

# VIETNAMNET COMMUNICATION., JSC



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01

## GENERAL INTRODUCTION



# Impressive numbers

**Vietnamnet Communication JSC** provides optimized advertising and communication solutions, keeping pace with the latest trends in the market through a diverse ecosystem of websites suitable for all types of businesses.



**14+**

Years of experience  
in media solutions  
and consulting



**1,3 billion+**

Views from readers  
annually



**1 million+**

Successful media  
campaigns



**300+**

Talented employees  
across Vietnam and  
internationally



**100+**

Partners and clients in  
the VNR500 ranking

# Unique Strengths



## Media Ecosystem

*Includes news websites, social media channels, video platforms, etc.*



## Human Resources

*A diverse and highly skilled team combining expertise with youthful creativity.*



## Infrastructure - Technology

*Equipped with large server systems and self-developed technology, incorporating the latest global innovations.*



## Optimized Solutions

*A team of experienced specialists offers tailored media and technology solutions for each client.*

# Quality Content Ecosystem



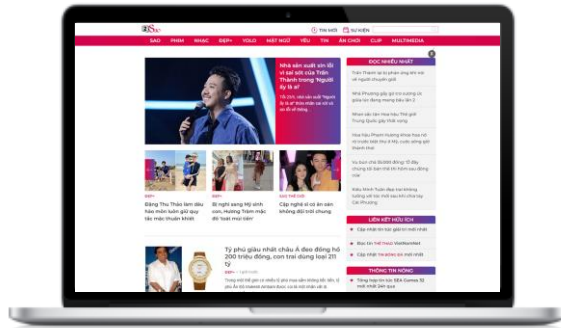


- **VietNamNet.vn** is a pioneering online news site under Vietnam's Ministry of Information and Communications.
- **Founded on December 19, 1997**, and granted a license on January 23, 2003, VietNamNet.vn was among the first online newspapers to launch in Vietnam.
- Positioned as the **Leading official electronic newspaper in Vietnam, for a strong and prosperous Vietnam.**



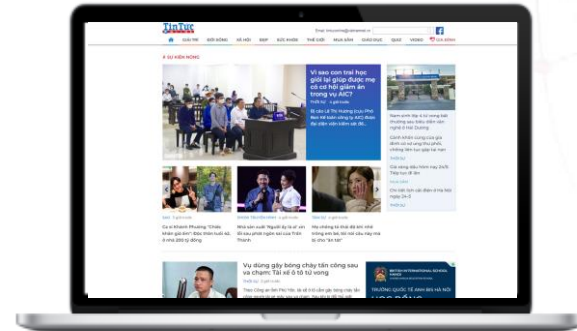


# Trustworthy news sites



## Entertainment and Lifestyle News Site for Young People

The hottest news about celebrities and showbiz both domestically and internationally.



## News Website

Quickly updated news on current events, society, entertainment, fashion, sports, and many other areas. A highly loyal readership.



# Influential social media channels



## Facebook

Active social media presence  
with high engagement



**Vietnamnet.vn** ✓

Báo · 2,4 triệu người theo dõi



**Tin tức Việt Nam** ✓

Trang web tin tức & truyền thông · 1,2 triệu người theo dõi



**Đời sống**

Trang web tin tức & truyền thông · 2,6 triệu người theo dõi



**2Sao.vn** ✓

Trang web tin tức & truyền thông · 1,7 triệu người theo dõi



**Tin Tức Online** ✓

Công ty truyền thông/tin tức · 1 triệu người theo dõi

*And several satellite fanpages...*



## YouTube

Reputable channel with large  
subscribers



**Báo VietNamNet** ✓

1.29M subscribers · 22K videos

Kênh Youtube chính thức của Báo điện tử VietNamNet.vn ...more

[vietnamnet.vn](#) and 2 more links

Subscribed



**2Sao TV**

@2saotv · 18K subscribers · 1.7K videos

2saotv là kênh cập nhật tin tức Sao Việt · tin tức showbiz · đời sống

[2sao.vn](#) and 1 more link

Subscribe

*Achieved Youtube golden button*



## TikTok

News channel with viral videos  
consistently



**vietnamnet.vn** ✓

Báo VietNamNet · 3.3M Followers

Kênh tin thời sự nóng hổi trong nước và thế giới



**2sao.vn** ✓

2Sao.vn · 339.1K Followers

Trang tin tức giải trí hot nhất, bí mật showbiz



**vietnamnet.review**

Vietnamnet Review · 45.1K Followers

Đánh giá, review công nghệ, xe, phim,...

## Key partners - Government



Local Department of  
Information & Communication



**BỘ LAO ĐỘNG - THƯƠNG BINH VÀ XÃ HỘI**  
Ministry of Labour, War  
invalids and Social Affairs



Ministry of Health



Ministry of Agriculture  
and Rural Development



General Department of  
Taxation



Vietnam Food  
Safety Authority



Drug Administration  
of Vietnam



Directorate of Vocational  
Education and Training



Directorate of Market  
Surveillance



Communication Authority  
of Public Security Forces

And more...

# Key clients - Major corporations across industries

## Real Estate



## Car



## Finance



## Healthcare



## Technology



## F&B



## Consumer Goods



## Entertainment



## Logistic



## Others





02

## PRODUCTS & SERVICES



# Diverse and Extensive Product Range

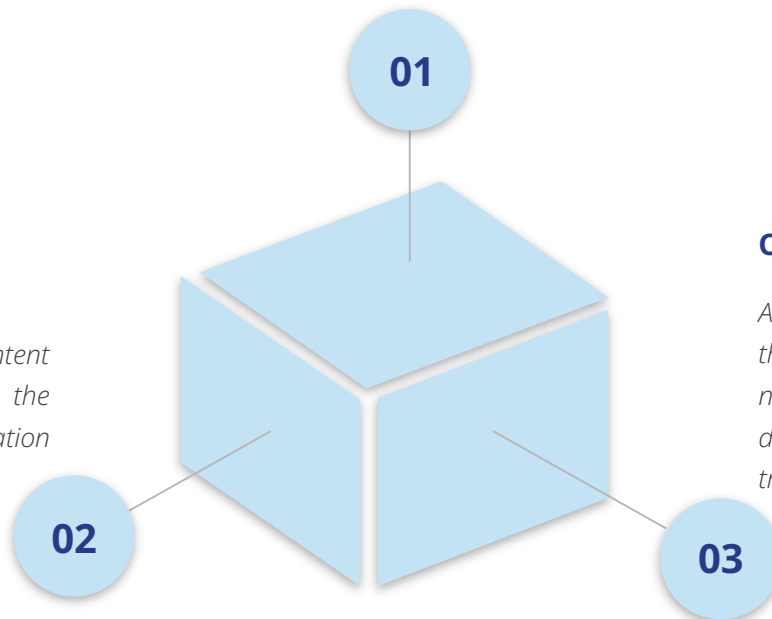
## Media Advertising

*Online Marketing on the VietNamNet.,JSC ecosystem:*

*VietNamNet.vn, 2Sao.vn, Tintuonline.com.vn, Vietnamnet TV, Infonet.vn, Vietnam Post Newspaper.*

## Vietnamnet Content Management System (VMS)

*VMS is a national press content management platform, serving the current strong Digital Transformation process.*



## Others

*A variety of products and services to serve the communication and advertising needs of businesses: Event organization, design, TVC production, communication training...*



PRODUCTS - SERVICES

**MEDIA ADVERTISING**

# Media advertising



***VietNamNet's Media Advertising services*** are deployed across the entire VietNamNet ecosystem with diverse products, suitable for all customer needs.



# Media advertising



**DISPLAY ADS**



**PR ARTICLES**



**SPONSORED ADS**



**TALKSHOW  
INTERVIEW**



**MULTIMEDIA**



**LIVESTREAM**



**VIDEO ADS**



**REVIEWS**



**SOCIAL MEDIA**



**PODCAST**



**CLASSIFIED**

*And constantly  
updated...*

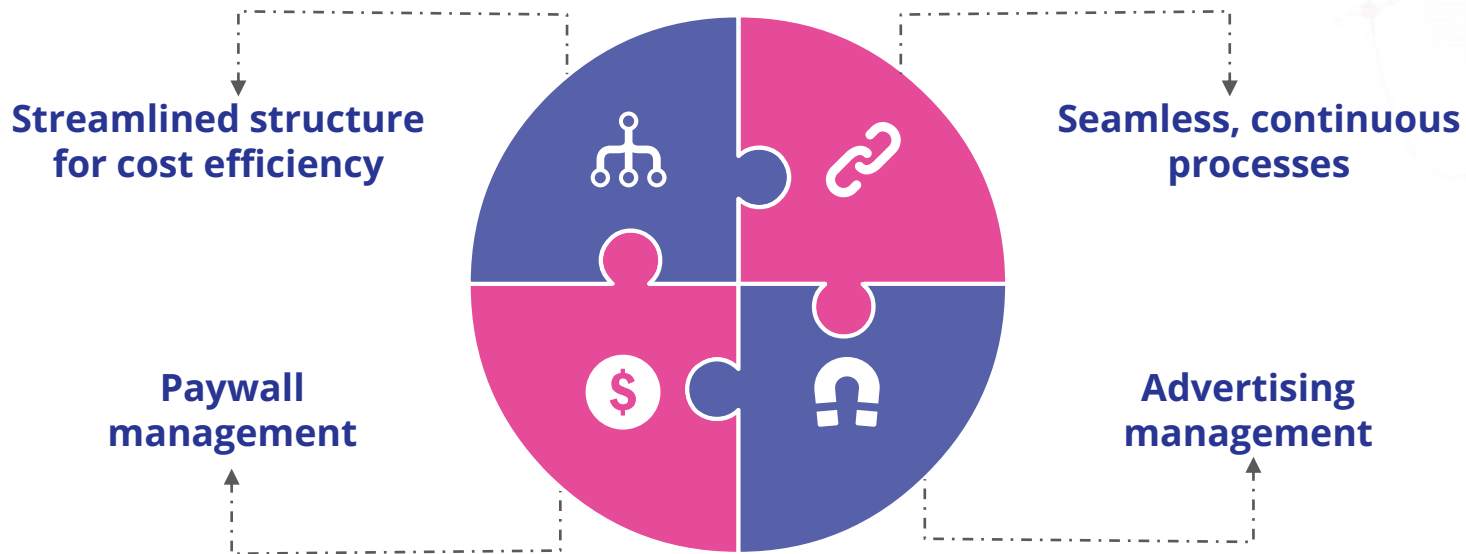


PRODUCTS - SERVICES

**VMS PLATFORM**

# VMS Platform

A **National Content Management Platform** supporting Vietnam's digital transformation





## Open platform and architecture

The microservices architecture and use of the latest technologies enable the VMS system to scale, customize, and develop flexibly.



## High load capacity and availability

Multi-load balancing, caching, and scalable web and database server systems support millions of daily visits.



## High security

Web Application Firewall (WAF) and two-factor authentication.



# Other Products and Services

# Other Products and Services

## SMS - Email - Social Marketing

*Reaching the right target customer.*

## Professional Design and Printing

*For events, websites, and corporate branding.*

## Broadcast Production

*Modern production team for high-quality TV programs, ads, and video content for leading corporate clients.*

01

02

## Public opinion reporting and assessment

*For individuals, government organizations, and businesses, conducted online or through direct surveys.*

## Media Training

*Diverse courses for individuals, public organizations, and businesses..*

03

## Event Organization

*Successfully organized events such as National Concert "Dieu Con Mai" (Forever Lasting) and other large corporate events.*

04

05

06



# CONTACT INFORMATION

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