

ECONOMIC TALK SHOW

Signature Voice

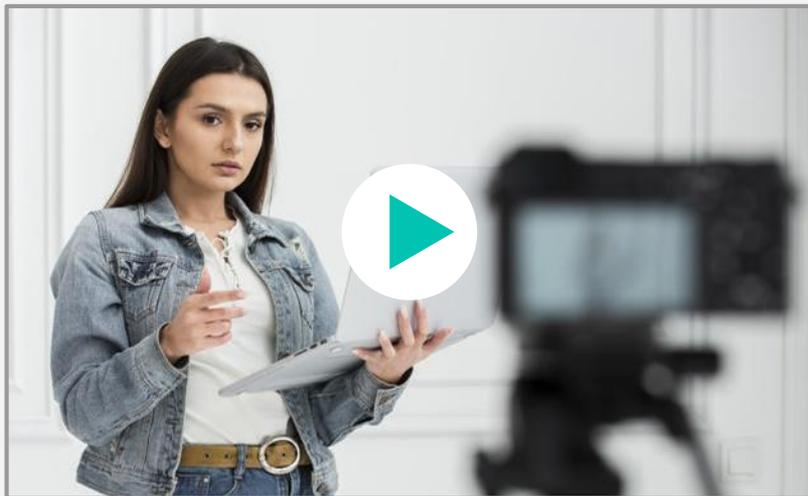
*In-depth
Prestigious
Updated*



«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 EPISODES

VND120 MILLION



BENEFITS FOR EACH EPISODE

Branding on website

- Video will be shown for a week on the Signature Voice column of the website



CEO appears on the talk show

Can become the spokesperson in each episode



Logo at the corner

The logos of sponsors will appear at the corner of the screen three times per episode



10-second TVC

A 10-second TVC after the introduction



KinhTeSaigonOnline

DIỄN ĐÀN VIDEO/INFOGRAPHIC BÁO IN THÔNG TIN DOANH NGHIỆP THÔNG TIN QUẢNG CÁO

Phó Bí thư Thường trực TPHCM được phân công giữ chức Bí thư Thành ủy Hải Phòng

(KTSG Online) - Bộ Chính trị đã có quyết định phân công, chỉ định ông Trần Lưu Quang, Ủy viên Trung ương ...

DOANH NHÂN CHÍNH TRUYỆN

Signature voice

Người kể vị tại Tập đoàn Xây dựng Hòa Bình: **'Tôi không có mục tiêu thoát khỏi cái bóng của cha'**

DOANH NHÂN CHÍNH TRUYỆN

Câu chuyện của người kể vị Tập đoàn Xây dựng Hòa Bình

Áp lực của thế hệ trẻ

LÊ VIẾT HIẾU
TOP CEO Tập đoàn Xây dựng Hòa Bình

DOANH NHÂN - DOANH NGHIỆP

CONTACT:

Kinh Te Sai Gon Online
35 Nam Ky Khoi Nghia Street, District 1, HCMC