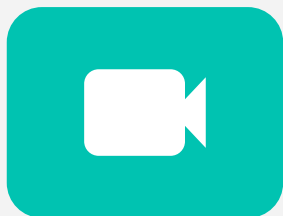




THESAIGONTIMES.VN

IN-DEPTH AND INTERESTING ECONOMIC TALK SHOW



ECONOMIC TALK SHOW

Signature Voice

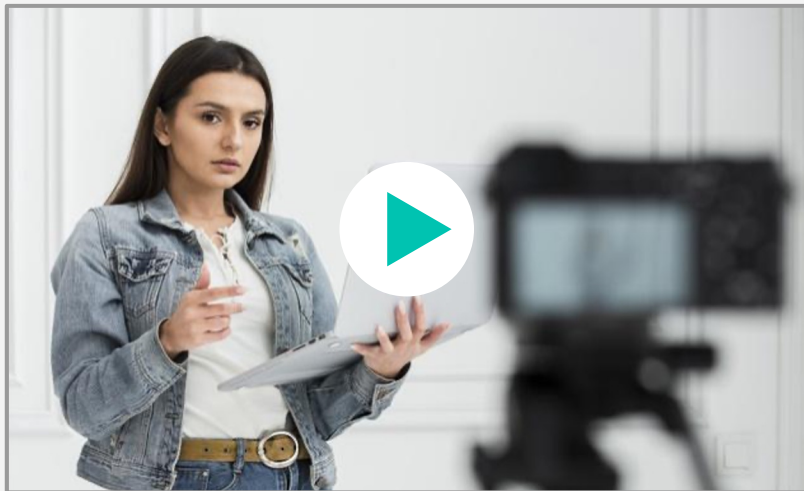
*In-depth
Prestigious
Updated*



«Succinct sharing from the market»



Signature voice



DETAILED CONTENT



FORM: TALK SHOW

INCLUDE:

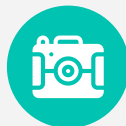
- 01 CEO (appear throughout the talk show)
- 01 journalist (direct the conversation and interview)



Duration: 10 - 30 MINUTES

Depending on the content of talk shows and demands of sponsors.

Broadcast 01 episode/week



BACKGROUND & VENUES

Recording at the studio of The Saigon Times Group or outside or with the background of enterprises and production, depending on the conditions and topics of stories.



PLATFORM

Channels of Kinh te Sai Gon Online, including: website, Youtube, Fanpage, Twitter.



PERIODS OF EACH EPISODE

Trailer - Teaser – official video of the Talk show



MEDIA CHANNELS



Website of Kinh te Sai Gon Online

thesaigontimes.vn

Youtube channel of Kinh te Sai Gon Online

<https://www.youtube.com/channel/kinhtesaigononline>

Fanpage of Kinh te Sai Gon Online

<https://www.facebook.com/kinhtesaigon.vn>

Twitter of Kinh te Sai Gon Online

<https://twitter.com/tbktsgonline>



- Prioritize topics attracting public concern under the view and ways to raise the issues of the group.
- Comfortable, joyful and interesting talks

HIGHLIGHT

The program is developed based on characters (entrepreneurs, investors,...) and their common topics, thereby exploit their stories to **create the signature of each character**.

Entrepreneurs will answer the same questionnaire on a topic to **express their different views and thoughts** about the same issues.

The talk show will dig into different, exclusive and in-depth information about the business and management stories of characters.



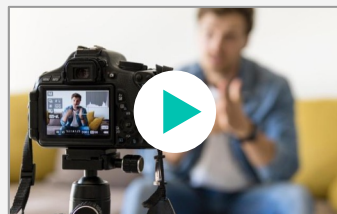
SOME TOPICS WORTH EXPECTING



1. “Pressure of heirs”

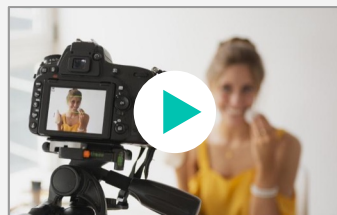
[Click Here](#)[Watch the first episode](#)

Characters: later generations of CEOs operating large and prestigious firms with positive changes.



2. Taking over brands after M&As and sustainable development

Characters: representatives of enterprises and individuals taking part in large deals.



3. Ups and downs of chain development

4. Eternal story: Capital & Debts



SPONSORSHIP PACKAGES

ACCOMPANY 1 EPISODE

VND40 MILLION



ACCOMPANY 1 SEASON

1 SEASON = 4 EPISODES
FOCUSING ON A TOPIC

VND160 MILLION



ACCOMPANY 3 EPISODE

VND120 MILLION



ADVERTISING RATE CARD:

- **Television commercials (TVCs)** (15 seconds in length) will appear twice, in the middle and the end of news. *TVCs can be skipped after six seconds.*
- **Logos** appear at the corner of the page twice per piece of news within 5 seconds each.

Channels:

Homepage: Kinh tế Sài Gòn Online (thesaigontimes.vn)

Fanpage: Kinh tế Sài Gòn Online (100.000 likes)

PRICE (VND)

10 MILLION