

VK Entertainment

Amazing World of Film and Music

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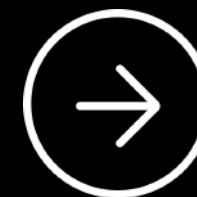
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01.

INTRODUCTION

INTRODUCTION

VK Entertainment JSC is established in 2009, which was formerly as VK Media. Our major business are: Event & Show organization, Management, Production, Distribution.

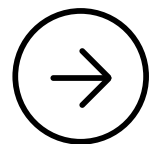
VK Entertainment JSC aims to bring entertainment industry in Vietnam to an international level by partnering with partners who share the same vision and interest.





VK Entertainment is a Vietnamese-Korean entertainment company established in 2009, which was formerly as VK Media. Our major business are: event organization, talent management, production and design, digital and media communication.

VK Entertainment will become one of the most popular entertainment companies in Vietnam, training talents to be the stars of the entertainment industry such as actor, model, singer.





02. EVENT & SHOW

EVENT & SHOW

K-POP FESTIVAL 2012

In 2012, we organized the K-POP FESTIVAL in Hanoi, with the participation of 78 Korean Singers and Groups, including **GIRL'S GENERATION**, **SISTAR**, **INFINITE**, **TEEN TOP**, **SON DAMBI**, **BAP**, **MISS A**, **KARA**, **T-ARA**, **TVXQ**, **Hyun-Ah**, **BEAST**, **CHAOS**, **FIESTAR**, **FT Island**, and the participation of Vietnamese singers such as **TAN MINH**, **THANH LAM** and composer **PHU QUANG**.



HECKKOREA 2014

In 2014, we were co-organizer of the **HECKKOREA Music Festival** with the participation of the most popular Korean groups such as **SISTAR**, **SNSD**, **2PM**, **MISS A**, **THE GATE**.



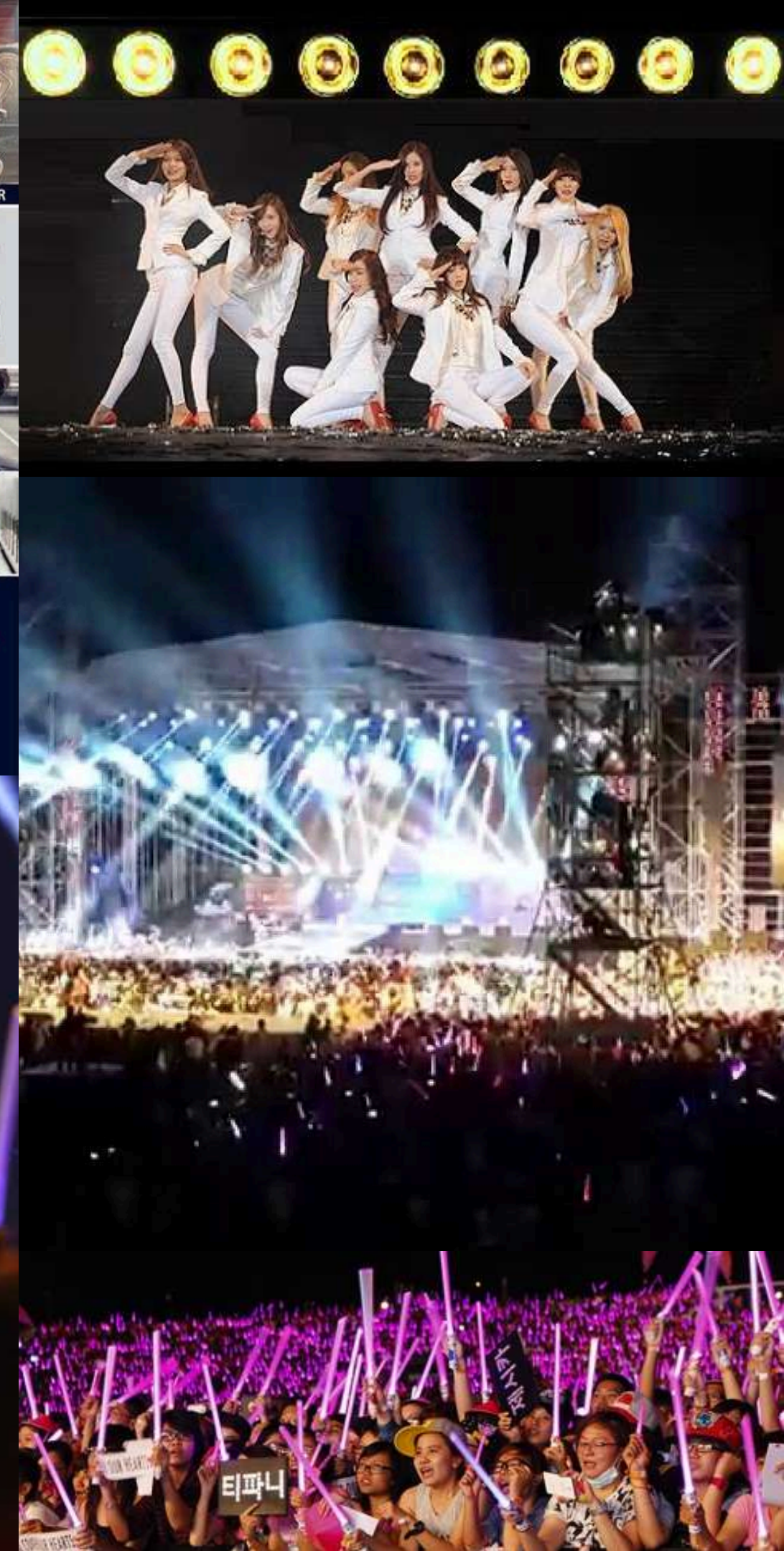
2014 KOREA HEC FESTIVAL in VIETNAM
ĐẠI NHẠC HỘI K-POP HOÀNH TRÁNG NHẤT NĂM 2014 SẼ BÙNG NỔ CÙNG CÁC BẠN.
Human Culture Equilibrium Concert



2014 HEC KOREA FESTIVAL
SNSD / 2PM / SISTAR / MISS A / THE GATE

22/03/2014 7:00 PM

SÂN VẬN ĐỘNG QUÂN KHU 7 (202 Hoàng Văn Thụ, Quận Tân Bình, Tp.HCM)





MUSIC BANK IN HANOI

KPOP CONCERT

SHINEe
SISTAR
TEEN TOP
Block B
Apink
EXO
GOT7

MUSIC BANK IN HANOI

Ngày / Date : March 28, 2015 / 18:00
 Tại / Place : My Dinh Stadium
 Ca sĩ / Artist : SHINEE , SISTAR, TEEN TOP, Block B, Apink, EXO, GOT7
 Bán Vé / Ticket sales : (Online) www.ticketbox.vn / (Offline) K-MART
 Liên hệ / Hotline : (04) 66 88 7676

Sponsors: KBS, Union, VO CUC, VK Media, SHINHAN BANK, and others.



MUSIC BANK IN HANOI 2015

In 2015, VK Entertainment co-organized Music Bank in Hanoi, featuring some of the most popular Korean groups, including EXO, SHINEE, SISTAR, BLOCK B, GOT7, APINK, TEEN TOP.

KFCIM 2016

In 2016, VK Entertainment was the organizer of FASHION CULTURE INDUSTRY MARKET (a series of cultural exchanges between Vietnam and Korea).

The program includes fashion shows and e-sport competitions of the League of Legends, with the participation of 14 Korean fashion brands such as SNRD, Sewing Boundaries, BOOK ON THE PARK, Jimi Blue, etc and the participation of CJ Entus Legendary League, MADLIFE, The Shy and some of Vietnam's team. In addition, there was appearances of idol group - INX, dance cover group - SHE and runner-up to Miss Vietnam – Huyen My as the host for the show.





In 2016, VK Entertainment was delighted to be the sponsor of the Miss Vietnam 2016. We successfully negotiated with R.A.I.N Company to brought Bi Rain to Vietnam to perform in the finale.





BIG CONCERT 2017

In December 2017, VK Entertainment was the organizer of 25th Anniversary of Vietnam-Korea Relations, with Korean Embassy at the Hanoi Opera House. Yiruma, Ailee, Bao Anh, Hương Tràm, Min, Soobin, Hoàng Sơn etc, famous Korean and Vietnam artists were participated in this special concert.

HERE WE GO KPOP TOUR SEASON 1 - 2018

In October 2018, VK Entertainment was the organizer of Here We Go Kpop Tour Season 1, with VTV Cab, Korean Cultural Center, Yeosim Seoul.

Here We Go Kpop Tour Season 1 is a competition about Kpop Dance cover and Cover Song.

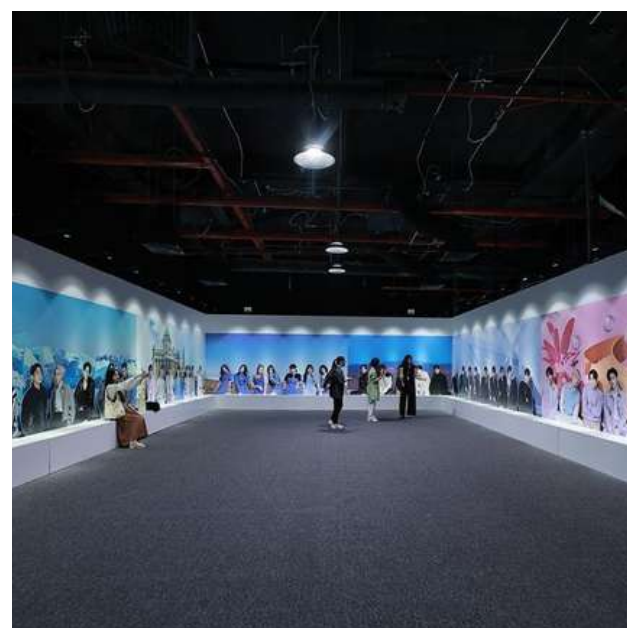
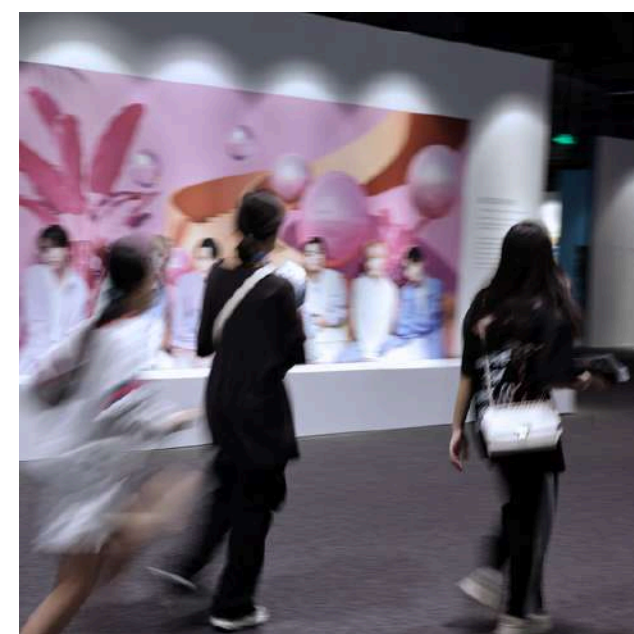
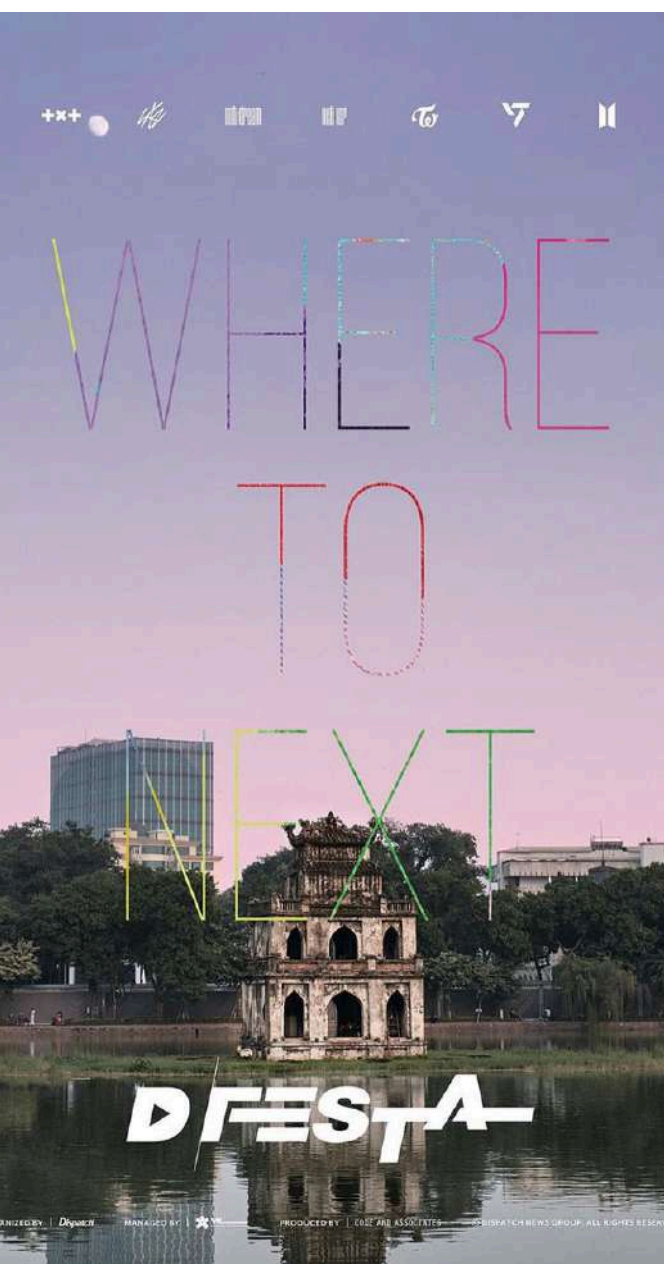
15 winner will join a tour to Korean in 4 days.

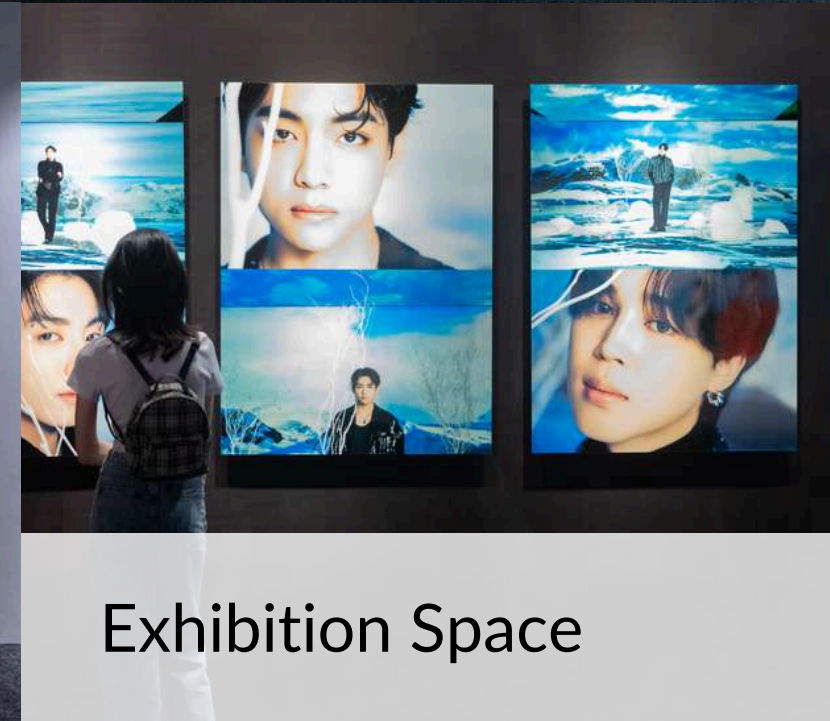


D'FESTA HANOI 2023

The exhibition “D’festa” - the largest exhibition of Korean artists held for the first time in Vietnam, organized by VK Entertainment, took place at Times City Commercial Center, Hanoi from October 14 to November 30, 2023. By applying virtual reality technology, attendees will be able to admire never-before-seen images and videos of famous idols from Korea.







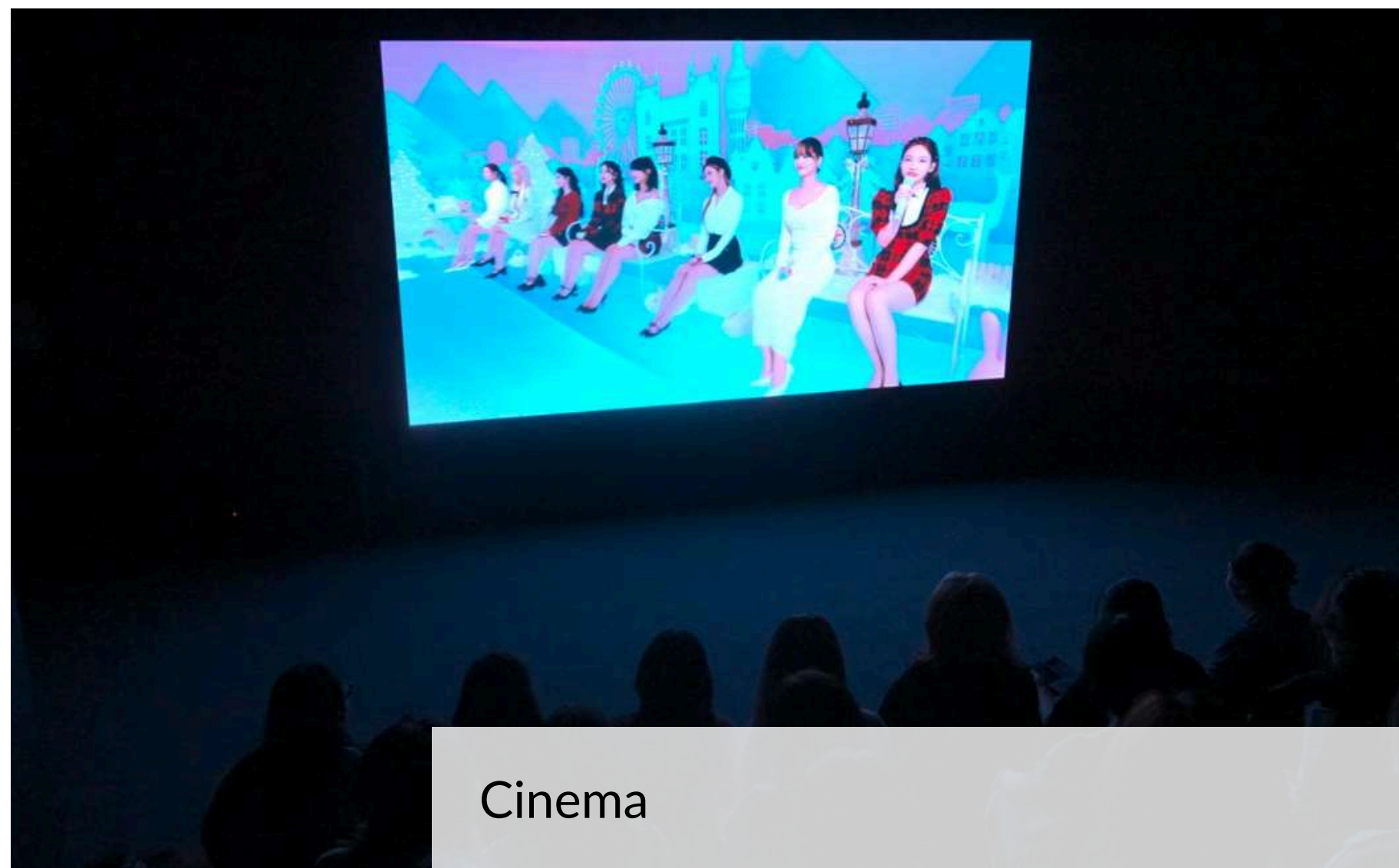
Exhibition Space





Experience Space







Cafe & Goods



03.

MANAGEMENT



MANAGEMENT

VK Entertainment has been holding Audition to find young artists who have passion for singing and acting.

With the professional cooperation (producers, songwriters, trainers etc) from South Korea in the field of entertainment, we confidently train and develop the talent as stars in Vietnam and internationally.



04.

PRODUCTION

PRODUCTION

VK Entertainment has a high-quality production team and produces trendy and high quality commercial and viral videos. In addition, we have our own live streaming equipment, and we also offer live streaming of our studio's internal and outdoor events. In-house production and partnership with brands.

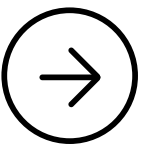
YEOSIM SEOUL



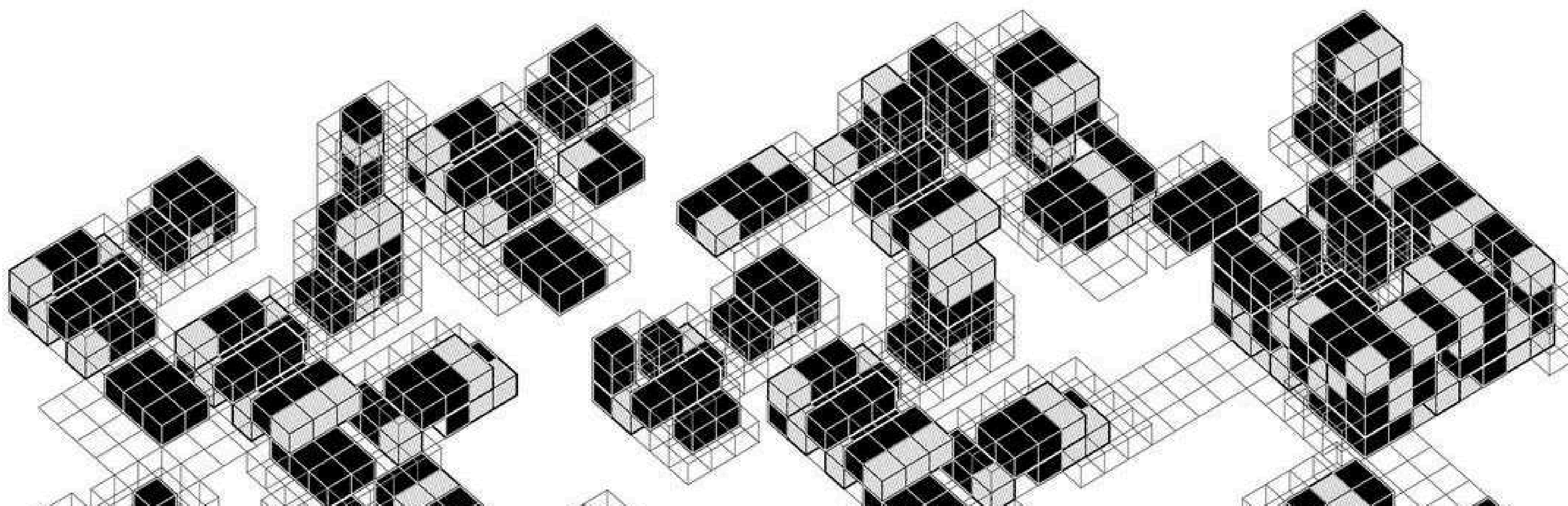


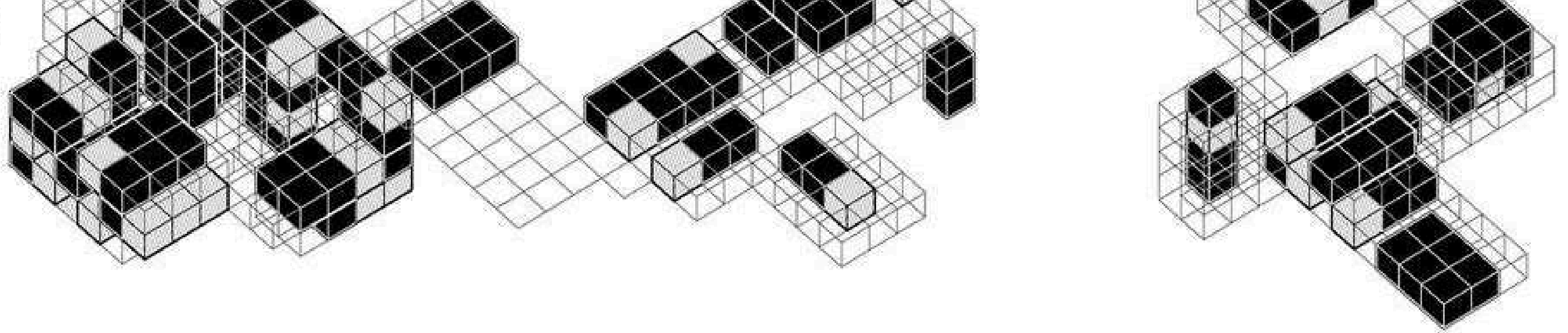
MUSIC BANK VIETNAM 2025

In 2025, VK Entertainment brought the copyright of the KBS Music Bank program to Vietnam. Create opportunities for V-Pop artists to show off their talents, contributing to the development and enhancement of the value of the Vietnamese music industry.



05. DISTRIBUTION





DISTRIBUTION

SNRD EYEWEAR

VK Entertainment is the first and exclusive distributor of SNRD which is one of the most famous eye-wear brands in Korea.

SNRD sunglasses are guaranteed to be the most technologically advanced products in Korea, which not only have superior eye protection, but also enhance fashion and style for customers.





PORORO

In August 2009, VK Entertainment officially signed a project contract for distributing the animated television series <PORORO> with ICONIX.

In Vietnam, <PORORO> has made significant contributions in the social sector, including volunteer work and appearances at various exhibitions. The series has also been broadcast on major networks such as BIBI, HTC, and HTV.



FILM

VK Entertainment is the pioneer in distributing Korean dramas in Vietnam.

We successfully distributed 23 movies and dramas, such as <White Lies>, <Dr.Kkang>, <God of War>, <Midnight Hospital>, <I Trusted Him>, <Cutie Pie>, <I Can't Stop>, <Here He Comes>, etc to Vietnam.





06.

SUPER PLATFORM

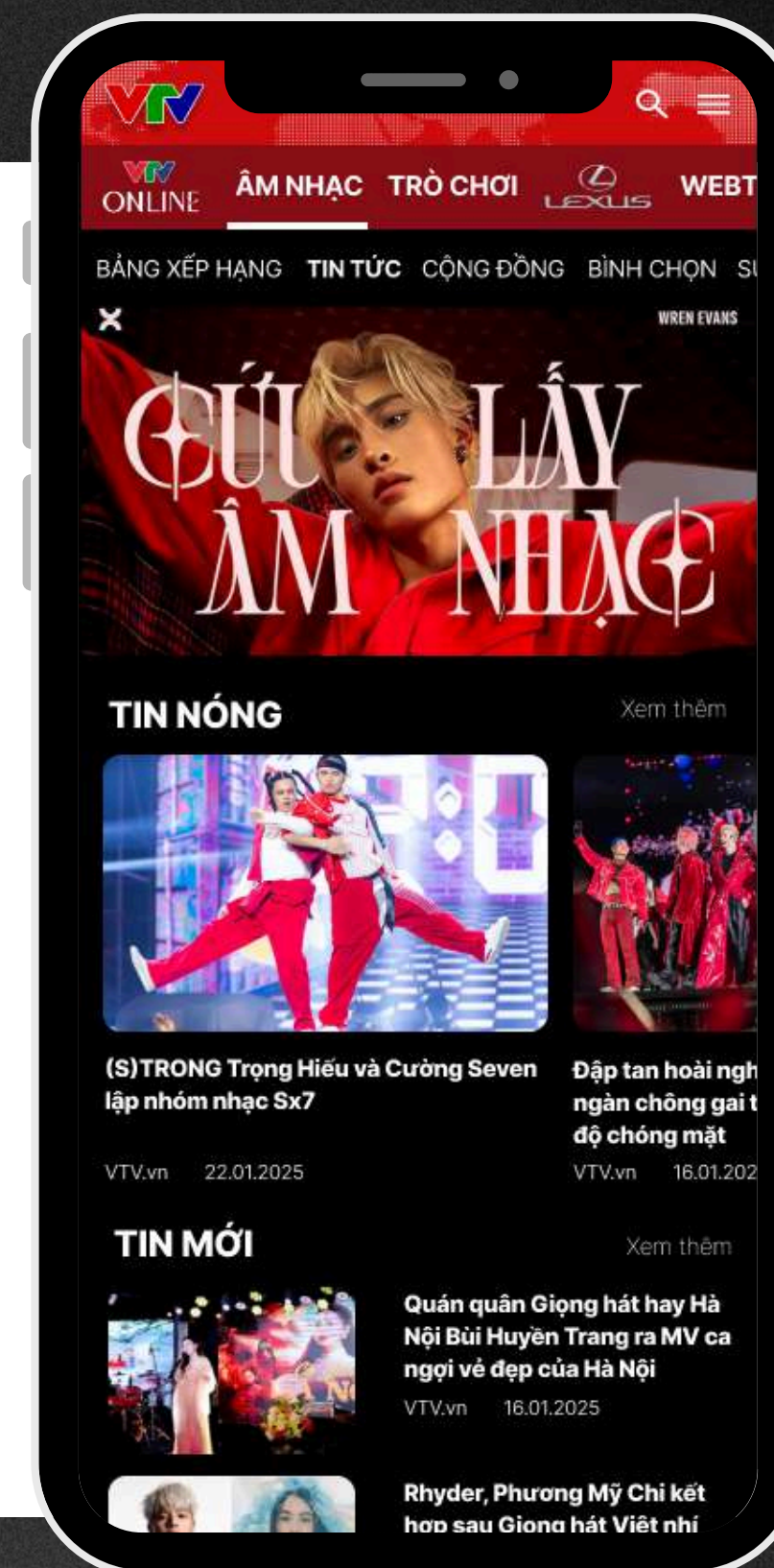
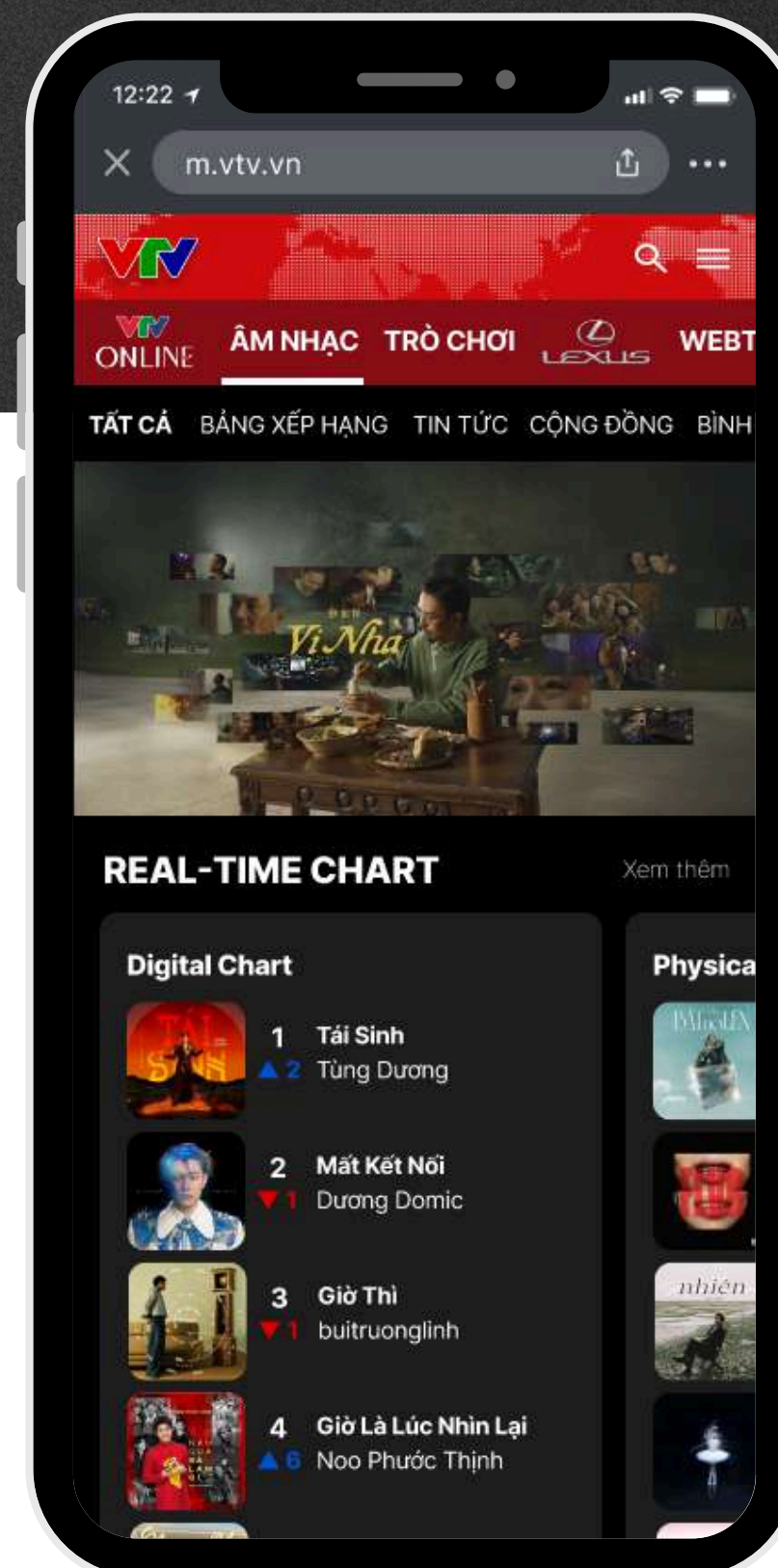


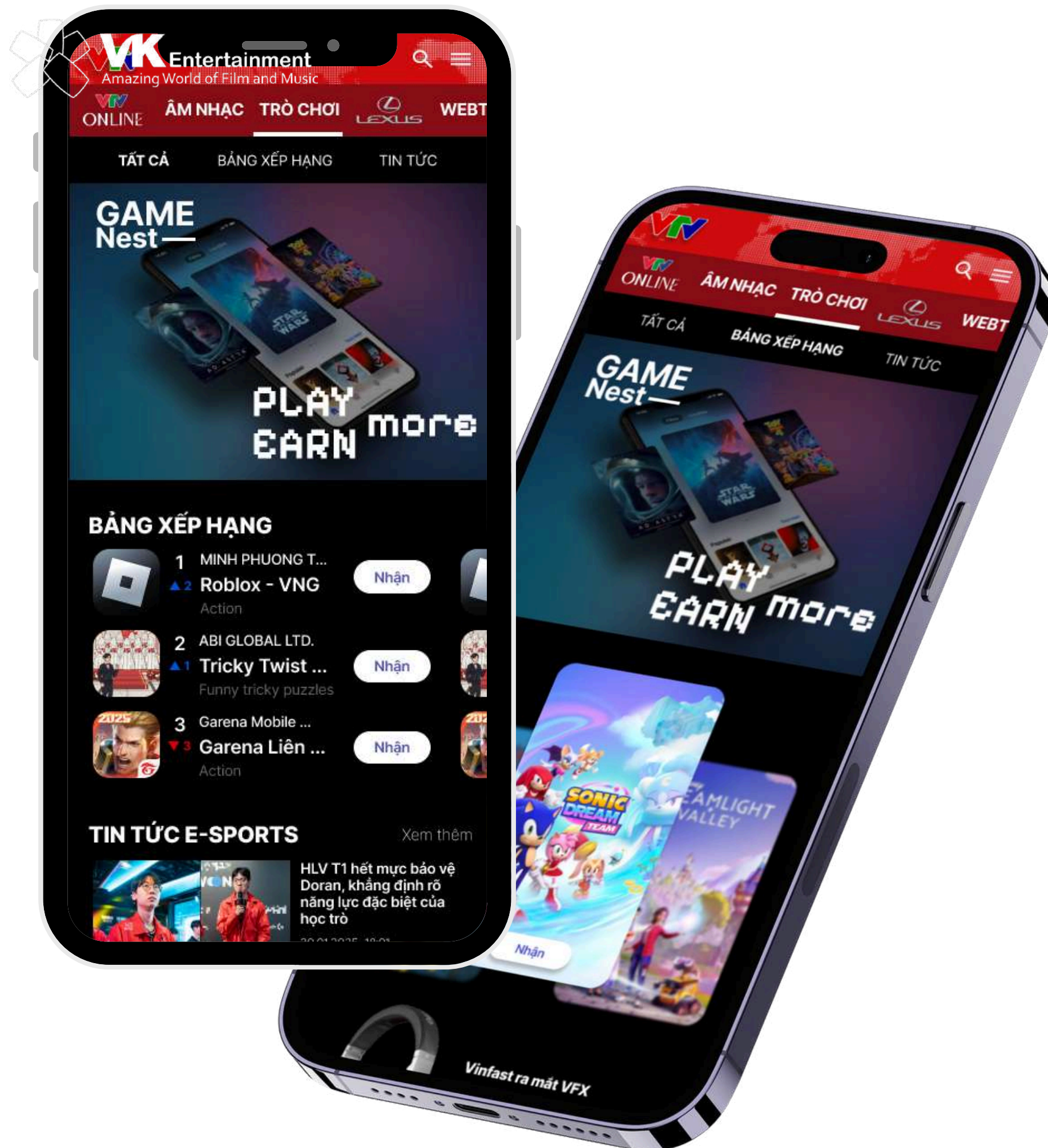
Starting from 2025, VK Entertainment has signed a BOT Contract with VTV Times to jointly develop a Super Platform encompassing News, Music, Game, and Webtoon.

MUSIC CHART, VOTING & FAN COMMUNITY

Cooperating with Hanteo Global - a company with a long history of providing K-Pop Music Charts, VK Entertainment has created a music ecosystem includes services such as Music Charts, Voting, Streaming and Fan Community.

Fans have the opportunity to interact and connect with each other through the Fan Community and support their idols through Voting and Streaming to copyrighted music.





GAME

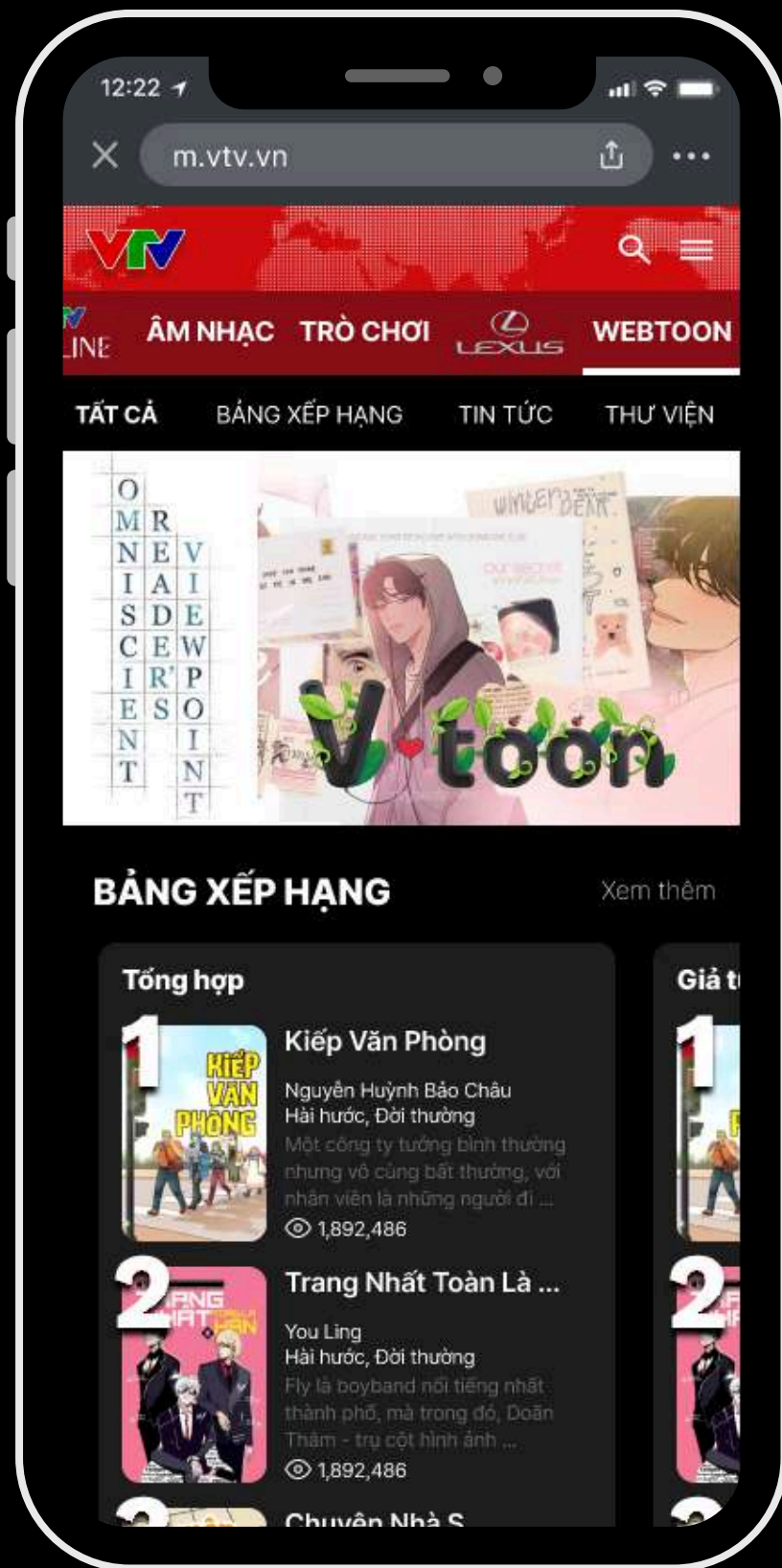
Since 2023, VK Entertainment has been preparing to expand into the game business and publishing category, directly bringing game IPs from Korea to Vietnam, and at the same time promoting services on digital platforms.

VK Entertainment has full license to publish and trade games according to Vietnamese Law.



— VỆ THẦN — THE GUARDIANS

- COMING SOON 2025 -



WEBTOON

Exclusive distribution of Korean webtoons, giving readers the experience of reading copyrighted Korean Webtoons in a convenient and legal way.

Besides, the platform also helps readers easily access and explore Korean Webtoon through trial reading promotions and coins promotion.

07.

TYPES OF ADVERTISING

VK Entertainment provides advertising services in many different types, suitable for customers' needs.

WITH CREATOR

The product is created through collaboration with content creators to promote it in an authentic and engaging manner. Leveraging the creator's unique style allows for effective reach and interaction with the target audience.

OFFERWALL

The in-app advertising tool allows users to complete tasks to earn rewards. This serves as a way for developers to generate revenue from ads while encouraging greater user engagement.

DISPLAY AD

An advertising service that displays images or videos on a website or app to attract users. The ads are positioned in fixed locations to ensure high visibility to the audience.

VOD/SNS

A video advertising service on platforms that allow users to watch on-demand content, featuring precise targeting based on personal information, behaviors, and habits, directing users to the main service (SSOM).

WITH CREATOR

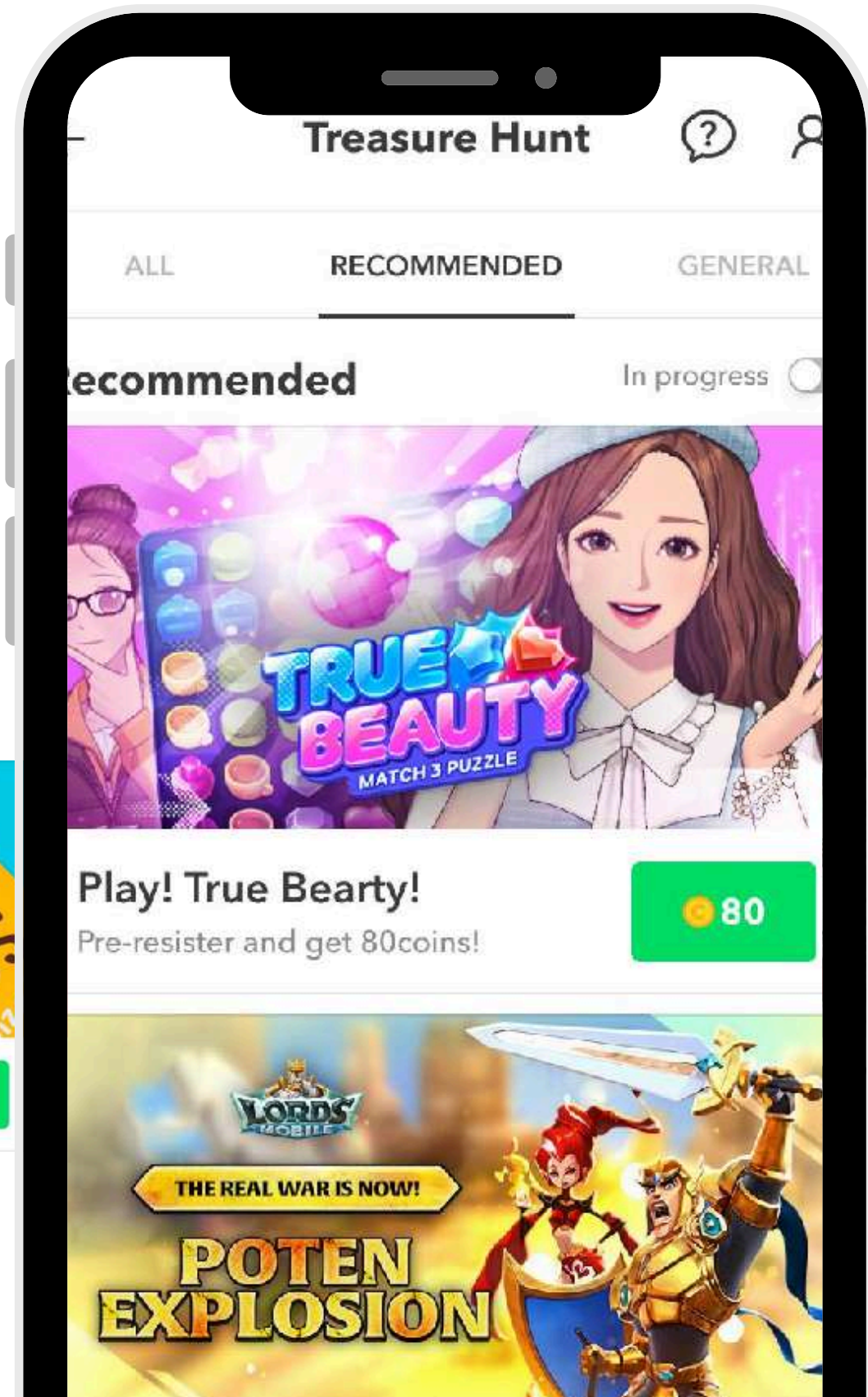
PPL Story type

Integrate the product and brand of the sponsor naturally into the story in the form of a short video (under 1 minute) featuring artists, promoting the brand without interrupting the viewer's experience.

PPL Image type

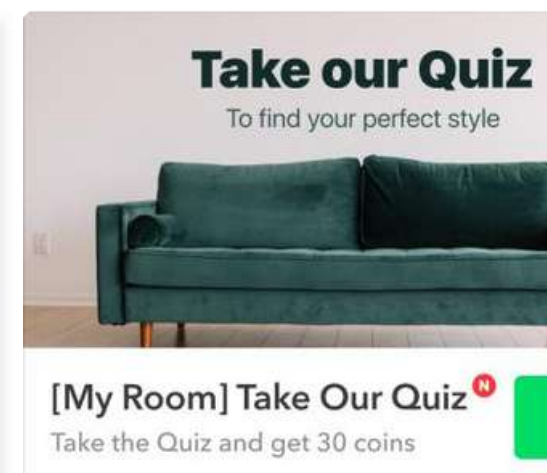
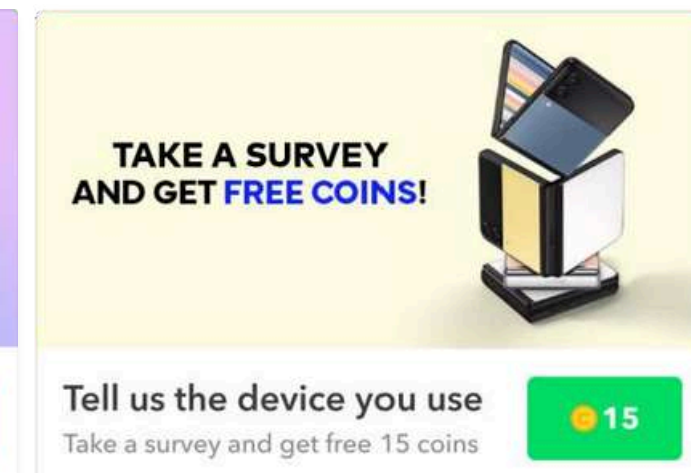
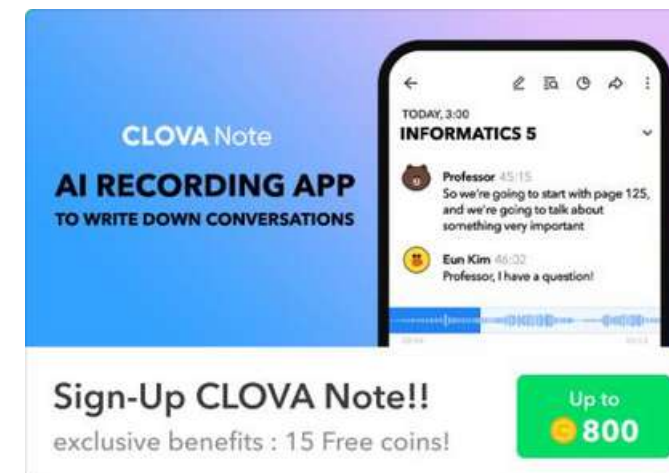
An advertising format in which a product or brand is integrated into visuals, such as social media posts, advertising images, or blog articles. The product appears naturally within the context of the imagery to promote it without disrupting the viewer's experience.

DETAILED INFORMATION	
Appearance Platform	VK Application (Web + Mobile)
Category	PPL Production



OFFERWALL

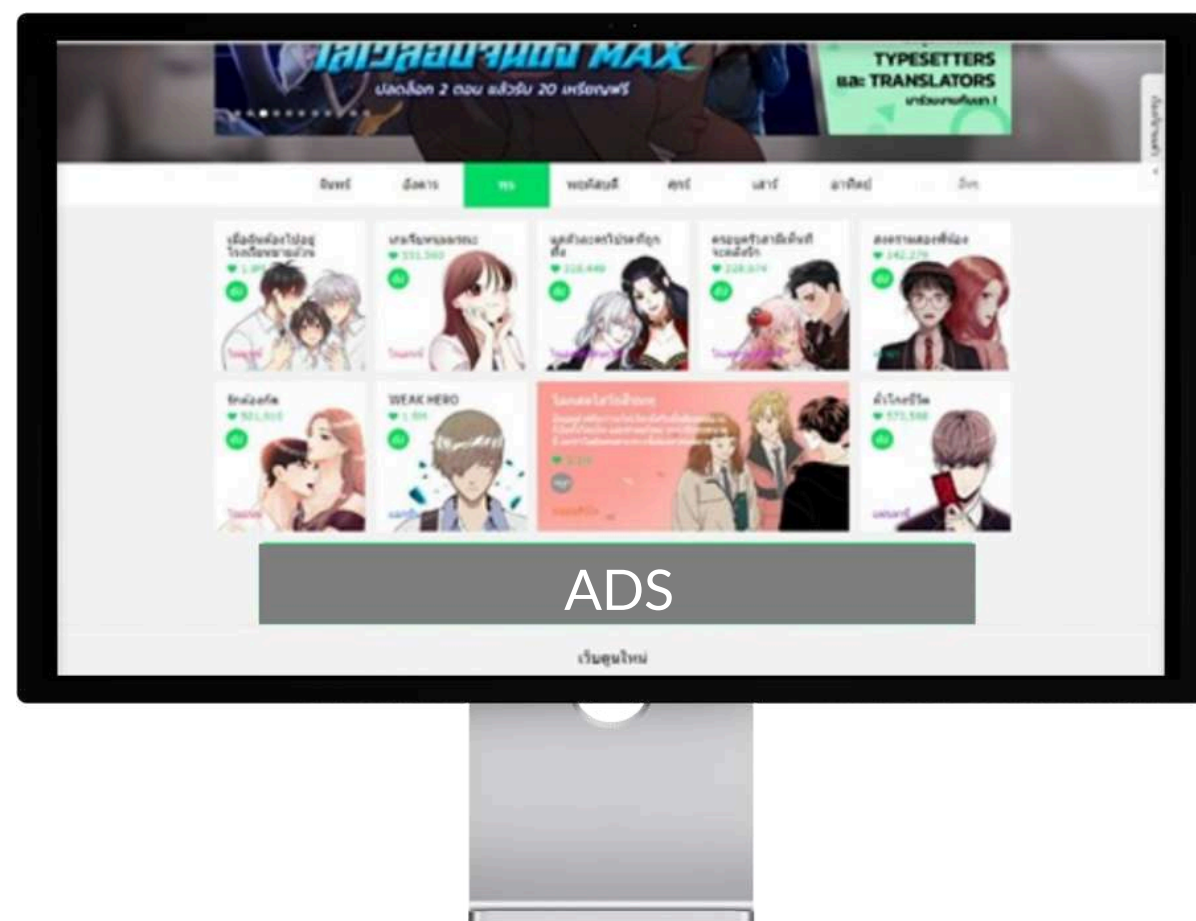
An advertising tool that allows users to earn rewards or cash by completing tasks such as taking surveys, downloading apps, or watching ads that contain information about the sponsor's products or brand.



DISPLAY AD

CPM

An advertising format prominently placed in key service areas within the app, displayed based on the CPM (Cost per mille) pricing model.



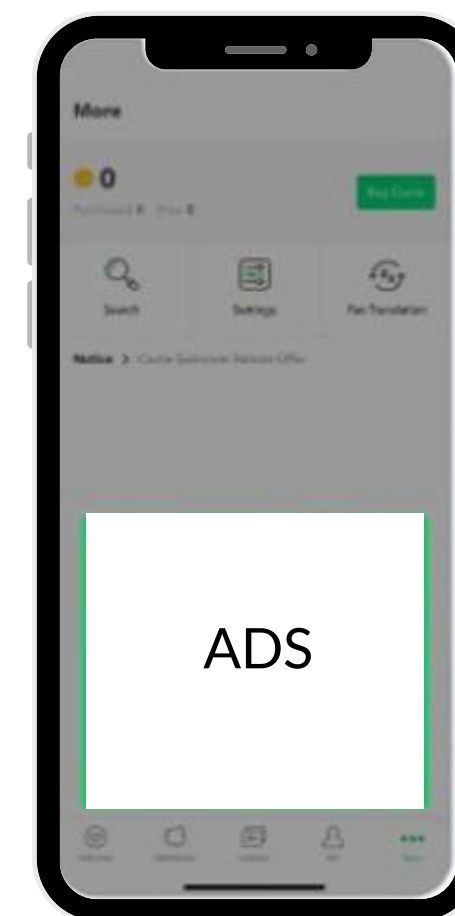
PC Leader board
970 x 90



Series Home
720 x 600



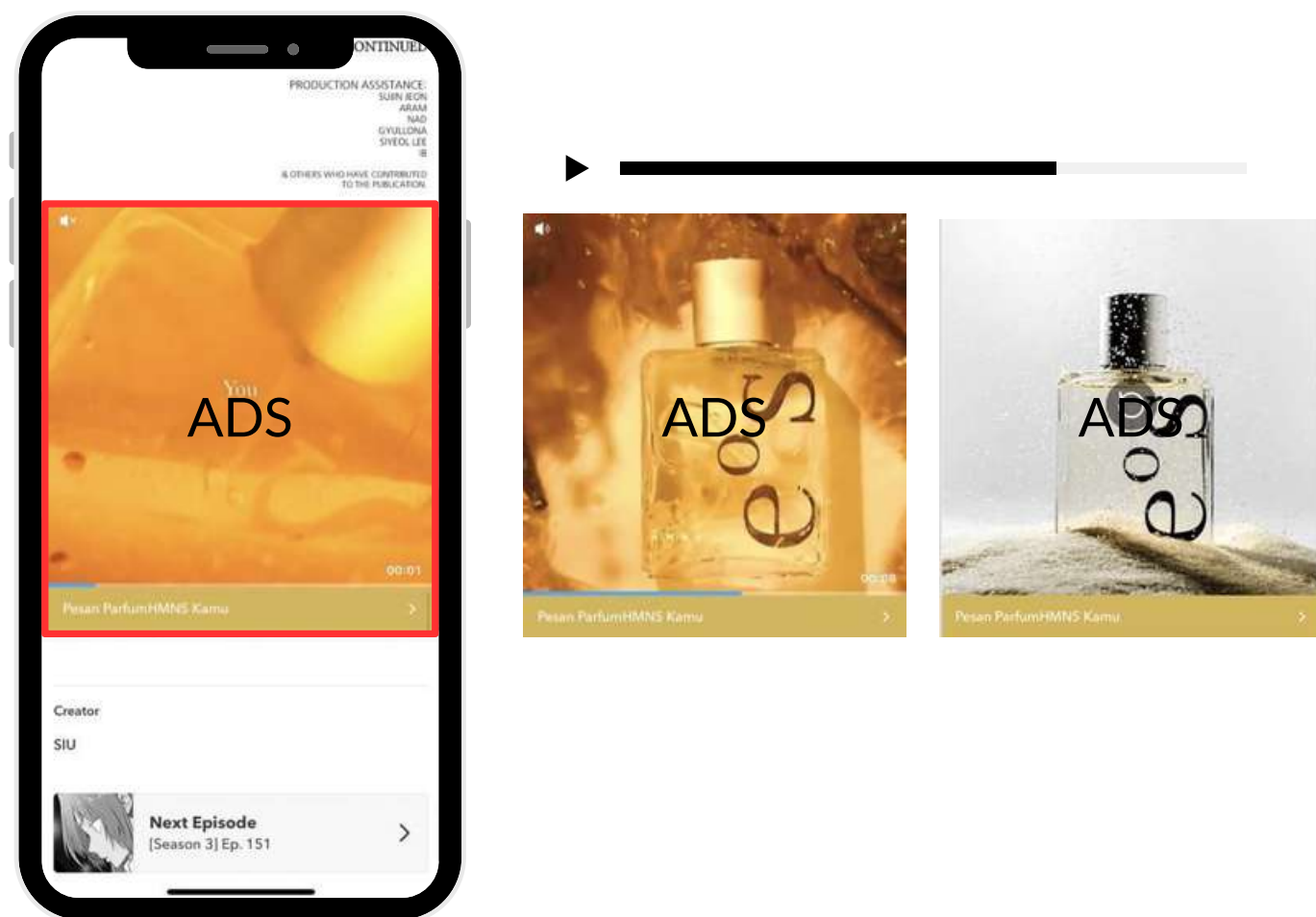
In-Viewer
970 x 90



User Profile (APP)
600 x 500

In-viewer 1:1 Video

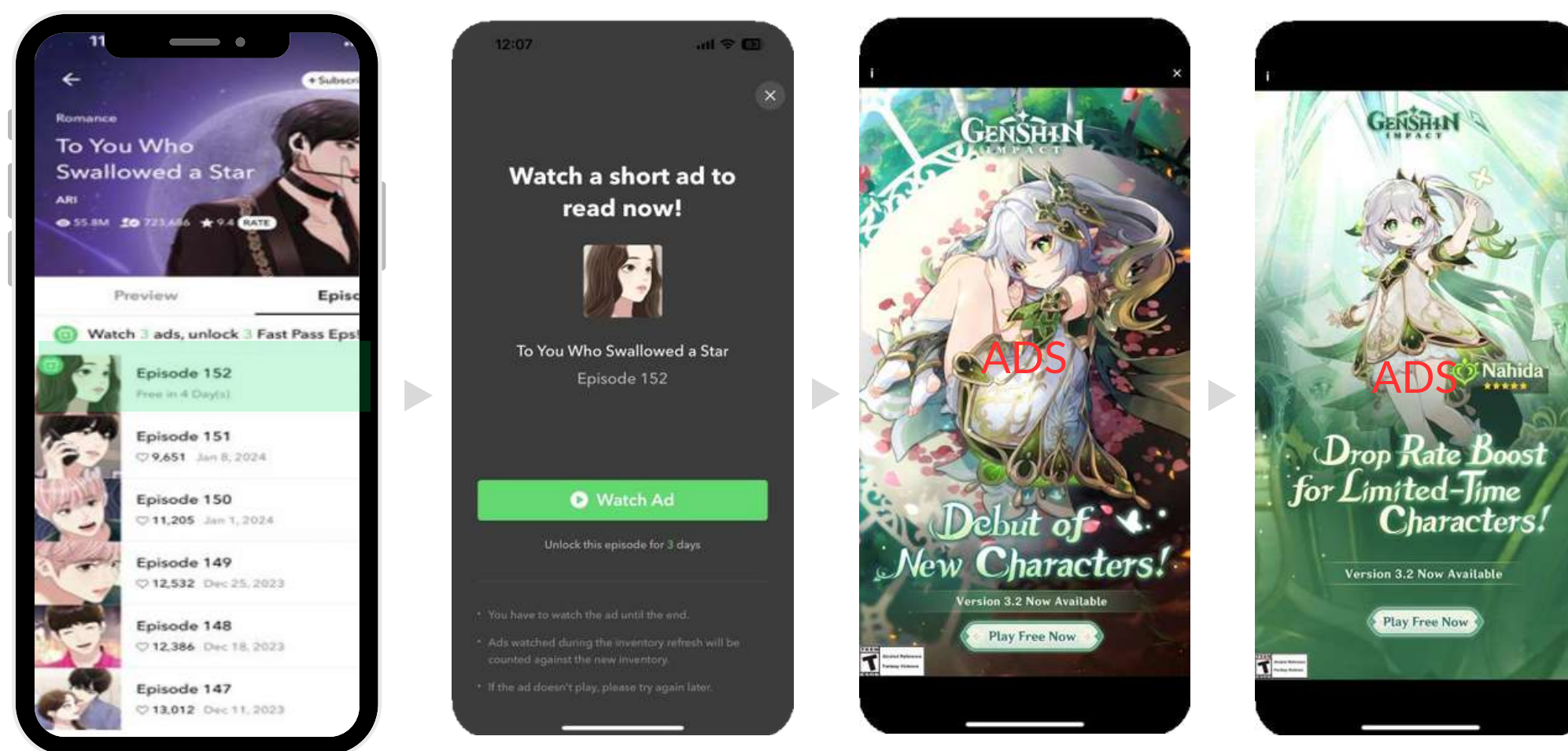
An advertising format in the form of a 1:1 ratio video that plays and displays automatically on the In-viewer screen, capable of capturing attention and delivering high effectiveness.



1:1 Video 600 X 600

Full-screen Video

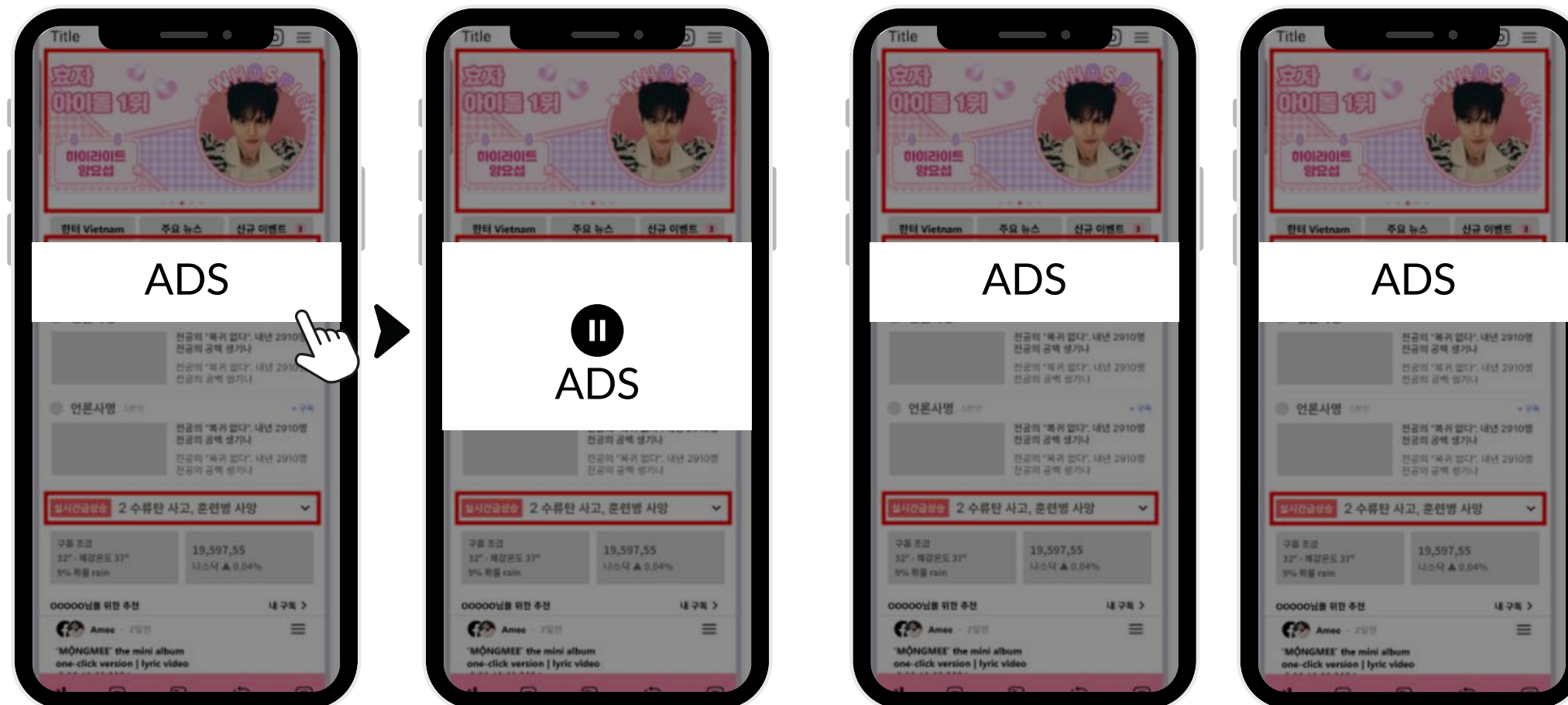
A 30-second full-screen video advertising format that cannot be skipped. This type of ad captures significant user attention.
**The average view rate is approximately 90%.



Full-screen Video

Main Exclusive

First view advertising can monopolize the advertising position for 1 day every time you enter the app's main screen. Ensure effective brand promotion and attract attention.



Interactive video

Native image

Image banner

DETAILED INFORMATION

Appearance Platform	VK app (Mobile version)
Category	CPD/ CPM
Appearance Location	First main screen when entering the app

VOD/SNS

VOD

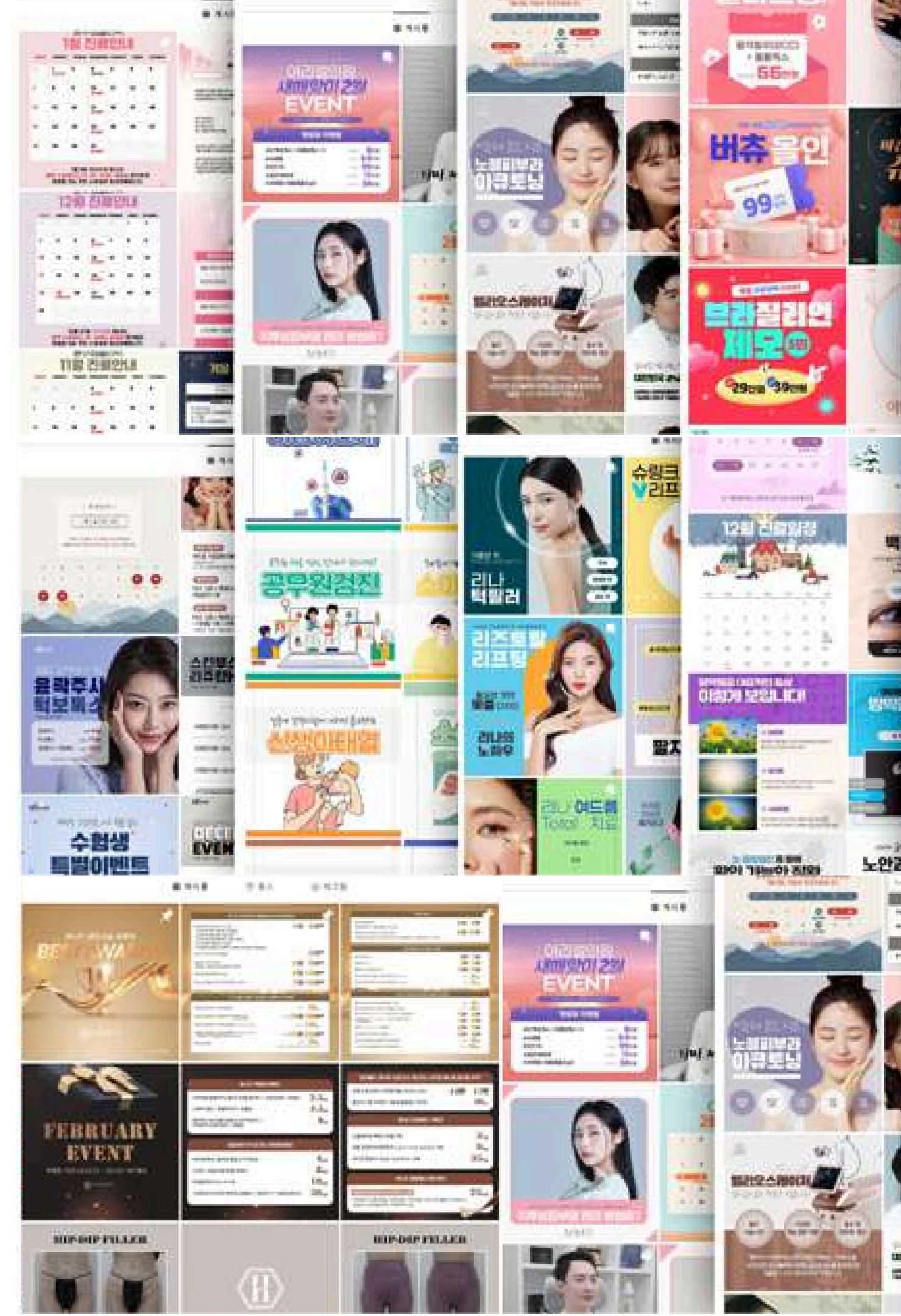
Combination of on-demand video advertising and social media advertising, providing broad reach and precise interaction with users.

SNS

Ads can appear as pre-roll, mid-roll, post-roll, overlay, interactive ads, in-feed video ads, story ads,... or be integrated into videos in many different ways.

DETAILED INFORMATION

Appearance Platform	VK Application (Web + Mobile)
Category	CPD



08.

PARTNER

VK Entertainment has been cooperating with domestic and foreign partners in various fields,
especially content and digital platforms.

PARTNER



THANK YOU.