



K+ COMPANY PROFILE



COMPANY BACKGROUND

* 05/2009: Vietnam Satellite Digital Television (VSTV)
Vietnam's first joint-venture in the television sector is set up between two leading media actors in Vietnam and in France, i.e. VTV and CANAL+ group.
The head office is located in Hanoi.

* 01/2010: Launch of the K+ brand offering pay-TV service with nation-wide coverage and digital quality.
VSTV gets major sport's rights: EPL, La Liga, Serie A, Ligue 1, Champion's League with a lot of exclusivities (e.g. Super Sunday on EPL)

* 03/2010: Launch of K+1 - first k+ Premium channel.

* 08/2010: Launch of K+NS.

* 01/2011: Launch of K+PC.

* 08/2011: Launch of Multi-room technological offer.

* 09/2011: Launch Co-distribution.

* 08/2012: Launch of Multifoot allows viewers to update key situations of simultaneous EPL matches on Saturday.

* 08/2013: Launch of K+PM, channel for men.

* 12/2014: K+ starts broadcasting best international Series and Shows from RTL-CBS (House of Cards, X-factor,...)

* 02/2015: Exclusive deals with Vietnamese and Asian movies producers



K+ is now offering 76 SD channels plus 13 HD channels.



DTH AND ITS ADVANTAGES



The DTH technology removes all geographical barriers by enabling a broadcasting of **quality digital signals**, available across the whole country at the most competitive price while ensuring high quality sound and image.

Signals of TV channels on K+ are received by **VSTV's satellite up-link station** in Vinh Yen via VINASAT1 and transmitted on the whole territory.

All K+ channels packages are broadcasted with the latest encryption technology developed by **Nagravision in order to provide subscribers and copyright owners** with the highest security.

Moreover, the DTH technology plays an active part in protecting the environment since public infrastructures are not affected during implementation of service to end-users.

The DTH technology keeps pace with the fast development speed of broadcasting technologies in the digital era and is now reflecting **the development trend in the sector**.



K+ PACKAGES AND CHANNELS

ACCESS+
72 SD channels 95,000 VND/month

NATIONAL & LOCAL CHANNELS

GENERAL ENTERTAINMENT

SPORTS

MOVIES & SERIES

MUSIC & YOUTH

NEWS & KNOWLEDGE

HD CHANNELS

PREMIUM HD+
76 SD +HD channels 230,000/month

CÁC KÊNH K+

K+1 K+NS K+PM K+PC *Chỉ có trên K+*

NATIONAL & LOCAL CHANNELS

GENERAL ENTERTAINMENT

SPORTS

MOVIES & SERIES

MUSIC & YOUTH

NEWS & KNOWLEDGE

HD CHANNELS

The channel line-up may change from time to time.



4 EXCLUSIVE K+ CHANNELS



The Number One general entertainment channel with the best movies and series, exclusive sports and premium entertainment contents on K+ platform.





4 EXCLUSIVE K+ CHANNELS



A channel for men with extreme sports, blockbusters movies, thrilling series and exciting action programs





4 EXCLUSIVE K+ CHANNELS



A dedicated channel for women with movies, talkshows, beauty and music programs reflecting modern lifestyles





4 EXCLUSIVE K+ CHANNELS



K+PC general entertainment channel with diversified programs and marathon-run series





EXCLUSIVE HOME-MADE PROGRAM



“Best team” on **K+PM^{HD}**

- “Best team” is a 60-minute talk show adding more excitement to football. The best footages of games and scores of the week are lively commented by a panel of football experts and celebrities passionate about football.
- This show is officialy on air at **20h Monday on K+PM**. Rebroadcasted at **11h45 Tuesday, 15h Wednesday and 8h45 Sunday**.



“Premier Saturday” on **K+1^{HD}**

- “Premier Saturday” is a 45-minute LIVE talk 30 minute live talk between the famousjournalist/football commentator Long Vu and famous sport journalist Vu Cong Lap. As a talk prior to every EPL round, it focuses on analyzing thoroughly a special story which is linked to the first and most interesting match of the round, releasing the information that hasn’t been published by any media, some preview and expert’s analysis on that EPL match and EPL round. This show is officialy on air on K+1 every **Saturday**, which is **30 minutes** before the first EPL match of the round.

K+1 **K+1^{HD}** **K+NS** **K+NS^{HD}** **K+PM** **K+PM^{HD}** **K+PC** **K+PC^{HD}**



EXCLUSIVE HOME-MADE PROGRAM



“Diem hen the thao” on **K+1 HD**

- “Diem Hen The Thao” is a sport news magazine aired daily at **18h30** on K+1. It is re-aired at 06h00 and then 11h30 the day after and also made available on K+ website www.kplus.vn
- This program will provide audience with the latest news of all football grounds in the world plus unique behind-the-scenes of the week. Particularly, audience will have a chance to meet our famous MC and leading football experts.



“Super Match Talk” on **K+1 HD**

- “Super Match Talk” is a live TV show, happening before, during and after important exclusive matches. The talk goes deep with comments and analysis by guests who are professional journalists, reporters or editors.

This program is officially on air on **Sunday or another days of week**





EXCLUSIVE HOME-MADE PROGRAM



“Multifoot” on

- “**Multifoot**” is a new program of K+ with new format in Vietnam. With "Multifoot", audiences are not only watching the best football match, but also have a opportunity to update all the goals and the score from other matches taking place at the same time.
- “**Multifoot**” is on air at **21h45 every Saturday** on K+1.



“Tran Dau 10 Phut” on

- “**Tran Dau 10 Phut**” is a sport program that enables TV viewers to enjoy the most exciting moments during 90 minutes of the football match.
- The show is officially on air on K+1 at **19h from Monday to Friday**





EXCLUSIVE HOME-MADE PROGRAM



Talkshow “Den Tu Sao Kim” on

- “Den Tu Sao Kim”: A 60 minute interesting talkshow to address the questions like “What does she think?” or “Why does he do so?”. How to narrow the gap between Venus and Mars, so that men and women can understand, respect, sympathize and love each other more, and even love themselves more is the issue that we would like to address in this talkshow.
- Broadcasted **every Monday on K+1 channel at 21h30**, rebroadcasted on Tuesday at 16h, 11h45 Wednesday, 10h Saturday, 17h Sunday.



“Bep Cua Me” on

- “Bep Cua Me” is a TV series in combination with cooking guide. The series is all about family stories, with major characters such as dad, mom, daughter and son and some other characters. Cooking is the backbone of the series, viewers can learn how to select ingredients, how to process food, how to choose dishes at the right occasions for your beloved people.
- Through series “Bep Cua Me”, viewers will feel valuable lessons about family and love in life.
- Broadcasted every Tuesday on K+NS channel at 20h00, rebroadcasted on Thursday at 15h30, 17h Saturday, 11h Sunday.

