




CHANNEL PROFILE

Proposed by **K+ ADVERTISING**





01

WHO WE ARE

All about K+ & K+KIDS

About K+

TOP 3

Strongest Pay TV In Vietnam

- Premium Pay TV brand
- Pioneer in the use of DTH technology
- International standard TV expertise
- Nationwide coverage with 170+ local & national TV channels including 5 channels produced by K+
- Co-distributors:

Subscribers of other Pay TV services can still subscribe to watch K+ channels including K+SPORT 1, K+SPORT 2, K+CINE, K+LIFE and K+KIDS on the following platforms:



+3M

Household subscribers
(Ave. 4 people / household)

+55K

Coffee – F&B shops subscribers
(Ave. 60 people / shop)

+385K

K+ application accounts

+15M

Estimated reach on TV platform



60%



40%

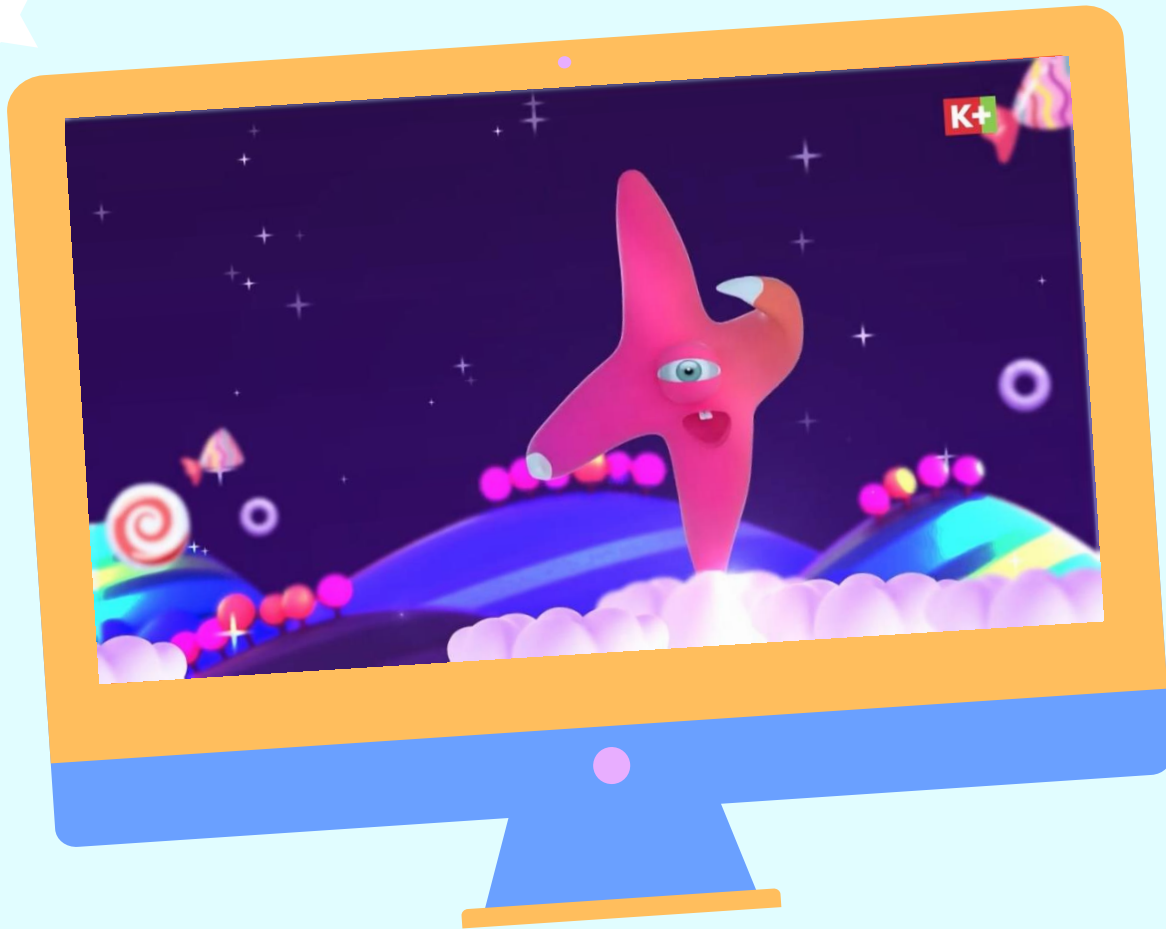


Launched on 1st Oct 2021, K+KIDS is a channel **dedicated to children** with **endless animated series and movies** for boys and girls.

Multiple contents on K+KIDS are **not only fun and exciting but also inspiring and educational** for our kids to thrive. Notably, some titles of the Amazon Prime Originals have won elite awards including the Emmys, for their premium quality and top investment. To name a few are *Masha and the Bear*, *Tumble Leaf*, *Pucca*, *Wiki and Animal friends*, *Boonie Bears: Snow Daze*, *Nils Holgersson*, *Vir The Robot Boy* etc.

Besides, contents of different thematic topics such as musical, storytelling, arts, discovery etc. are also in the catalogue.

About K+Kids



Let's enjoy the amazing world
of K+KIDS

Click to play ↓

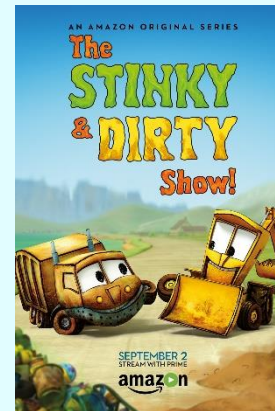
K+KIDS

TRAILER



Highlight Contents

The best kid contents selection of Amazon Prime - one of the best video streaming for Kids in the world - that **won many prestigious awards** like Daytime Creative Arts Emmy Awards, Daytime Emmy Awards, Annie Awards, Annecy International Animated Film Festival etc.

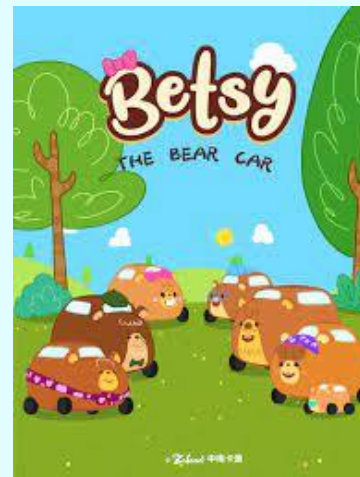


Highlight Contents

The unique contents from Media Toon - one of the major content distribution in France



Together with lots of outstanding series



The specialities of K+KIDS



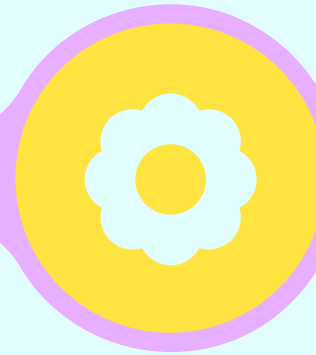
Safe playground

All content and images are edited and censored to ensure the child safety policy



Learn through play

Kids freely explore the world around them or learn art via fun yet educational content



Premium content

K+KIDS is the amazing world full of popular animated series and movies together with edutainment



Caring

Movies and series are carefully selected and broadcasted in accordance with children's daily schedule

A large, stylized rainbow graphic composed of multiple concentric and overlapping bands of color (red, orange, yellow, green, blue, purple) that forms a circular shape around the text. The rainbow extends from the top right and bottom right corners of the frame.

02

WHAT WE DO

Advertising Solutions

Advertising Solutions

We offer the most effective Advertising Solutions that make your brand truly memorable to viewers.



Sponsor Panel



TVC



**Popup Logo on
Program Panel**

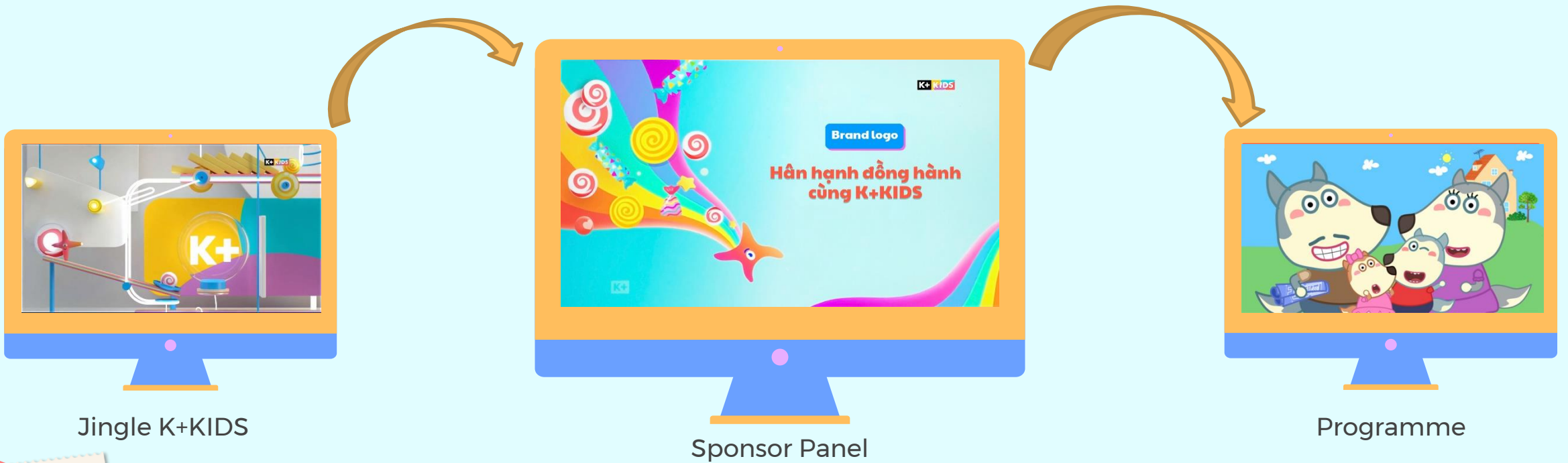


**Special Branded
Content**



SPONSOR PANEL

The sponsor panel will appear after the jingle K+KIDS

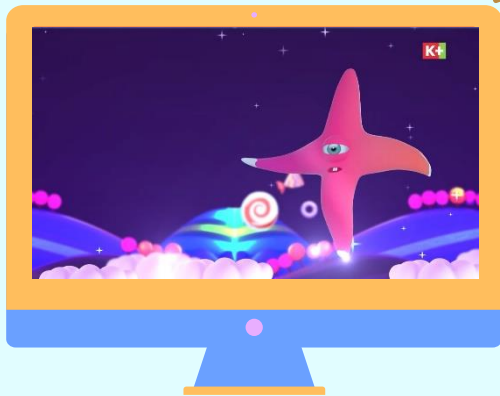


Watch
K+KIDS JINGLE
Here



TVC

TVC will appear after the trailer of K+KIDS



Trailer K+KIDS



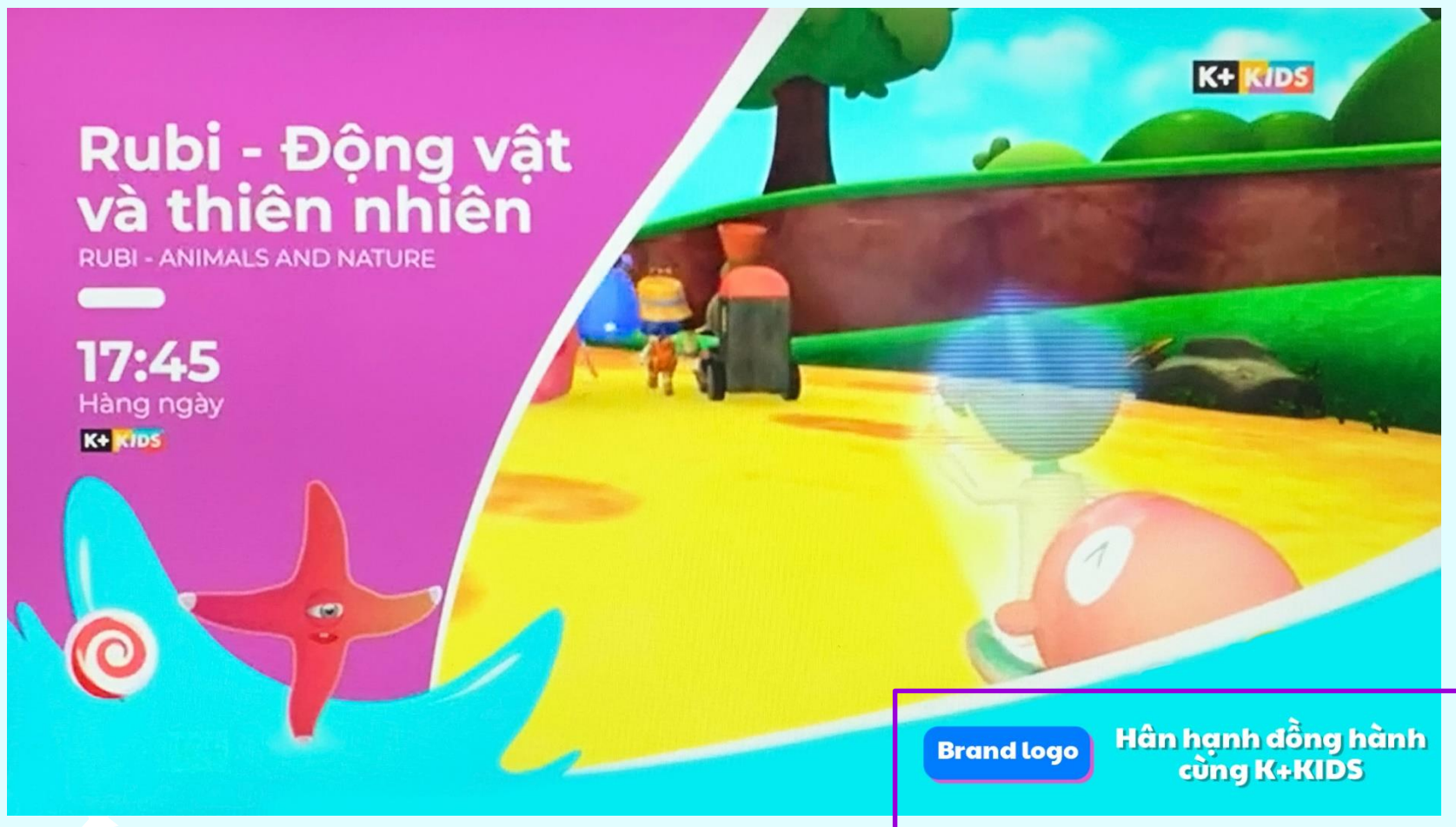
Brand's TVC 30s



Programme

POPUP LOGO

Brand's logo will pop up in program panel



SPECIAL BRANDED CONTENT

Brand will have 3-5 mins to broadcast their special content such as commercial cartoon, music video etc. in the prime time of K+KIDS (19 – 20h)





Thank you!



LET'S GET YOUR BRAND INTO THE GAME

Tell us about your company, we'll tell you how we can help



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<http://ad.kplus.vn/>