

MOTORSPORTS BROADCAST SPONSORSHIP





1 WHO WE ARE





K+ INTRODUCTION

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
- Co-distributors:

Subscribers of other Pay TV services can still subscribe to watch K+ channels including K+1, K+PM, K+PC and K+NS 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%



K+ THEMATIC CHANNELS

K+ SPORT1



K+ CINE



K+ KIDS

NEW



K+ LIFE



K+ SPORT2





DIGITAL PLATFORMS

Together with TV, K+ also develops content on digital platforms including Facebook and Youtube which attract millions of audiences, most are male, and gain huge engagements

Truyen hình K+
2.3M followers



K+ Sports
1.2M followers



K+ Cinema
86K followers



FACEBOOK

3
FAN PAGES

3.6 MIL
FOLLOWERS

+13 MIL
AVERAGE REACH
PER MONTH



YOUTUBE

3
CHANNELS

1.45 MIL SUBSCRIBERS

+60 MIL
AVERAGE VIEWS
PER MONTH



Truyen Hinh K+
138K subscribers



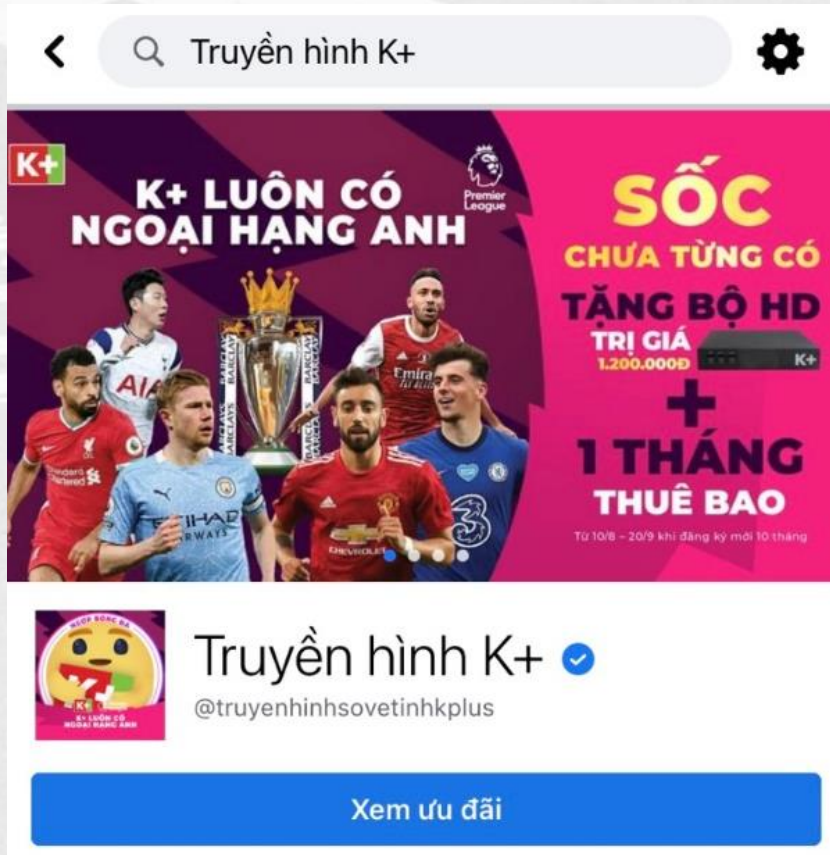
Kplus Sports
1.3M subscribers



K+ Cinema
17.3K followers



TOP CHANNELS | TRUYỀN HÌNH K+



2.3M followers

+18M reach per month

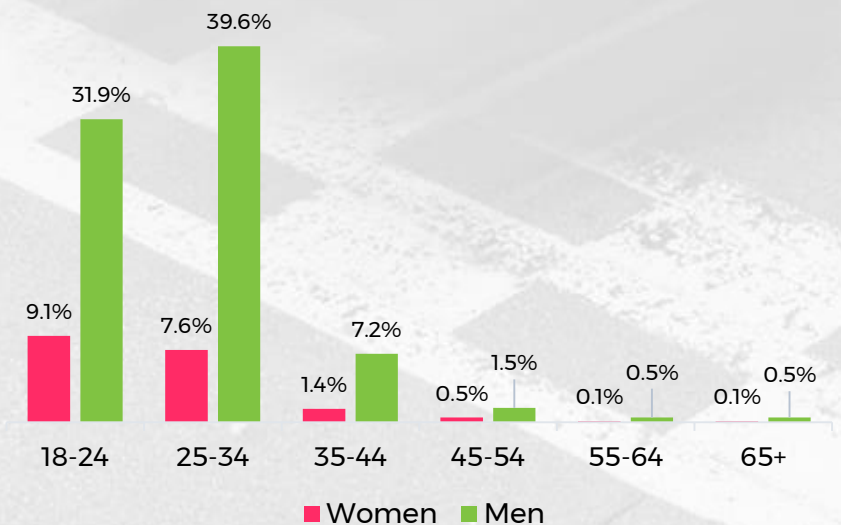
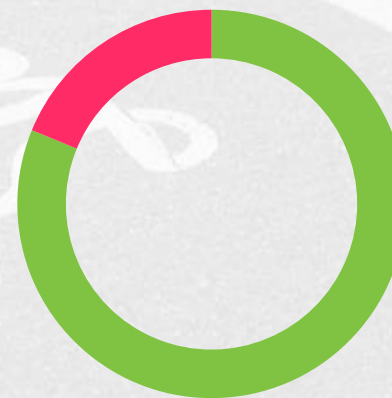
+18M engagement per month

+12M views per month



FACEBOOK

■ Men 81.2% ■ Women 18.8%

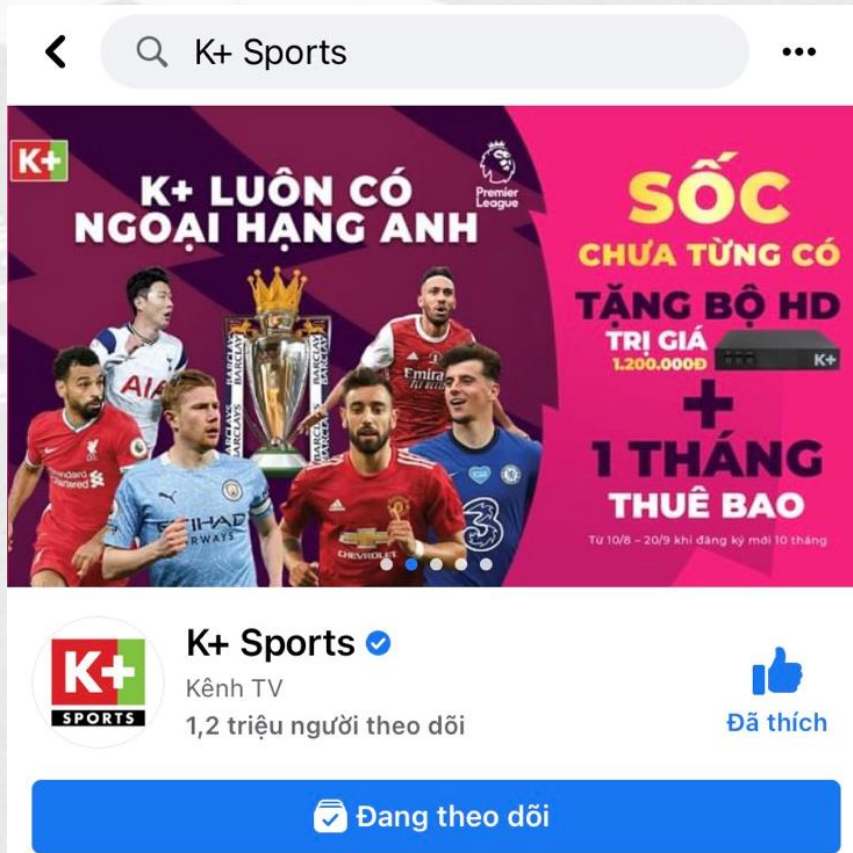


#SPORTS
#MOVIES
#ENTERTAINMENT

**Data is from Jul 1st – Aug 24th 2021*



TOP CHANNELS | K+ SPORTS



1.3M followers

+13M reach per month

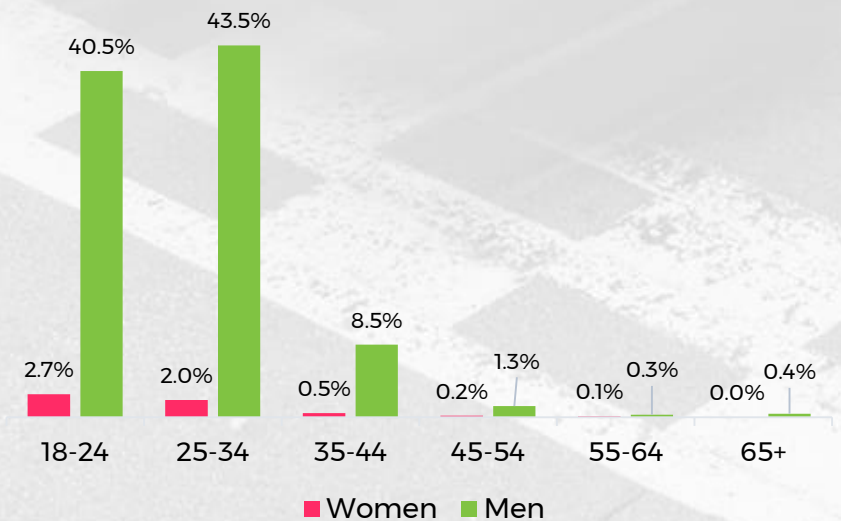
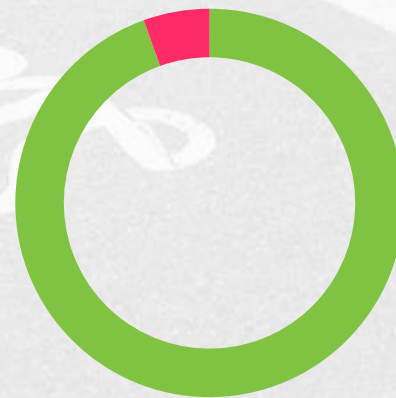
+6M engagement per month

+137M views per month



FACEBOOK

■ Men 94.5% ■ Women 5.5%

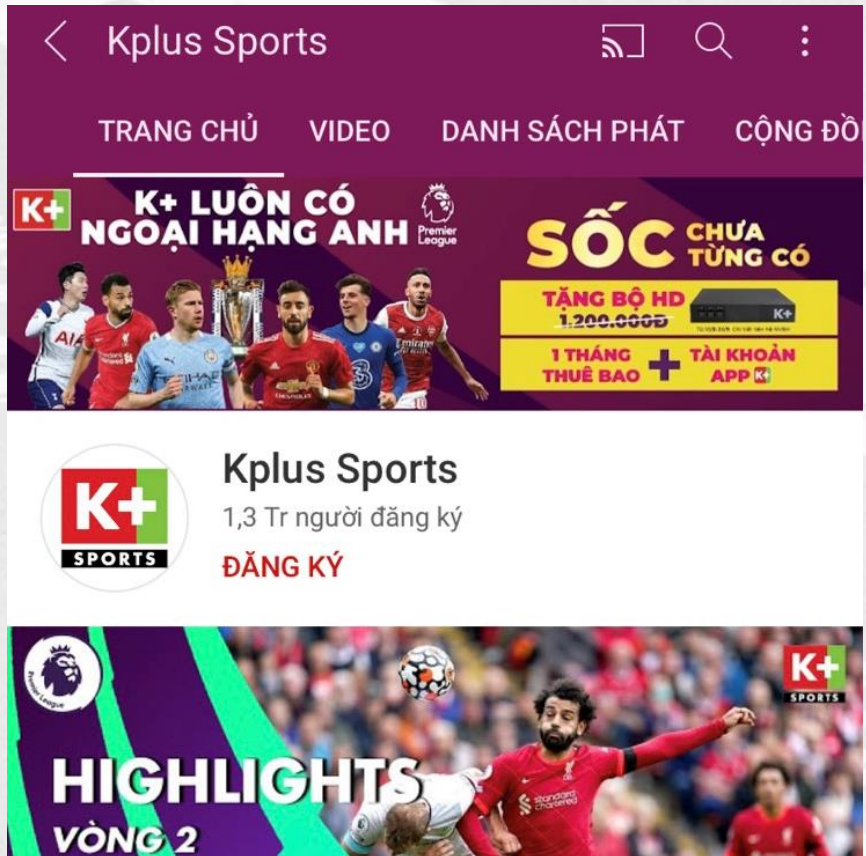


#SPORTS

**Data is from Jul 1st – Aug 24th 2021*



TOP CHANNELS | K+ SPORTS



#SPORTS

1.2M subscribers

+40M views per month

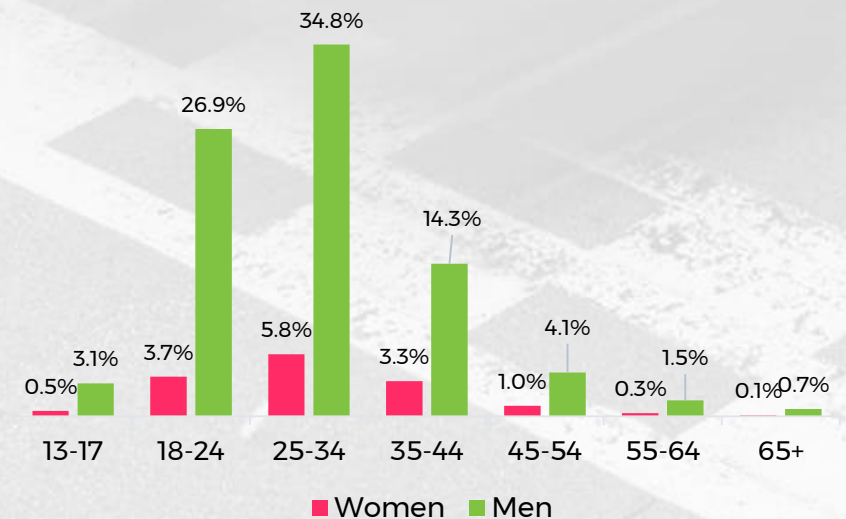
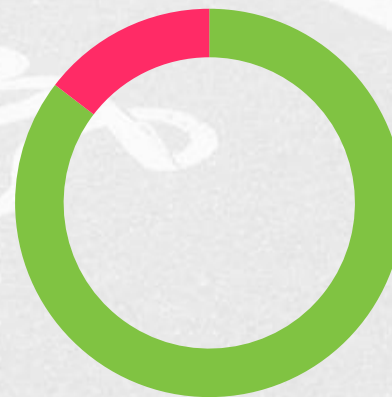
+600M impression per month

+5% CTR



YOUTUBE

■ Men ■ Women
85.4% 14.6%



*Data is from Jul 1st – Aug 24th 2021

K+ ADVERTISING

2 WHAT WE HAVE



**THIS IS
MOTORSPORT**



HIGHSPEED



THRILLING



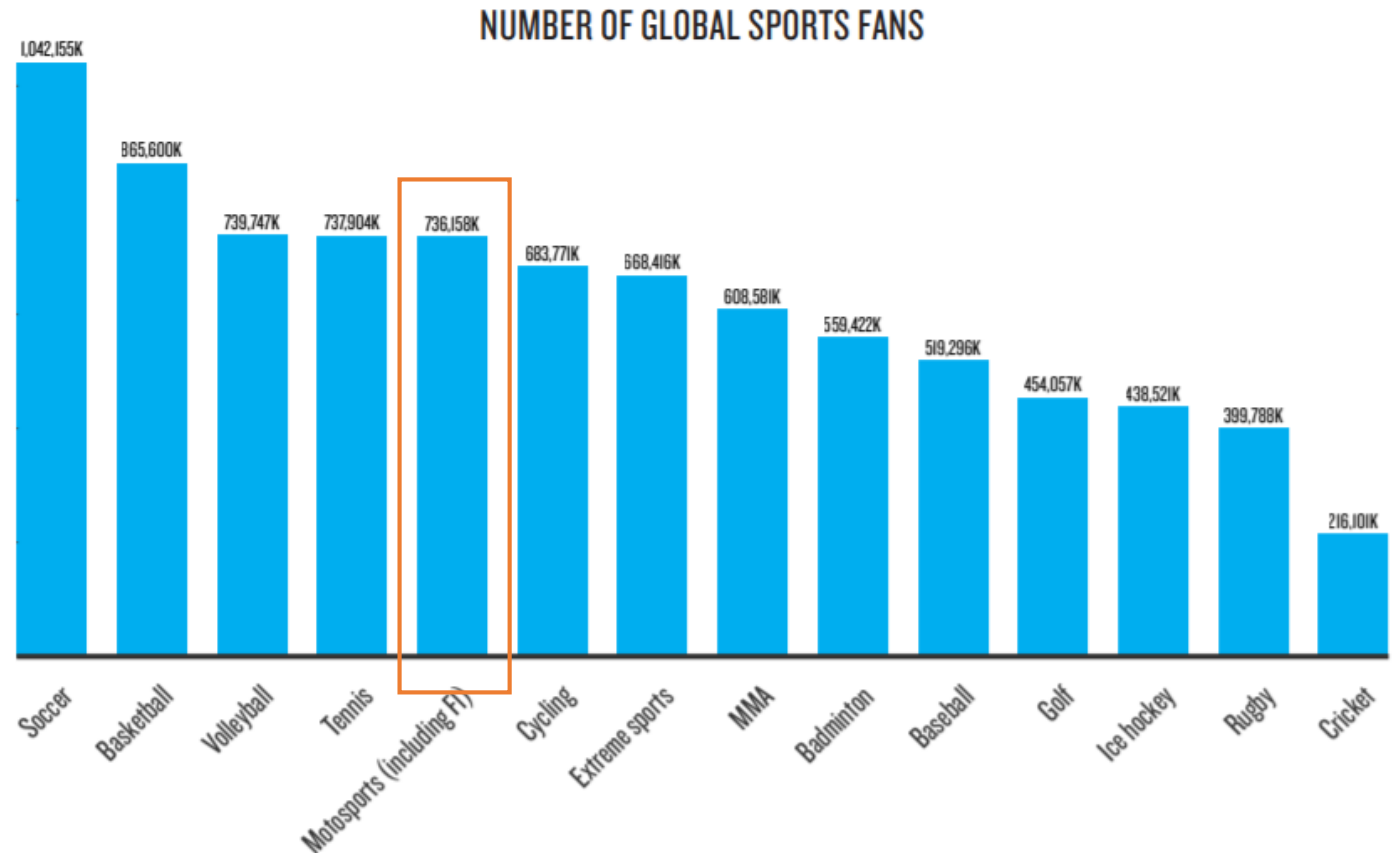
BREATHLESS



GLORY



Motorsports have **The 5th highest global fan base** in the world



Source: Nielsen Fan Insights 2020 (Argentina, Australia, Belgium, Brazil, Canada, China, Columbia, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Mexico, Netherlands, New Zealand, Nigeria, Philippines, Poland, Portugal, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Switzerland, Thailand, Turkey, UAE, UK, US, Vietnam)

Q: TOP 2 BOX Please tell us how interested you are in each of the following sports – in terms of whether you attend events, watch that sport on TV, follow it online, listen to the radio, or read about it in newspapers or magazines

The 5 most popular tournaments in motorsports
are now exclusively on **K+**





Formula One (also known as Formula 1 or F1) is the highest class of international auto racing for single-seater formula racing cars sanctioned by the Fédération Internationale de l'Automobile (FIA). A Formula One season consists of a series of races, known as Grands Prix, which take place worldwide on both purpose-built circuits and closed public roads.



The audience figures for 2020 show the strength and resilience of Formula 1 with:



Unique viewers
for 2020

433M

Average audience
figures in 2020

87.4M

Total season
cumulative audience

1.5bn

01  **BAHRAIN**
18-20 MAR SAKHIR

02  **SAUDI ARABIA**
25-27 MAR JEDDAH

03  **AUSTRALIA**
08-10 APR MELBOURNE

04  **EMILIA ROMAGNA***
22-24 APR IMOLA

05  **MIAMI****
06-08 MAY MIAMI

06  **SPAIN***
20-22 MAY BARCELONA

07  **MONACO**
27-29 MAY MONACO

08  **AZERBAIJAN**
10-12 JUN BAKU

09  **CANADA**
17-19 JUN MONTREAL

10  **UNITED KINGDOM**
01-03 JUL SILVERSTONE

11  **AUSTRIA**
08-10 JUL SPIELBERG

12  **FRANCE**
22-24 JUL LE CASTELLET

13  **HUNGARY**
29-31 JUL BUDAPEST

14  **BELGIUM**
26-28 AUG SPA-FRANCORCHAMPS

15  **NETHERLANDS**
02-04 SEP ZANDVOORT

16  **ITALY**
09-11 SEP MONZA

17  **RUSSIA**
23-25 SEP SOCHI

18  **SINGAPORE***
30 SEP-2 OCT SINGAPORE

19  **JAPAN**
07-09 OCT SUZUKA

20  **USA***
21-23 OCT AUSTIN

21  **MEXICO**
28-30 OCT MEXICO CITY

22  **BRAZIL**
11-13 NOV SAO PAULO

23  **ABU DHABI**
18-20 NOV ABU DHABI



TM

2022 CALENDAR

* SUBJECT TO CONTRACT

**SUBJECT TO FIA CIRCUIT HOMOLOGATION



The oldest motorsports championship in existence is also the most exciting in the world. MotoGP™ has been thrilling race fans since 1949 when it was inaugurated as the FIM Road Racing World Championship Grand Prix, and is constantly winning new fans as it continues to expand around the globe.

Its 19-round season visits a total of 16 countries across four continents, showcasing the planet's fastest motorcycle racers in its three categories comprising the Moto3™, Moto2™ and MotoGP™ World Championships – as the pinnacle of motorcycle racing.



MEDIA FIGURES

COUNTRIES REACHED (RECEIVING LIVE TV SIGNAL)
207



COUNTRIES REPRESENTED BY MEDIA PERSONNEL
65

HOMES REACHED VIA CABLE
SATELLITE NETWORKS

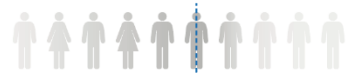
427
MILLION



TOTAL BROADCASTED HOURS

28,192
HOURS

AVERAGE OF **496** PER GP



40%
ARE TV PERSONNEL

MEDIA REPRESENTATIVES

8,934



2022 PROVISIONAL MotoGP™ CALENDAR

QATAR* LOSAIL INTERNATIONAL CIRCUIT 06 MAR	INDONESIA MANDALIKA INTERNATIONAL STREET CIRCUIT 20 MAR	REPÚBLICA ARGENTINA TERMAS DE RÍO HONDO 03 APR	AMERICAS CIRCUIT OF THE AMERICAS 10 APR	PORTUGAL ALGARVE INTERNATIONAL CIRCUIT 24 APR	SPAIN CIRCUITO DE JEREZ ÁNGEL NIETO 01 MAY	FRANCE LE MANS 15 MAY
ITALY AUTODROMO DEL MUGELLO 29 MAY	CATALUNYA CIRCUIT DE BARCELONA CATALUNYA 05 JUN	GERMANY SACHSENRING 19 JUN	NETHERLANDS TT CIRCUIT ASSEN 26 JUN	FINLAND KYMIRING 10 JUL	GREAT BRITAIN SILVERSTONE CIRCUIT 07 AUG	AUSTRIA RED BULL RING SPIELBERG 21 AUG
SAN MARINO E DELLA RIVERA DI ROMANA MISANO WORLD CIRCUIT MARCO SIMONCELLI 04 SEPT	ARAGÓN MOTORLAND ARAGÓN 18 SEPT	JAPAN TWIN RING MOTEGI 25 SEPT	THAILAND CHANG INTERNATIONAL CIRCUIT 02 OCT	AUSTRALIA PHILLIP ISLAND 16 OCT	MALAYSIA SEPANG INTERNATIONAL CIRCUIT 23 OCT	COMUNITAT VALENCIANA CIRCUITO RICARDO TORMO 06 NOV

*Evening Race



Established in 1973, the FIA World Rally Championship (WRC) is an epic competition against the elements and the clock. It showcases high-performance cars derived from production vehicles and some of the world's best drivers competing in dramatic surroundings: men and machines must master everything from forest tracks in winter conditions, high speed tarmac roads to rock-strewn mountain passes in blistering heat.





// 2020

KEY FACTS

WRC EVENTS

7

BROADCAST HOURS

8,520+ HOURS

TV MARKETS

150+ TV MARKETS

ONLINE IMPRESSIONS

1.2+ BILLION

TV AUDIENCE

545 MILLION

WRC SOCIAL MEDIA FOLLOWERS

5.3 MILLION

DIFFERENT NATIONALITIES COMPETING

39

DIFFERENT WINNERS

5

FIA WORLD RALLY CHAMPIONSHIP CALENDAR 2022

	MONTE-CARLO	20-23 JAN.		FINLAND	4-7 AUG.
	SWEDEN	24-27 FEB.		TBC	18-21 AUG.
	CROATIA*	21-24 APR.		GREECE	8-11 SEP.
	PORTUGAL	19-22 MAY		NEW ZEALAND*	29 SEP. - 2 OCT.
	ITALY	2-5 JUN.		SPAIN	20-23 OCT.
	KENYA	23-26 JUN.		JAPAN	10-13 NOV.
	ESTONIA	14-17 JUL.			

*SUBJECT TO CONTRACT




















Featuring racing at a combination of superspeedways, short ovals, road courses and temporary street circuits, the NTT INDYCAR SERIES offers its international lineup of drivers the most diverse challenges in motorsports. The top point scorer is crowned the series champion and receives a \$1 million bonus.

IndyCar is among the most popular motorsports in the world which is available to viewers across the globe in more than 100 countries and has a viewership of over a 1.8 Million viewers per race (NBC).





2022 SCHEDULE

FEB.	27		Streets of St. Petersburg
MARCH	20		Texas Motor Speedway
APRIL	10		Streets of Long Beach
MAY	1		Barber Motorsports Park
	14		Indianapolis Motor Speedway (Road Course)
	29		The 106th Indianapolis 500
JUNE	5		Raceway at Belle Isle Park
	12		Road America
JULY	3		Mid-Ohio Sports Car Course
	17		Streets of Toronto
	23		Iowa Speedway Race 1
	24		Iowa Speedway Race 2
	30		Indianapolis Motor Speedway (Road Course)
AUG.	7		Streets of Nashville
	20		World Wide Technology Raceway
SEPT.	4		Portland International Raceway
	11		WeatherTech Raceway Laguna Seca



Oval



Road Course



Street Circuit



W SERIES

W Series is unique both as the first global female-only motorsport, and for offering the drivers a totally level playing field in selection and racing.

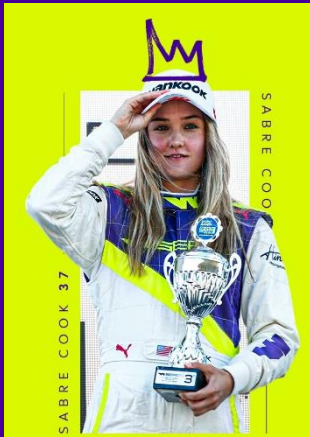
W Series' network of broadcast partners covers more than 175 territories with a reach of more than 500 million viewers.



W SERIES™

SCHEDULE 2022

TBC





3 WHAT WE OFFER

We offer an **INTERGRATED SPONSOR PACKAGE**

In which brand will have a full media coverage from TV to K+ Social Media Sites



Integrated Sponsorship Package not only optimizes your marketing budget but also helps to achieve lots of immeasurable benefits.

- **WORLD CLASS EXCLUSIVE CONTENT**
- **PREMIUM ENVIRONMENT FOR BRANDS**
- **GUARANTEES YOUR SLOT AND TIME WITHIN THE SCHEDULE**
- **BUILDS AWARENESS AND FREQUENCY - PARTICULARLY FOR REGULAR VIEWERS TO OUR CONTENT**
- **RECRUITS MORE FOLLOWERS FOR BRAND BASING ON THE HUGE FANBASE OF K+**
- **GETS HIGH ROI FOR YOUR MARKETING CAMPAIGN**



TV BENEFIT

Optimize capacity to **maximize the reach of target audience** by combining multi-creative formats including:

- TVC
- Sponsor panel



SPONSOR PANEL 5S

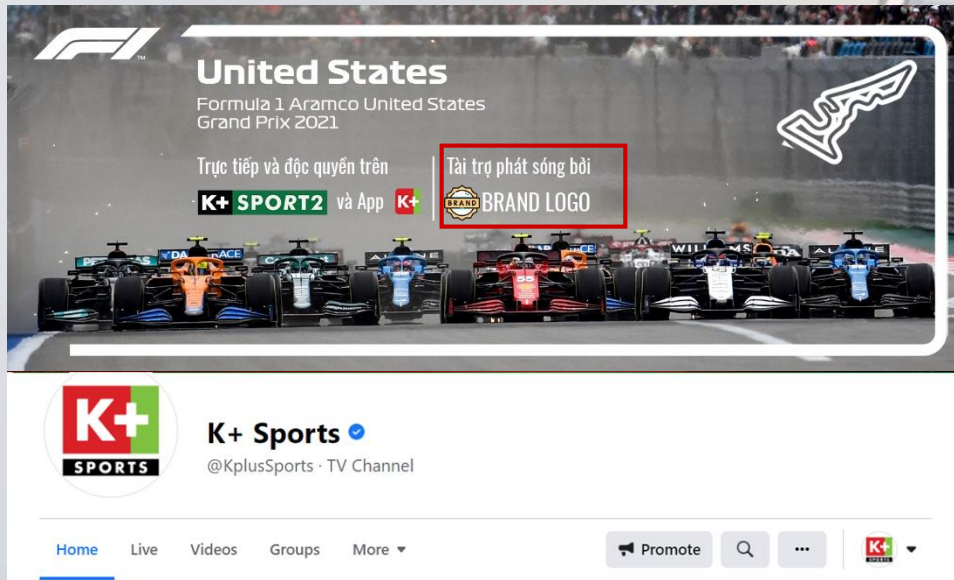


TVC 30S BEFORE & AFTER
THE LIVE EVENT BROADCAST



FACEBOOK BENEFIT

SPONSOR LOGO ON FACEBOOK COVER DURING EVENTS



Higher Brand Recall with increased exposure by adding sponsor logo & message on K+ Sports facebook cover. The cover will appear throughout the events times.

SPONSOR LOGO ON FACEBOOK COVER DURING EVENTS



Better Brand Impact with the continuous appearance of Sponsor logo on posters than video or cover alone. Also, brand's keyword/message contained in the poster tagline or caption will help your brand is well-remembered.



KPI & BUDGET

Tell us your demand and we will create a sponsor package dedicated for you which deliver the highest efficiency on your marketing budget.





LET'S GET YOUR BRAND INTO THE GAME

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

CONTACT US

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Email: adsales@vstv.vn

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

