on an appropriate category of Vietnamnet Video category.	28.000.000
Top 2 - 5 of VietNamNetTV on VietNamNet Homepage	Video clip is published on the Top 2 - 5 of VietNamNetTV on VietNamNet Homepage in 2 hours . It is then stored on an appropriate category of Vietnamnet Video category.	20.000.000

[Demo](#)

4. GENERAL REGULATIONS

- Price does not include VAT tax.
- **Minimum package** of 500 CPM is valid for 1 week.
- **Contract term** less than 7 days will be rounded up to 1 week.
- Sponsorship does **not apply to special categories** including: Chính trị, Thông tin truyền thông, Tuần Việt Nam, Góc nhìn thẳng.
- The introduction of each video can have a **maximum length of 150 words**.
- **Video Clip** has an aspect ratio of 16:9. The maximum capacity is 250MB.
- In **the co-publishing policy**, customers receive a 50% discount on the publication charge of an article with the same content and co-published on the same day at all different positions and categories. The cost of a co-publishing article must be equal to or lower than the first article.
- Article content must comply with **Vietnamese regulations on Press and Fine Customs**. The Editorial Board can edit content, photos to meet VietNamNet's criteria.
- **Plus 100% fee** for articles related to alcohols that are allowed to be advertised by Vietnam laws.
- **Plus 20% publishing fee** for each brand, from the second one and owned by different people or corporations, mentioned.

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