



# podcast

NGHE MỌI NƠI, KHƠI CẢM HỨNG



**1. PODCAST - THE EFFECTIVE MARKETING CHANNEL**

**2. PODCAST VIETNAMNET**

**3. PRODUCTION & RATE CARD**

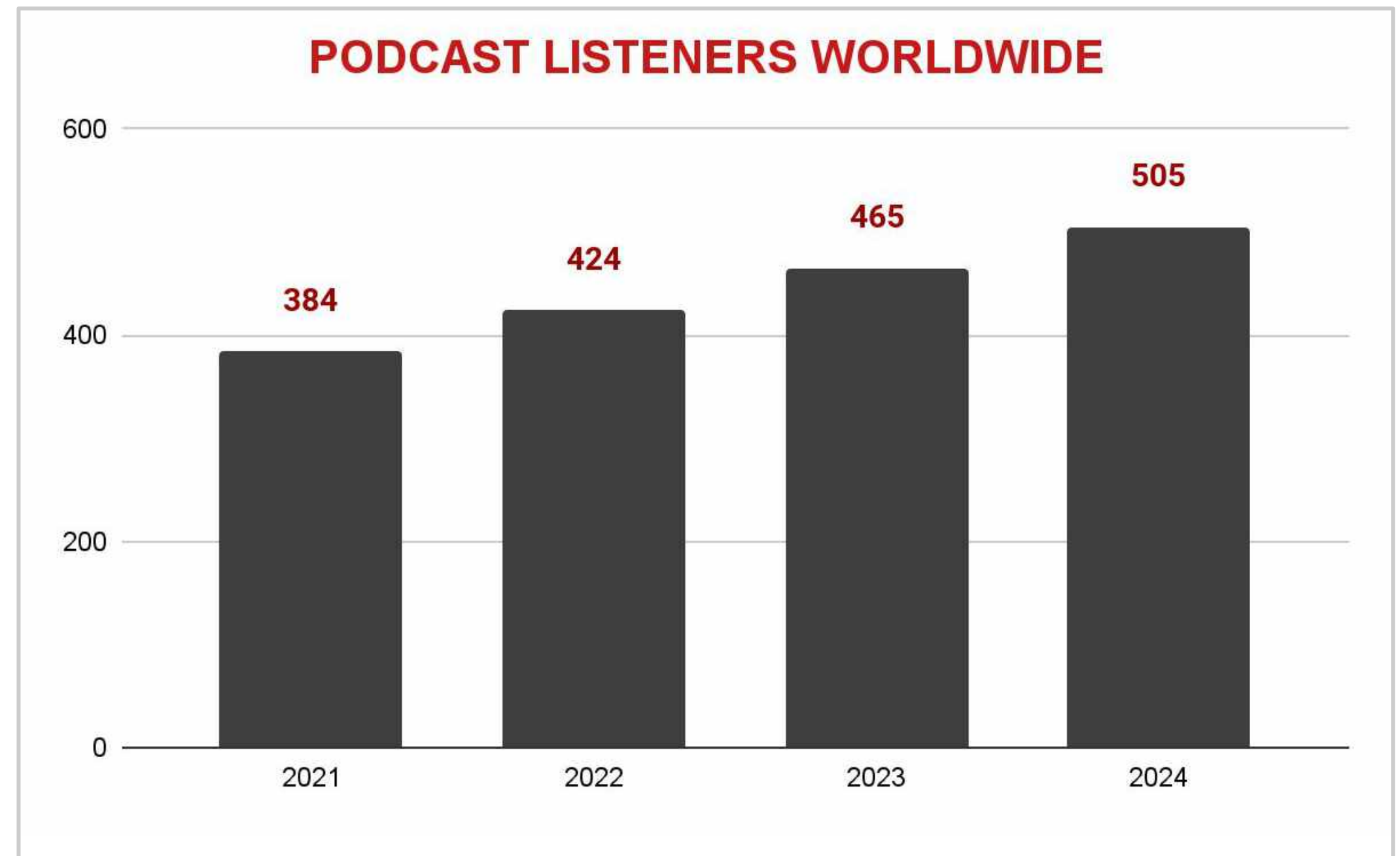
**4. CONTACT INFORMATION**

# PODCAST - THE EFFECTIVE MARKETING CHANNEL



# 1. PODCAST - GLOBAL TREND

- With convenience, diversity, and entertainment value, Podcast are gradually becoming a popular information channel embraced by a large number of listeners.
- The number of people listening to Podcast has been steadily increasing over the years. Within a span of 4 years (from 2021 to 2024), the number of Podcast listeners will increase by over 30%, demonstrating the appeal of this medium.



*Unit: Million people*

## 2. PODCAST - THE EFFECTIVE MARKETING CHANNEL



### REACHING A LARGE CUSTOMER BASE

As the number of podcast listeners continues to grow, it proves to be particularly effective with Millennials.



### REACHING POTENTIAL CUSTOMERS

Nearly 60% of podcast listeners are highly educated individuals, and they tend to invest more in the consumer sector.



### REACHING TARGETED CUSTOMERS

Each podcast focuses on a specific field or topic.



### HIGH CREDIBILITY

Listeners often feel trust and connection with the host.



### SAVING

Brands can build their own podcast channels to promote their products for free.

# PODCAST VIETNAMNET





# 1. GENERAL INTRODUCTION



To provide readers with a portable news product, "**Listen Anywhere**," Podcast Vietnamnet was born with the mission of "**Inspiring**" by delivering updated and curated information chosen by readers. It accompanies readers anytime, anywhere.

Readers can select podcast topics on the VietNamNet news app to receive notifications when new content is available.

Bản tin thời sự  
(*Breaking News*)

Góc nhìn  
(*Perspectives*)

Độc lạ  
(*Exceptional*)

Sống trẻ  
(*Youth Lifestyle*)

Sách hay  
(*Must Read Book*)

## 2. PROGRAMS



### **BẢN TIN THỜI SỰ** **(Breaking News)**

"Bản tin thời sự" that compiles the latest prominent news on VietNamNet, updated four times a day at 6 AM, 11 AM, 5 PM, and 11 PM.



### **GÓC NHÌN** **(Perspectives)**

The podcast episode provides in-depth analysis and commentary on prominent issues that are currently of public interest, presenting perspectives from experts and insiders.



### **ĐỘC LẠ** **(Exceptional)**

Podcast covering unique and novel information and events in Vietnam and around the world.



### **SỐNG TRẺ** **(Youth Lifestyle)**

Podcast focusing on the lives of young people, entertainment trends, modern lifestyles, and unique travel experiences in a completely new way.



### **SÁCH HAY** **(Must Read Book)**

Podcast reviews, comments on good and worth reading titles, notable new titles



# PRODUCTION & RATE CARD



# 1. PODCAST POSTING

- Podcasts produced by the manufacturing brand (with a maximum duration of 30 minutes) are posted on VietNamNet news platform.
- Categories
  - Podcast Top 1
  - Podcast Top 2
  - Headlines/ Hot News Podcast

## STRENGTHS

- ★ Ensuring the brand's communication needs are accurately delivered to the target customers.
- ★ The brand itself develops the script and produces the podcast, ensuring that the quality of the podcast product meets the required standards.



### CHANNEL

Podcast Vietnamnet



### DURATION

Maximum 30 mins



### FILE TYPE

File MP3



### PLATFORM

Desktop, Mobile

# 1. PODCAST POSTING - TOP 1

Podcast is posted in the  
**Top 1 Position** in the  
**Podcast category** for a  
**duration** of 02 hours



Demo Desktop

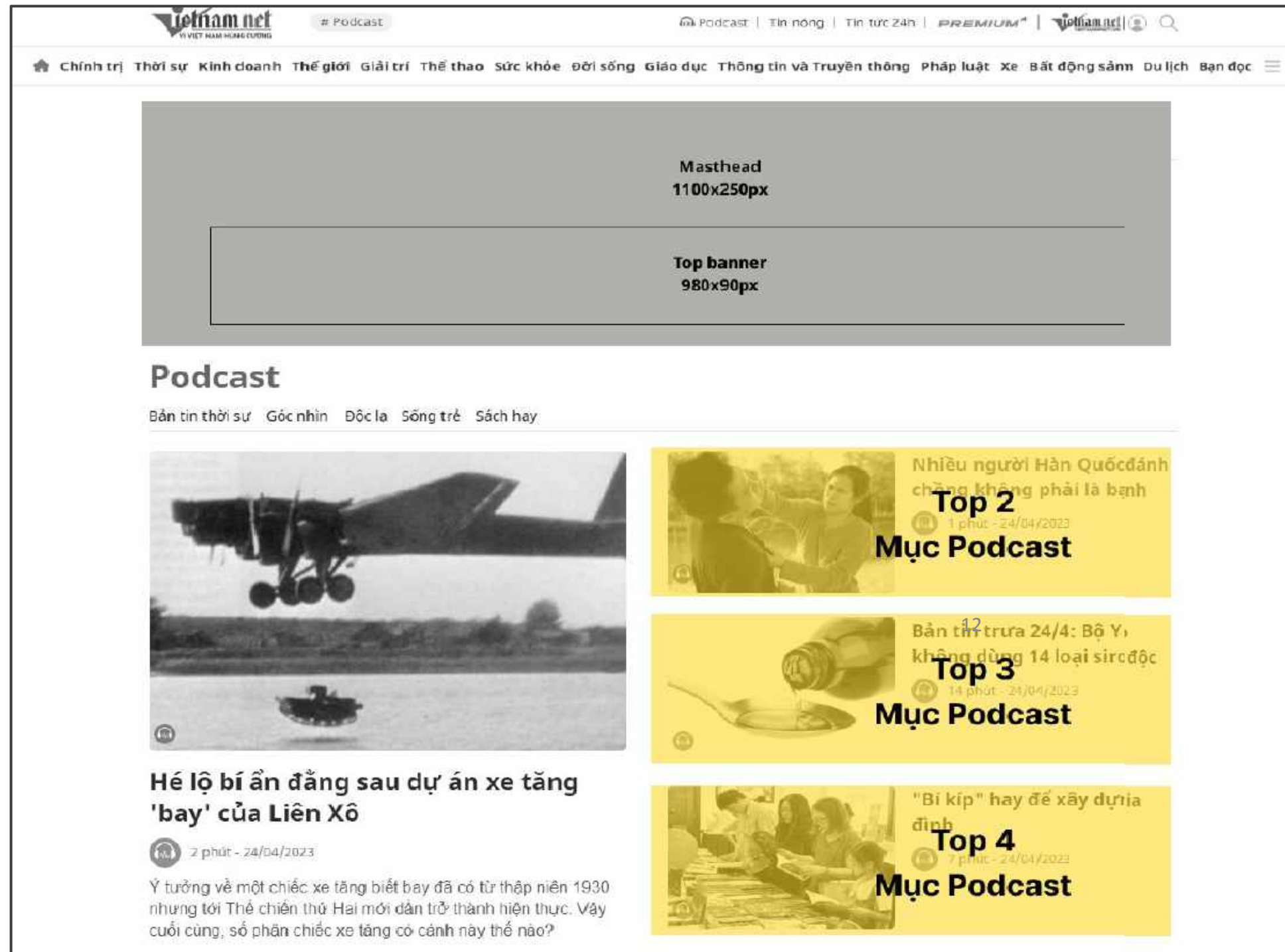


Demo Mobile

Simultaneously, Podcast is  
posted in the top 1 Podcast  
box on Vietnamnet  
homepage for a duration of 2  
hours.



# 1. PODCAST POSTING - TOP 2



[Demo Desktop](#)

[Demo Mobile](#)

The podcast is posted in the Podcast category of Vietnamnet at positions from Top 2 and below.

# 1. PODCAST POSTING - HEADLINES, HOT NEWS



## Selecting Focal or Hot News Positions on the homepage of Vietnamnet

Podcast is posted in the **Headlines** area on the **Homepage** of Vietnamnet



Demo Desktop

Podcast is posted in the **Hot News** area on the **Homepage** of Vietnamnet



Demo Mobile



## 2. PLAYLIST SPONSORED

- Sponsorship of a playlist produced by Vietnamnet, which aligns with the brand's needs.
- Detailed sponsorship benefits of the brand can be [found here](#)

### STRENGTHS

- ★ Maximize brand recognition on the Vietnamnet Podcast page through the following sponsorship benefits: podcast posting, banners, and logos.
- ★ Reach the maximum number of target customers, who are the readers following the Playlist content.



### CHANNELS

Podcast Vietnamnet



### FILE TYPE

File MP3, Banner, Logo

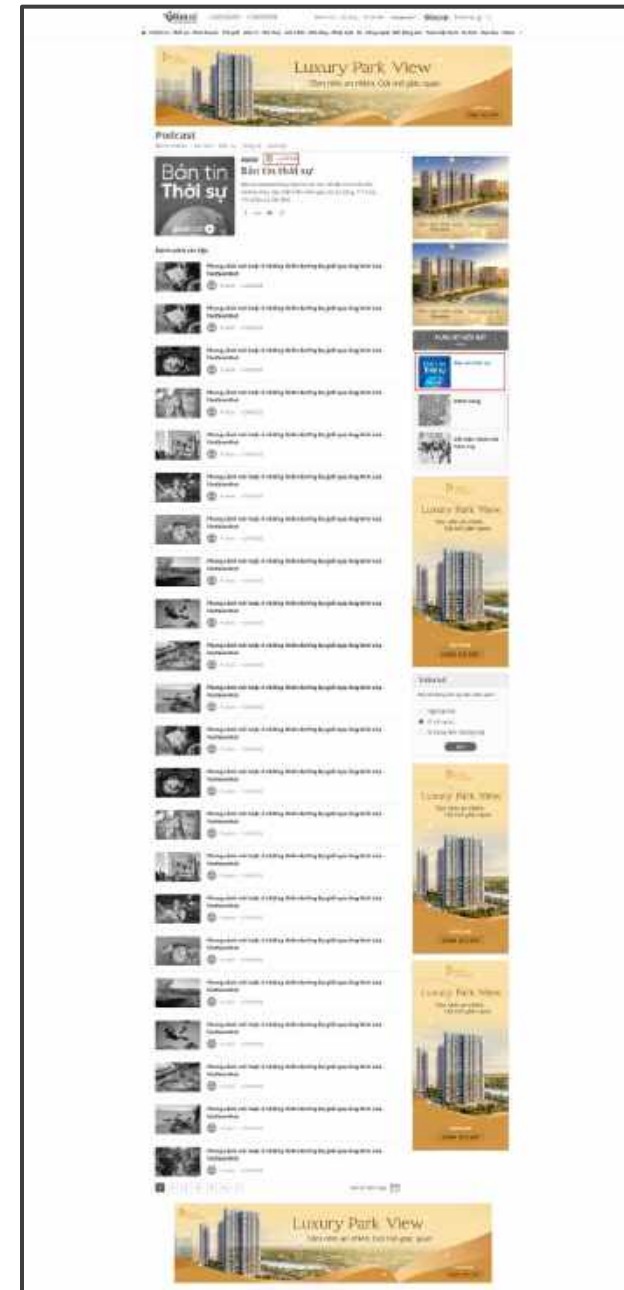


### PLATFORMS

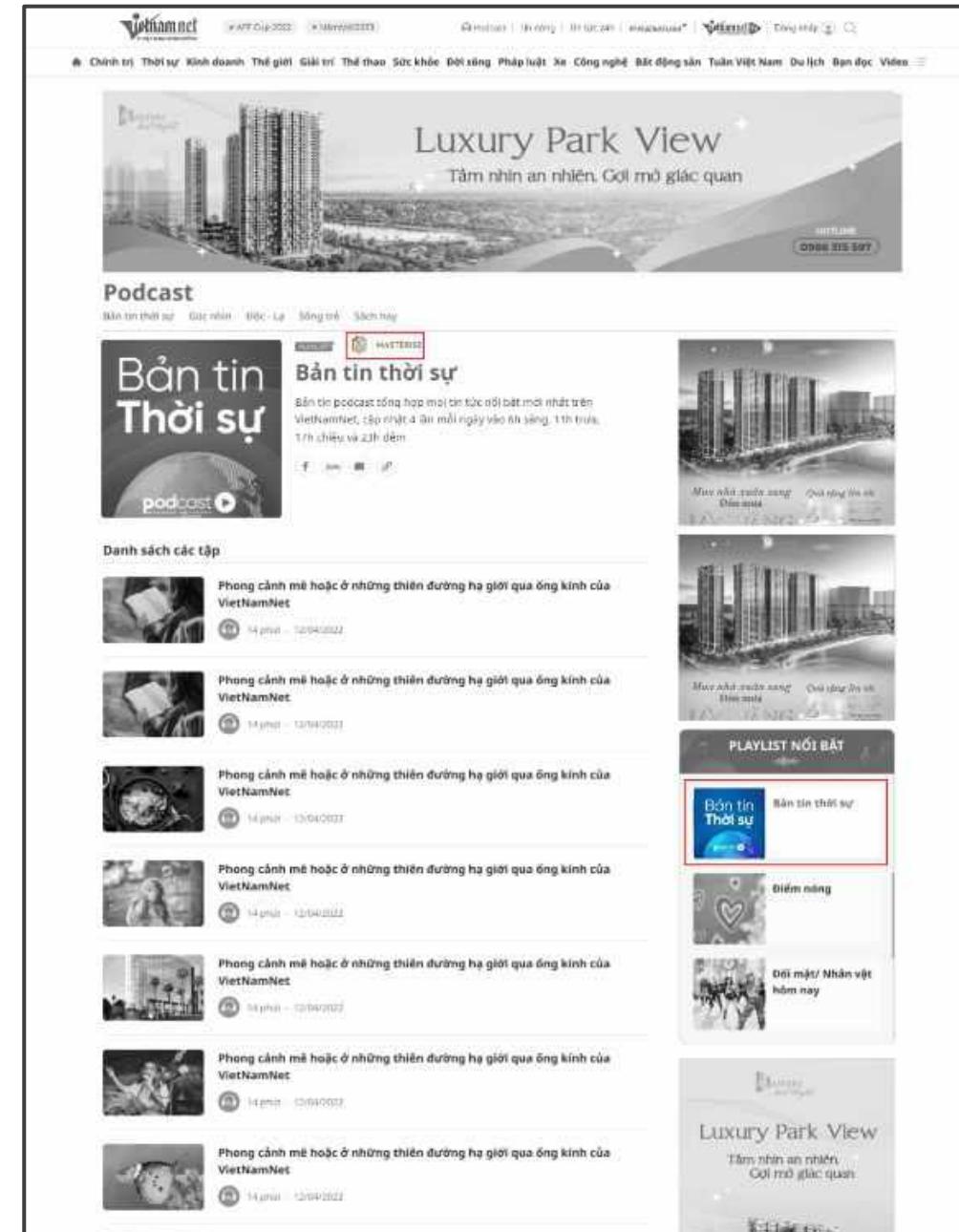
Desktop, Mobile

## 2. PLAYLIST SPONSORSHIP

Full banner placement on the sponsored playlist page throughout the collaboration phase.



Demo Desktop



Demo Mobile

Brand Logo is placed at Playlist page (near Playlist section)

Sponsored Playlist is pushed to the number 1 position in the "Featured Playlists" box on the Podcast Vietnamnet page.

# 3. PODCAST VIDEO PRODUCTION

- In accordance with the specifications of the brand, Vietnamnet will plan the podcast video production and write the screenplay.
- The cost of producing the podcast videos covers the creation of the script, hiring of cast and crew, hiring of an MC, choosing a location, shooting, and editing.
- A podcast video will be uploaded on YouTube and the "Báo VietNamNet" YouTube channel, with placements in the podcast area of the Vietnamnet newspaper set by Vietnamnet and spanning from the top 10 down.
- Detailed sponsorship benefits of brand [can be found here.](#)

## STRENGTHS

- ★ Podcast in the form of video are more vivid and attractive than regular audio podcast
- ★ The brand's communication message is installed naturally throughout the video, increasing the effectiveness of the communication campaign.



### CHANNEL

Podcast  
Vietnamnet



### DURATION

20-30 mins



### FILE TYPE

Video



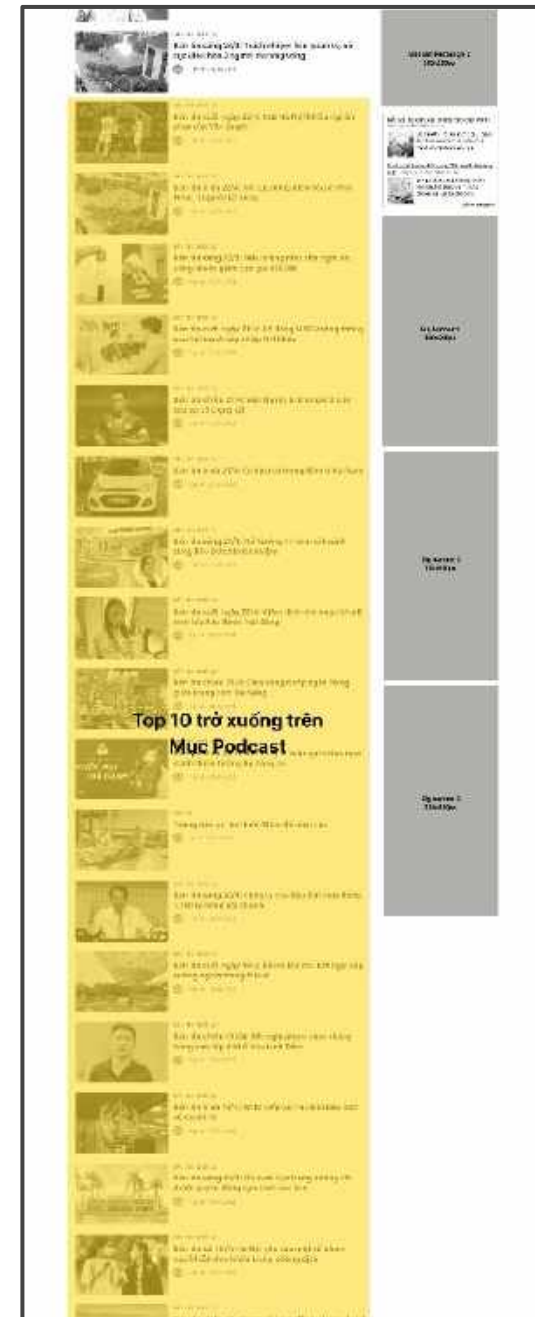
### PLATFORMS

Desktop, Mobile

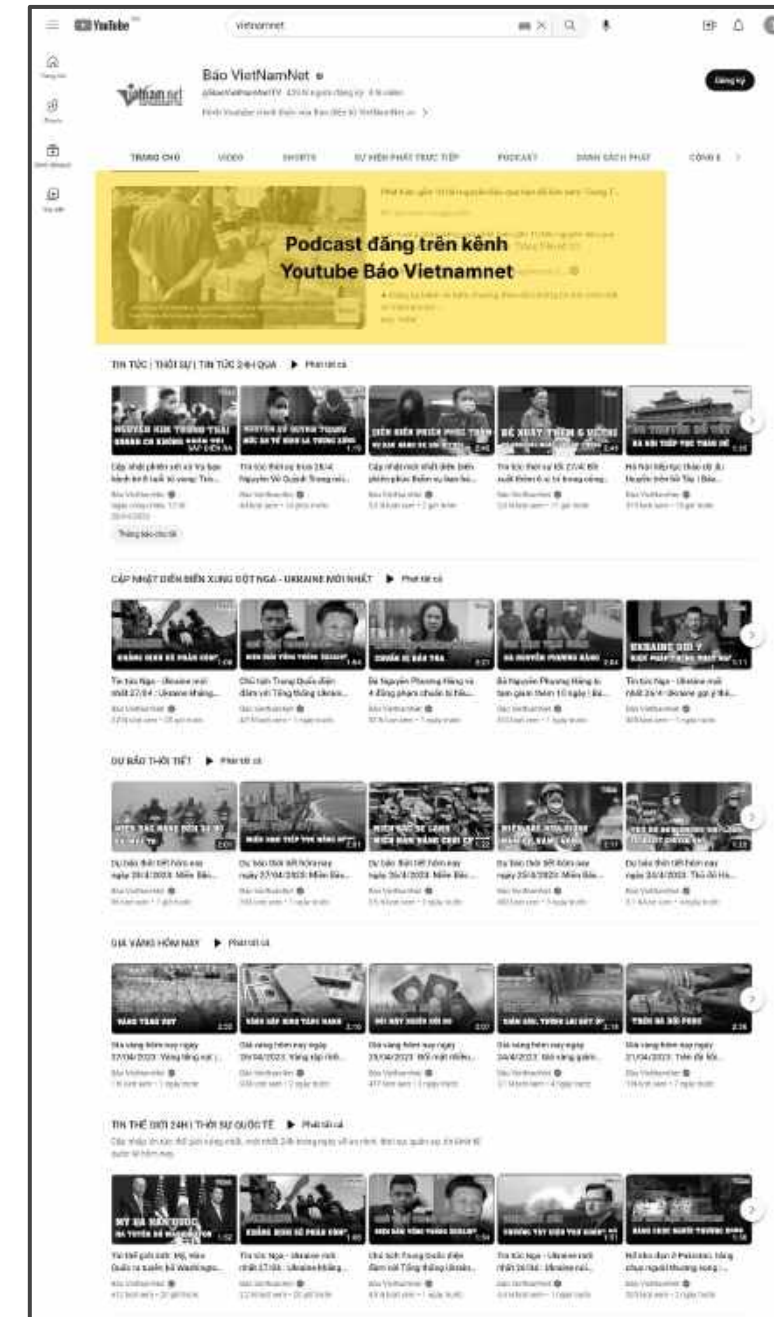


# 3. PODCAST VIDEO PRODUCTION

The Podcast Videos will be published in the Podcast section of VietNamNet newspaper, with the positions determined by VietNamNet, ranging from the top 10 and below.



Demo Desktop



Demo Mobile

The Podcast Videos will be published on the VietNamNet newspaper's YouTube channel.

## 4. RATE CARD

TT	Types	Description	Number	Unit	Price	Total
<b>1</b>	<b>Podcast Posting</b>	<ul style="list-style-type: none"> <li>Podcasts produced by the brand (with a maximum duration of 30 minutes) are posted on VietNamNet newspaper.</li> <li>Vietnamnet reviews the content before publishing.</li> </ul>				
<b>1.1</b>	<b><i>Podcast top 1</i></b>	The podcast is simultaneously featured in the top 1 Podcast box on the homepage of Vietnamnet and holds the top 1 position in the Podcast category for a duration of 2 hours.	1	Podcast	28,000,000	28,000,000
<b>1.2</b>	<b><i>Podcast top 2</i></b>	The podcast is posted in the Podcast category of Vietnamnet at positions from Top 2 and below.	1	Podcast	9,000,000	9,000,000
<b>1.3</b>	<b><i>Focal/ Hot News Podcast</i></b>	The podcast is posted in the Focal or Hot News positions on the homepage of Vietnamnet, and the pricing and benefits of each selected position are determined accordingly.	1	Podcast	Position Price	Position Price

\*Price does not include VAT tax



# 4. RATE CARD



TT	TYPES	Description	Number	Unit	Price	Total
2	Playlist Sponsor	<ul style="list-style-type: none"><li>The brand sponsors a playlist produced by Vietnamnet with a theme that aligns with the brand's needs.</li><li>Benefits for the brand:<ul style="list-style-type: none"><li>Brand logo placement on the Playlist page (near the Playlist name section) and in all podcasts within the sponsored Playlist.</li><li>Full banner on the sponsored Playlist page throughout the collaboration period.</li><li>The sponsored Playlist is pushed to the number 1 position in the "Featured Playlists" section on the Podcast Vietnamnet page.</li><li>The brand's communication message is integrated into the podcast content as a maximum 30-second mid-roll audio advertisement (Quantity: 3-5 podcasts).</li></ul></li></ul>	1	Month	56,000,000	56,000,000
3	Podcast video Production	<ul style="list-style-type: none"><li>Vietnamnet will develop the script and organize the production of Podcast Videos according to the brand's requirements.</li><li>The production cost of the Podcast Videos includes script development, personnel, MC, filming location, shooting, post-production.</li><li>Duration: 20-30 minutes per podcast video.</li><li>The Podcast Videos will be published in the Podcast section of Vietnamnet newspaper (position determined by Vietnamnet, ranging from top 10 downwards) and on the YouTube channel "Báo VietNamNet"</li><li>Note:<ul style="list-style-type: none"><li>Publishing Podcast Videos on other positions will incur fees based on the pricing of each selected position.</li><li>In case the brand wants to organize the production at a different location or invite a different host, the costs will be calculated separately.</li></ul></li></ul>	1	Podcast Video	50,000,000	50,000,000

\*Price does not include VAT tax

## Contact Information

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