



VIETNAM MULTIMEDIA CORPORATION (VTC)
VTC TECHNOLOGY AND DIGITAL CONTENT COMPANY (VTC INTECOM)



About VTC INTECOM

Introduction



VTC Technology & Digital Content Company (VTC Intecom), which is a unit subsidiary of Vietnam Multimedia Corporation (VTC)



Established in:
06/01/2006



Human resource:
200+



Business sector:
Online and mobile games, Digital media contents



Head quarter:
23 Lac Trung Str, Vinh Tuy Ward, Hai Ba Trung Dist, Ha Noi



Website:
<http://intecom.vtc.vn/>



Vision, Mission, Core values

VISION

- ◆ Become a leading enterprise in internet and digital contents in Vietnam.

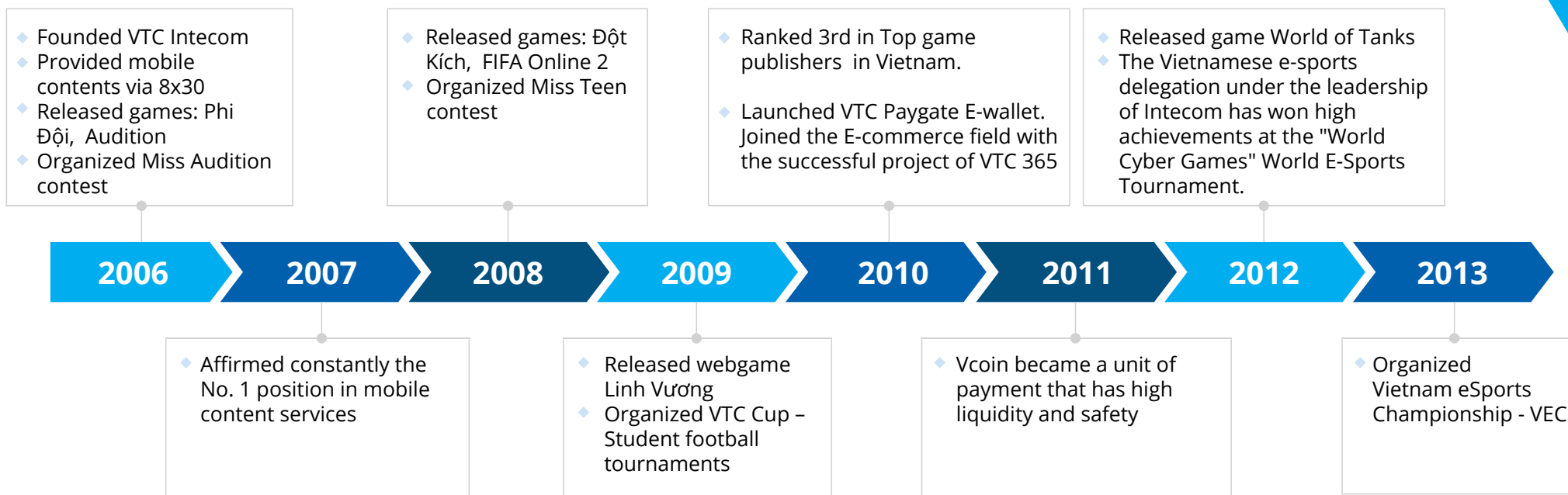
MISSION

- ◆ Satisfy customers and partners with 4-star service quality.
- ◆ Committed to developing the digital content industry and bringing Vietnamese products to the world.
- ◆ Building a human resource that is professional, creative, passionate about the industry, has a good cultural background and is socially responsible.

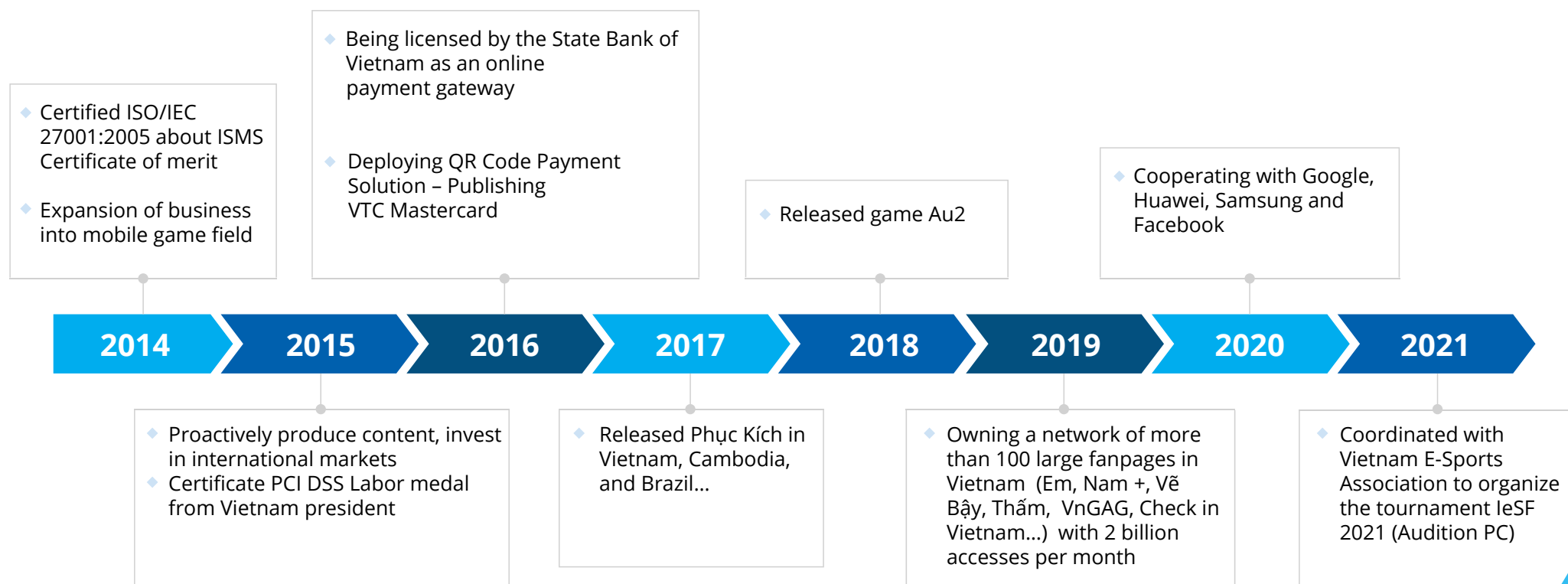
CORE VALUES

- ◆ Dynamic - Creative
- ◆ Technology is the foundation to better serve people
- ◆ Customer is the God

Road map



Road map





2nd Class Labor Medal (2015)

3rd Class Labor Medal (2011)

TOP 10 digital content and application enterprises with the greatest influence on Vietnam's internet development in 10 years 2007-2017

Top 20 famous brands in Vietnam and Top 40 leading IT enterprises in Vietnam (2015)

Certificate of merit from the Vietnamese Government and Ministry of Education and Training (2009)

Flag "Leader of the emulation movement" of the Government and the Ministry of Information and Communications

Sao Khue Award for VTC ID billing and account management system (2008)

Sao Khue Awards for VTC 365 product (2015)

2nd Asia Award from Asia Pacific Board on Trade Facilitation (2013)

2nd Vietnam ICT Awards from Vietnam Ministry of Information and Communication (2008)

Certificate of Merit from the Government, Ministry of Information and Communications, Association of Software and IT Services - VINASA, Vietnam Informatics Association VAIP and Vietnam Olympic Committee

Thang Long Cup on the occasion of the 1000th anniversary of Thang Long - Hanoi (2010)



Products & Services

VTC GAME

MARKET POSITION

VTC Intecom is one of the pioneering enterprises and has a leading position in Vietnam in the field of online entertainment game publishing since 2006. At the same time, VTC Intecom is also the enterprise that laid the foundation for the development of Vietnam eSports.

PARTNERS



85M+

Active Accounts
VTC Game

300K+

PCCU

No. 1

In FPS, Music & Casual dancing games

eSports

Key Sponsor for Vietnam Recreational
eSport Association (VIRESA)

VTC GAME

GAME MOBILE



AU2



AU BEAT



The Legend of Neverland



The Kill Box



Poke M



Ultimate Football Championship

GAME PC



VTC GAME

CO-PUBLISHING MOBILE GAMES



Laplace M

Partner: ZlongGames



Final Blade

Partner: SkyPeople



Rohan M

Partner: Playwith



Coin Master

Partner: Moon Active



War and Order

Partner: Camel Games Inc



Age of Z

Partner: Camel Games Inc



GardenScapes

Partner: Playrix



MiniMax Tinyverse

Partner: Nimble Neuron



Boom M

Partner: Nexon

ESPORT EVENTS

CROSSFIRE STAR INVITATIONAL 2015 & 2017

- * International event CFSI in 2015 had 8 teams from 5 countries: Vietnam, Philippines, Indonesia, Russia and Korea. Total Reward was 20,000 USD
- * CFSI 2017 has the presence of 6 top CF teams from Vietnam, China, Philippines, Brazil, and Europe with a total prize value of 30,000 USD

CROSSFIRE SEMI-PRO CHAMPIONSHIP

- * CF Championship Tournament for Gamers

CROSSFIRE ELITE LEAGUE 2016 & 2017

- * The tournament with the participation of 8 best teams in Vietnam with prize value up to 100,000 USD

CROSSFIRE STAR NATIONAL FINAL

- * National qualifier in Vietnam with prize value of 20,000 USD

VIETNAM ESPORTS CHAMPIONSHIP – VEC (2009 -2017)

- * The VEC (Vietnam Esport Championship) e-sports tournament has been organized for 9 times and laid the foundation for the development of Vietnam's e-sports.
- * Held in 24 provinces and cities in Vietnam

National IESF 2021

- * Coordinate with VIRESA to organize the national qualifier for the IeSF Tournament 2021 (Audition game)

MISS AUDITION and MISS TEEN

- * The contest honors the beauty of Vietnamese schoolgirls between the ages of 16 and 19
- * More than 3,000 contestants registered to attend Miss Teen 2017
- * Total prize worth up to 30 billion



VTC MEDIA

MARKET SIZE

VTC Media operates mainly on websites and social networks. VTC Media's system of 100+ communication channels is capable of reaching 95% of internet users in Vietnam and bringing in more than 2 billion hits per month.

04

Media solutions

100+

No.1 fanpages in Vietnam
(VnGAG, BEATVN, Vẽ Bậy, Nam+, Ngoa)

40+

leading news website in Vietnam (game8.vn, we25.vn, gamek.vn, kenh14.vn, dantri.vn, zing.vn)

02

Over 1B impression monthly

PARTNERS



CANIFA
Fashion for All

CGV*

FLAMINGO
GROUP

FLC
GROUP

go viet

Grab

IVY moda

LOTTE

MASAN
GROUP

MAYBELLINE

oppo

SAMSUNG

SUN GROUP

TECHCOMBANK

THU CUC

VINAMILK

VINGROUP

Vietcombank

vietjet
Air.com

VTC MEDIA

GAME NEWS

GAME8.vn

GAME NEWS WEBSITE

- ◆ 07 categories of content
- ◆ 20,000,000 page views per month
- ◆ 15,000,000 visits per month
- ◆ 10,000,000 users per month
- ◆ 00:02:06 average time on site



WC25

WEBSITE FOR THE YOUTH

- ◆ 07 categories of content
- ◆ 15,500,000 page views per month
- ◆ 8,500,000 visits per month
- ◆ 3,000,000 users per month
- ◆ 00:02:12 average time on site



Check in Vietnam

TOURISM WEBSITE










Check in Vietnam news page is a specialized news page about travel experiences of the Check in Vietnam travel channel system, including 3 categories that explore in-depth aspects of a journey: Food - Ride - Play



VTC MEDIA

AFFILIATE













Network of affiliated websites in Vietnam

 <p>GAMEK Page view: 40.000.000</p>	 <p>2GAME Page view: 9.000.000</p>	 <p>GAME4V Page view: 13.000.000</p>
 <p>VNEXPRESS Page view: 250.000.000</p>	 <p>DANTRI Page view: 220.000.000</p>	 <p>ZINGNEWS Page view: 130.000.000</p>
 <p>KENH14 Page view: 431.000.000</p>	 <p>AFAMILY Page view: 72.000.000</p>	 <p>SAOSTAR Page view: 20.000.000</p>

VTC MEDIA

SOCIAL NETWORK - FACEBOOK FANPAGE

The Facebook fanpage system is diverse with groups of channels: Lifestyle, Comics, Entertainment, Students, Office... with some typical fanpages

	EM Like: 3.100.000 Follow: 3.200.000		NAM+ Like: 3.000.000 Follow: 3.100.000		THĂM Like: 3.000.000 Follow: 3.200.000
	VẼ BẬY Like: 2.300.000 Follow: 2.600.000		MỘT CHÚT CUTE Like: 930.000 Follow: 970.000		MỘT CHÚT YÊU Like: 1.900.000 Follow: 1.900.000
	VNGAG Like: 1.200.000 Follow: 1.700.000		Ổ CÚ Like: 1.000.000 Follow: 1.200.000		SOÁI CA SOÁI TỖ Like: 510.000 Follow: 1.660.000
	CHECKIN VIETNAM Like: 2.200.000 Follow: 2.300.000		FOOD IN VIETNAM Like: 470.000 Follow: 500.000		CHECK IN HANOI Like: 400.000 Follow: 410.000

VTC MEDIA

COLLABORATION

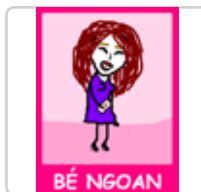
Network collaboration - the largest fanpages in Vietnam



BEAT VN

Like: 1.000.000

Follow: 1.700.000



CHỦI THUÊ

Like: 2.500.000

Follow: 2.800.000



IDOL LIVE

Like: 2.200.000

Follow: 2.300.000



THEANH28
ENTERTAINMENT

Like: 4.000.000

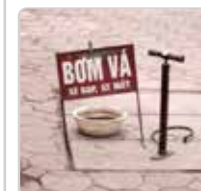
Follow: 4.800.000



KHÔNG SỢ CHÓ

Like: 2.100.000

Follow: 2.500.000



NHÀ TRONG NGÕ

Like: 610.000

Follow: 650.000



KHO TÀU TV

Like: 2.400.000

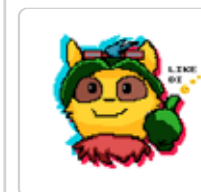
Follow: 4.100.000



TRƯỜNG NGƯỜI TA

Like: 1.800.000

Follow: 2.500.000



GAME REPLAY

Like: 330.000

Follow: 590.000



CHUYỆN CỦA HÀ NỘI

Like: 1.500.000

Follow: 1.600.000



VỢ VẦN

Like: 540.000

Follow: 560.000



ANH DA VÀNG

Like: 1.800.000

Follow: 3.800.000


VTC MEDIA



TIKTOK CHANNEL


VTC Media's system of 14 Tiktok Channels reached 3,5 billions views in May 2022

NEWS CHANNELS



@WE25.VN

1,4M followers
21,2M likes



@GAME8.VN

21K followers
372K likes

ENTERTAINMENT CHANNELS



@VNGAG


245K followers
6,8M likes



@SOAICASOAITY.OFFICIAL

82,2K followers
631K likes

COMICS CHANNEL



@VE.BAY

860K followers
15,2M likes

FOOD REVIEW CHANNEL



@FOODINVIETNAM

532K followers
5,6M likes

VTC MEDIA

MEDIA SOLUTIONS

VTC Media provides customers with a total media solution with 4 parts:



PLANNING

- ◆ Develop media plan, implemented by a team of staff who have experience in marketing and are sensitive to changes and trends



CREATIVE

- Creative content production:
- ◆ Producing advertising content
 - ◆ Media production package: Script, shooting, editing
 - ◆ Build and manage fanpage



BOOKING

- Distributing and posting advertising content:
- ◆ Building and producing PR news articles
 - ◆ Booking posts
 - ◆ PR Booking KOLs/Influencers



LISTENING

- ◆ Measure and report media metrics. Provide partners with comprehensive reports on brand health, campaign performance and competitor information at any time



Thank you!

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