



# FORMULA 1 BROADCAST SPONSORSHIP





# 1 FORMULA 1 2022



## 2021 GLOBAL END SEASON NUMBERS



**1.55bn**

Season cumulative  
audience

**+4% vs 2020**

**113m**

Unique users on F1  
app & web

**+63% vs 2020**

**49.1m**

Global social media  
followers

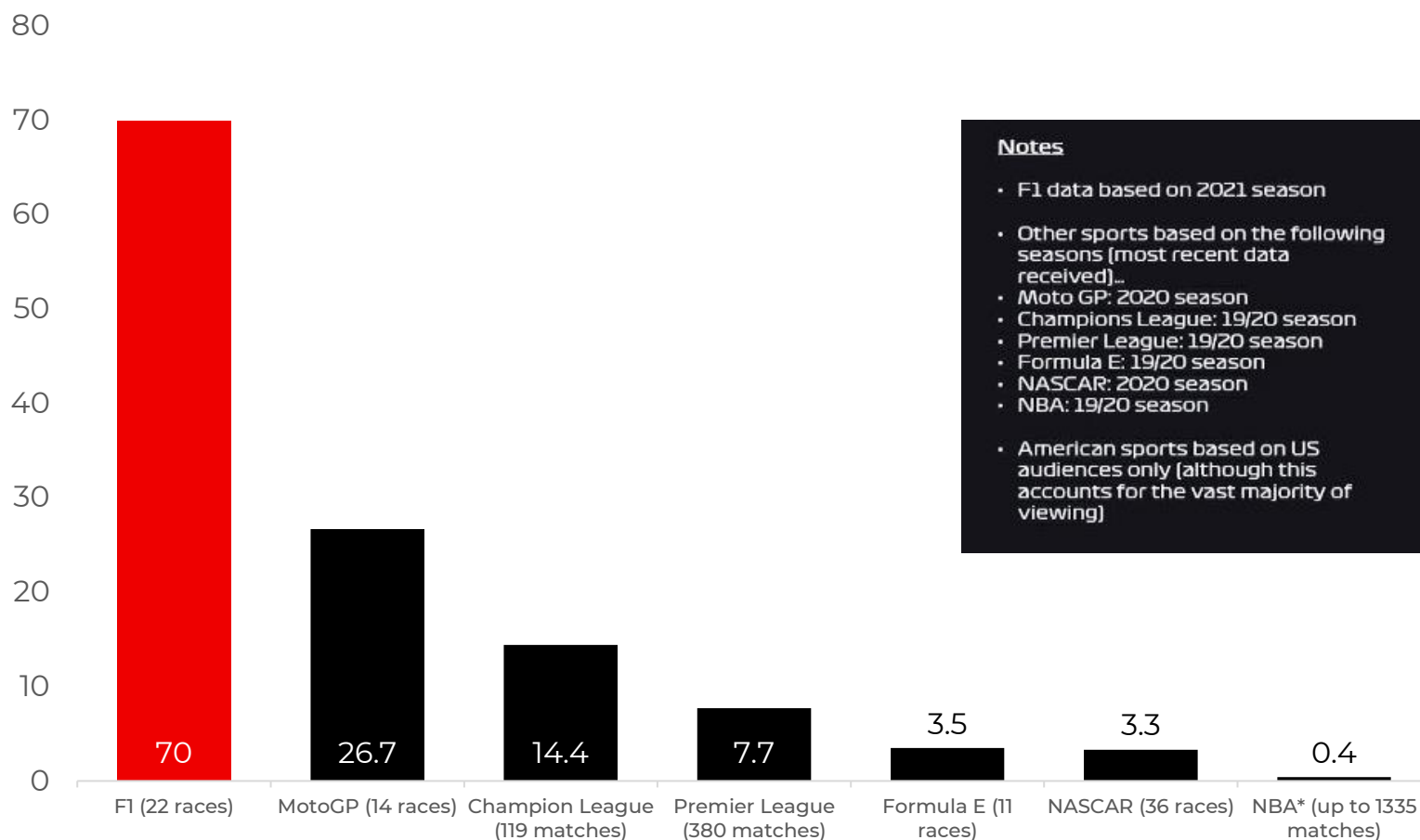
**+40% vs 2020**



# TV PERFORMANCE VS OTHER SPORTS

Globally, F1's audiences per event remain very large compared to single events in other major sporting competitions

Cummulative audience per event (Millions)





## 2022 RACE CALENDAR

F1 2022 calendar includes:

- 23 races in 21 countries across 5 continents
- Inaugural Miami GP
- Return of Melbourne, Singapore and Suzuka GPs
- A planned return for full capacity events for the first time since 2019



**01**  **BAHRAIN**  
18-20 MAR SAKHIR

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

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**03**  **AUSTRALIA**  
08-10 APR MELBOURNE

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

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

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

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**07**  **MONACO**  
27-29 MAY MONACO

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**08**  **AZERBAIJAN**  
10-12 JUN BAKU

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**09**  **CANADA**  
17-19 JUN MONTREAL

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

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**11**  **AUSTRIA**  
08-10 JUL SPIELBERG

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

**13**  **HUNGARY**  
29-31 JUL BUDAPEST

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

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**15**  **NETHERLANDS**  
02-04 SEP ZANDVOORT

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**16**  **ITALY**  
09-11 SEP MONZA

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**17**  **RUSSIA**  
23-25 SEP SOCHI

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

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**19**  **JAPAN**  
07-09 OCT SUZUKA

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

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

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

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



TM

# 2022 CALENDAR

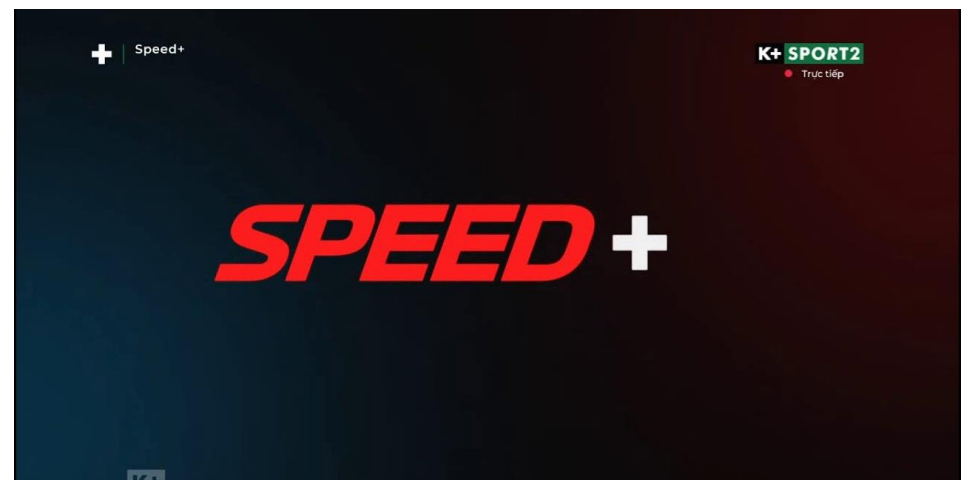
\* SUBJECT TO CONTRACT

\*\*SUBJECT TO FIA CIRCUIT HOMOLOGATION



# FORMULA 1 IN K+

- Qualifying races
- Main races
- Talkshows before live events
- Sport news accompanies the tournament
- Promotion content for F1 on social media



# 2 SPONSOR PACKAGE





# We offer an INTERGRATED SPONSOR PACKAGE

In which brand will have 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 and Sponsor panel



## TVC

- Before and after live event
- In commercial break

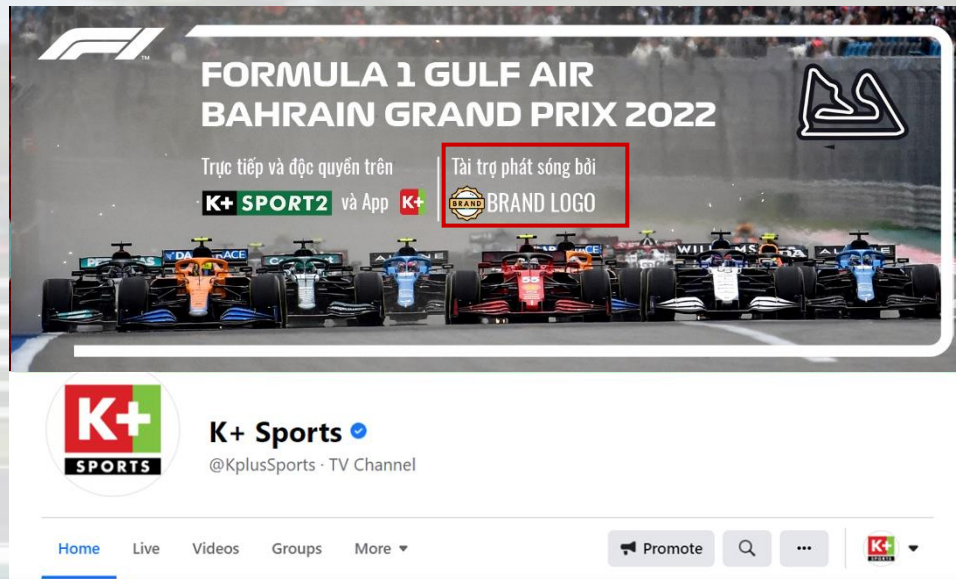


## SPONSOR PANEL

- Before and after live event
- Before and after commercial break

# 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.

# SPONSOR PACKAGE

## TV BENEFIT

Ad Type	Platform	Unit	Quant./Event	Total Event	Total Spots
TVC (30s) _ Before live event and in commercial break	TV_K+ SPORT 2	spot	2	23	46
Sponsor Panel (5s) _ Before live event and in commercial break	TV_K+ SPORT 2	spot	2	23	46

## DIGITAL BENEFIT

Ad Type	Platform	Unit	Quant./Month	Total Months	Total Posts
Facebook photo post	FB_K+ SPORTS	post	1	9	9
Facebook cover	FB_K+ SPORTS	cover	1	9	9

Want to know more?  
**CONTACT US**

Note: The above prices are included 8% VAT

**3** WHY K+





# 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**

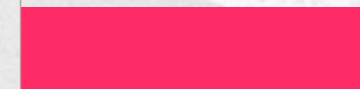
K+ application accounts

**+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

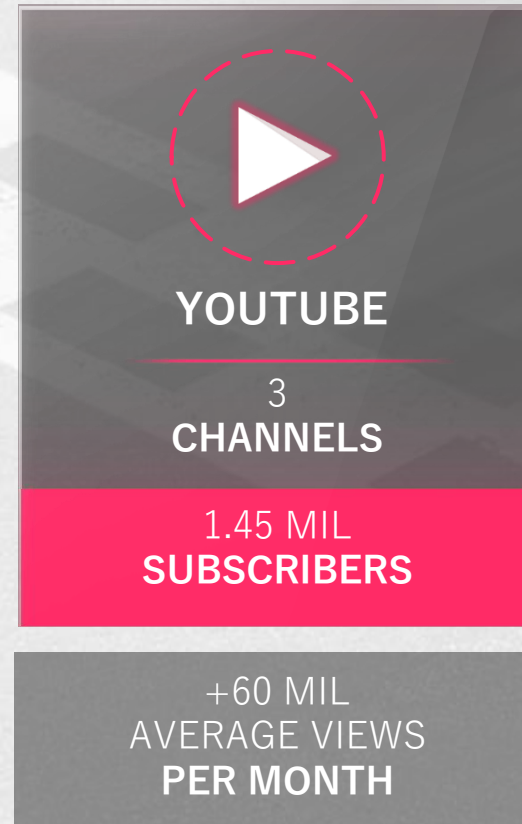
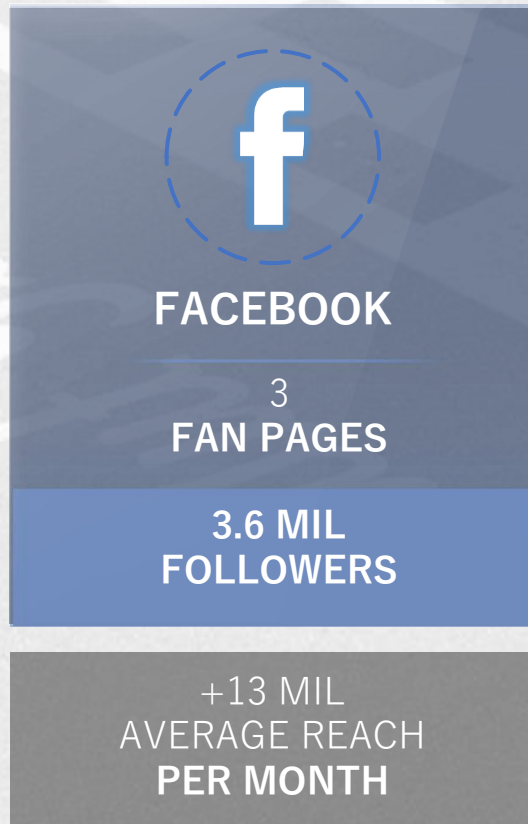
**Truyen hình K+**  
2.54M followers



**K+ Sports**  
1.32M followers



**K+ Cinema**  
127K followers



**Truyen Hinh K+**  
154K subscribers



**Kplus Sports**  
1.8M subscribers

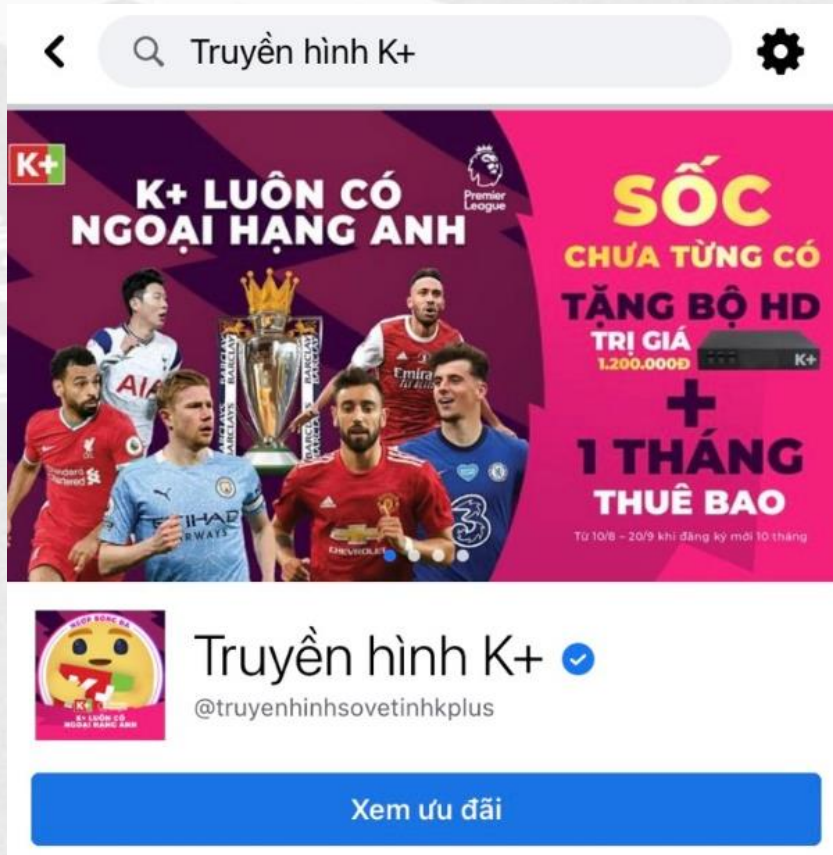


**K+ Cinema**  
39.6K followers





# TOP CHANNELS | TRUYỀN HÌNH K+



**2.54M** followers

**+18M** reach per month

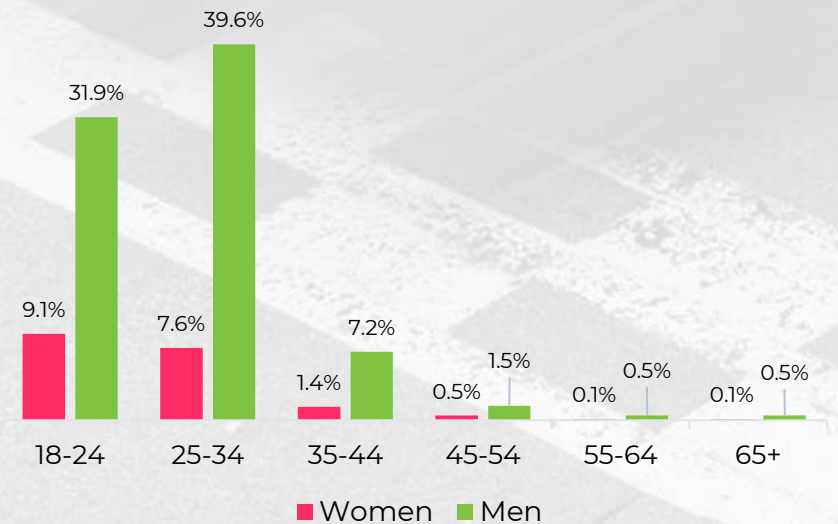
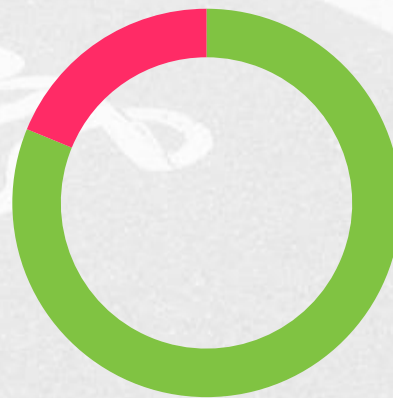
**+18M** engagement per month

**+12M** views per month



FACEBOOK

Men 81.2% Women 18.8%



**#SPORTS**  
**#MOVIES**  
**#ENTERTAINMENT**

\*Data is from Jul 1<sup>st</sup> – Aug 24<sup>th</sup> 2021



# TOP CHANNELS | K+ SPORTS

Facebook post for K+ Sports channel. The post features a promotional image for the Premier League with the text: "K+ LUÔN CÓ NGOẠI HẠNG ANH" and "SỐC CHƯA TỪNG CÓ TẶNG BỘ HD TRỊ GIÁ 1.200.000Đ + 1 THÁNG THUÊ BAO". Below the image, the channel name "K+ Sports" is displayed with a verified badge, "Kênh TV", "1,2 triệu người theo dõi", and a "Đang theo dõi" button.

**1.32M** followers

**+13M** reach per month

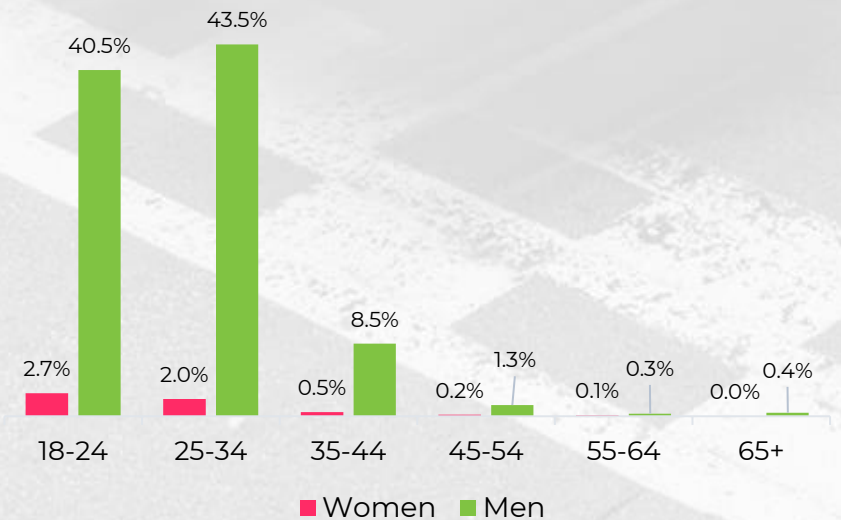
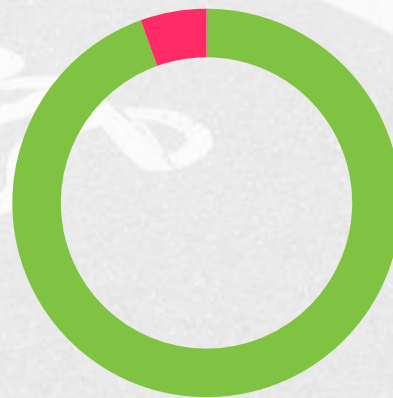
**+6M** engagement per month

**+137M** views per month



FACEBOOK

■ Men 94.5%
 ■ Women 5.5%



## #SPORTS

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



# TOP CHANNELS | K+ SPORTS



**Kplus Sports**  
1,3 Tr người đăng ký  
**ĐĂNG KÝ**



## #SPORTS

**1.8M** subscribers

**+40M** views per month

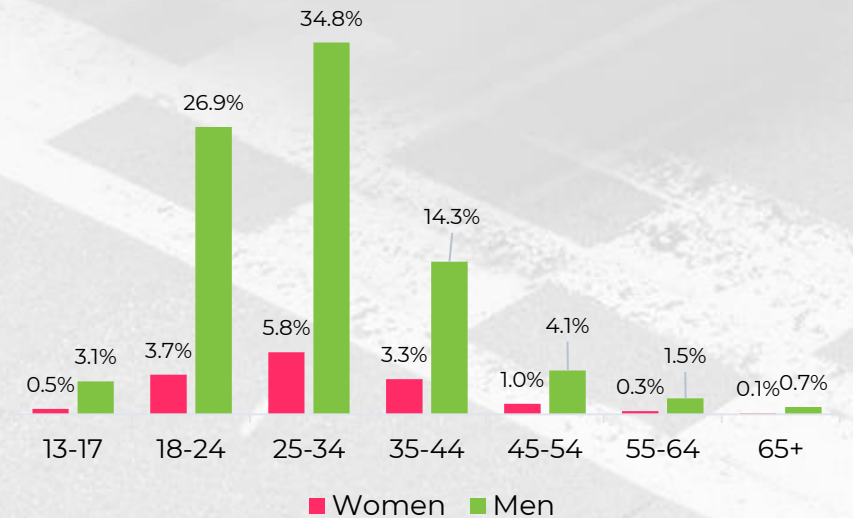
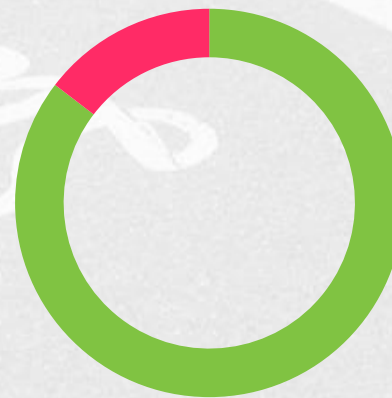
**+600M** impression per month

**+5%** CTR



YOUTUBE

Men 85.4%  
Women 14.6%



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



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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