COMMUNICATION CAMPAIGN FOR ON LIVE PROJECT –

EXCLUSIVE CONTENT ON LIVE STREAMING PLATFORM OF VTVCAB

GRA497_G1

○ *Lecturer :* Le Thi Thoa

○ *Chillies Team :*

Luong Hai Trieu   HE141406
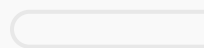Le Linh Chi   HE153429
Nguyen Xuan Viet   HS160175
Nguyen Quang Thang   HA140093

onlive

SPECIAL THANKS_

The professors at FPT University as well as professors of the Multimedia Communication Department for teaching us essential and valuable skills and knowledge for this communication campaign.

A special thanks to professor Le Thi Thoa, who has guided us throughout this journey of executing the campaign as well as the Capstone Project with great care and dedication.

The Marketing Department of ON Live project and Vietnam Interactive Television Joint Stock Company - VTVlive, directly under Vietnam Cab Television Corporation - VTVcab, who have given us the opportunities to participate and contribute to the success of this communication campaign.

The FPT University Career Centre and FPT University Alumni, who have helped us contact and collaborate with the company.

Friends and families, who showed great love and support throughout the campaign and our years of being students at FPT University.

TABLE OF CONTENT_

ABSTRACT_

Today, the internet is increasingly developing in Vietnam and around the world. Along with this development, live streaming has also become increasingly popular due to its flexibility, convenience, and benefits. It allows us to share our lives at any time and place with just a smart device.

With a passion for and a desire to explore the livestreaming field, the Chillies group, consisting of students from FPT University, has researched and understood the trends of young people today. We wanted to approach a new live streaming platform. In the process of researching, we learned about VTV.live and the ON Live project, which VTV.live had just completed the CLOSED BETA phase and was preparing for the OPEN BETA phase.

With the goal of participating in the project and building a campaign, we contacted VTV.live and received their trust and approval. We are very excited to participate and accompany ON Live, and we hope to introduce this platform to even more streamers and viewers. In the 3 months of implementing the campaign, we implemented the main theme of "ON Live is livestream, livestream is ON Live" in order to expand the reach and increase awareness of the platform in the community.

Based on the criteria for a successful communication campaign, we have evaluated the success of the campaign through the following factors:

- Potential: ON Live is a relatively new platform in the livestreaming community. But thanks to its innovative features and exclusive content, ON Live has been gradually reaching the public. Through this campaign, we hope to increase the platform's popularity and spread the message "ON Live is live streaming, live streaming is ON Live" more widely.

- Community: The livestreaming and viewer community in Vietnam may still be unfamiliar with ON Live. But with exclusive content and continuously improving quality, we believe that ON Live will develop in the future.

- Friendliness: Through the campaign, we want everyone to think of ON Live when they think of exclusive, engaging content and a reliable platform.

- Scientific: Our group conducted surveys and research methods to learn more about the public market share.

This project has been checked for plagiarism with 7% by Turnitin and is valid (file attached below)

Based on the requirements of the graduation project, the book is divided into 9 parts and consists of 160 pages produced in 3 months from September to

December 2023. Specifically, it includes the following parts:

I. Introduction

II. Research Analysis

III. Planning

IV. Pre-production

V. Production

VI. Post-production

VII. Conclusion

References

Appendices

Our project implemented and emphasised the online and offline communication processes for ON Live. This is a very important stage for ON Live because it is a relatively new platform and does not have a lot of name recognition. After the project ended, the growth in data and the offline events spoke to some extent of the success of the campaign.

INTRODUCTION

I. PROJECT INTRODUCTION

Name of the project:
*Communication campaign for ON Live project -
exclusive content on live streaming platform of VTVcab*

Vietnamese translation:
*Chiến dịch truyền thông cho dự án ON Live -
Nền tảng livestreaming nội dung độc quyền của VTVcab*

The ON Live's communication campaign focuses on promoting brands, establishing communities, enhancing brand awareness, and providing the best experience for users on live streaming dimension. The purpose of the campaign is to:

- **Promoting brands:** The campaign emphasises on promoting ON Live through events, activities and social media interactive content to attract and create an impression within the communities.

- **Establishing communities:** The campaign provides an interactive, socially-bonding platform for players and fans, with the aids from events, game shows, and interactive activities.

- **Enhancing interaction:** The campaign provides unique live streaming experiences, allows users to interact and communicate with streamers via interactive features, game shows, along with encouraging participation from viewers and players.

II. PROBLEM IDENTIFICATION

1. Social backgrounds

Carried out by We Are Social shows that there are currently 77.93 million internet users in Vietnam in January, 2023, and the internet usage percentage in Vietnam is at 79.1% among the total population in the early of 2023. Vietnamese users spend approximately 6 hours and 23 minutes on the Internet, thus 55.4% of which is through mobile devices. Moreover, the number of social media users has reached 70 millions, equivalent to 71% of the population. Beside that, social media has become an important platform to over 70 million users, bringing opportunities and challenges to the business in the digital era. In the current context, online presence has become an

inseparable part of our lives, and one of the most effective methods in the way we connect and interact with each other online is through live streams.
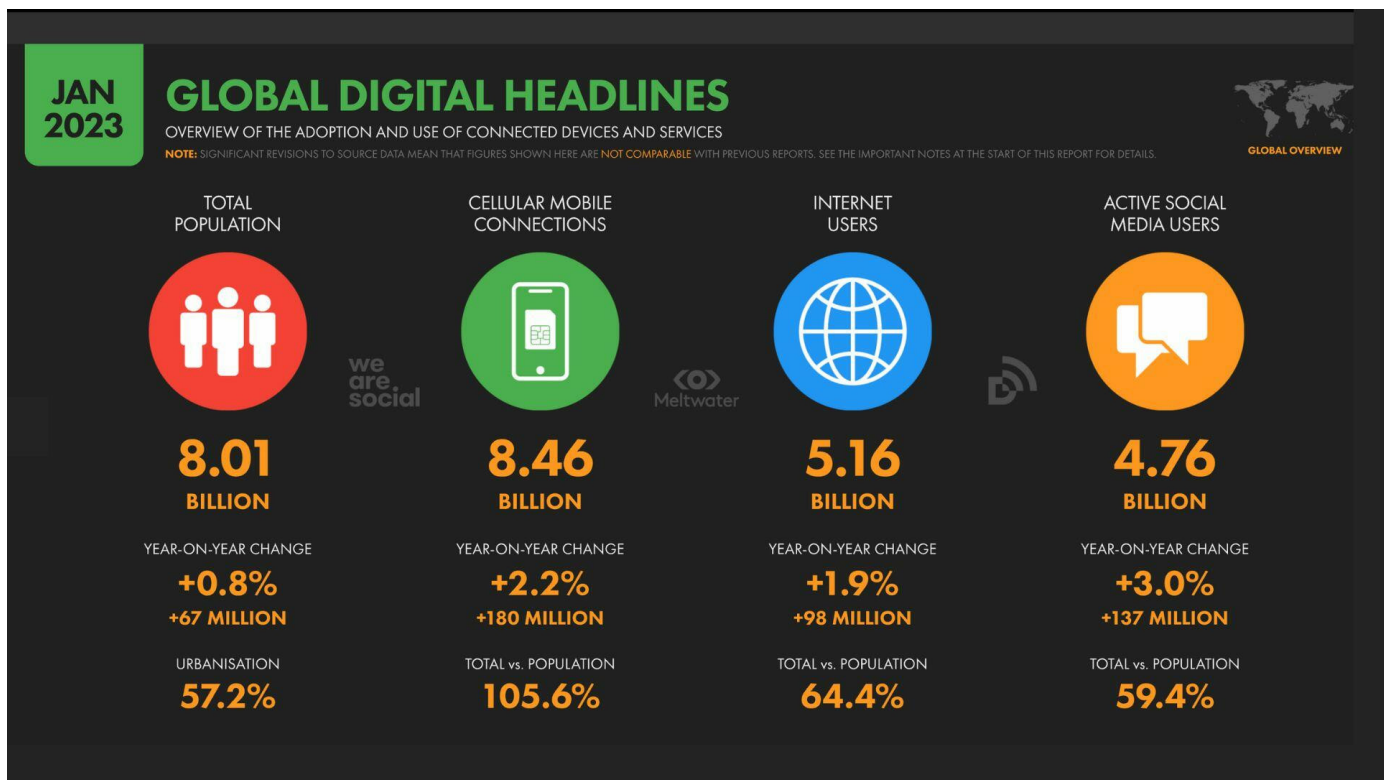
Image 1. Global digital headlines in Jan 2023

Live streaming is a direct form of communication on the internet, opens windows of opportunities for unique interaction into our world. Live streaming was born from the advancement of internet technology and the popularisation of mobile devices. With only a smartphone and internet connection, anyone can directly transmit content to people all over the world. It has made live streaming a useful tool to share information, connect with people, and even make profit.

At this point, streaming technology has been well utilised by internet providers. The size of these videos are extremely small, therefore filming and broadcasting these videos no longer brings the lagging feeling to viewers. Users interact with these content via likes, icons and comments. Live streaming has promoted the development of professional live streaming platforms, where online video game players can stream and interact with their audience worldwide. This has created an unbreakable community between content creators and their audience. Live streaming has provided extraordinary interactive experiences, allowing us to be closer to each other and the world than ever before.

In Vietnam, social media and live streaming platforms have become familiar to users. Facebook, YouTube, TikTok are well-known platforms to share live

videos and live streaming content. Artists, celebrities and normal people have been using these platforms to interact with fans and share creative content. According to Vietnam Streaming Report and Prediction 2020 - 2023, Vietnam Market Report, the most streamed content in Vietnam In 2022 was topics on shopping (62% of survey participants), entertainment (49% of survey participants), and beauty (46% of survey participants). Other topics of interest include: physical health, mental health, lifestyle, and sports products reviews, etc.

2. The company

Image 2. Logo VTV.Live

The Vietnam Interactive Television Joint Stock Company - VTVlive is a member of Vietnam Cable Television Corporation - VTVcab, active in the fields of Infrastructure development investing and Internet Protocol Television (IPTV) interactive television service trading. VTVlive is one of the few businesses that was granted a Science and Technology Enterprise Certificate of Hanoi. VTVlive is now inheriting and developing a former national research topic, code KC01.14/06-10 "Deploying interactive services on IP platform", granted by The Ministry of Science and Technology in 2006. By utilising content from VTV, VTVcab, and associate with national and international content providers, such as: Vietnam Cinema Association, Vietnam News Agency, BHD company, An Phuoc, Thao Le, Qnet, and more, VTVlive is now owning and hold the authority to exploit the exclusive media ecosystem, including:

- Developing interactive television technology.
- Publishing games, esport.
- Communication, advertisement.
- Online education.
- Online payment.
- Digital infrastructure solutions.

VTVlive hopes to meet the requirements of diverse and abundant content for users nationwide, as well as providing Vietnamese in foreign countries with news about culture, economy, politics, lifestyle and entertainment of Vietnam. Therefore, in the era of live streaming, to catch on with the trends, VTVlive has published a live streaming platform ON Live, which is a collaboration between VTVcab and Korea top technology company, AfreecaTV.

VTVlive's 2023 - 2024 strategy is to develop the interactive live streaming platform - ON Live - as a long term strategic product, basing its development on investing in technology and exclusive content. Multidimensional interactive features have been used on several VTVcab's applications. When being integrated with ON Live, they will become useful tools for streamers to enhance their viewers' entertaining experience via voting, answering questions, gifts and purchases. Nevertheless, national and international businesses appreciated VTVlive for its pioneering position and exclusive content in the field of multimedia communication in Vietnam. With rich contents and professional personnel, ON Live is predicted to be a unlimited interactive live streaming platform with several characteristics:

-       The first live streaming platform in Vietnam to invest in broadcast copyright from exclusive shows and allow free - of - charge content exploitation for users.
-       Unique interactive features: minigames, donation, votes, etc.
-       Possesses exclusive content to 3 most-watched content: sports, esports, entertainment.
-       The only live streaming platform to own exclusive sports content.
-       Invest in content, aid financial matters and produce exclusive content for streamers to be creative on their content, which only appears on this platform.

3. Competitors

As of now, worldwide and in Vietnam, there are multiple live streaming platforms active, such as YouTube, Facebook, TikTok, Nimo TV and others. These platforms not only provide space to share content, but also make grounds for content creators to profit from their content and create online communities.

ON Live is now facing direct and indirect competitors on the market, naming:

-       YouTube Live allows users to directly share online videos easily, whilst integrating with YouTube with billions of users. Streamers can make money on YouTube Live via advertising and partnership.

-       Facebook Live has an enormous user community. They allow users to access live video and content from streamers and their profile. With

sharing features and interactive features, Facebook provides a ground for fast sharing and commenting.

- Nimo TV and GG Live focus on esports and gaming, with lots of events and content revolving around games. Both provide high quality videos and exceptional interaction to attract viewers and streamers.

4. Reasons of conduct

With a passion and an understanding of the field of live streaming. And after a long process of researching, we - students from FPT University - have a firm grasp on trends among young people, as well as yearning to approach a new live streaming platform. Moreover, we also know that VTVLive has just ended ON Live's Closed beta project and is heading towards Open beta. We contacted the company to ask for permission to join in such a project and were accepted and entrusted by VTVLive to help establish strategies, accompanying ON Live with a desire to see more and more streamers and viewers on this platform. Therefore, in a 3 months long campaign, we propose the campaign"ON Live is livestream, livestream is ON Live" with a purpose of enhancing its coverage and increasing recognition on social media platforms. This campaign will include multiple activities, including: Creating contents, hosting events, booking KOLs, public relations and other activities that we find suitable and help us put what we have learnt in Multimedia Communication at FPT University.

The social background of ON Live live streaming platform is shown through the following points:

- The advance of Internet technology and mobile devices promotes the popularity of live streaming.
- In Vietnam, live streaming has become a trend with diverse content, from entertainment, shopping to education, etc.
- User's demand for live streaming platforms seems to be on the rise, with the need to interact with content creators and experience new features.

From the given factors, it can be concluded that ON Live live streaming platform has the potential to grow in Vietnam. However, this platform also faces competition from other live streaming platforms like YouTube, Facebook, TikTok or Nimo TV. In order to succeed, ON Live should focus on developing unique interactive features, providing quality content and strengthening the users community.

III. THE STATEMENT OF THE CAPSTONE

ON Live's existing problem is its unimpressive coverage, it may have not been an attractive destination to users. We have identified some issues and they might be:

- People do not know about ON Live and are unwilling to investigate how to access the content. This has created a first barrier.
- To convince people to change their behaviour on other platforms to ON Live is a great challenge, especially when people are so used to other platforms and do not want to change.
- ON Live may seem unreliable to some users. They may not trust the quality and security of this platform.
- The content on ON Live may currently be not interesting enough for people to actively explore this platform. This decreases ON Live's attractiveness to the audience.
- ON Live originated from AfreecaTV, which is a top live streaming platform in Korea focusing on BJs (streamers) to create exclusive content but not really attend to its features. This has made ON Live lose to its competitors in terms of features.
- ON Live's interactive system does not provide enough features to diversify interacting scripts with viewers, decreasing the interaction, hence its attractiveness.
- ON Live is not officially published, and there is no exact information on its users. Therefore, it is unsure how potential users actually care and accept the platform.
- ON Live's communication channels are new and in need of development. VTVlive's communication channels also need to be utilised to create awareness and better approach the audience. This development is essential to ON Live's official publication.
- Moreover, ON Live resources (including human and financial resources) are facing great pressure to ensure they have adequate skills and effort to manage and develop the platform. Professional personnel may be needed for preparation and smooth publication.

Having acknowledged these issues, team GRA497_G1_Chillies - a group of students in Multimedia Communication at FPT University, desire to propose ideas to the business on this campaign to increase ON Live's coverage and identity. This campaign will identify ON Live in the heart of the audience as: To mention ON Live is to mention a live streaming platform with copyrighted content in 3 categories sports - esports - entertainment, with the strength is sport; a platform with exciting interactive activities with loads of gifts. ON Live is the BEST CHOICE for those who want to watch copyrighted sports content while making friends and receiving gifts.

To strongly increase coverage and brand identity, ON Live needs to start a complete communication campaign, whilst focusing on attracting the audience's attention through specialising its content, therefore promoting the audience to engage in ON Live's content. Next, ON Live needs to build its credibility by developing exceptional user experience and high quality content, ensuring the platform will provide content that people want to watch. Moreover, ON Live has taken action to consolidate its credibility in the online community, better its user experience to compete with other platforms and make an impression on its official publication.

With this campaign, the public will perceive ON live as a brand new, active and diverse platform with multiple features, which are heavily focused on, allowing streamers to create intriguing content on live for their followers. As of content, ON Live will invest in exclusive and quality content in sports, esports and entertainment, along with granting viewers with a more interesting live streaming experience, and seduce the audience with quality content and popular streamers. All of this effort is to ensure ON Live's top position in the market, and extend its audience pool.

IV. PROJECT BOUNDARY

During the internship, whilst being a participant in the ON Live project at the Marketing Department, team GRA497_G1_Chillies will take the responsibility of planning for ON Live's communication campaign:

- Research and suggest content, construct community and communication channels to increase brand awareness during ON Live's publication.
- Create contents on communication channels, give ideas for communication activities, execute communication strategies and support entertainment events or esport, make plans for social communities and so on.
- Analyse and evaluate communication strategies on each stage of the project.

V. THE STRUCTURE OF THE CAPSTONE

In the process of planning for communication strategies for ON Live, we followed the structure:

CHAPTER I. INTRODUCTION

1.1 Project introduction
1.2 Problem Identification
1.3 The Statement of The Capstone
1.4 Project boundary

CHAPTER II. RESEARCH ANALYSIS

2.1 Brand Analysis
2.2 Competitors
2.3 Audience Analysis
2.4 Current status of corporate communications
2.5 Communication channel

CHAPTER III. PLANNING

3.1 Overview of a Masterplan
3.2 Objectives & Goals
3.3 Key Message
3.4 Strategies & Tactics
3.5 Budgets
3.6 Risk Management

CHAPTER IV. PRE-PRODUCTION

4.1 Content pillars and direction
4.2 HR
4.3 Timeline
4.4 Event kit: Costume, location, equipment, talent, props,etc.
4.5 Design kit: media productions (invitation letter, backdrop, standee, etc.)

CHAPTER V. IMPLEMENTATION - PRODUCTION AND DISTRIBUTION

5.1 Overview of the Implementation Plan
5.2 A Scope Statement
5.3 Outline of Deliverables (ie. set of logos, pages, film, poster, typical post from different channels ….)
5.4 Task due Dates
5.5 Resources
5.6 Risk and Management

CHAPTER VI. POST-PRODUCTION & EVALUATIONS

6.1 Implementation analysis
6.2. Collecting and analysing outcome of the project

CHAPTER VII. CONCLUSIONS

7.1 Conclusions
7.2 Limitations
7.3 Lesson Learnt
7.4 Recommendations

REFERENCES
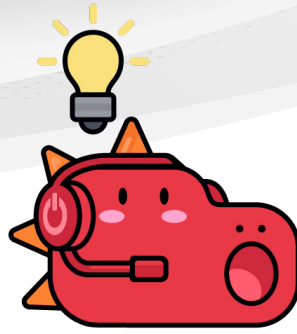
CHAPTER 2_
RESEARCH ANALYSIS
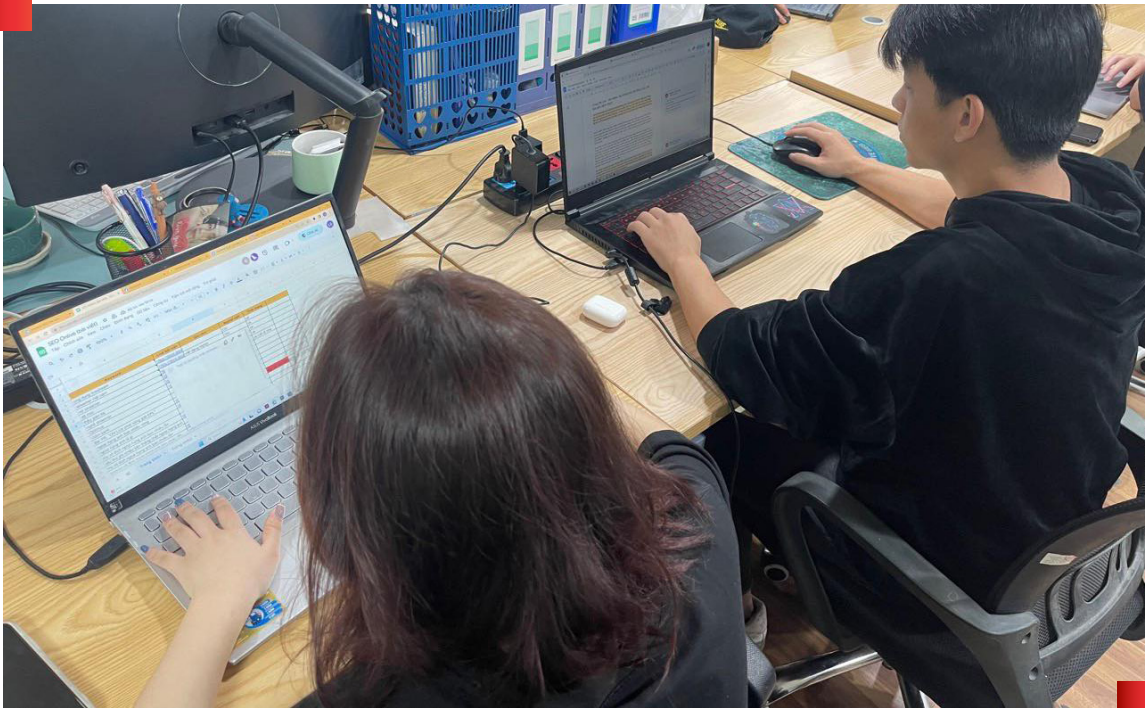
I. BRAND ANALYSIS

1. About ON Live

Image 3. ON Live Platform Logo

ON Live is a livestream platform developed by VTVcab in collaboration with Afreeca TV, offering various entertainment features and new experiences for users, focusing on four elements: play, watch, listen, and interact. The advantages including
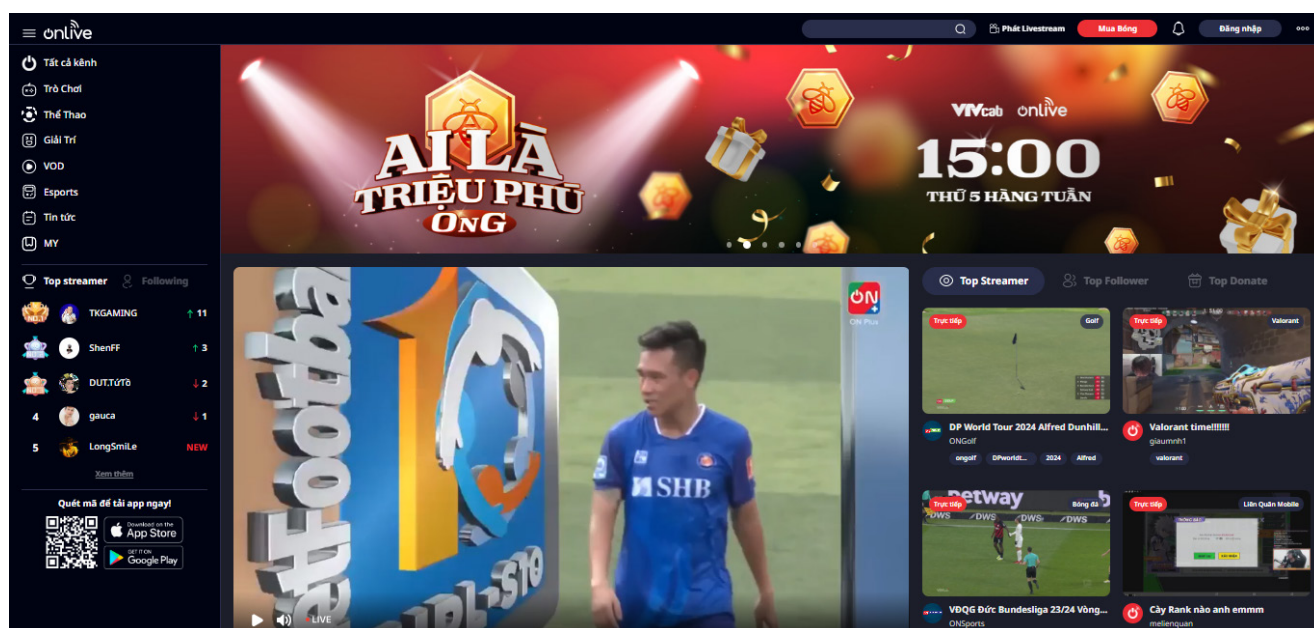
Image 4. ON Live Platform Interface on the Website
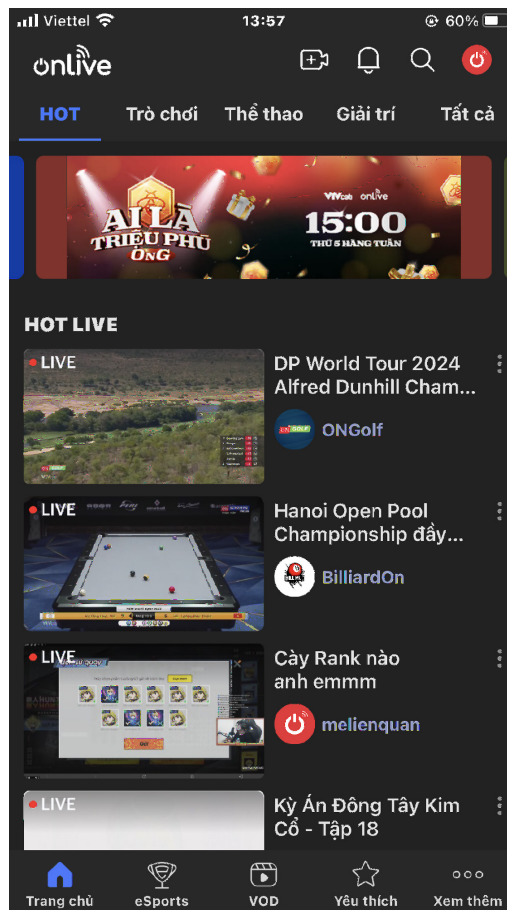
Image 5. ON Live Interface on the App

- Free sharing of copyrighted content from VTVCab and AfreecaTV, such as sports, esports, entertainment, and more.
- A massive network of streamers/KOLs: Over 10,000 KOLs in various fields are evaluated based on specific regulations and standards to select the most reputable streamers/KOLs in the market.
- Diverse forms of gifts, VAS (Value-Added Services), and attractive sharing mechanisms for streamers/KOLs.
- Studio tools that allow streamers/KOLs to unleash unlimited creativity in the livestream space.
- Interactive features: Direct interaction between users and streamers/ KOLs in each livestream session.
- Immediate donations on VOD: Users can donate directly to their favourite KOLs/Streamers even during VOD playback.

Among these features, the widespread application of interactive features is the distinguishing factor that no other livestream platform in Vietnam has. The interactive feature is applied to 70-80% of the content developed on the platform, including:

- Online interaction with idols: ON Live allows online interaction

and diversification for viewers to participate by asking questions, commenting, or sending gifts to their preferred streamers/KOLs.

- User-driven narrative: The interactive feature can place users in the position of decision-makers for the direction and development of the content.

- Diverse interactive tools: The various features of the interactive tools can provide streamers with information about the viewers' reactions and choices, allowing them to adjust the content accordingly.

Image 6. Interactive Features of ON Live

Vision

ON Live aims to become a platform that provides unique and high-quality online experiences for users, thereby becoming the first interactive livestream platform in Vietnam.

Mission

To deliver the best possible online experiences to users. Ensuring that content is transmitted clearly and in high quality, providing a safe and convenient interactive environment for users, and meeting the diverse needs of customers.

Core values

Rich content: from television programs and events, to user-generated content. Unlimited creative space for streamers/KOLs through a library of copyrighted content and interactive tools.

2. PEST analysis

⚖️ **Political**

In recent times, the Government has implemented various policies to encourage investment in the digital technology, internet, and digital content sectors. This creates favourable conditions for the development of ON Live's products.

- Resolution No. 52/NQ-CP in 2019 on e-Government: Encourages the digitization of services and the application of digital technology in state agencies to promote the overall development of the digital economy.
- Decision No. 749/QD-TT in 2020 on the National Digital Transformation Program: Identifies specific tasks to develop Made in Vietnam digital platforms and services, providing opportunities for ON Live's development.
- Decree No. 72/2013/ND-CP on the management, provision, and use of Internet services: Establishes a transparent legal framework for Internet service provision, such as ON Live.
- In particular, Decree No. 06/2016/ND-CP on the management, provision, and use of broadcasting and television services on the Internet has provided a clear legal framework for ON Live's operations.

In addition, the Government creates favourable conditions for the development of sports and now there are also electronic sports (eSports): In October 2019, the Prime Minister issued Decision No. 1718/QD-TTg recognizing esports as an electronic sport in Vietnam. This is an important legal basis for eSports to develop.

- On December 8, 2020, the Ministry of Culture, Sports and Tourism issued Circular No. 09/2020/TT-BVHTTDL regulating competition organisation and management of eSports athletes in Vietnam. Accordingly, eSport athletes must register with eSport clubs and teams and participate in official tournaments.
- The Government issued Decree No. 148/2020/ND-CP dated December 31st, 2020 on the management, provision, and use of G1 video game services, which was taken into effect in February 2021. Accordingly, esports tournaments must be licensed and managed more strictly.
- Vietnam also established the Vietnam eSport Federation (VSF) in January 2021 to systematically manage and develop eSport.

In addition, the Government also promulgates regulations to control Internet content such as the Law on Cyber Security. This forces ON Live to ensure compliance with regulations, censorship of streaming content, or tax policies for online activities such as VAT and corporate income tax, which affect ON

Live's costs and business efficiency. and will need to monitor related tax policies.

Political stability will create a favourable environment for ON Live to operate, and conversely, political instability will negatively impact the economy and ON Live when policies related to advertising and protection copyright and information security also need to be monitored and complied with by ON Live.

Economic

Vietnam's GDP growth rate in the past 5 years has been stable at 6-7% per year. This shows that Vietnam's economy is on the rise and people's income tends to increase.

The average income per capita in Vietnam in 2022 is estimated to reach about 3,500 USD/year. This number shows that people can spend more on entertainment needs such as watching live streams, entertainment products and services, and culture is about 6-8% of the average spending, this is the number The positive results show the potential for the livestream entertainment market.

The inflation rate is maintained at a low level, about 3-4% per year. This contributes to macroeconomic stability, creating a favourable environment for technology businesses like ON Live to develop.

Increasing inflationary pressure in 2022 is also a challenge for the economy in general and ON Live in particular when most people will not spend on entertainment.

Social

Vietnam's population is young, under 30 years old on average, and is also a wide open audience to new technologies such as livestream.

The in-house entertainment trend is increasingly popular, especially after the Covid-19 pandemic when people tend to stay at home more, looking for entertainment activities at home. Society's prejudices about games today are gradually changing in a more positive direction. This is an opportunity for livestream platforms.

The habit of watching videos and live streams online is becoming increasingly popular, especially among the younger generation. They tend to switch from traditional television to online platforms.

In the past, video games and esports were mainly a passion, personal hobby, unprofessional, and lacking in investment and management. But now, esports and gaming have become an attractive industry with many sponsors and requires high professionalism.

Esports tournaments and events are getting bigger with many participating clubs and teams, including the VCS tournament of League of Legends, Arena of Fame of Lien Quan Mobile, when more and more organisations, the company invests in eSports.

Professional gamers and streamers are increasingly famous and gain high incomes from competing and streaming activities. Some streamers with millions of followers on platforms can even earn a lot thanks to contracts advertising, donations from fans and others.

Technological

The advance of 4G and 5G technology in Vietnam creates ideal conditions for stable, high-quality transmission for live streaming, which is now indispensable in big cities.

The trend of cloud computing and artificial intelligence is increasingly popular, helping to process and distribute livestream content more effectively so that clean content can be analysed and selected.

VR/AR technology is being applied widely in the entertainment field, bringing new experiences to livestreams, and ON Live will support those platforms. Livestream trends are increasingly diverse into various forms such as live shops, e-commerce livestreams, and online education... create opportunities to diversify content and avoid lost revenue for the country.

3. SWOT analysis

SWOT analysis_

Strengths

Belonging to VTVCab's ecosystem and cooperating with Afreecatv - a leading livestream platform in Korea, ON Live can quickly accumulate experience, learning ability, and improve translation quality. Furthermore, this brings reputation, credibility, and operational experience for ON Live.

Utilising VTVCab's rich exclusive content resources and abundant financial resources, especially in the sports segment, is an advantage that competitors can hardly have.

The human resources are well-trained and have experience working in the television field, helping ON Live to have a clear, professional direction.
The trend of using livestream platforms is suitable for the times, young people can adapt quickly and easily and are popular in society.

Weaknesses

Originating from AfreecaTV, ON Live somewhat focuses on exclusive content rather than building diverse and highly customizable technical features on the platform, which makes the ON Live platform somewhat simpler in comparison to competitors in the same industry in Vietnam, so it still depends on VTVCab's resources.

ON Live's interactive system is still limited without many diverse features to create attractive interactive scenarios with viewers.

Streamers on ON Live cannot customise incentives for registered members, so the streamers' ability to attract loyal viewers is limited. ON Live faces several challenges, particularly in building user awareness within the Vietnamese streaming community.

A significant weakness lies in the fact that the ON Live brand is still relatively unknown as a new entrant in the world of streamers. This implies that users need more time to familiarize themselves with and trust the platform.

Additionally, being in the developmental phase (OB), the platform is not yet entirely stable and has some minor glitches. This may impact user experience and diminish ON Live's attractive performance.

To overcome these challenges and emerge as a robust and popular platform, ON Live needs to continue efforts in brand promotion, address technical issues, and create positive user experiences."

Opportunities

Streaming and online sales are becoming a trend, especially among the

generation Z, which has a very high demand to connect with friends and communities directly on the Internet.

The number of freelance streamers on the market is quite large, easy to recruit at a more reasonable cost than in previous years. However, in Vietnam, there is not a single streaming platform that has invested in supporting, in terms of content and budget, for streamers to create unique content.

Threats

YouTube Gaming, Facebook Live, and TikTok ... are all large Livestream platforms with strong technological users and are very familiar to young people in Vietnam, so a new platform developed by Vietnamese people to compete online is extremely difficult.

Entering a new market where livestream viewers in Vietnam are too familiar with major social platforms, changing their habits and behaviours requires an investment in content and long-term investment costs.

The market can change rapidly and the ON Live project must ensure that it is able to adapt to changes in consumer preferences and technology trends.

There may be unexpected statements and incidents from the streamer that affect the communication issues of relevant parties.

4. Project organisation

Project organisational chart

Image 7. Project organisation diagram

27
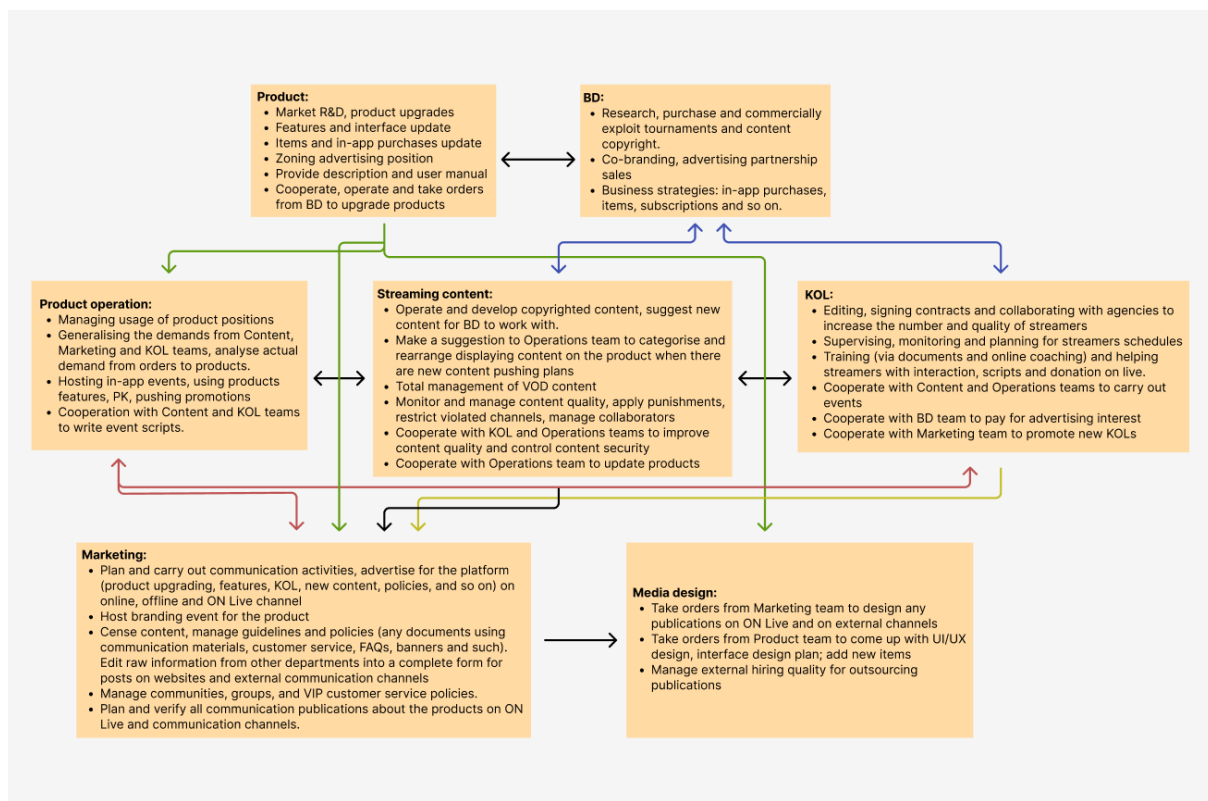
Stakeholders & partners

The ON Live project is a cooperation project between AfreecaTV, VTVCab, Telco, and Viresa aimed at building a high-quality online video and game live-streaming platform for Vietnamese users.

Image 8. Logo AfreecaTV

AfreecaTV will provide an online video, sports, and game live-streaming platform for the ON Live project. VTVCab and Telco will provide cable TV, internet, and telecommunications services to help ON Live reach more users in Vietnam. Viresa will provide management and operations services to help ON Live operate effectively and stably.

AfreecaTV is an online video and game streaming platform based in South Korea. Founded in 2006, AfreecaTV is the largest online live-streaming platform in South Korea, with over 30 million monthly active users.

With experience and expertise in the field of live video streaming and online gaming. The platform offers a wide range of features and tools to help users create and stream live content. The quality of the platform Afreeca is known for:
· User interface is easy to use.
· High quality video and audio.
· Interactive features allow viewers to engage with the streamer.
· Analytics tools to track live stream performance.

VTVCab and Telco both have high standing in the telecommunications industry and supposedly are important partners on telecommunications lines for ON Live, the cooperative benefits that ON Live has can include

Image 9. VTVCab Company Logo

- With VTVCab having a cable television network stretching across the country, wide coverage will make it easier for ON Live to penetrate more users.

Image 10. TELCO Partner Logo

- Telco will provide high-quality service to help ON Live bring users a high-quality online livestream experience.

- With market demand, there are currently many competitors in the same industry who want to participate, but with Telco's price competition, they will bring a price more suitable for users.

Image 11. VIRESA Partner Logo

Viresa is known as a technology company with experience and expertise in the field of online platform development.

- Viresa is responsible for providing management and operations for ON Live.
- Ensure the development of platform features to meet user needs.

To grasp the needs of businesses and the public regarding the habits of using the livestream platform, our team conducted in-depth interviews with 4 subjects as follows: Leaders, managers, streamers of the platform, and users. On the basis of the in-depth interviews with leaders, managers, streamers and users, we come to a conclusion on the expectation of the company towards

communication activities on live streaming platforms as such:

1. Exclusive content oriented: The company hopes to build a library of exclusive and copyrighted content, appealing to viewers. This is an utmost important strength.
2. Augment interactivity: The platform must provide high-quality interactive features to further strengthen the bond between viewers and streamers. This can be acquired by developing unique features and ensuring a friendly user interface for both streamers and viewers.
3. Optimise resources from communication agencies and users: The company expects to utilise resources from television stations and users to plan for communication strategies. This can be achieved by combining exclusive content events, social media, social media influencers (KOLs), television and advertising all together.
4. Investing in marketing and advertising: The company needs to invest in advertising and marketing activities to build brand identity and attract users, using POSM and gifts for streamers and users, as well as signing contracts with influencers for advertising purposes.

In conclusion, this platform is expected to have the potential to grow in the market. By having exclusive content, high interactivity and the ability to optimise resources, the platform will draw the attention of many users.

II. COMPETITORS ANALYSIS

1. Market analysis

As of the Livestream market in Vietnam today:

- The development of specialised livestream platforms: Livestream platforms specialising in specific fields, such as games, singing, cooking etc. will increasingly develop in the near future.
- The development of virtual reality (VR) and augmented reality (AR) technology: VR and AR technology should be applied more in live streaming, bringing a more realistic experience to viewers.
- The development of commercialization platforms: Live streaming platforms will integrate additional commercialization features, helping livestreamers have additional sources of income.

The general trend of users of live streaming platforms in Vietnam is as follows:

- Statistics show that Vietnam currently has about 72 million internet users, accounting for nearly 75% of the population. This number is expected to increase to 95 million by 2025. This is a large number of internet users with potential for the livestream market.
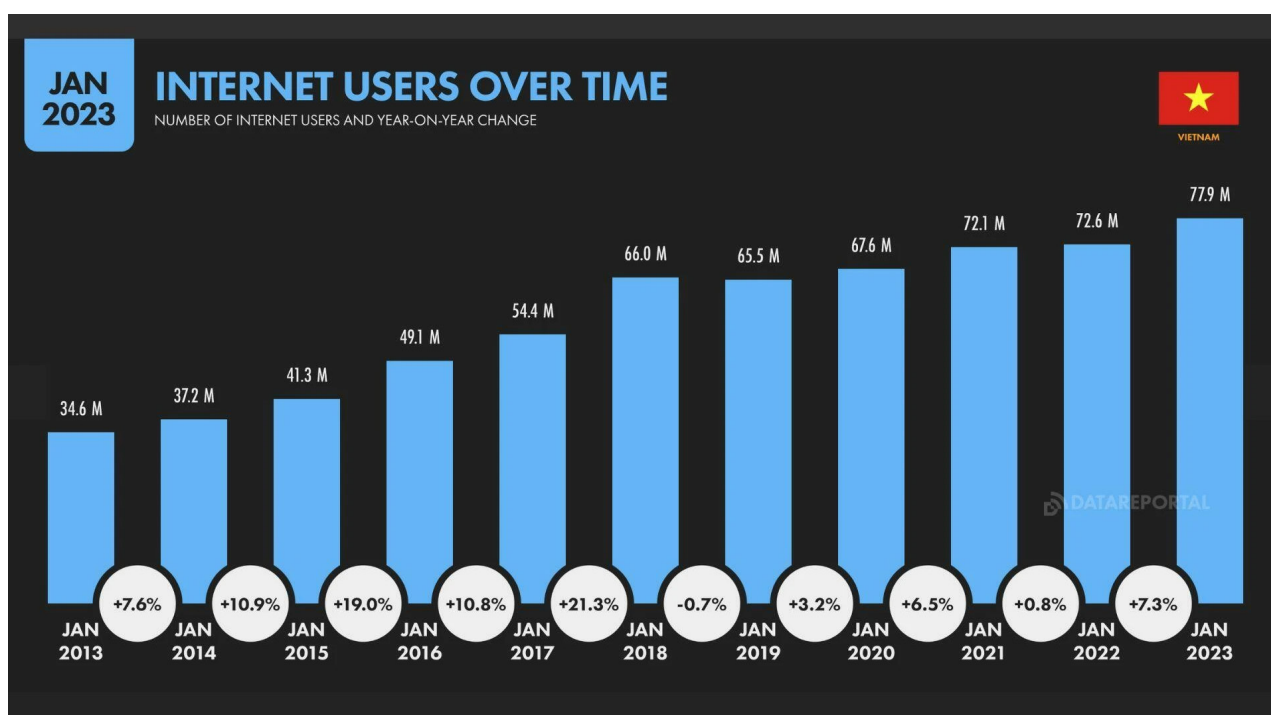
Image 12. Internet Users Statistics in Vietnam

- The proportion of livestream viewers aged 18-34 accounts for about 60%, most of whom are young people, students and pupils. This is a very open audience to new online platforms. The average daily livestream viewing time of Vietnamese people is about 2 hours and tends to increase. The livestream content that receives the most interest is entertainment, music, games, and sports.
- Most viewers access livestream via smart mobile devices.

The livestream market in Vietnam has witnessed strong growth and development recently. The following factors will promote the development of the livestream market:

- The development of the Internet and mobile devices: The Internet and mobile devices have become popular in Vietnam, making it easy for users to access and stream live videos.
- The increase of Internet usage time in users: Vietnamese users are spending more time on the Internet, especially online entertainment content.
- The development of social networks: Social networks have become an important part of Vietnamese people's lives, helping users connect and share content with each other.

For the sports sector, ON Live can target several potential market segments

- Football enthusiast community: This is a considerably large and dynamic segment. ON Live can broadcast live major football tournaments such as World Cup, Premier League, La Liga, Serie A... as well as domestic

tournaments.
- Love popular sports: American Basketball (NBA), tennis (Grand Slam tournaments), Formula 1 racing, horse racing, golf... are sports with a large fan base that ON Live can exploit.
- Esports enthusiast community: This is an emerging trend but is attracting many viewers, especially young people. ON Live should buy the copyrights and broadcast major Esports tournaments.
- Audiences interested in Vietnamese sports: Broadcasting domestic sports tournaments such as V-League football, Olympic sports, SEA Games and others, targeting audiences who love Vietnamese sports in general.
- Amateur sports players: Providing courses and technical training for popular sports to help them improve their sports skills.

In general, the livestream market in Vietnam is growing rapidly and has great potential. With the development of driving factors and new trends, the livestream market in Vietnam will continue to grow in the near future. With the right strategy, ON Live can completely dominate the large market share of the sports livestream market in Vietnam, especially football. With the above trend, the ON Live platform has the opportunity to attract a large number of users if appropriate content is developed.

2. Competitors analysis

Currently, livestream is becoming a trend thanks to its convenience and the ability to easily make money from livestream, so there are many competitors with ON Live. As a platform in the process of being completed, ON Live must face many big names that have a solid foothold in the Vietnamese livestream market as follows:

Facebook Live

Facebook Live is a feature that allows Facebook users to stream live video from their mobile devices. This feature was launched in 2016 and has become one of Facebook's most popular features. Facebook Gaming is a platform or a video game streaming portal that allows streamers to broadcast live gameplay, and game commentary and make money from it. This is also where fans can watch broadcasts from top streamers as they play the world's hottest games.

Image 13. Competitor's Logo for Facebook Live

Strengths:

- There is a large number of Facebook users in Vietnam, about 70 million people. Allows one to reach potential audiences.
- The live feature is already integrated into Facebook, so users can easily use it without needing to install any additional applications.
- Allows storing videos after the live is completed so users can watch them again.
- There is a feature for viewers to interact with videos through comments and direct feedback.

Weaknesses:

- Livestream video quality is somewhat limited and unstable.
- Little customization for live streamers and a lack of diverse effects.
- There are limits on broadcast time and post-live video storage.
- Difficult to control viewers, susceptible to spam and unhealthy comments.
- Attracting viewers also depends largely on the number of friends and their frequency of using Facebook.

Youtube Gaming

YouTube Gaming is a platform under YouTube, that focuses on gaming content. It was launched in 2015 and has since become one of the most popular platforms for watching and streaming live video games. YouTube Gaming is a great platform for both casual and professional gamers. It offers a variety of gaming content, from live streams of the latest games to educational videos and Let's Plays. It's also an ideal platform for streamers to build community and share their love of gaming with others.

Image 14. Competitor's Logo for Youtube Gaming

- Great incentive system for streamers such as YPP, Super Chat, and Membership programs,… helps attract many content creators.
- Stream quality is stable, with minor interruptions thanks to advanced technology.
- There is a DVR feature that allows you to review live broadcast videos.
- Allows monetization from livestream through partner programs, advertising, membership, and more.
- The stream viewing interface is simple and easy to use with many viewing support features.

Weaknesses:

- Lack of cohesion and interaction between streamers and viewers relationship like other platforms.
- Provide few support tools for streamers to customise and beautify broadcast streams.
- Difficult to obtain permission to broadcast copyrighted content such as games and music videos.
- The livestream censorship policy is relatively strict, users can easily be banned from broadcasting if violated.
- Huge competition from large broadcast channels, making it uneasy for new small channels to stand out.

Nimo TV

Nimo TV is a livestream platform developed by Huya Inc - headquartered in China. Since its launch, Nimo TV has been very successful with millions of users from many different countries. This is a diverse entertainment platform, with a variety of livestream topics for users to choose from. Nimo TV once aimed to become the best global online broadcasting platform and promote the development of the gaming industry and business worldwide.
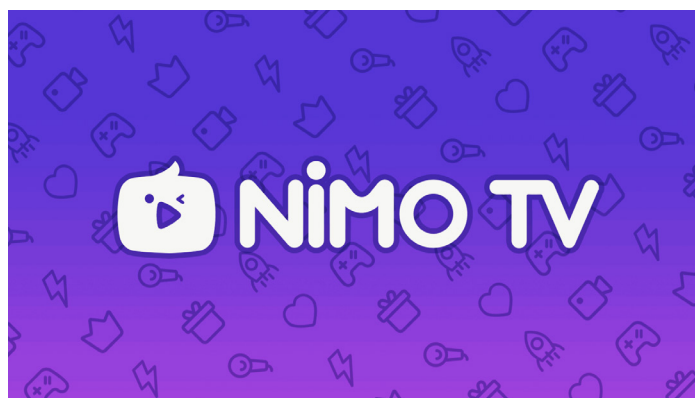
Image 15. Competitor's Logo for NIMO TV

Strengths:

- Have supporting resources
- Resources from famous and influential streamers in the livestream community
- Unique content strategy

Weaknesses:

- There are not many supportive and interactive features to and for viewers in comparison to its competitors. For example, it lacks features for virtual gifts, exchanging points for money, etc.
- The number of viewers and streamers on Nimo TV is modest compared to YouTube and Facebook Gaming. This limits the spread of live streaming content.
- Video streaming quality is sometimes unstable and lags due to high viewing traffic.
- Nimo TV's livestream viewing interface is quite simple, lacks aesthetics, and is not user-friendly.
- The livestream content censorship policy currently has many shortcomings and lacks flexibility. Streamers are easily banned from broadcasting for minor reasons.
- There aren't many features to help develop a loyal viewer community for streamers.

GG Live

GG Live là livestream platform developed by Vietnamese people and for Vietnamese people, owned by VNG Joint Stock Company, developed and launched in 2021. This platform focuses on live stream gaming content, including popular video games such as League of Legends, PUBG Mobile, and Free Fire etc. GG Live is currently being developed and perfected, but the platform has already attracted a large number of users, especially young gamers.
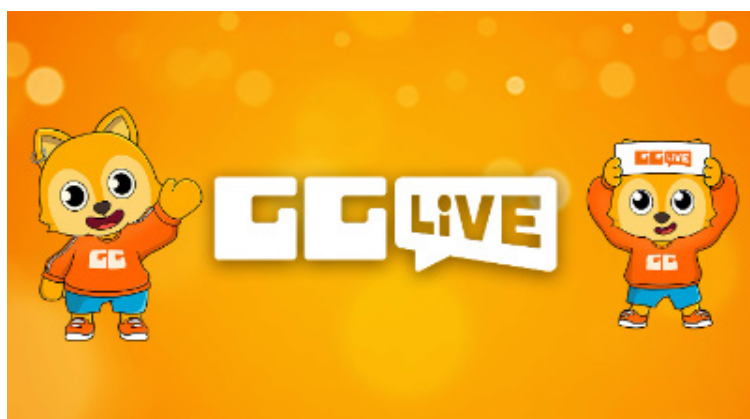
Image 16. Competitor's Logo for GGLive

- Rich content: GG Live offers a resourceful library of gaming content, including the latest and most popular video games.
- Friendly interface: GG Live's interface is designed to be simple and easy to use, helping users easily search and watch their favourite livestream game content.
- Interactive features: Viewers can interact with streamers easily, creating an active community of gamers.

Weaknesses:

- Video quality: GG Live's video quality is occasionally unstable, especially when streamers use low-spec mobile devices.
- Monetization feature: GG Live's monetization feature is limited, and does not bring many benefits to live streamers.

Conclusion_

ON Live's vision is to become a leading interactive live streaming platform in Vietnam, with diverse content whilst maintaining its focus on E-Sport. Hence, popularise the concept "Live streaming is a career"

ON Live's communication strategy is a combination of utilising VTV's resources and users' resources. Users are sponsored by VTVlive in content production, therefore encouraging their community to use ON Live.

About the message from ON Live - the number 1 interactive live streaming platform in Vietnam, to ensure the message and values, the campaigns conducted must be thorough and unified. Every information, documents or event used during the campaign must ensure consistency and impressiveness about a platform containing copyrighted content, and users do not only watch but also interact with streamers and the content.

ON Live intensively invests in exclusive content and provides exclusive and copyrighted content to creators so they can produce new content, attracting more users' demand. Moreover, parallel communication orientation intensifies the interactive features - which help users participate in forecasting, questions and answers, prizes winning and more, only on ON Live. These are the strengths that very few platforms have.

ON Live's strengths are copyrighted content and interactive features - these are the most significant differences of ON Live, in comparison to other platforms on

the current market. Nevertheless, ON Live belongs to the VTVcab and VTVlive ecosystem, hence having the competitive advantage in approaching potential customers. ON Live is going to be a space of utility connecting for customers of television, games, education, and providing services to meet customers' diverse demand.

(Quoted from the deep interview featuring Ms. Tran Phuong Trang - CMO of VTV.live and Ms. Phan Thi Thu Thuy - Marketing team leader)

III. AUDIENCE ANALYSIS

Analysing the target audience is an important step in identifying, understanding, and responding to the demands of individuals that ON Live's project, campaign, and activities aims at. By analysing the target audience, we can accurately determine the characteristics, preferences, and requirements of the users. This helps build an accurate and appropriate direction to optimise the impact of ON Live's project or activities on the target audience.

To serve and gain a deeper understanding of user habits, our team conducted a survey titled **"SURVEY ON USAGE OF LIVESTREAM PLATFORMS"**, of which results we base on to obtain 250 valid responses. The results are as follows:
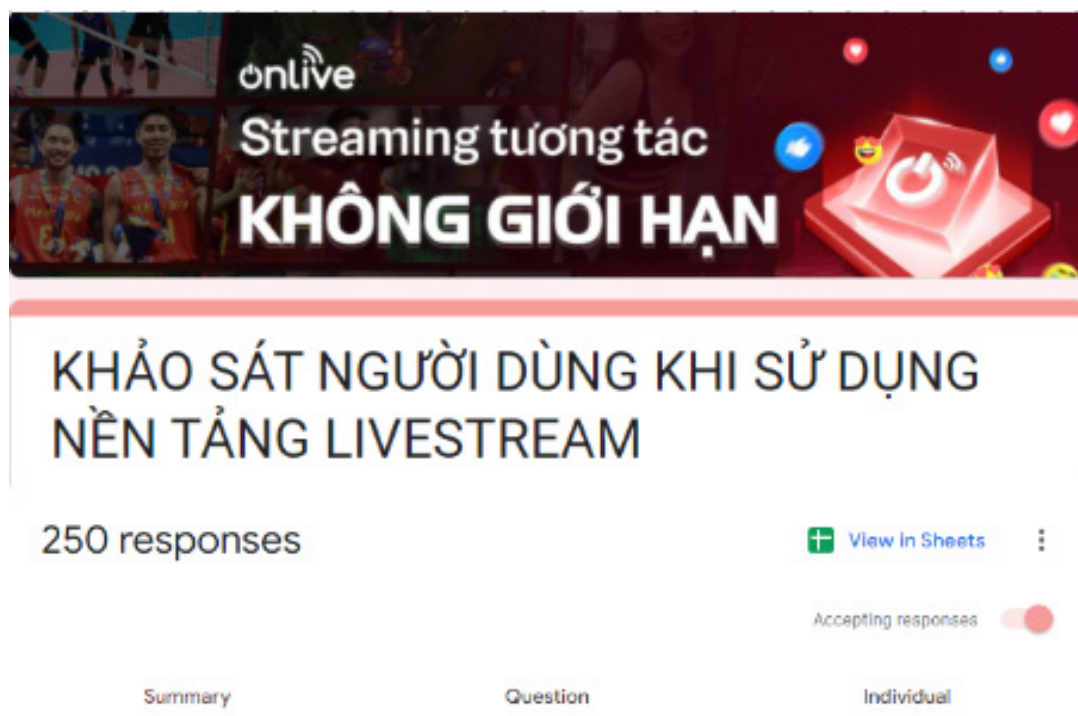
Image 17. Survey Results Obtained

Through the survey on the public's habits in terms of following and using livestream platforms in Vietnam, we can draw the following conclusions:

- Livestream platforms are becoming increasingly popular in Vietnam. This is reflected in the number of survey participants, with over 46% of users regularly watching live streams.
- Live stream users are mainly young people, ranging in age from 18 to 35. This age group has a high demand for entertainment and information access.
- The most popular livestream content among users is gaming, sports, and movies. These are highly entertaining content categories that cater to the needs of many user demographics.
- Livestream users highly value the image and sound quality of livestream platforms. However, they also desire more features to meet their needs.

Based on these survey results, we can see that live streaming is a strongly growing trend in Vietnam. Live streaming platforms need to continue improving the quality of content and features to meet user demands.
According to public opinion, their ideal live streaming platform should have the following characteristics:

- Enhanced and engaging entertainment content with high interactivity.
- Additional features that meet user needs, such as chat and donation options.
- Improved security and safety for users.
- Ad-free video viewing.
- Continue developing diverse and richen live streaming content to cater to various user demographics.
- Enhanced image and sound quality of live streaming content.
- Develop interactive features that facilitate easy interaction between users and streamers.
- Implement better user protection policies to ensure user safety when using the platform.

Improving the quality of the livestream platform will help ON Live attract more users and gain a competitive advantage in the market.
Here are the results from the survey:
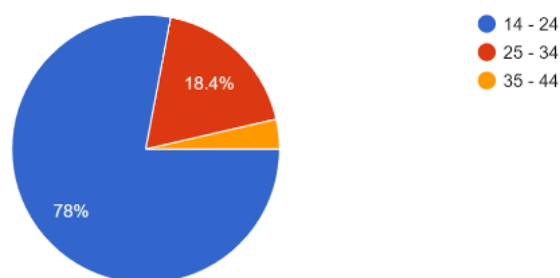
Chart 1. Survey Results Obtained

Bạn thường xem livestream vào thời gian nào ? (có thể chọn nhiều đáp án)
250 responses

7:00am - 9:00am	—12 (4.8%)
11:30am - 13:30pm	—18 (7.2%)
20:00pm - 22:00pm	—142 (56.8%)
22:30pm trở đi	—207 (82.8%)
đôi khi	—1 (0.4%)
18-20h	—1 (0.4%)
Tôi không xem livestream	—1 (0.4%)
	—1 (0.4%)
Săn sale mới xem	—1 (0.4%)
14:00 - 18:00	—1 (0.4%)
k cố định	—1 (0.4%)
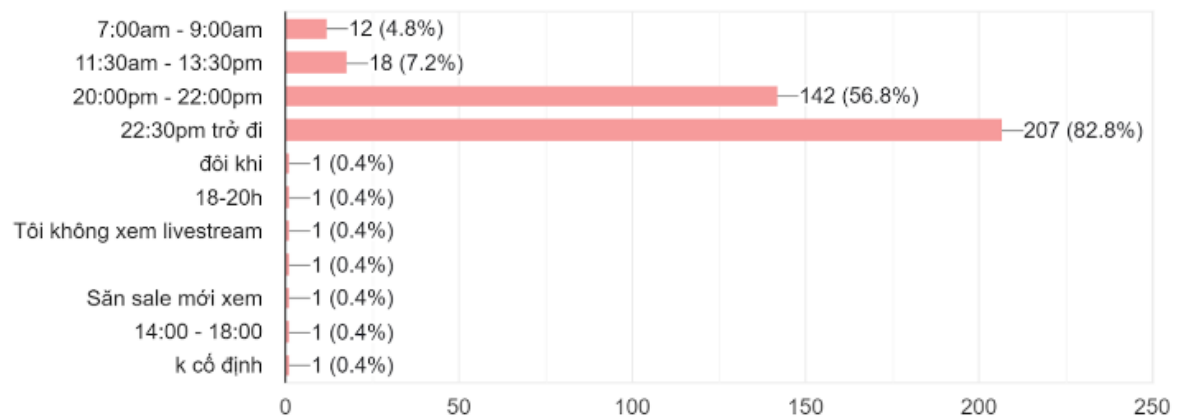
Chart 2. Survey Results Obtained

Bạn thường xem livestream trên nền tảng nào ? (có thể chọn nhiều đáp án)
250 responses

Facebook	—178 (71.2%)
YouTube	—205 (82%)
TikTok	—171 (68.4%)
Instagram	—28 (11.2%)
Nimo TV	—151 (60.4%)
GG Live	—4 (1.6%)
ON Live	—13 (5.2%)
Twitch	—1 (0.4%)
Kiểu tôi không xem livestream ý	—1 (0.4%)
Thapcam.tv	—1 (0.4%)
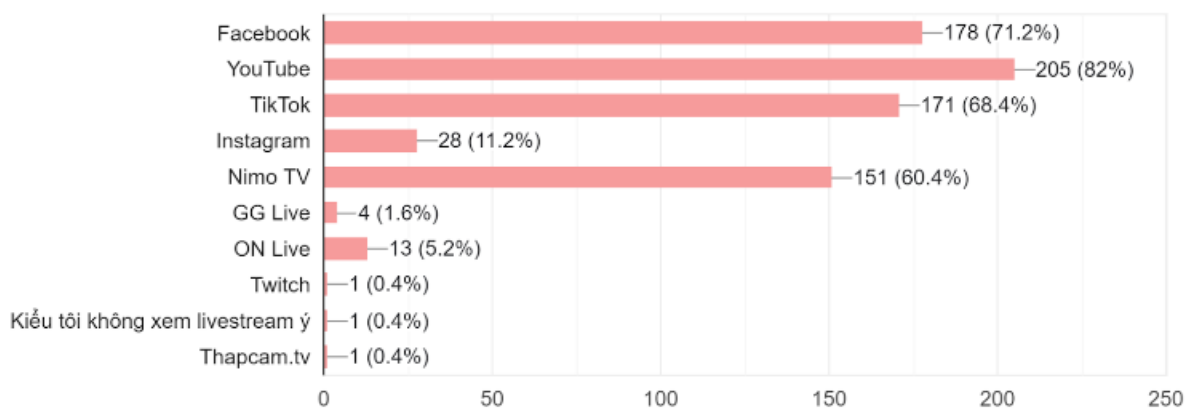
Chart 3. Survey Results Obtained

Bạn sử dụng nền tảng livestream để xem những nội dung gì ? (có thể chọn nhiều đáp án)
250 responses

Game	—221 (88.4%)
Thể thao	—130 (52%)
Ca nhạc	—85 (34%)
Phim	—127 (50.8%)
Game show giải trí	—44 (17.6%)
Giáo dục	—25 (10%)
Tin tức	—64 (25.6%)
Mua bán	—74 (29.6%)
Thực ra là tôi không xem livestr…	—1 (0.4%)
nói chuyện tâm sự tuổi hồng	—1 (0.4%)
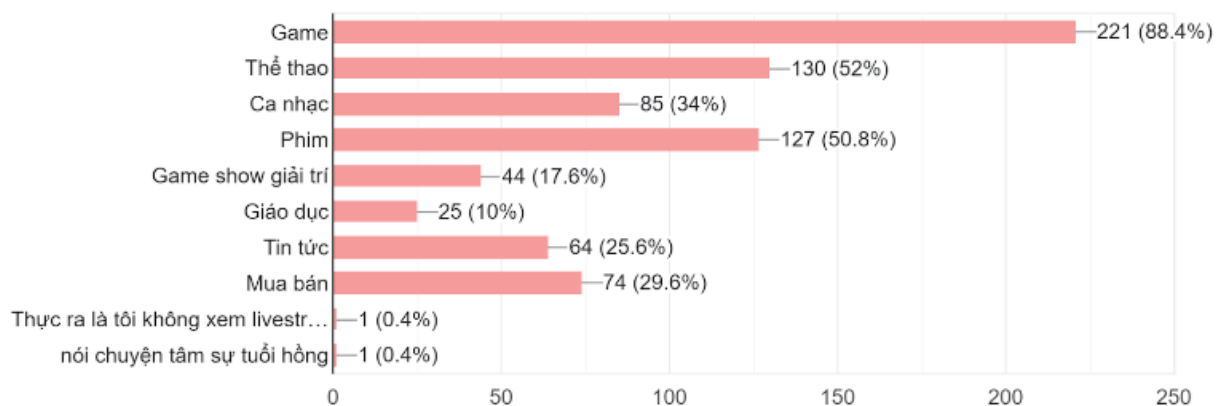
Chart 4. Survey Results Obtained

Bạn sẵn sàng trả bao nhiêu tiền để sử dụng các tính năng cao cấp của nền tảng livestream không?

250 responses

- Trên 100k/tháng
- 50-100k/tháng
- Dưới 50k/tháng
- Miễn phí
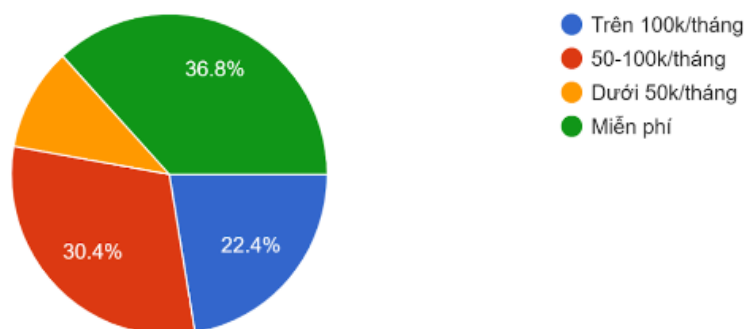
Chart 5. Survey Results Obtained

1. Audience characteristics

	TARGET AUDIENCES	
	Viewer	**Streamer**
Demogra-phic	Gender: Female 20%, Male 80% Age: 20-40 years old Occupation: Various	Gender: Female 40%, Male 60% Age: 20-40 years old Occupation: Mainly freelance
Geography	Nation: Vietnam City: Hanoi **As the economic, cultural, and political centre of Vietnam:** Hanoi is the most populous city in Vietnam, with a population of more than 8 million people and is the economic, cultural, and political centre of Vietnam, attracting many businesses, organisations, and people to live, work and study. This creates favourable conditions for communication and promotion of the ON Live platform to a large domestic audience. **Infrastructure development:** Hanoi has a developed infrastructure, with a convenient transportation system, a modern telecommunications system, and adequate physical and technical facilities for communication. This creates favourable conditions for organising events and communication activities to promote the ON Live platform.	

Concerns	**Quality content:** Viewers care about their favourite content topics, games, and events, including the streamer's talent, the fun and uniqueness of the content, and the ability to convey information. **Interaction and participation:** Viewers want the opportunity to interact with the streamer and the live stream viewing community. They want to engage in conversation, ask questions, and provide feedback. **Building social relationships:** Viewers may be interested in connecting with viewers with similar interests. They want to find a community to share interests and experiences. **Differences and uniqueness:** Viewers want to see something special or unique content that they can't find elsewhere. They want to experience new and exciting things. **Interesting and entertaining:** Viewers watch live streams for entertainment and relaxation. They want to watch content that is fun, engaging and helps them forget about the stresses of life.	**Channel development:** Streamers are often interested in the development of their channels on livestream platforms. They want to increase the number of viewers, followers, and engagement to build a strong fan community. **Interaction and connection with viewers:** Streamers want to connect with their community, chat with viewers, and respond to questions or comments. **Quality content:** Streamers want to create quality content to retain audiences, so they are also interested in exclusive, copyrighted content that is difficult to exploit elsewhere. **Personal brand development:** Streamer is interested in developing his career and personal brand image in the livestream market. **There are factors that can foster passion and creativity:** Streamers also often need inspiration and emotions when working, so they really need support to promote their creativity and inspiration.
Psychology	**Entertainment and stress relief:** This is the most common purpose of livestream viewers. They watch livestreams to relax and relieve stress after tiring hours of work and study.	**Passion and fondness:** They love live streaming and want to share their passion with others. **Like to be famous and noticed:** They crave recognition and attention from their fan community. Streamers often find joy in building communities and interacting with viewers.

Psychology	Social connections: Livestream is a way for viewers to connect with each other and with the streamer. They can comment, ask questions, give gifts... to interact with each other and with the streamer. Satisfy your curiosity: Livestreams often have unpredictable plots in real-time, which can stimulate viewers' curiosity and motivate them to watch the livestream to see unexpected things happen. Want to interact with celebrities: For fans, livestream is a place where they can comfortably interact with their idols.	Personal development: Some people want to be a streamer because they see that this is a good way to develop skills such as communication, expression, and communication. They see this as an opportunity to develop themselves, learn, and gain direct experience. Like to make money: Livestream is a profession that can bring quite high income. Many streamers want to make money from livestreams to make ends meet or pursue their passions. Likes to face challenges and competition: Many streamers also livestream to challenge themselves and build a name in a competitive environment. They want to prove themselves and win recognition from the community.

Table 1: Audience analysis table

2. Audience journey

Stage	Awareness	Consider/Research	Go to ON Live (traffic or user)	Become a loyal user
Audience action	Viewers accidentally see information about a certain livestream on ON Live but just glanced at it. When they see information and images of ON Live in newspapers, social channels, from KOLs for KOCs, or streamers sharing	After seeing advertising information about a live stream on ON Live, viewers want to watch a specific streamer's live stream or specific content and then search for livestream platforms including ON Live. If there are many sources broadcasting similar content, they	The audience watches the livestream on the ON Live website or	They come back to the platform regularly to watch the livestream.

	information about ON Live, they actively participate and search for more information about the livestream and information about ON Live.	consider whether to choose ON Live or not and look for information about what are specials on ON Live to decide whether to watch.	application.	
Touchpoint	Search, SEO. Social (Google, Facebook, Youtube, TikTok). Press PR. Television advertisement. Ads. KOL/KOC. Shares from specific communities: sports and esports. Specific events. Community activities on the platform.			
Question	What is this platform? Is there anything interesting? How to use it? Are there many streamers on there? Can I receive gifts?	Why watch ON Live and not another platform?	How to participate in interactive well? What ways are there to interact with streamers?	What is so good about this platform that I have to come back to often?
Barriers	The content is not attractive enough to stimulate people to come to ON Live to watch it. Do not know what ON Live is and afraid to find out how to watch it. No credibility to watch.	The content on ON Live is no different from other platforms. Streamer is not their personal favourite. There are no gift programs or incentives.	Poor viewer experience: connection, image quality, content quality, and streamer quality.	There are no routine community care activities. There is no attractive content that meets their interests.

	Do not want to change viewing habits due to being used to watching on other platforms.			No personal favourite streamer.
Inbound content	The initial awareness stage focuses on building initial awareness of ON Live's existence among viewers.	Promotions. Introduction to interactive features. Instructions for participating in interactive. Introductory information about tournaments/matches **exclusively available on ON Live.**	Promotions Activities/events for the community to create a different experience for viewers. Introductory information about tournaments/matches **exclusively available on ON Live.**
Outbound content	The content routes used are: What is ON Live? Where? How reputable is it? Information about general branding and attention-grabbing activities. Focusing on two main elements: sports/esports and interactive. Specific information about tournaments/matches on ON Live. - Introductory information about streamers and their activities.	Product's USP Information about streamers and their activities, especially typical case studies. Introductory information about tournaments/matches on ON Live.	

IV. CURRENT STATUS OF CORPORATES COMMUNICATIONS

Current status of human resources of the ON Live project's communication campaign in the Marketing department at the enterprise as followed: there are currently 10 people in charge of different aspects of the ON Live project's communication. Each has their own work experience and strengths in charge of the following areas: Editing, production and content development, Public Relations, SEO, Booking, and Design.

Currently, ON Live is a project under development of VTVCab and is expected to be launched in the near future. Therefore, ON Live currently has not had any explosive media campaigns. On July 21, 2023, ON Live's Close Beta event was launched on both mobile app and website platforms. This is an important first step in bringing the ON Live platform to the community of live TV and livestream fans. During this Close Beta period, ON Live created a special event by sharing the copyright of the LCK tournament (League of Legends Championship Korea) - Korea's leading League of Legends game tournament. This means that ON Live users will experience the exciting top matches and intense action in one of the most important esports tournaments in the world.

After a month of trial launch in the Vietnamese market, the ON Live interactive live streaming platform has received lots of positive feedback from users. The platform's "ON Live golden hour - receive thousands of gifts" event attracted a large number of viewers, with more than 10,000 people watching the livestream at its peak, reaching nearly 1 million views and 100,000 interactions, more than 50 thousand donations and 8500 minigame rewards live on livestream. The above numbers show a positive sign in the development and completion roadmap of the platform, even though it was just launched not long ago.

ON Live allows free usage of a huge resource of copyrighted content from stations VTVcab and AfreecaTV - the No. 1 livestream platform in Korea, which is one of the reasons why famous streamers are gradually flocking to the ON Live platform to stream. Build your own community. But the above evidence shows that more and more games are being broadcast on ON Live with a large number of livestream channels such as: Free Fire, Lien Quan, PUBG Mobile,

FO4, GTA, League of Legends and others. It goes without saying that ON Life's diversity is creating a rich, attractive and multidimensional livestream environment. From games, esports, sports, to singing etc. and the convergence of famous streamers has made this livestream platform a colourful entertainment space. In the near future, in addition to games, sports, and esports, ON Live will broadcast entertainment game shows and reality TV shows that promise to bring viewers the best experience.

This is a very important stage in the process of completing the project's products. ON Live had a successful Close Beta event, promising to be the perfect stepping stone for the platform's impressive launch.

V. BUSINESS COMMUNICATION CHANNELS

1. Paid media

ON Live is using paid media channels to create awareness and promote on social platforms such as Facebook, Youtube, and TikTok to reach a large number of potential users and search ads and related websites. Using ads on search engines like Google to display ON Live when users search for keywords related to livestream, sport, and esports. These ads concentrate on introducing ON Live and emphasise the platform's features and advantages.

ON Live also appears in many newspapers but with a relatively low frequency, for example, the following newspapers: Vietnamnet. net, Game8.vn, VTV.vn, Soha.vn, Cafebiz.vn, etc.

2. Owned media

Owned media are media that ON Live owns and has full rights to use. ON Live's use of owned media grants complete control over content and communication with its target audience, allows them to build and maintain their own brand, collect data and establish direct relationships with their target audience. Currently ON Live's communication activities are focused on Facebook, TikTok Fanpage:

https://www.facebook.com/onlive. vn

https://www.facebook.com/ ONLivegameesports

https://www.facebook.com/ onlivethethao

https://www.tiktok.com/@onlive. esports

Facebook ON Live fanpage is the main communication channel owned and controlled by the ON Live project. ON Live's team had full authority to decide what content was posted, when it was posted, and how to interact with the target audience. Additionally, interacting with followers by responding to comments, messaging, and using the interactive tools Facebook provides will help build relationships and connections between admin teams and followers interested in topics about Sports, eSports, and entertainment. The project team can use Facebook's analytic tools to collect data about followers, activities, and interactions on the community page. This helps the team better understand the target audience and improve their communication strategy in future content deployments.

3. Earned media

Viral media channels are the result of successful implementation of Paid media and Owned media channels in the ON Live project. Earned media is the voice, discussion, and feedback of users about the brand. Earned media is often associated with word-of-mouth elements. This activity comes from customers feeling satisfied with the quality of products and services, and then they share it with friends, relatives, and partners. In other words, Earned media is a free communication channel voluntarily conducted by customers or business partners.

- KOLs cooperate with ON Live, posting content about projects and especially events.
- Influencers with the target audience will reshare the project's posts
- News articles in the press and related channels: Newspapers, electronic newspapers, fanpages under the management of VTVCab.
- Media effects (e.g. comments, shares) on viewers' personal social platforms.

Conclusion_

Overall the Chapter II, although it comes from large platforms in the livestream industry, ON Live is still a fairly new product that is not known to many people.

- Brand recognition issue: ON Live is a new livestream platform that not many people know about. Therefore, it is necessary to improve brand recognition, helping users know and better understand ON Live.
- Brand image building issue: ON Live aims to be a professional, reputable livestream platform, providing a good experience for users. Therefore, it is necessary to build a brand image consistent with this orientation.
- Issues of conveying brand messages: ON Live has many messages it wants to convey to users, including:
- ON Live is a diverse livestream

platform that meets all users' needs.
- ON Live brings high-quality, professional livestream experiences.
- ON Live is a reputable and trustworthy livestream platform.

This campaign was created to solve the following problems:

- Create strong impressions about the ON Live brand:

*	*Use impressive images and media messages to attract users' attention.*
*	*Increase promotion on mass media channels and social networks.*
*	*Combine with KOLs and influencers to spread the brand message.*

- Introducing ON Live's features and benefits:

*	*Create attractive media content, helping users better understand the features and benefits of ON Live.*
*	*Organise ON Live practical experience activities for users.*

- Connecting with users:

*	*Create interactive activities, encourage users to participate, and share about ON Live.*

The campaign is expected to help enhance brand recognition, build a reputable brand image, and effectively convey ON Live's brand messages.

CHAPTER 3_
PLANNING

I. OVERVIEW OF A MASTERPLAN

1. Insight

Target	Audiences	Streamers
INSIGHT	The more advanced society is, the more loneliness and stress people must suffer from. Therefore, they often seek amusement with high connectivity to others, allowing them to express their personal selves. ON Live will focus on the needs of viewers which is entertainment, viewers will search for appealing and amusing content to temporarily release themselves from daily stress. Aside from that, users love to be socially connected with other people and famous streamers with the needs to communicate and interact, as well as have a firm grasp on breaking news through live streams.	With the desire to express themselves and gain recognition from the society, streamers tend to strive to become well-known and well-followed. They consider live streaming as a career and provide stable income via donation, advertising and selling products. Moreover, streamers also do live streams to entertain and spread positivity towards the community, connect with fans and establish potential relationships.
	Viewers and streamers alike expect ON Live to be high quality, have stable transmission, high resolution images and videos, optimal UI/UX design, friendly interface, whilst having interesting, customised, creative, and unique content. Viewers should also be able to easily interact with streamers and other viewers. Socially integrated features should allow the audience to share and connect with friends, as well as showing support to streamers.	

Table 3: Insight customer

2. Big idea

During the Open Beta, ON Live was oriented as a diverse live streaming platform where users could **showcase their talents, create content, and follow their dreams to become online influencers or celebrities**. From professional gamers, commentators to sports enthusiasts and freelancers come to ON Live where they can **share their passion, connect with their community, and establish their online career**.

- Communication on ON Live's brand positioning message as a highly interactive live streaming platform should have the following features:
    - *Owns copyrighted and exclusive sports/esports content.*
    - *Unique interactive features*
- Enhance brand awareness via communication activities of the campaign.

II. OBJECTIVES AND GOALS

1. Objectives

- Promoting brands: The campaign emphasises on promoting ON Live through events, activities and social media interactive content to attract and create an impression within the communities.
- Establishing communities: The campaign provides an interactive, socially-bonding platform for players and fans, with the aids from events, game shows, and interactive activities.
- Enhancing interaction: The campaign provides unique live streaming experiences, allows users to interact and communicate with streamers via interactive features, game shows, along with encouraging participation from viewers and players.
- Educate and communicate users about the interactive features on ON Live: from awareness -> understanding -> preference -> engagement.

2. Goals

- Increase likes and follows on ON Live's Facebook page from 13,000 to 14,000. Obtain 30.000 interaction on posts, including reacts, comments and shares with 100 posts/images, and 30 videos.
- Orbit media platforms which are ON Live Game Esports and ON Live Sports must reach 2,000 likes and follows.
- ON Live Esports and On Live Sports' TikTok channels must reach 150,000 likes and 5,000,000 views each by conducting 150 videos each channel.
- Increase accounts registration on ON Live to 300 on the offline event included 50 posts and 10 videos about the interactive features on ON Live.
- 300 accounts registration, 50 posts and 10 videos

III. KEY MESSAGE

ON Live's communication campaign in the Open Beta includes two main messages:

Live Your Life

ON Live is live stream, live stream is ON Live

"Live Your Life" is the main message and the official name of the campaign. The message "Live Your Life" demonstrates the intention of:

· Encouraging users to express their personal selves, share their passion and personal opinions via contents, interaction and connection on the platform.
· Encouraging further exploration through new experiences, especially in the field of gaming and entertainment, or online events on ON Live.
· Providing a supportive, sociable and connecting environment for users in the community, with the hopes that users may have a positive experience on the platform and in life in general.
· Encouraging users to achieve their personal goals and self-development by learning, sharing and interacting on the platform.

Moreover, the message "ON Live is live stream, live stream is ON Live" serve as a long term support with the following intention

· ON Live's commitment to provide quality, yet exceptional live streaming experiences to users.
· ON Live's strive to be top tier live streaming platform, with professionalism in operation and service.
· ON Live provides multiple options on live streaming content, from entertainment to sports with various interactive formats.

1. Key visual
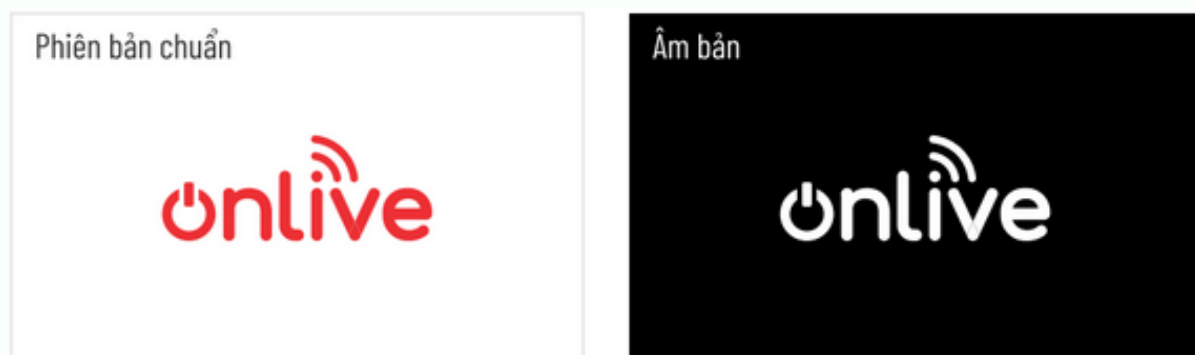
Image 18. Logo with 2 versions standard and inverted

Logo:

There are two versions of the official logo which are standard version and negative version.

Logo structure:

ON Live's logo is designed in typographic structure with three perfectly round angles, combined with a modernised circle, creating luminescent strokes. The standard logo uses only one basic red shade, implying dynamic and creativity.

The negative version uses black and white to demonstrate the mystic yet elegance, delicacy, strong, decisiveness and purity qualities of the brand. This version is suitable for live streaming, where the brand needs to be mystical and elegant to attract viewers while showing strength and decisiveness to dominate the market.

Colours:
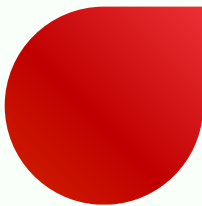
Red (#ED2E34) is the main shade of the logo, expressing dynamic, passion, and creativity of ON Live. Red is also the colour of luck and prosperity.

Black (#000000) is a dark shade, being the colour of mystic, elegance and power. Black is the colour of strength, decisiveness and indepence.
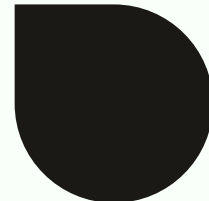
White (#FFFFFF) is a neutral shade, associated with the qualities of purity, simplicity, freshness and modernity. White is often used in logos to represent simplicity, easy to understand and approach.

Mascot:

Image 19. ON Live Mascot
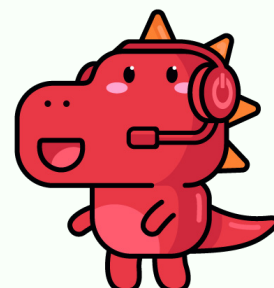
Shapes:

A dinosaur can be a creature of fun and distinctiveness. It has the main shade of red to represent the freshness and creativity of ON Live. This red dinosaur has a big head, wearing headphones as if it is on live streaming. It also has an adorable smile to show friendliness towards users. And its tiny legs allow it to interact in the online world.

Style:

This dinosaur has a unique and modern sense of fashion. It can change its outfits in accordance to special events on ON Live, from sporty outfits to outfits for the red carpet. The dinosaur may also wear accessories to fashion itself.

Usage:

This dinosaur plays the role of an ambassador and an icon in ON Live's events and programs. It will appear on advertisements, visual images and on the platform, help socialise users in the ON Live community.

Significance:

This red dinosaur demonstrates the harmony and diversity of on ON Live, where people can find joy and freedom to express themselves. This mascot is an icon of independence and innovation, motivates ON Live to go forward. It can possibly be a cute familiar icon on ON Live, strengthening the bond between the brand and the user community.

Image 20. Image frame

2. Hashtags

- *#Liveyourlife, #ONLive, #OpenBeta*
- *#nentanglivestreamtuongtac, #khonggioihan*
- *Hashtags related to special events and holidays like October 20th, October 31st, November 20th, etc.*

"ON Live is live stream, live stream is ON Live" is an implication on the close connection of ON Live and live streaming, representing ON Live as a live streaming service provider, which is also the utmost importance that ON Live hopes to imprint onto people's minds.

The saying "ON Live - Live Your Life" plays the role of an encouragement to users to participate in this platform and live stream freely without hesitation, and it also implies how simple and convenient live streaming can be on ON Live.

Interactive is the most important part when it comes to users experiencing live streaming features on ON Live. The interaction between streamers and viewers via texts, comments and direct conversation during the live streams creates a bond which encourages ON Live to establish a healthy community.

ON Live wants to convey the strength of being an easy - to - use, free and interaction - oriented platform where users feel comfortable to create and share content without technical issues or limitations. With such messages, ON Live may be recognised for ít simplicity, independence, user friendliness, whilst being on trend, which revolves around people wanting to share meaningful messages to social media.

IV. STRATEGIES - TACTICS

1. Brand communication

- Create awareness: Expand the coverage of ON Live brand's identity to the public.
- Create preference: Encourage people to search for and use ON Live.
- Establish a clear brand identity in the public: To mention ON Live is to mention a live streaming platform with copyrighted content in 3 categories sports - esports - entertainment, with the strength is sport; a platform with exciting interactive activities with loads of gifts. ON Live is the BEST CHOICE for those who want to watch copyrighted sports content while making friends and receiving gifts.
- Educate the market about the interactive features of ON Live.
- Boost users participation for the platform.

2. General strategies and tactics

STRATEGY 1

Communication on formal communication platforms in order to build reputation on owning exclusive content and increase brand awareness.

STRATEGY 1

Establish communication on the basis of interaction and bonds.

Main activities

- Focus on social media communication, utilising advertising features on social media platforms such as Facebook, TikTok and YouTube.
- Associate with KOLs, influencers to advertise via content they produce.
- Optimise website content and search engine to attract natural access to ON Live.
- Intensively focus on communication via brand ambassadors, events, and press releases on new features.

Table 4: General strategy

a. Strategy 1: Communication on formal communication platforms in order to build reputation on owning exclusive content and increase brand awareness.

- Tactic 1: Publish PR articles on formal journaling sites and reputable websites such as vtv.vn, vtc.vn, vtvcab, vtvlive etc.

- Tactic 2: Co-branding and associate with reputable partner
  Association with big and reputable partners is of utmost importance in increasing brand awareness of ON Live. By co-branding, ON Live can utilise the influence and brand values of its partners to gain credibility and positive interaction from the community for itself. This association does not only bring about commercial benefits but also opportunities to approach potential audiences and expand partnership networks.

- Tactic 3: Book KOLs and influencers to live stream on ON Live. Plan specific content for streamers on ON Live once the campaign starts to motivate connection with the viewer community. Encourage streamers to create unique content such as MC-ing , singing, comedie, etc. Along with that, ON Live should book famous content creators to produce social clips that mention the brand to create brand awareness.

- Tactic 4: SEO activities
  Search engine (SEO) optimization is an important factor in increasing ON Live's exclusive content appearance on search engines. Creating quality content and optimising keywords should help ON Live attract a great amount of access from the audience searching for related content. Appearing on top searching results will increase brand awareness and exposure to targeted audiences.

- Tactic 5: Purchase League of Legends World Championship 2023 copyright
  Investing in owning the copyright of League of Legends (LOL) World Championship 2023 is an excellent opportunity to considerably increase brand awareness. This event alone has drawn the attention of the global esports community, and ON Live has taken this opportunity to its own advantage to advertise the brand and connect with the gamer community. By accompanying such an important esport event, ON Live can establish a deep connection with the esport enthusiast community and enhance its own brand awareness globally.

b. Strategy 2: Establish communication on the basis of interaction and bonds.

- Tactic 1: Establish a live streaming community from famous streamers, gamers and game enthusiast communities.
- Activity 1: Host ON Live Valorant Tournament Season 1
- Activity 2: Sponsor for the winner to represent Vietnam in the AfreecaTV International Valorant League Tournament.

- Tactic 2: Live streaming VBC Tournament with influencers and celebrities.

- Tactic 3: Organise chains of events to draw the attention and interaction of the community
      - Activity 1: Upload holiday-related content.
      - Activity 2: Host ON Live's Showmatch TFT Female Streamers event in appreciation to October 20th.
      - Other activities: Vietnam Women's Day, Halloween, Teacher's Day, etc.

- Tactic 4: League Of Legends World Championship Tournament
      - Activity 1: Upload content related to the tournament
      - Activity 2: Host an offline viewing party event of the League Of Legends World Championship

These are communication strategies and tactics that ON Live uses to build their brands, create brand awareness and attract viewers in the live streaming industry, focusing on sports, esports and entertainment. The given strategies and tactics were designed to connect with the community and build up a reputation, as well as increase brand awareness of ON Live online and offline.

V. BUDGET AND RESOURCES

Based on the plan and ideas of the given strategies and tactics, we notice that there are 2 main categories: online communication expenses and events expenses. Being in the OPEN BETA stage, ON Live needs extensive budget and resources management. We have planned out a chart of budget distribution in accordance with the suggested plan

NO.	CATEGORIES	UNITS	PRICE	AMOUNT	TOTAL	%
I. PR articles on journaling websites						
1	tienphong.vn	Article	10,000,000	1	10,000,000	30%
2	vtc.vn	Article	10,000,000	1	10,000,000	
3	cafebiz.vn	Article	10,000,000	1	10,000,000	
4	game8.vn	Article	8,000,000	1	8,000,000	
5	soha.vn	Article	7,000,000	1	7,000,000	
6	gamek.vn	Article	7,000,000	1	7,000,000	
7	lag.vn	Article	5,000,000	1	5,000,000	
8	xemgame.vn	Article	5,000,000	1	5,000,000	
9	oneesports.vn	Article	5,000,000	1	5,000,000	
10	motgame.vn	Article	5,000,000	1	5,000,000	
II. Seeding on social media						
1	Facebook	Push seeding comments for each post in the group in case the posts are not on top trending.	Comment	1,000,000	3	3,000,000	15%
			Post	2,000,000	3	6,000,000	
				1,500,000	3	4,500,000	
		Running Facebook ads.	Pack	25,000,000	1	25,000,000	
III. ONLINE events						
1	ON Live Valorant Tournament Season 1				6,000,000	3%
2	ON Live TFT Female Streamers Showmatch				2,300,000	2%
IV. OFFLINE events						
1	Viewing Party				50,000,000	21%
2	Media Day				20,000,000	9%
TOTAL					**188,800,000**	80%
CONTINGENCY COST (10%)					**18,880,000**	10%
VAT (10%)					**18,880,000**	10%
GRAND TOTAL					**226,560,000**	100%

Table 5. Expected budget table

VI. RISK MANAGEMENT

Project's risk management plays an important role in securing the success of the project, ensuring that the project is well-planned and providing solutions to minimise consequences and negative impacts. The more risks managed, the more protected the project is from unwanted misfortune. Here are some risks that may dangerously affect the campaign. Aside from that, we also propose solutions to these risks.

No.	Risks	Level of danger	Description	Solution
1	Technical infrastructure issues	High	ON Live is in the process of completion, therefore it is extremely vulnerable to cyber attacks or leaks of users' personal information, especially when lacking a strong security system. Technical issues such as system errors, internet connection loss or cyber attacks can interfere with users' experience, causing loss to users.	Oftenly update new versions to ensure no system or security errors. Oftenly improve live streams quality. Having backup plans and data to quickly restore when needed. Timely report and respond to the public.
2	Copyrights	High	Any violation of regulation about live streaming content, copyright, privacy and online advertising may lead to serious legal and financial issues.	Augment partnership with copyright owners. Educate users on copyright matters. Create official channels to update news and information on copyright matters. Establish clear terms of users to streamers on copyright matters.
3	Negative respond to communication message from the public	Medium	May face opposed opinions and negative responses during communication campaigns, resulting in negative effects to ON Live's brand and reputation.	Conduct surveys on users' opinions about the platform. Delete negative, insulting or unrelated comments. Strictly censor content and communication messages to ensure unity and thorough understanding of the message throughout the campaign.
4	Delayed communication campaign	Low	Dependent on businesses' approval on plans and contents. Personnel do not keep up pace with the project.	Discuss and specify objectives, plans and content that needs approval from the business before starting the project. Schedule tasks and specific milestones during the projects. Continuously update drafts, versions and progress to the business instead of waiting. Thoroughly research and complete tasks early. Careful on each stage to avoid conflicts and improve productivity and the potential of the campaign. Avoid delay among members by continuously encouraging them.
5	Few interest and participation in communication campaign	Low	Limited participants, do not meet the requirement.	Intensively share posts about the platform on social media communities. Intensively advertise, increase advertising activity and marketing to draw attention, using social media channels. Create interesting and appealing content, images and videos. Share information about the platform on forums and related communities. Propose gifts and promotions to encourage engagement. Associate with other communities.

6	Negative reviews from KOLs	Medium	KOLs refuse to cooperate or reluctantly cooperate for personal reasons.	Have backup KOLs in case of need. Reconsider terms and requirements to meet the needs of KOLs. Associate with partners and KOLs in the field to approach their audiences. Reinforce terms of conditions.
7	Low interaction on social media platforms	Low	Posts do not meet the requirement of interaction due to limited content and social media policy.	Appealing and captivating content. Catch on trend. Running advertisement. Create polls, surveys or ask for opinions. Advertise by commenting on posts from pages with related content. Use social media platforms and communication channels to interact with the audience. Share content links on fan pages on well-known social media platforms, join in related groups and communities to invoke interest and interaction.
8	Unsuitable content on the platform	Medium	Streamers may violate terms of conditions, copyright regulations or use inappropriate language.	Readjust, construct, and approve live streaming scripts. Increase content censorship. Establish clear content regulation.
9	Users' changing tendency	Medium	Users develop different habits from using other live streaming platforms. ON Live must compete to attract and maintain their users on the platform.	Oftenly follow and update users' trends. Diversify live streaming content. Improve interactive features to enhance users' experience.
10	Personnel matters	Low	Members may leave the project during the operation.	Recruit suitable members. Improve terms of conditions and remuneration policy. Train and recruit personnel suitable for each task.
11	Incurred expenses	High	Budget shortage may pose restrictions on the operation progress.	Build a suitable financial masterplan to avoid budget shortage.
12	External factors	Low	External factors like pandemic, epidemic, economical change or market change may affect the communication campaign and ON Live's business plan.	Monitor and analyse external factors to easily manage. Associate with technology companies to develop features that meet the demands of users.

Table 6: Risk management

ON Live's live streaming platform is on good development and has achieved success to some extent. However, this platform is also facing great threats, including inappropriate live streaming content, the tendency to change of users, shortage of policy, external factors, and copyright matters.

To minimise these threats, ON Live must perform the given solutions. It will only help ON Live to have a more stable development and to become a top tier live streaming platform in Vietnam.

Conclusion_

The overall master plan of ON Live's project in the Beta period is feasible and practicable. The campaign is built on the basis of targeted audience and their insights. The proposed strategies and tactics are feasible to manage and achieve the objectives. Nevertheless, to ensure the success of the campaign, ON Live must regard some risks and come up with suitable solutions.

Several outstanding features of the campaign include:

- Clear brand positioning strategy, focus on ON Live's strengths which are exclusive content, interactive features and online events.
- Multichannel communication strategy, combining online and offline communication channels to maximise exposure to targeted audiences.
- Communication activities are creatively designed and customised to target audiences.

Some noteworthy features to ensure the campaign's success include:

- Impose suggested solutions to deal with determined risk factors, especially to threatening risks such as technical issues, copyright matters and inappropriate live streaming content.
- Strictly monitor the changing trends among users to timely adjust communication strategies.
- Establish categorical policy and terms of conditions to ensure live streaming content quality and users experience.

CHAPTER 4_

PRE-PRODUCTION
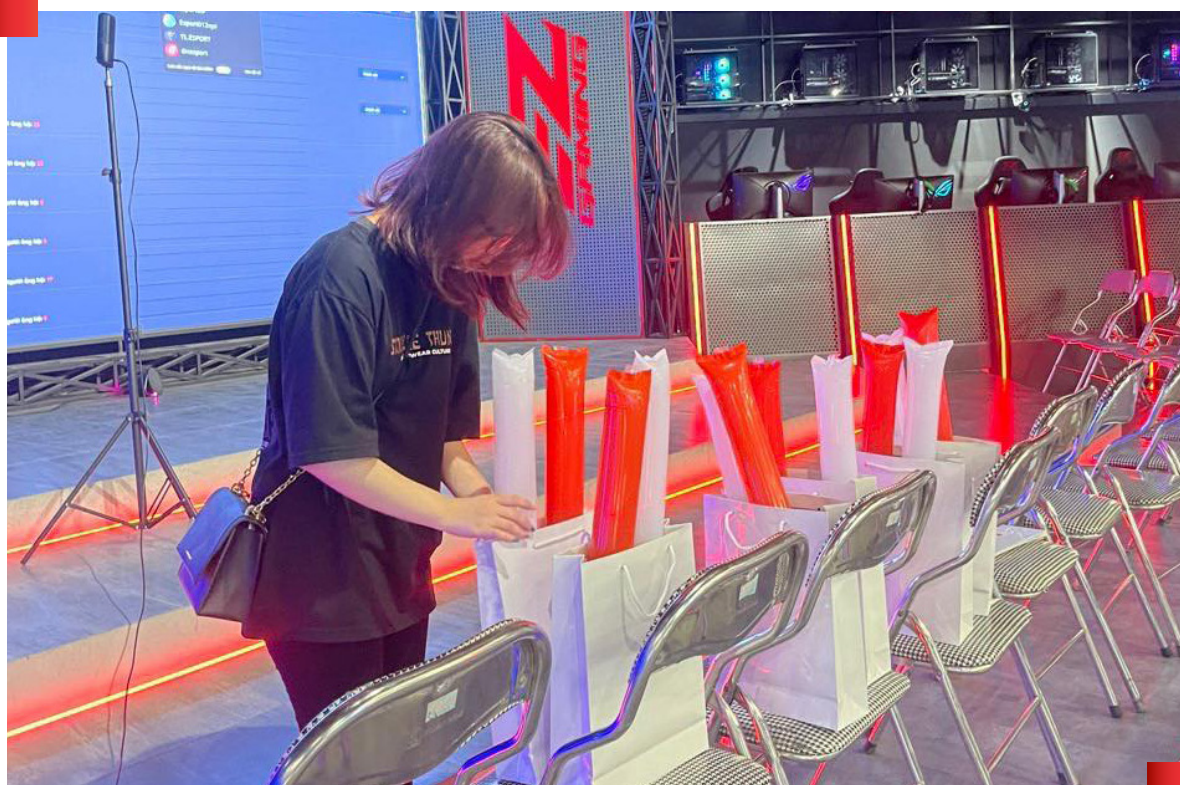
I. CONTENT PILLARS & DIRECTION

In order to implement ON live's communication campaign in the Open Beta stage, which comprehensively conveys information including many promotional and communication activities to increase awareness, create an impression and attract the public to the platform, we and the members of the Marketing Department have carried out the following activities:

·   Focusing on the production of sports and entertainment content that is of interest to young people, including popular sports such as football, badminton, basketball, esports tournaments, and variety of entertainment shows.
·   Posting on Facebook pages.

Image 21. Page ON Live

Actively posting media posts on the official fanpage to announce and share information related to brands and products

Create and deploy 2 orbit pages including :

https://www.facebook.com/ONLivegameesports

Image 22. Page On Live Game

Image 23. Page On Live Thể Thao

The creation and management of two orbit fanpages for ON live allows each fanpage to focus on a specific field.This helps ON Live focus on the target audience and create content related to each area.

·   Seeding topics on Facebook social networking platforms to share and interact with the community.

In ON live's campaign, the content pillars can be identified as follows:

No.	Campaign & Event	Purposes	Main Activities	Details
CONTENT PILLARS				
1	**Tournaments and Events**	ON Live's Valorant Tournament season 1 is launched by ON Live - the VTVcab's interactive live streaming platform in partnership with AfreecaTV. This tournament is meant to attract talents in the game Valorant to compete and select representation for Vietnam in the International AfreecaTV Valorant League 2023 in South Korea.	1. Create an exclusive tournament for the platform that contributes to the professional playing field°	Khởi tranh giải đấu
			2. Support the domestic championship team to have the opportunity to compete in international tournaments	Hỗ trợ kinh phí
			3. Official sponsorship of the potential team to continue to participate in the international tournament for everyone to know ON live	Đồng hành và hỗ trợ
		In partnership with Riot Games to purchase the copyright of League Of Legends World Championship 2023. Communication about information on the tournament.	Post information related to the tournament.	Sự kiện Viewing party CKTG LOL 2023
2	**Presenting streamers**	Activities for streamers to interact with viewers on live stream to enhance conversion, retention and development.	ON Live TFT Female streamers show match	Công bố dàn Streamer
			Seeding comments on external game channels	Kênh 1
				Kênh 2
				Kênh 3
3	**Brand's general activities**	Create a buzz about exclusive content to increase brand awareness through mainstream media and social media channels	Post PR content of the brand in general, stick to the positioning and message. Post content on Facebook, YouTube, and TikTok.	
		Increase recognition, coverage, create keywords when searching.	Optimise SEO and social seeding tools.	
		Increase brand awareness, create coverage.	Produce social clips that mention the brand. Book internal social communication services from VTVcab and VTVLive.	

Table 7: Content pillar

II. HUMAN RESOURCES

1. Personnel

Department	Roles	Tasks
Marketing Department	ON Live Marketing team's leader, content personnel, ADs personnel, SEO personnel, intern.	- Develop a promotional communication plan for ON live projects. - Plan on fanpage, main content route for ON live. - Develop strategic and tactics for the project. - Responsible for posts on platforms. - Build customer relationships, create recognition. - Monitor measurement, feedback and evaluation results. - Risk measurement, remediation.
Human Resources Department	Recruitment and personnel	- Allocate and organise the recruitment of personnel to suit the campaign - Responsible for operating, managing and mobilising personnel in all situations - Organise training sessions to improve professional skills and skills needed for personnel
KOLs team	Streamers managing and supervising	- Organise skills training sessions, help guiding streamers to broadcast, interact, and build donate scenarios - Coordinate with MKT department and content to carry out event activities - Coordinate with MKT room to promote streamer
Steaming Content Department	Content quality supervising and managing.	- Operate, develop copyright content, propose new content to work with - In charge of all VOD content - Coordinate with Kol team to increase content quality, control content safety - Coordinate with the operation department to propose product updates
Design Department	Designing	- Receive orders from the Marketing Department to design the entire publication - Receive orders from the Operations and Marketing team to plan the interface design, UI/UX for the product - Outsourcing quality management focal point for outsourcing publications

Table 8: Personnel

2. Member's tasks

Task
Team leading and content creating

Details
Responsible for monitoring and evaluating the productivity of team members
Connecting members within the group to increase solidarity
Come up with ideas for the detailed content of the plan
Ensure that media content is produced in accordance with the set timelines and plans
Ensure the number of articles and the quality of output content
Check the progress and quality of work before reporting results

Requirement
Ensure deadlines are on time
Lead the team to achieve a common goal
Ensure the quality of the content is correct, sufficient, detailed and easy to understand

1 Lương Hải Triều

Task
Content creating and human resources managing

Details
Planning the communication campaign and communication channels
Make a detailed content plan for each platform, ensuring that it adheres to the set timeline
Come up with ideas for detailed content as planned

Requirement
Ensure deadlines are on time
Develop a feasible and detailed plan
Ensure the quality of the content is correct, sufficient, detailed and easy to understand

2 Lê Linh Chi

Task
Media planning and visual designing

Details
Outline the overall planning of the campaign's communication activities°
Detailed content planning for each communication channel°
Support to design publications, videos, infographics based on the plan framework
Support the processing of image and video content on media channels

Requirement
Ensure deadlines are on time
Building a sympathetic ON live image in the eyes of partners and stakeholders
Ensure images and videos consistency and strictly follow the brand identity

3 Nguyễn Xuân Việt

Task
Content creating and risk managing

Details
Come up with ideas for the detailed content of the plan
Ensure that media content is produced in accordance with the set timelines and plans
Make predictions and risk handling methods in the most effective and thorough way

Requirement
Ensure deadlines are on time
Ensure the quality of the content are correct, sufficient, detailed and easy to understand
Develop a complete and detailed risk management plan

4 Nguyễn Quang Thắng

Table 9: Members' task

During the communication campaign for the ON live project at the OPEN BETA stage. Under the guidance of the Marketing Department, we strictly comply with this timeline and implement a combination of communication strategies, production of media publications, PR and SEO activities to increase the widespread awareness of the ON live brand image to the public and create a premise for the platform's next communication campaigns. This communication campaign runs from October 1, 2023 to November 30, 2023.
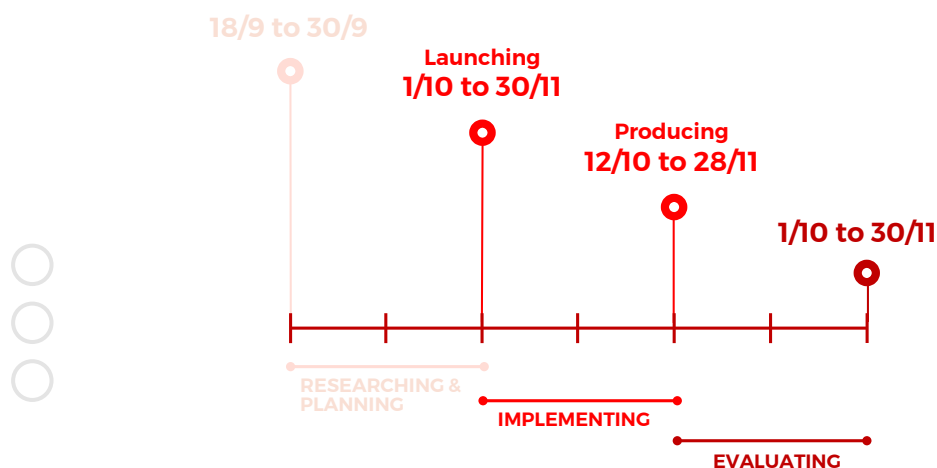
Gather the creative team and stakeholders for a kick-off meeting.
- Brainstorm and develop a content strategy that aligns with the campaign's goals and resonates with the target audience.
- Identify key messages, storytelling elements and brand recognition that is included in the content for the campaign
- Gather insights from data analysis, surveys and primary and secondary research reports
- Identify key trends and patterns that will inform the strategy and tactics of the campaign
- Determine the type of content that must be created, mainly images, short videos, and additional ingredients.
- Develop a detailed content strategy for media production and PR efforts.
- Summarise research results and content strategy.
- Determine the project progress and specific allocation timeframes for each stage, task, and milestone.
- Set clear deadlines for the production, evaluation and approval of document content.

Write PR articles for each content of ON live activities throughout the entire campaign
- Write SEO articles with keyword categories for the purpose of increasing their rankings and appearance on Google search engines
- Booking PR articles on newspapers, services of media agencies and KOLs
- Create content to upload to the official ON live fanpage
- Plan to organise Valorant, Showmatch TFT tournaments on the ON live platform and offline events Viewing Party, Media Day

-Work closely with other departments in the ON live project to capture the details of each activity in the campaign
- Producing image and video content posted on the media°
- Use social media tools (hashtags, ad breaks,upload timeline...)
- Host Valorant, Showmatch TFT tournaments on ON live platform
- Host offline events Viewing Party, Media Day
- Optimise communication efficiency during the campaign
- Protect the copyright of the active content of ON live

Weekly meetings must be held to evaluate the results and impact of the activities on thve public during the campaign period.

Table 10: Timeline

IV. EVENT KIT

1. ON Live Valorant Tournament Season 1

Location	Time	Purposes	Main Activities
Onlive on ON Live	6/10/2023 to 14/10/2023	- Create buzz for ON live, introduce to the community, branding for the platform - Increase the number of registered/logged-in users to participate in interactive - Create interest to avoid boredom for users when watching live streams	- Tournament overview - Organise tournaments - Interactive live streaming activities in the tournament -Announcing the Vietnamese representative to participate in the international competition of AfreecaTV Valorant League and its benefits

2. ON Live TFT Female Streamers Show Match

Location	Time	Purposes	Main Activities
Online on ON Live	19h00 19/10/2023	- Aim to create buzz in the community (including players and streamers) during the platform's Open Beta - Create a habit of logging in and watching live streams every day of the User using interactive features, watching live streams and receiving gifts° - Responding on October 20, convert FANS of Streamer registered an account	- Event planning, media planning, list of interactive questions - Organizing TFT show matches to encourage users to watch livestreams and experience interactive features - Summarise and give gifts to the winning streamer and interactive attendees

3. Viewing Party: League Of Legends World Championship

Location	Time	Purposes	Main Activities
EZ Gaming Cyber Mall, No.1, Hang Da Street, Hanoi	14h00 19/112023	- Aim to create buzz in the community (including players and streamers) during the platform's Open Beta -Increase the number of registered/logged-in users to participate in interactive - Create interest to avoid boredom for users when watching live streams	- Make a plan for the script event, detailed content, communication plan -Posting content related to the League of Legends world final - Summarise and give gifts to the winning streamer and interactive attendees

4. Media Day partnered and sponsored by FANCY UNITED

Location	Time	Purposes	Main Activities
VTVCab Vietnam Cable Television- No.3, Alley 84, Ngoc Khanh street, Giang Vo, Ba Dinh, Hanoi	10h00 28/11/ 2023	- In order to create a buzz in the Valorant community - Branding for the platform - Increase the number of registered/logged-in users to participate in interactive	- Accompanying and sponsoring Fancy to Korea to compete - Sponsor communication throughout the tournament for the team

Table 11: Event kit

V. DESIGN KIT

🔴 Event Viewing Party

Invitation

Poster

Standee
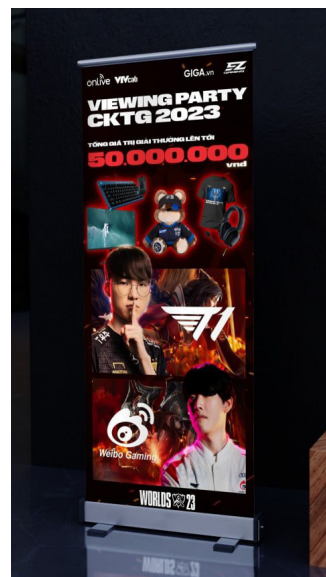
Backdrop

Hashtag

Staff ID card

Apparel

🔴 Event Media Day

T-shirt

Windbreaker

Mask

Mouse pad

Hat

Bảng 12. Design Toolkit

IMPLEMENTATION AND DISTRIBUTION

I. OVERVIEW OF THE IMPLEMENTATION PLAN

After planning the communication campaign for the ON live project - the next step is implementation and distribution. This is the most important phase in the project process, where activities are carried out according to the previously developed plan. We will stick to the plan, limit risks and solve problems that may arise during the implementation process. In this section, we'll cover the campaign, the specific deployments, and the progress we've made. We will provide a detailed report analysis of the activities in the Open beta phase of ON Live. ON Live's media campaign will run from October 1, 2023 to November 30, 2023. In this Open beta period, the purpose is to build a brand to create a buzz for the livestream ON Live platform to bring excitement to avoid boredom for users when watching live streams, thereby raising awareness of the ON Live brand in the livestreaming community in Vietnam, thereby paving the way for future communication campaigns to bring the highest efficiency for ON Live.

OVERVIEW

Campaign :

A communication campaign for ON Live - the exclusive content live streaming platform of VTVcab

1/10/2023 : **Date of operate** ←——→ **Date of finish :** 30/11/2023

Project : ON Live

Participation : Team Chillies

Instructor : Mrs. Lê Thị Thoa

Objectives :

- Increase awareness and spread ON live to the public, create buzz in the community (including players and streamers) during the Open Beta period of the platform
- Create a habit of logging in and watching the user's livestream every day
- Organise events for users to create interest and retain users

Member :

LƯƠNG HẢI TRIỀU
Team leader, events planner, content creator

LÊ LINH CHI
Content creator

NGUYỄN XUÂN VIỆT
Designer, content creator

NGUYỄN QUANG THẮNG
Content creator

Table 13: Plan overview

In addition to the publication of daily content on media channels in the Open beta stage, ON live's communication campaign is divided into 2 main stages:

Phase 1: Focus on organising online events on the ON live platform°
Phase 2: Cooperate with stakeholders to organise offline events

Phase 1

Organise an online series of events on the ON live platform to attract the attention of the audience of the communities about each event content on the ON live platform. Events during this period include:

- **Initiate the ON live Valorant Season 1 tournament:** This is an arena where talented Valorant players have the opportunity to show off their skills and tactics, get directly contested against the top Valorant Teams in Vietnam, and win the ticket to the International AfreecaTV Valorant League Tournament in Korea in December. The main purpose is to resonate ON Live in the Valorant gaming community to make them aware and involved.

- **Interactive participation on ON Live through VBC:** highlights the interaction and excitement in the basketball community in Vietnam, creating opportunities for users to show excellent anticipation and creativity in participating and interacting with famous KOLs in basketball and especially with the participation of Mpakk members of the famous group Dalab.

- Not only that, ON live also organises TFT Showmatch exclusively for female streamers in the community on the occasion of Vietnamese Women's Day on October 20th. This event not only celebrates talented female streamers but also shows the diversity within the ON live community.

- Press booking activities increase brand awareness: posting articles on official and reputable websites such as vtv.vn, soha.vn,cafebiz.vn, etc.

- Co-branding and cooperation with prestigious major partners: ON Live signed and cooperated with Riot Games to buy the copyright of the 2023 World Championship tournament, attracting an enormous amount of interest.

- Book influential KOLs in the field of sports, esports and games to encourage live streaming on the platform and create interesting content that attracts viewers and engages the community. In parallel with the cooperation, the famous content creator produces social clips for the viewer to know more about the platform.

- SEO activities: Increase the visibility of exclusive content on ON live. There are a relative number of articles on SEO.

Cooperate with stakeholders to organise offline events including activities which helps to create an environment of exchange, face-to-face interaction, build close relationships and strengthen cohesion in the community. Through events, ON Live introduces new features, shares key messages and attracts the attention of a large number of participants.

- League of Legends World Championship 2023 Viewing Party: Create a gathering ground for League of Legends fans to come together. This is not only a space to watch live matches but also a space to exchange and to share with people with similar interests and interact directly with users of ON Live.

- ON Live organised the Media Day event to award sponsorship publications and moral encouragement to the Fancy team - representative of Vietnam in the AfreecaTV VALORANT League 2023: At the event, ON Live awarded the Fancy team with sponsorship publications including jerseys, hats, masks, and more. These publications are designed with the colours and logos of ON Live to show ON live's companionship with the Fancy team and ON live's brand recognition to the Valorant community in particular, and the esports community in general.

- Organise ON Live Valorant tournament season 1.

- Organising a series of events to attract the community: Posting holiday-related content and organising the Showmatch TFT female streamer ON live event on October 20th.

From online interactive contests, events and offline events with ON live stakeholders, a diverse community has been created, showing diversity and promising more diverse activities, attracting players and fans in the future. By seamlessly implementing our activities, we have successfully introduced the ON live brand to the public. Along with highlighting the ON live Valorant Season 1 tournament, finding the representative of the Fancy team, the representative of Vietnam in the AfreecaTV VLORANT League 2023 tournament caused a great resonance of the platform to the public. Together with the arrangement of live online and offline events, exclusive interviews, and visual stimuli, the platform's interactive features and strategic media production laid a solid foundation for the project. This early stage not only sets the stage for the next stages of a comprehensive communication campaign but also establishes a compelling story that resonates with the target audience.

II. A SCOPE STATEMENT

Activity	Details	PIC
ON Live Valorant Tournament Season 1	Tournament introduction posts, gameplay and updates	Triều, Chi
	Matches highlights	Thắng, Việt
ON Live TFT Female streamer Showmatch	Interactive questions	Chillies team
	Tournament guidelines	ON Live team
	Award system	ON Live team
Viewing Party: League Of Legends World Championship	Program's script	ON Live team
	Program's activities	Chilies team
	Prizes	Chilies team
	Guidelines	ON Live team
Media Day accompanied and sponsored for FANCY UNITED	Posts about companionship and sponsorship	Triều
	Sponsorship preparation	Thắng, Chi, Việt
	Program management	ON Live team
	Stage design	ON Live team

Table 14: Scope statement table

III. OUTLINE OF DELIVERABLES

In order to implement the communication campaign for the ON live streaming platform in the Open Beta period, under the guidance of the Marketing Department of the business, we have implemented the headings in the Strategy - Tactics section set out in CHAPTER III.

1. Communication on reputable official platforms to create buzz about exclusive content to increase brand awareness

a. PR activities

Implementing the downloading of PR articles on the official internal press, reputable websites and game newspapers such as VTV.vn, VTVcab.vn, VTV. Live, VTC.vn, VnExpress.net, ONEEsports.vn, GameK, Game8, etc.

No.	Articles	Websites
1	ON Live nền tảng live stream không giới hạn	VTVCab.vn
2	VTVcab bắt tay với AfreecaTV, ra mắt nền tảng ON Live	VTV.vn
3	VTVcab in collaboration with Afreeca TV to launch Interactive livestream application "ON Live"	VTV.Live
4	Nền tảng livestream ON Live bỗng thu hút hàng loạt các streamer đình đám vì một điểm đặc biệt này	Game4v.vn
5	VTVCab bắt tay 'ông lớn' Hàn Quốc ra mắt nền tảng streaming tại Việt Nam	vtc.vn
6	Tham chiến ngành công nghiệp tỷ đô, VTVCab bắt tay "ông lớn" Hàn Quốc ra mắt nền tảng streaming tại Việt Nam	cafebiz.vn
7	Vừa ra mắt, OnLive đã rầm rộ "tuyển quân" cho LCK 2023, cơ hội trở thành streamer chuyên nghiệp của nhà đài VTVcab	game8.vn
8	VTVCab bắt tay với AfreecaTV ra mắt nền tảng livestream đỉnh cao ở Việt Nam	xemgame.vn
9	VTVCab bắt tay với AfreecaTV 'tham vọng' mang đến trải nghiệm livestream đỉnh cao cho người dùng Việt Nam	oneesports.vn
10	Tham chiến ngành công nghiệp tỷ đô, VTVCab bắt tay "ông lớn" Hàn Quốc ra mắt nền tảng streaming tại Việt Nam	soha.vn
11	Vừa ra mắt, OnLive đã rầm rộ "tuyển quân" cho LCK 2023, cơ hội trở thành streamer chuyên nghiệp của nhà đài VTVcab	gamek.vn
12	Vừa ra mắt, OnLive đã rầm rộ "tuyển quân" cho LCK 2023, cơ hội trở thành streamer chuyên nghiệp của nhà đài VTVcab	tin247.news
13	Manh An, Manh Mèo và loat streamer đình đám trở lai với LCK mùa hè 2023	thethao247.vn
14	VTVCab bắt tay 'ông lớn' Hàn Quốc ra mắt nền tảng streaming tại Việt Nam	doanhnghiepvn.vn
15	Nghề HOT 'hái ra tiền' - Streamer: Liêu có dễ kiếm tiền tỷ như đồn thổi?	tienphong.vn

Table 15: Outline of deliverables table

Image 24. PR Activities Visuals on e-News Platforms
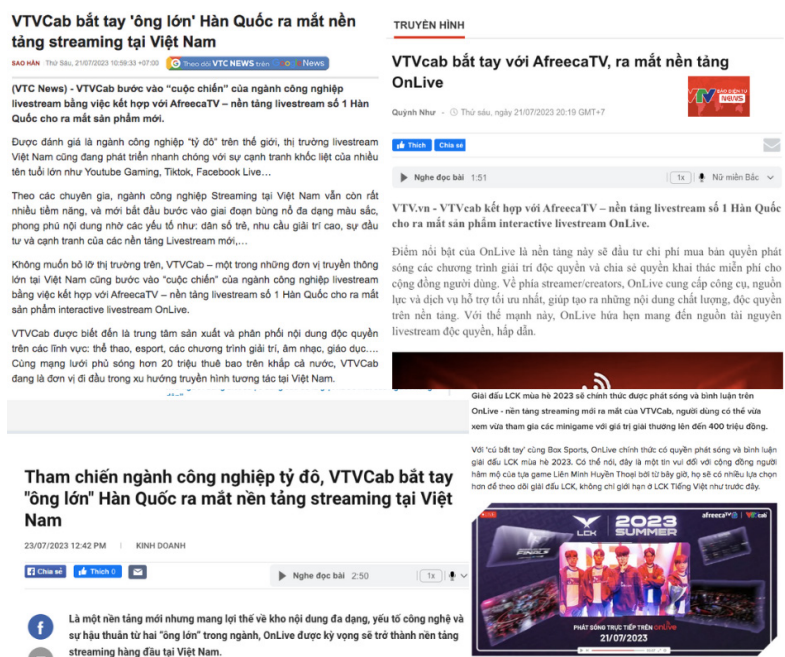
b. Co-branding and cooperation with reputable major partners

In addition to working with AfreecaTV to complete and develop the project, ON live also has signing and cooperation activities with major partners and prestige is an important factor in strengthening ON live's brand awareness. Through brand affiliation, ON live can leverage the influence and brand value of partners to create trust from users and positive interactions from the community. This partnership not only brings commercial benefits but also opens up opportunities to reach a new audience and expand the network of partners.

Image 25. The collaboration between AfreecaTV and VTVCab

ON Live x Riot Games

ON Live has partnered with Riot Games and has successfully acquired the broadcast rights of the 2023 League of Legends World Championship. ON live can provide high-quality and exclusive content to viewers, attracting a large community of gamers interested in the event to the platform. Owning the lol World Championship rights helps ON live strengthen its competitive position in the livestream and eSports industry, attracting the attention of investors, partners and professional streamers. Owning the lol World Championship rights is an important step in strengthening ON live's credibility and reputation among gamers and eSports fans. In addition to broadcasting the tournament, the lol World Championship copyright also facilitates ON live to organise future events, promotions or activities to exchange and interact with the player community.°

Image 26. Announcement ON Live has obtained the World 2023 broadcasting rights

ON live accompanies the project
"Hành trình xanh - Môi trường xanh - Năng lượng xanh"

Vietnam Cable Television Corporation (VTVcab) officially signed a media sponsorship cooperation for the project "Green Journey - Green Environment - Green Energy". Accordingly, ON live will accompany the project in the coming time.The program introduces a series of activities to propagate and spread messages about environmental protection and sustainable development, aiming to build and develop circular, green, low-carbon economic models, implement the commitment to reduce net zero greenhouse gas emissions.° Miss Nature Vietnam 2023 - Miss Nature Vietnam 2023 is one of the typical activities within the framework of the project "Green Journey - Green Environment - Green Energy", in order to spread the mission of environmental protection to many countries around the world through green ambassadors.

Image 27. Press Conference for Project Media Sponsorship

ON live x FANCY United

In the Valorant Vietnam community, the Fancy team is one of the strongest and most popular teams. The team was founded in 2022 and has quickly established itself. Fancy is a team that has a great influence on the Vietnamese Valorant community. Đội tuyển được thành lập bởi những người có kinh nghiệm và uy tín trong cộng đồng Valorant Việt Nam. ON live is a companion and sponsor of Fancy to Korea, and a media sponsor throughout the tournament for the team. On November 28, 2023, ON live had a meeting with Team Fancy United, officially presenting the shirt and accessories with Fancy United during the AVL International Tournament 2023. After winning ON live Valorant Season 1, Fancy United Esport has officially become the representative of Vietnam to participate in the International tournament - AfreecaTV Valorant League 2023! On this trip to South Korea, ON live will be a companion and sponsor of Fancy United, as well as a media sponsor throughout the team.Environment - Green Energy", in order to spread the mission of environmental protection to many countries around the world through green ambassadors.

c. SEO activities

This is the process of optimising websites, content and other factors to improve the website's position on top search results of search engines like Google. In the SEO process, we have optimised keywords that suit the website's content, linked other other websites to ON Live's website, and ensured ON Live's website interacts well with both computer and mobile devices.

Here is a list of written SEO articles during our time at the company.

NO.	KEYWORDS	ARTICLES	PIC	STATUS
1	ứng dụng livestream	https://docs.google.com/document/d/1uHXVbjmYbjWc7zeTd6nwemMt2BfyN_-8dYmMp2Ytx-Q/edit	Chi	Done
2	streamer việt nam	https://docs.google.com/document/d/1vlRQ6YfQRNHcF4kfLn895FYlgcMnuB8L5U6eu-gvXDY/edit	Chi	Done
3	nữ streamer	https://docs.google.com/document/d/1QZ0WjjIk6UqTmON0G-w7xoUwUztjbzA0sQPKaIRTahM/edit	Chi	Done
4	độ mixi	https://docs.google.com/document/d/1hvkPTL5RnbguNX6k-iBvg6W7gKbhbor0H-oSD346P7U/edit?usp=sharing	Chi	Done
5	thầy giáo ba	https://docs.google.com/document/d/1EPZjkpOyJjZLndrcMT4tgKR63gMYem4dDNEHbtp3-Uo/edit?usp=sharing	Chi	Done
6	nghề streamer	https://docs.google.com/document/d/1KqBRiFVLvfm0T9gUml2prnlXiTe8Rxx-KeUrTOpMZo0/edit?usp=sharing	Chi	Done
7	Optimus	https://docs.google.com/document/d/1Z6QqoXN_cr67g5-l5_Gqp-8rTlxgUw5D7H3bzuVxpYg/edit?usp=sharing	Chi	Done
8	Gấm kami	https://docs.google.com/document/d/1x5UKXUei9bg8SSyEg4wcoQB3zUe-sAZUQTfI29SIKOY/edit?usp=sharing	Chi	Done
9	Bài PR: "ON Live phát sóng giải EPL"	https://docs.google.com/document/d/1EiQF6seKFNRaeZy_rQmZRGN99_bMXq57kz_bo1rd9sk/edit?usp=sharing		Done
10	ngoại hạng anh bao nhiêu vòng	https://docs.google.com/document/d/1tHrqkj4QS6qp2TuogBBPnunfc4gPc_DPBI6XUzpQg-U/edit?usp=sharing	Thắng	Done

11	mu vô địch ngoại hạng anh bao nhiêu lần	https://docs.google.com/document/d/1dPG6kLRs5Uik5xF8mBh5GpfDyY-ztzrCFDzHcm6hjj0/edit?usp=sharing	Việt	Done
12	cầu thủ ghi nhiều bàn thắng nhất ngoại hạng anh	https://docs.google.com/document/d/1bG9V-3l5eDR-3binsVWkUkVQcPlnBrGNVO02FW1mxVM/edit?usp=sharing	Thắng	Done
13	mc vô địch ngoại hạng anh bao nhiêu lần	https://docs.google.com/document/d/1QN8yz9lg7v7NFr8BSEzJM1KhH4OJVZd4QgA-ISz6TYE/edit?usp=sharing	Việt	Done
14	arsenal vô địch ngoại hạng anh bao nhiêu lần	https://docs.google.com/document/d/1CNARThC_i6RYA4h79awlJBuNp3Jv02IgGKRiNApgc6U/edit?usp=sharing	Thắng	Done
15	đội hình leicester city vô địch ngoại hạng anh	https://docs.google.com/document/d/1Ceca6tKgJLTEKx88_Gb53O-8cVBcnC-J_i26SmaioQw/edit?usp=sharing	Thắng	Done
16	Giải mã sức hút của ngành công nghiệp livestream	https://docs.google.com/document/d/1ITBHXgNIvUCLB1mDQgEQRNeEzRWzpx3pNWy1Hhf11a4/edit?usp=sharing	Việt	Done
17	chelsea vô địch c1 mấy lần	https://docs.google.com/document/d/1QvpuodMjgD_UyIMeREohVfdOpiHxe-SrI1DBWOFGOsQ/edit?usp=sharing	Việt	Done
18	mu có bao nhiêu cúp c1	https://docs.google.com/document/d/1HoZaDMk7jOyM_bt_U4wUnSqcdmJgWXoxO-HG8ZFBpGU/edit	Việt	Done
19	mu thành lập năm nào	https://docs.google.com/document/d/1uGC5JjHpRLteQ_Wrd8Qun1XJNNP5kRU_Ncp801hm54w/edit?usp=sharing	Thắng	Done
20	manchester united ở nước nào	https://docs.google.com/document/d/16ueYYtaXnBHM-ytXBXh5DfBhMACBfgCNGUhjjewe3qs/edit?usp=sharing	Việt	Done
21	biệt danh của toàn bộ các đội bóng	https://docs.google.com/document/d/112bUnEWmK5KRlo8pqFL95BtdQNGzEUbUtoQBs_45P1Y/edit?usp=sharing	Việt	Done
22	arsenal có bao nhiêu cúp c1	https://docs.google.com/document/d/1RRO8YcpRLw4TZ_OXVCw7xN_iyLu_wF77eBNcrhVL9f4/edit?usp=sharing	Thắng	Done
23	liverpool c1	https://docs.google.com/document/d/1-vaQdftuIMQdDa2ZSnnumNxMTSYiNJnTBQ0mT9R6qEU/edit?usp=sharing	Thắng	Done
24	liverpool vô địch ngoại hạng anh	https://docs.google.com/document/d/1brnq8_1tn7DLY-k6aentT9JqIm2-_m1hbMvq6G7CCdI/edit?usp=sharing	Thắng	Done
25	huyền thoại real madrid	https://docs.google.com/document/d/1uJEtTiwHzcBRPye7gEg0S8Dj_cQKHEpJ4QhNmoGp6mU/edit?usp=sharing	Thắng	Done
26	real madrid c1	https://docs.google.com/document/d/1HJYLBLgZ8K0ZKUsgMqxTJtxvmXqdVLvm6jWtIi6FGNc/edit?usp=sharing	Thắng	Done
27	viruss	https://docs.google.com/document/d/1-sqKK1pLQvVlvC364D_0XvR6U90R4wGuc9przpMc3ys/edit?usp=sharing	Chi	Done
28	Messi bao nhiêu tuổi	https://docs.google.com/document/d/1Nnodgf0dKw_XLgh7z7MW4spA8V3Vlz5SvVFD4gYtNHo/edit?usp=sharing	Việt	Done
29	Ronaldo bao nhiêu tuổi	https://docs.google.com/document/d/1zks3b3TD7iQS9SJYwpL5snizpV6joWolgaDcpundYH8/edit?usp=sharing	Việt	Done

Table 16. Written SEO articles

2. Build community to create cohesion, interactive

a. Online Activities

ON live Valorant Tournament Season 1
The hosting of the Valorant Season 1 tournament on ON Live will attract the attention of the Valorant gaming community, creating an attractive competitive playground and stimulating participation. This tournament creates opportunities for gamers, team and individual teams to showcase their talents, in the hope of gaining recognition and status in the gaming community. By hosting a quality tournament, ON live enhances its reputation in the eSports sector, attracting attention from both players and investors.

Image 28. Announcement of Awards and Tournament Broadcasting

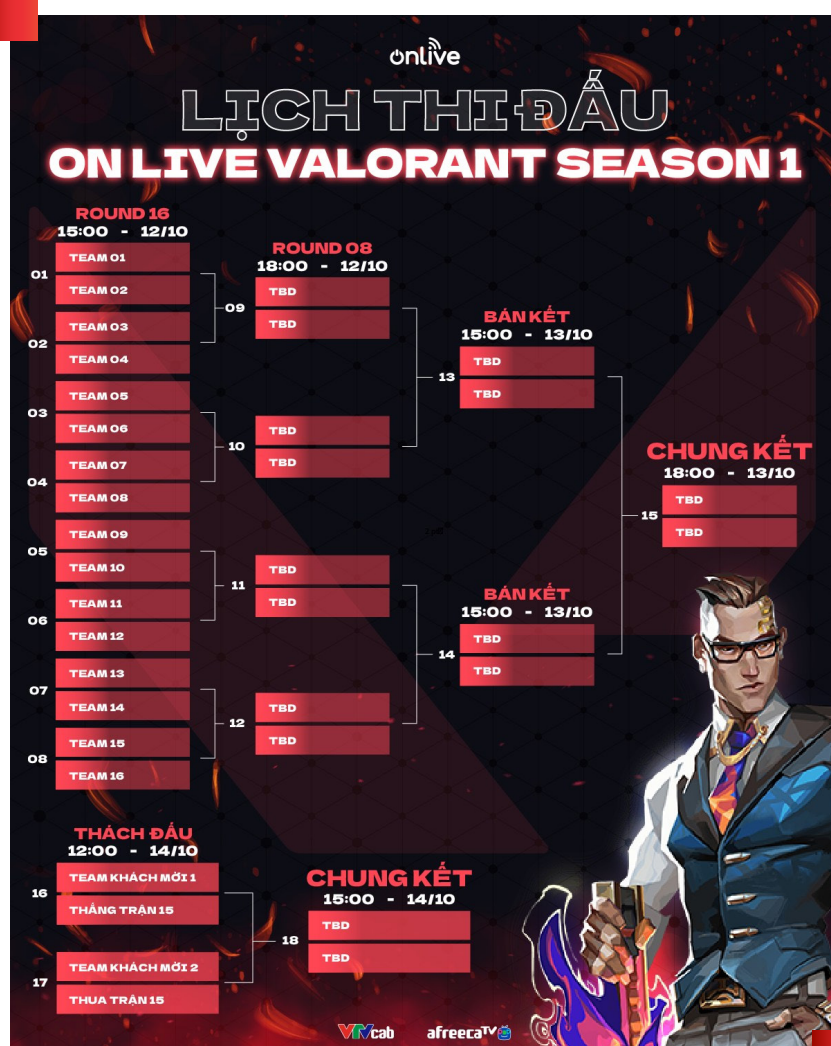*Image 29. ON Live Valorant Season 1 Tournament Schedule*
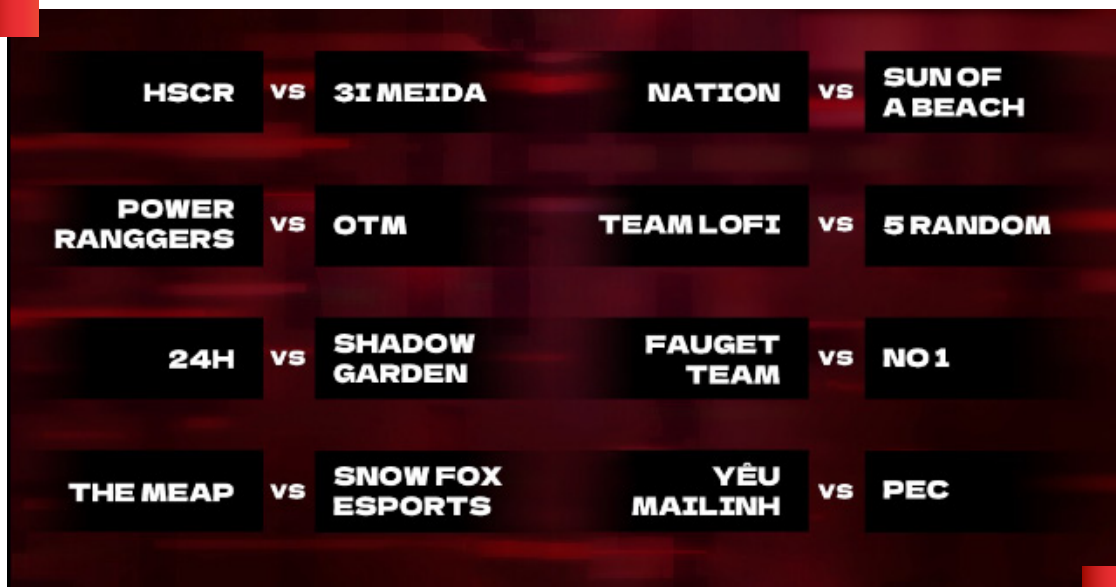
Image 30. Participating Teams in the Tournament

Image 31. Invited Teams

- ON Live valorant season 1 schedule
- Team involved
- Guest team
- Broadcasting channels

No.	Internal Social Content (VTVlive, VTVcab...)	Channels	Formats
1	TVC 5s	MCN VTVlive	Video
2	Live banner		Image

3	https://www.tiktok.com/@vtvlive.congnghe/video/7286786537688288513	VTVlive Technology	Video
	https://www.tiktok.com/@vtvlive.congnghe/video/7286788170732014850		Video
	https://www.tiktok.com/@vtvlive.congnghe/video/7286787585668615425		Video
	https://www.tiktok.com/@vtvlive.congnghe/video/7287083735105817857		Video
	https://www.tiktok.com/@vtvlive.congnghe/video/7287793507115306242		Video
	https://www.tiktok.com/@vtvlive.congnghe/video/7287902287459028225		Video
	https://www.tiktok.com/@vtvlive.congnghe/video/7287902793950645505		Video
	https://www.tiktok.com/@vtvlive.congnghe/video/7288283594584313089		Video
	https://www.tiktok.com/@vtvlive.congnghe/video/7288284355456175362?is_from_webapp=1&sender_device=pc&web_id=7086837779182650882		Video
	https://www.tiktok.com/@vtvlive.congnghe/video/7288284018913643777?is_from_webapp=1&sender_device=pc&web_id=7086837779182650882		Video
	https://www.tiktok.com/@vtvlive.congnghe/video/7287110089859665153		Video
4	https://www.tiktok.com/@vtvlive.thethao/video/7287792716115660040	VTVlive Sports	Video
	https://www.tiktok.com/@vtvlive.thethao/video/7287805946166824210		Video
	https://www.tiktok.com/@vtvlive.thethao/video/7287887116728683784		Video
	https://www.tiktok.com/@vtvlive.thethao/video/7288161813567409416		Video
	https://www.tiktok.com/@vtvlive.thethao/video/7287971727060126984		Video
	https://www.tiktok.com/@vtvlive.thethao/video/7288145420742561032		Video
	https://www.tiktok.com/@vtvlive.thethao/video/7288179460308815112		Video
5	https://www.tiktok.com/@vtvlive.tintuc/video/7287814290692672770	VTVlive Tin tức	Video
VNG Group
1	VALORANT Vietnam	Facebook	Seeding
	ON Live có cái giải nghe to to, anh em thử chiến phát lấy 2 tỏi tha hồ ăn chơi nhảy múa =))) Đăng kí team ở đây nhó: https://forms.gle/gYVb3RhnKxJDBkHZ6		Seeding
	TRỰC TIẾP CHUNG KẾT ON LIVE VALORANT SEASON 1		Seeding
2	Discord VALORANT VIETNAM	Discord	Seeding
	Vietnam's VALORANT community		Seeding

3	ON Live có cái giải nghe to to, anh em thử chiến phát lấy 2 tỏi tha hồ ăn chơi nhảy múa =))) Đăng kí team ở đây nhớ: https://forms.gle/gYVb3RhnKxJDBkHZ6		Seeding
	ON Live có cái giải nghe to to, anh em thử chiến phát lấy 2 tỏi tha hồ ăn chơi nhảy múa =)))Đăng kí team ở đây nhớ:https://forms.gle/gYVb3RhnKxJDBkHZ6		Seeding
	[OVS1] LICH THI ĐẤU ON LIVE VALORANT SEASON 1		Seeding
	TRỰC TIẾP CHUNG KẾT ON LIVE VALORANT SEASON 1		Seeding
4	500BROS VALORANT		Seeding
	ON Live có cái giải nghe to to, anh em thử chiến phát lấy 2 tỏi tha hồ ăn chơi nhảy múa =))) Đăng kí team ở đây nhớ: https://forms.gle/gYVb3RhnKxJDBkHZ6	Facebook	Seeding
	[OVS1] LICH THI ĐẤU ON LIVE VALORANT SEASON 1		Seeding
	TRỰC TIẾP CHUNG KẾT ON LIVE VALORANT SEASON 1		Seeding
5	Hội Những Người Thiểu Năng Muốn Chơi VALORANT		Seeding
6	VALORANT Vietnam - Hà Nội		Seeding
	[OVS1] LICH THI ĐẤU ON LIVE VALORANT SEASON 1		Seeding
	TRỰC TIẾP CHUNG KẾT ON LIVE VALORANT SEASON 1		Seeding
7	VALORANT Vietnam - Danang		Seeding
8	VALORANT Vietnam - Ho Chi Minh City		Seeding
	THỂ LỆ THI ĐẤU ON LIVE VALORANT SEASON 1		Seeding
	TRỰC TIẾP CHUNG KẾT ON LIVE VALORANT SEASON 1		Seeding
	ON Live có cái giải nghe to to, anh em thử chiến phát lấy 2 tỏi tha hồ ăn chơi nhảy múa =))) Đăng kí team ở đây nhớ: https://forms.gle/gYVb3RhnKxJDBkHZ6		Seeding
	[OVS1] LICH THI ĐẤU ON LIVE VALORANT SEASON 1		Seeding

Table 17: Posts on each media channel

Showmatch TFT

TFT (Teamfight Tactics) is a game mode of League of Legends, developed by Riot Games. In celebration of Vietnamese Women's Day on October 20th, ON Live hosts a TFT showmatch for 8 most famous female streamers on the platform as an appreciation to the contributions of female streamers on the platform. During the showmatch, there will also be a minigame with extremely appealing rewards for viewers.

Image 32. TFT Tournament Announcement

Image 33. Participating Streamers in the Tournament

Participants

No.	Streamers	Social media links	ON Live links	Status	Tracking links
1	*Mai Linh Zuto*	https://www.facebook.com/mailinhzuto	https://streamer.onlive.vn/mailinhzuto	Confirmed	https://onlive.onelink.me/FE9l/Mailinh
2	*Seanzy*	https://www.facebook.com/kn.yasuohuyenchi	https://streamer.onlive.vn/nguyenseanzy	Confirmed	https://onlive.onelink.me/FE9l/Seanzy
3	*Thảo Chip*	https://www.facebook.com/chipminelf1997	https://streamer.onlive.vn/thaochip	Confirmed	https://onlive.onelink.me/FE9l/thaochip
4	*Bé*	https://www.facebook.com/thuha.beee	https://streamer.onlive.vn/beeetft	Confirmed	https://onlive.onelink.me/FE9l/be
5	*Ryy Rau Răm*	https://www.facebook.com/ryy.dth98	https://streamer.onlive.vn/ryybaee98	Confirmed	https://onlive.onelink.me/FE9l/ryrauram
6	*Kim Chi*	https://www.facebook.com/vnkc260899	https://streamer.onlive.vn/ezchicucai	Confirmed	https://onlive.onelink.me/FE9l/kimchi
7	*Zoll*	https://www.facebook.com/zollpeonumber1	https://streamer.onlive.vn/zollneee	Confirmed	https://onlive.onelink.me/FE9l/zoll
8	*Cheesed*	https://www.facebook.com/lapised/	https://streamer.onlive.vn/cheesed	Confirmed	https://onlive.onelink.me/FE9l/cheesed

Table 18: List of streamers confirmed to participate in TFT Showmatch

Media broadcasting

NO.	SOURCES	CHANNELS	FORMATS	COMMUNICATION MESSAGE	STATUS	LINK
1		https://www.facebook.com/mailinhzuto	Posts and images		Done	Link
2		https://www.facebook.com/kn.yasuohuyenchi?mibextid=LQQJ4d	Posts and images		Done	link
3		https://www.facebook.com/chipminelf1997?mibextid=LQQJ4d	Posts and images		Done	link
4	Streamers	https://www.facebook.com/thuha.beee?mibextid=LQQJ4d	Posts and images	Thông báo buổi Showmatch TFT Nữ streamer ON Live	Done	link
5		https://www.facebook.com/ryy.dth98	Posts and images		Done	link
6		https://www.facebook.com/vnkc260899	Posts and images		Done	link
7		https://www.facebook.com/zollpeonumber1	Posts and images		Done	

8		https://www.facebook.com/lapised/	Posts and images		Done	Link
9	Internal	troll showbiz	Images	- Thông báo buổi Showmatch TFT Nữ streamer ON Live: Điểm tên 8 bóng hồng hấp dẫn nhất xuất hiện trong buổi Showmatch TFT của Onlive	Done	link
10		vtvlive.giaitri	Video	Điểm tên những bóng hồng hấp dẫn nhất xuất hiện trong buổi Showmatch TFT	Done	link
11		vtvliveesports	Video	Điểm tên những bóng hồng hấp dẫn nhất xuất hiện trong buổi Showmatch TFT	Done	link
12		vbiznews	Video	Điểm tên những bóng hồng hấp dẫn nhất xuất hiện trong buổi Showmatch TFT	Done	link
13		onlive.gaming	Video	Điểm tên những bóng hồng hấp dẫn nhất xuất hiện trong buổi Showmatch TFT	Done	link
14		onlive.giaitri	Video	Điểm tên những bóng hồng hấp dẫn nhất xuất hiện trong buổi Showmatch TFT	Done	link
15		ongaming_vtvcab	Video	Điểm tên những bóng hồng hấp dẫn nhất xuất hiện trong buổi Showmatch TFT	Done	link
17		On Gaming	Video	Điểm tên những bóng hồng hấp dẫn nhất xuất hiện trong buổi Showmatch TFT	Done	link
18		Onlive	Albums	- Thông báo buổi Showmatch TFT Nữ streamer ON Live: Điểm tên 8 bóng hồng hấp dẫn nhất xuất hiện trong buổi Showmatch TFT của Onlive	Done	link
19			Video	TVC	Done	link
20			Video	Video Có hẹn với Streamer	Done	link
21			GIF	GIF bình chọn streamer mà bạn thích	Done	link
22		Onlive Esport	Reels	Tin siêu hot: 8 nữ streamer hot nhất Onlive sẽ cùng quy tụ trong sự kiện này	Donen	link
23		ON Live ESports	Video	Điểm tên những bóng hồng hấp dẫn nhất xuất hiện trong buổi Showmatch TFT của Onlive	Done	link
24	External channels	https://www.facebook.com/trollgamecom	Seeding	- Uổi thích Mai Linh zuto vãiii... - Tôi là còn con gái còn thích nữa là huhu	Done	link
25		https://www.facebook.com/gamek.vn	Seeding	- Đã xinh rồi còn đánh TFT thì 10 điểm - Không có nhưng =))	Done	link
26		https://www.facebook.com/choigametoisang	Seeding	- Xem mấy bà này chơi game là phụ mà nói chuyện là chính =)) - Chơi cũng kinh phết mà =))	Done	link

Table 19: Media channels seeding for TFT Showmatch

b. Offline Activity

Viewing Party

🕐 | **Time:** 12h-18h Sunday, November 19th

🗺️ | **Location:** EZ Gaming, 2nd floor (Hang Da Mall, No.1 Hang Da street, Hang Bong street, Hoan Kiem district, Hanoi)

👥 | **Scale:** 300 people
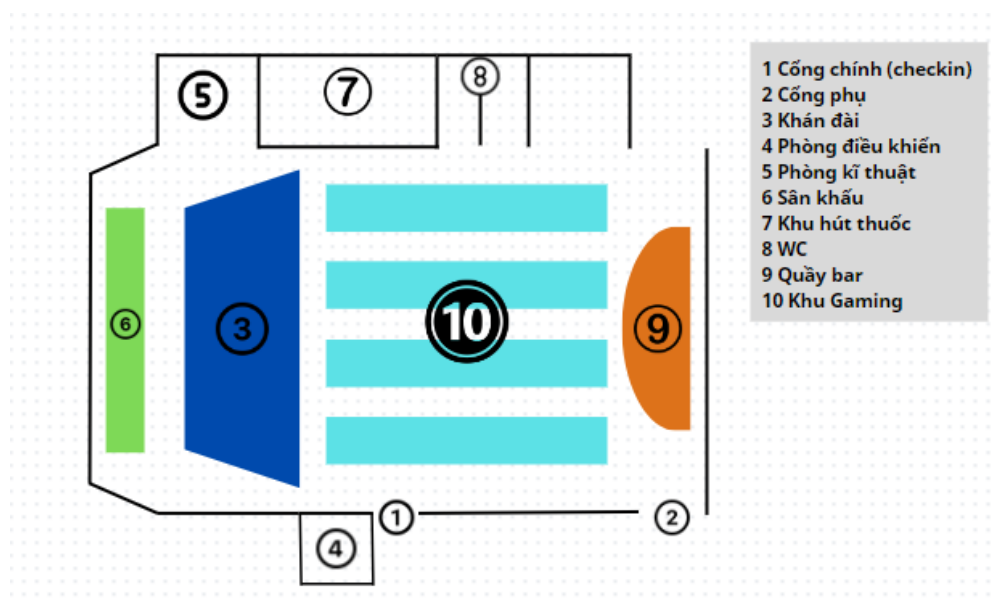

Image 34. Event's Giveaways

Image 35. Event's diagram

Image 36. Chillies Team joined Viewing Party with ON Live

Content	Time		Script
	From	**To**	
Opening			
MC announce purposes and content of the program			**S.A:** Nhiệt liệt chào mừng tất cả quý vị và các bạn đã đến với Viewing Party CKTG LMHT 2023! Sự kiện ngày hôm nay được phối hợp tổ chức bởi ON Live - Nền tảng Livestream Interactive từ VTVcab hợp tác cùng AfreecaTV và EZ Gaming.

C.N: Kính thưa quý vị và các bạn, Chung Kết Thế Giới là giải đấu thể thao điện tử cấp cao nhất của bộ môn Liên Minh Huyền Thoại trong năm 2023. Đây là một trong những sự kiện eSports được quan tâm nhất trong suốt một thập kỷ trở lại đây, với lượng người xem cùng lúc mỗi trận có thể lên tới con số vài triệu. Giải đấu năm nay đã quy tụ 22 đội tuyển, tới từ 9 khu vực khác nhau bao gồm Hàn Quốc, Trung Quốc, EMEA (Châu Âu), Bắc Mỹ, Châu Á Thái Bình Dương, Việt Nam, Nhật Bản, Brazil và Mỹ Latin.

S.A: Sau hơn 1 tháng tranh tài sôi nổi cùng hàng loạt trận đấu kịch tính, chỉ còn hai đội tuyển xuất sắc nhất đi được tới trận Chung kết của Chung kết thế giới (CKTG) 2023 đó là T1 và Weibo Gaming (WBG). Trận đấu sẽ diễn ra vào lúc 15h ngày 19/11/2023 theo giờ Việt Nam với sự háo hức của hàng nghìn người hâm mộ eSports trên toàn cầu. Đây hứa hẹn sẽ là trận đấu đầy thú vị khi T1 sẽ chiến đấu hết mình để giữ lại chiếc cúp vô địch thế giới ở lại với đất nước chủ nhà Hàn Quốc. Trong khi đó, WBG lại là đội bị đánh giá là "cửa dưới" và sẽ tiến tới trận Chung kết với tâm thế thoải mái, sẵn sàng tạo nên điều bất ngờ. |

Announcing organising committee and sponsors			**CN:** Vâng và để có được bữa tiệc thể thao điện tử trọn vẹn này, thay mặt BTC, chúng tôi xin được gửi lời cảm ơn chân thành nhất đến các nhà tài trợ đã đồng hành cùng sự kiện trong suốt quá trình thực hiện. Đây chính là nguồn động viên to lớn cho những người làm chương trình, góp phần tạo nên một bữa tiệc thành công rực rỡ! **SA:** Xin được trân trọng cảm ơn Nhà tài trợ: - **EZ Gaming - Siêu Cyber hàng đầu dành cho game thủ** và - **GIGA Digital - Hệ thống phân phối đồ điện tử thông minh và gia dụng cao cấp** **CN:** Về phía Ban tổ chức, xin được trân trọng cảm ơn Tổng Công Ty Truyền Hình Cáp Việt Nam - VTVcab phối hợp thực hiện cùng ON Live - nền tảng livestream tương tác trực tuyến hàng đầu dành cho streamer.
Representative from ON Live x EZ Gaming announcement			**S.A:** Và tiếp theo chương trình, xin được kính mời **Anh Phạm Hồng Lâm - đại diện BTC** sẽ lên phát biểu khai mạc **C.N:** Xin được cảm ơn Anh Lâm vì những chia sẻ hết sức ý nghĩa vừa rồi. Hy vọng trong thời gian sắp tới, VTVcab nói chung và ON Live nói riêng sẽ cùng phối hợp và đồng hành với EZ Gaming tạo ra những sân chơi bổ ích dành cho các game thủ.
Announcing guidelines and awards	14:30	15:00	**SA:** Trong buổi Viewing Party tại EZ Gaming ngày hôm nay, chúng tôi không chỉ mang đến một không gian xem giải đấu mãn nhãn, mà còn là những điều đặc biệt sắp được bật mí ngay sau đây. Và Ruby ơi bạn có thể giúp tôi chia sẻ về điều đặc biệt này với các game thủ đang ngồi bên dưới được không ạ? **CN:** Vâng và trong buổi Viewing Party ngày hôm nay, chúng ta sẽ có một hoạt động livestream tương tác trực tiếp bằng điện thoại khi đang xem trận đấu. Hoạt động tương tác trực tiếp này hứa hẹn sẽ đem tới rất nhiều phần quà hấp dẫn và giá trị. Sau đây chúng tôi xin phép được **công bố Hình thức tham gia và Cách thức tính điểm** như sau: **SA:** * **Bước 1:** Tìm kiếm và tải app On Live ở các cửa hàng ứng dụng trên điện thoại * **Bước 2:** Click "Xem thêm" và chọn icon góc trên bên trái để **tạo Tài khoản và Đăng nhập** * **Bước 3:** Sau khi đăng nhập thành công, click nút **"Tìm kiếm"** ở góc trên bên phải và tìm kiếm kênh **onliveesport** để tham gia trả lời câu hỏi **CN:** - 5 câu hỏi sẽ được Popup ngẫu nhiên trên màn hình xuyên suốt mỗi game đấu, với nội dung liên quan đến diễn biến và kết quả trận. - Người chơi tham gia bằng cách **click vào các câu trả lời được hiển thị trên màn hình** - Mỗi câu trả lời đúng sẽ có trị giá **100 điểm** - Điểm cho câu trả lời đúng sẽ **tăng gấp đôi sau mỗi game (100/200/400/800/1600 điểm)** - Top 10 người chơi có số điểm cao nhất tính theo từng game đấu sẽ được **phân hạng Nhất - Nhì - Ba - Tư** và nhận được các phần quà tương ứng từ BTC **SA:** - Top 1 toàn game: 01 Gấu bông CKTG + 01 Màn hình PC Xiaomi + 01 Bàn phím Razer - Top 2-3 toàn game: 01 Màn hình PC Xiaomi - Top 4-10 toàn game: 01 Chuột máy tính Razer **CN:** Ngoài ra, sau mỗi game đấu **BTC sẽ quay random, chọn ra ID user của người tham gia may mắn đã vote đúng đội chiến thắng**. Một lưu ý rằng, ID user chính là tên **đăng kí tài khoản ON Live** của bạn từ quầy Check-in. **SA:** Sẽ có 3 hoặc 5 giải thưởng Lucky Number tính theo số game đấu được trao cho ID user may mắn. Các giải thưởng được trao cho phần Lucky Number bao gồm các phần quà sau: - 03 Chuột máy tính Razer - 01 Tai nghe Razer Blackshank X - 01 Bàn phím Razer **CN:** Và ở mỗi khoảng nghỉ giữa các game đấu, khán giả offline sẽ được tham gia các Minigame và nhận các phần quà vô cùng hấp dẫn.
Starting	15:00	16:20	**SA:** Quý vị và các bạn thân mến, chỉ còn lại 2 đại diện thuộc 2 khu vực lớn LCK và LPL. Liệu T1 có tiếp tục viết nên triều đại của mình, hay The Shy sẽ một lần nữa quay trở lại ngôi vương? Và không để các bạn phải chờ lâu thêm nữa, hãy cùng hướng mắt lên màn hình để tìm ra câu trả lời.

Breaktime 1	16:15	16:25	- Bảng xếp hạng **Interactive Games 1** - **Lucky Number 1** - Minigame 1: **ĐUỔI HÌNH BẮT CHỮ** + Phát hình ảnh gợi ý lên màn hình stage + Người xem giơ tay nhanh nhất sẽ giành quyền trả lời + Mức độ khó của câu hỏi quyết định giá trị phần thưởng
Breaktime 2	17:10	17:20	- Bảng xếp hạng **Interactive Games 2** - **Lucky Number 2** - Minigame 2: **NGHE VOICE ĐOÁN TƯỚNG** + Phát một đoạn âm thanh tiếng Anh voice của tướng hoặc một câu quotes lên màn hình + Người xem giơ tay nhanh nhất sẽ giành quyền trả lời + Mức độ khó của câu hỏi quyết định giá trị phần thưởng
Breaktime 3	18:10	18:20	- Bảng xếp hạng **Interactive Games 3** - **Lucky Number 3** - Minigame 3: **HÃY CHỌN GIÁ ĐÚNG** + Phát hình ảnh một bộ trang bị ingame lên màn hình + Người chơi sẽ đoán số vàng cần để mua bộ trang bị đó + Mỗi câu sẽ chọn ra 5 người dự đoán + Người có dự đoán gần nhất với kết quả theo hướng ít tiền hơn sẽ giành thắng lợi + Mức độ khó của câu hỏi quyết định giá trị phần thưởng
ANNOUNCING RESULT	18:30	18:50	**SA:** Vâng, và nhà vô địch Chung kết thế giới Liên minh huyền thoại 2023 đã gọi tên .... Xin được chúc mừng đội tuyển.....................đến từ.. đã xuất sắc dành được ngôi vị cao nhất trong đêm chung kết này. **(Ổn định trật tự để trao giải Top Rank toàn game)** **CN:** Sau đây chúng ta sẽ đến với màn công bố và trao giải thưởng được mong chờ nhất trong ngày hôm nay. Chúng tôi xin được nhắc lại cơ cấu giải thưởng cho hoạt động Interactive Game trong tổng .... game đấu như sau: - Top 1 toàn game: 01 Gấu bông CKTG + 01 Màn hình PC Xiaomi + 01 Bàn phím Razer - Đồng Top 2-3 toàn game: 01 Màn hình PC Xiaomi - Top 4-10 toàn game: 01 Chuột máy tính Razer **SA + CN:** Công bố Top 4-10 so le **SA:** Công bố Top 3 **CN:** Công bố Top 2 **SA + CN:** Công bố Top 1
CLOSING	18:50	19:00	**CN:** Thay mặt BTC, một lần nữa xin được cảm ơn EZ Gaming và GIGA Digital đã đồng hành và tài trợ cho sự kiện này. Xin chào và.... **SA + CN:** Hẹn gặp lại!

Table 20: World Finals event on 11/19/2023 script

Images 37. Images from the Viewing Party Event

The event was launched with the purpose of creating an interactive space with viewers by organising a live broadcast of the Final on the big screen so that viewers can feel the thrill and drama of the match. games, mini games related to League of Legends, match prediction, or gifts for viewers to participate. Provide space for viewers to chat, share service experiences through ON live media channels. Hosting a viewing party not only creates an exciting environment for the League of Legends gaming community, but also provides an opportunity for them to socialise, connect, and share their shared passion for their favourite games and tournaments.

Media day

🕐 | **Time:** 12am - 6pm, Sunday, November 19th

🗺️ | **Location:** No.3, 84 alley, Ngoc Khanh street, Giang Vo, Ba Dinh district, Hanoi

ON Live will accompany and support the Fancy team in financial and communication matters during their time at AfreecaTV VALORANT League. ON Live will host Media Day to give out sponsored items (T-shirts, caps, facemasks, etc.), as well as emotionally support the team before entering the tournament.

ON Live's companionship has brought Fancy team great benefits, ensuring the team will have the finest preparation for the tournament. ON Live's sponsored items also built a more impressive and professional image for the team. ON Live's encouragement has inspired the Fancy team to compete with the highest effort, while also showing support of this platform to the Valorant in Vietnam. ON Live hopes to continue accompanying the Vietnamese Valorant teams in the future to help increase the attractiveness of this game in Vietnam.
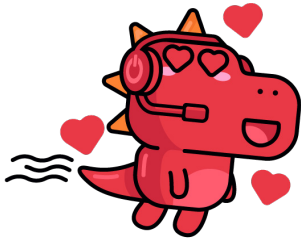
Image 38. Fancy United sponsorship press conference

IV. TASK DUE DATES

1. ON Live Valorant Tournament season 1

No.	Dates	Name of articles	Formats	Posts links	Status
1	6/10	Thông báo Giải đấu ON Live Valorant + form đăng ký	Images	https://www.facebook.com/onlive.vn/posts/pfbid02DyG8v4M569m5dqDsgU5ckVLii1a86MihKGUWFyaeLhuA9MJkndEKgrRuckwMn4MJl	Done
2	6/10	Thông báo Giải đấu ON Live Valorant + form đăng ký	Video	https://www.facebook.com/watch/?v=297578479696134	Done
3	9/10	Lịch thi đấu ON Live Valorant Season 1 + thể lê giải đấu	Images	https://www.facebook.com/onlive.vn/posts/pfbid0D8fWUL2dEb9iPyX2yZGxWHKkinK3utZUxok29c4QPiNZdPXkhFmemgK5qFiFBLSel	Done
4	11/10	Công bố đóng đơn đăng kí	Images	https://www.facebook.com/onlive.vn/posts/pfbid024oX1UWBWhREKQNtFiUEkakJgDprBQvt2EgZzK7J34Wgfju1gcQZzBmz2KYYfvCt6l	Done
5	11/10	Công bố quay chốt căp đấu	Images	https://www.facebook.com/watch/?v=893989442143322	Done
6	11/10	Giới thiêu các team giải ON Live Valorant Season 1 (đăng ký tư do)	Images	https://www.facebook.com/onlive.vn/posts/pfbid0tySXoLprmYuNWtGmE6ajkn8M1GiwzL1GfiZXKZx9wpS73KsrD8z8qKnRgDn3vt1ol	Done
7	11/10	Công bố chi tiết phần thưởng và quà tăng cho giải đấu	Images	https://www.facebook.com/onlive.vn/posts/pfbid02EJhbcu3rVrvvTZ5Qzy6oU7aoKCiLpTB1ghhJfwzC2jH73PY3DSUvsXpRhY3Kgn75l	Done
8	12/10	Lịch thi đấu chính thức	Images	https://www.facebook.com/onlive.vn/posts/pfbid0yeVyvN5UywtXZm4igWQFuNZhHb3m4wsBrw7jfB9PnPNQ2kn1GshZSMc7o5Secc1Ql	Done
9	12/10	Đếm ngươc bắt đầu giải	Images	https://www.facebook.com/onlive.vn/posts/pfbid02TuJoiqGdw8mba4oRcesHeMEMzwbi4rAdSZHi2J2AyTJccaFUQ3ibKnHqXDremko1l	Done
10	12/10	Câp nhât kết quả TOP 16	Images	https://www.facebook.com/onlive.vn/posts/pfbid035xa7cV3sSjya3mnzHSPKLfAFWmHESuCkRhWanXm57JUPEm45hPCA2uHc7JeNE5Jtl	Done
11	12/10	Lịch thi đấu Top 8	Images	https://www.facebook.com/onlive.vn/posts/pfbid02AVDtj861c7gKDtkHbKjofzQ77y7uCjS2mcc6KcAuifKKx5qYySavE3iFF4hmQhBTl	Done

12	13/10	Công bố trận bán kết	Images	https://www.facebook.com/onlive.vn/posts/pfbid0zbykPKUzbNgmcDByerFxHUR14xuTEAh53t66UDwjrPFzoVZWu6o4nmazzXSYqVbHl	Done
13	13/10	Công bố team khách mời thứ 1	Images	https://www.facebook.com/onlive.vn/posts/pfbid0P9LKySg7hPYMtrLook96wkdpG4BNBNosj9LrZ9m4rAVjDKbQocbvYKuhGue4NbdEl	Done
14	13/10	Công bố team khách mời thứ 2	Images	https://www.facebook.com/onlive.vn/posts/pfbid0gokRvTMwFZqg5CraR7gfdJx7MMtEr2H3URv4SVRQC1T9Mf1WbTQBgJb1ng6351MQl	Done
15	13/10	Chúc mừng team vào chung kết 1	Images	https://www.facebook.com/onlive.vn/posts/pfbid02WMAuz6fstQDL34xGq2kELH3YLYVef1zCbsJLF9dTMCUZgPkffft8TfbykkHevdN2l	Done
16	13/10	Công bố trận chung kết 1	Images	https://www.facebook.com/onlive.vn/posts/pfbid0JKyWCFhimYxuB8p6gUs6ofH477LKSKGhL8BLQN36ejjySzhfHJJ9TWq9GHbP8gGTl	Done
17	13/10	Cập nhật kết quả trận chung kết 1	Images	https://www.facebook.com/onlive.vn/posts/pfbid0CY3Ygr8y6y5zvFVV6JPCPArCPCVDrLVxyLPf4TPuYRaYyXDAYAfZTLSPn2qgSGKMl	Done
18	14/10	MaiLinh Zuto cast trận đấu	Images	https://www.facebook.com/onlive.vn/posts/pfbid02tXzc8u5D2QYMFWThNg3bC9BzY923CEdHkpSaedzLW3Fa8tCQnETdToXhC8XZuDyXl	Done
19	14/10	Công bố trận chung kết	Images	https://www.facebook.com/onlive.vn/posts/pfbid0292NEHef8G9BuDnVpHrYFw9YFUQrbuBFSN3Nsf3aPRrtjbT9ZXJg6kjKPTEe9pFPal	Done
20	14/10	Công bố trận Thách đấu	Images	https://www.facebook.com/onlive.vn/posts/pfbid09ZGs6E9WRMhMbs5zGoNUJgC4tvoLkQDoo6uCvDid6yboE8KyoNVTejP47M3NvU3Nl	Done
21	14/10	Chúc mừng team chiến thắng	Images	https://www.facebook.com/onlive.vn/posts/pfbid02kFgszoPVtqyurs2i81iCYLZvo4j2eV3j24vhW4P79zegTa42a5zfBFgSZDPD2ewel	Done
22	14/10	Reels Mai Linh Zuto - Bi kill bao nhiêu lần	Video	https://www.facebook.com/reel/362020119586841	Done
23	14/10	Reels Mailinh Zuto - Bi kill bao nhiêu lần	Video	https://www.tiktok.com/@onliveesports/video/7291891935298555143	Done
24	14/10	Reels Mailinh Zuto - Biểu cảm hài hước	Video	https://www.tiktok.com/@onlive.esports/video/7291242370853604626	Done

Table 21: Timeline of ON Live Valorant Season 1 tournament

2. Vietnamese Women's Day 20/10

No.	Dates	Name of articles	Formats	Posts links	Status
1	17/10	Dàn nữ Streamer Showmatch TFT 19h00 Ngày 19/10/2023 chính thức lộ diện	Images	https://www.facebook.com/onlive.vn/posts/pfbid023z384TFbEDVU9CreyLiccH2iiNR9T4f6ga3qHUscfJ7ceH2Wfy1RYfvo1hj4iWqwl	Done
2	19/10	Thay Avatar Fanpage	Images	https://www.facebook.com/photo.php?fbid=201459472971724&set=pb.100093230176399.-2207520000&type=3	Done
3	19/10	Thay Cover Fanpage	Images	https://www.facebook.com/photo/?fbid=201459702971701&set=pb.100093230176399.-2207520000	Done
4	19/10	🔥Đại chiến 8 nữ Cờ thủ ON Live đã chính thức bắt đầuuu...	Images	https://www.facebook.com/photo/?fbid=201590982958573&set=pb.100093230176399.-2207520000	Done
5	19/10	Đâu là cô gái bạn thích nhất trong Showmatch tối nay 19h00 Ngày 19/10/2023?	Video	https://www.facebook.com/onlive.vn/videos/345207134847362	Done

Table 23: Timeline of activities for Vietnamese Women's Day

3. League of Legends World Championship

No.	Dates	Name of articles	Formats	Posts links	Status
1	3/11	CHUNG KẾT THẾ GIỚI LMHT 2023 CHÍNH THỨC LÊN SÓNG ON LIVE	Images	https://www.facebook.com/photo.php?fbid=210438428740495&set=pb.100093230176399.-2207520000&type=3	Done
2	3/11	CUỘC CHIẾN HÀN - TRUNG TẠI CHUNG KẾT THẾ GIỚI LMHT 2023	Video	https://www.facebook.com/onlive.vn/videos/1400499014223848	Done
3	4/11	BÁN KẾT CHUNG KẾT THẾ GIỚI LMHT 2023	Images	https://www.facebook.com/photo/?fbid=210791792038492&set=pb.100093230176399.-2207520000	Done
4	4/11	KT ĐANG ĐÁNH QUÁ CHÁY	Images	https://www.facebook.com/photo.php?fbid=210892068695131&set=pb.100093230176399.-2207520000&type=3	Done

5	4/11	KT trở lại CKTG sau 5 năm và đây cách Riot chào đón họ	Video	https://www.facebook.com/onlive.vn/videos/708084734551687	Done
6	4/11	JDG 3 - 1 KT	Images	https://www.facebook.com/photo.php?fbid=210951485355856&set=pb.100093230176399.-2207520000&type=3	Done
7	5/11	TRỰC TIẾP TRẬN ĐẤU CKTG LOL 2023	Images	https://www.facebook.com/photo.php?fbid=21127591523413&set=pb.100093230176399.-2207520000&type=3	Done
8	5/11	🐥🐥🐥 Căng cực 🐥🐥🐥	Images	https://www.facebook.com/photo.php?fbid=211432288641109&set=pb.100093230176399.-2207520000&type=3	Done
9	5/11	XEM CKTG LOL TRÊN ON LIVE, TƯƠNG TÁC NHẬN NGAY QUÀ CỰC HOT	Images	https://www.facebook.com/photo.php?fbid=21145525305479&set=pb.100093230176399.-2207520000&type=3	Done
10	5/11	T1 - OUT TRÌNH 3-0	Images	https://www.facebook.com/photo/?fbid=211473455303659&set=pb.100093230176399.-2207520000	Done
11	6/11	LỊCH THI ĐẤU BÁN KẾT CKTG LOL 2023	Images	https://www.facebook.com/photo.php?fbid=212025841915087&set=pb.100093230176399.-2207520000&type=3	Done
12	7/11	"Lâu lắm rồi mới ăn 1 bữa ngon như vậy"	Video	https://www.facebook.com/onlive.vn/videos/705984397779652	Done
13	8/11	1 Hàn 3 Trung	Images	https://www.facebook.com/photo.php?fbid=213056988478639&set=pb.100093230176399.-2207520000&type=3	Done

14	9/11	XEM CKTG2023 TRÊN ON LIVE	Images	https://www.facebook.com/photo.php?fbid=213455208438817&set=pb.100093230176399.-2207520000&type=3	Done
15	10/11	CKTG 2023 🐢 BLG vs WBG - NỘI CHIẾN LPL	Images	https://www.facebook.com/photo.php?fbid=213987075052297&set=pb.100093230176399.-2207520000&type=3	Done
16	10/11	TRỰC TIẾP BÁN KẾT CHUNG KẾT THẾ GIỚI LMHT TRÊN ON LIVE	Video	https://www.facebook.com/onlive.vn/videos/1362255488062006	Done
17		TRỰC TIẾP TRẬN ĐẤU JDG vs T1	Images	https://www.facebook.com/photo.php?fbid=214572324993772&set=pb.100093230176399.-2207520000&type=3	Done
18	11/11	TRỰC TIẾP BÁN KẾT CHUNG KẾT THẾ GIỚI LMHT TRÊN ON LIVE, T1 - NIỀM HI VỌNG CUỐI CÙNG CỦA HÀN QUỐC	Video	https://www.facebook.com/onlive.vn/videos/1530037477755231	Done
19	11/11	THEO DÕI BÁN KẾT WORLDS 2023 TRÊN ON LIVE, TƯƠNG TÁC NHẬN NGAY QUÀ CỰC HOT	Video	https://www.facebook.com/onlive.vn/videos/3729073618287333	Done
20	11/11	VỪA XEM CKTG VỪA NHẬN QUÀ QUÁ ĐÃ!!!	Images	https://www.facebook.com/photo.php?fbid=214661641651507&set=pb.100093230176399.-2207520000&type=3	Done
21	11/11	CỰC CĂNG!!! WBG 1-1 BLG	Images	https://www.facebook.com/photo.php?fbid=214729701644701&set=pb.100093230176399.-2207520000&type=3	Done
22	11/11	Chúc mừng Weibo Gaming đã có 50% chức Vô địch CKTG 2023!!!	Images	https://www.facebook.com/photo/?fbid=214813594969645&set=pb.100093230176399.-2207520000	Done
23	12/11	Here comes the King!	Images	https://facebook.com/photo.php?fbid=215364554914549&set=pb.100093230176399.-2207520000&type=3	Done

24	15/11	XEM CHUNG KẾT THẾ GIỚI - NHẬN QUÀ LÊN TỚI 60.000.000Đ	Video	https://www.facebook.com/onlive.vn/videos/311448885025421	Done
25	16/11	[**ON LIVE x EZ GAMING CYBER**] VIEWING PARTY CHUNG KẾT THẾ GIỚI 2023	Images	https://www.facebook.com/photo.php?fbid=217565011361170&set=pb.100093230176399.-2207520000&type=3	Done
26	16/11	**VIEWING PARTY CHUNG KẾT THẾ GIOI 2023**	Video	https://www.facebook.com/onlive.vn/videos/1080651982952092	Done
27	17/11	ON LIVE TRỰC TIẾP CHUNG KẾT THẾ GIỚI LMHT 2023	Images	https://www.facebook.com/photo.php?fbid=218079604643044&set=pb.100093230176399.-2207520000&type=3	Done
28	18/11	HƯỚNG DẪN TẢI APP ON LIVE CHƠI MINIGAME NHẬN QUÀ	Video	https://www.facebook.com/onlive.vn/videos/336792172381831	Done
29	19/11	ON Live và EZ Gaming Cyber đã sẵn sàng! Anh em đến chưa ạ????	Images	https://www.facebook.com/photo.php?fbid=219209667863371&set=pb.100093230176399.-2207520000&type=3	Done
30	19/11	Cập nhật tình hình Viewing Party do ON Live tổ chức tại EZ Gaming ngay lúc này!	Images	https://www.facebook.com/onlive.vn/posts/pfbid0AKxor7TTwg82KGEsuQ6RbfDELvC9NrCRVxQSoeBruHP2JUvX6ZpxhF3LC7s7S5gil	Done
31	19/11	T1 1 - 0 WBG	Images	https://www.facebook.com/photo.php?fbid=219282517856086&set=pb.100093230176399.-2207520000&type=3	Done
32	19/11	Cập nhật tình hình Viewing Party do ON Live tổ chức tại EZ Gaming ngay lúc này!	Video	https://www.facebook.com/onlive.vn/videos/849804043510275	Done
33	19/11	3-0 cho T1!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!! Quỷ Vương sống dậy! T1 Vô Địch CKTG 2023!	Images	https://www.facebook.com/photo.php?fbid=219322831185388&set=pb.100093230176399.-2207520000&type=3	Done

35	20/11	Đều có thầy nhưng lạ lắm	Images	https://www.facebook.com/photo.php?fbid=219855511132120&set=pb.100093230176399.-2207520000&type=3	Done
36	20/11	Chắc hẳn anh em đã có một cuối tuần bùng nổ cảm xúc cùng T1 và WBG. Cùng ad điểm lại những con số tương tác đầy ấn tượng trong trận chung kết CKTG 2023 trên ON Live nhé	Images	https://www.facebook.com/photo.php?fbid=219872774463727&set=pb.100093230176399.-2207520000&type=3	Done
37	22/11	[ON LIVE x EZ GAMING] VIEWING PARTY CKTG 2023.	Images	https://www.facebook.com/onlive.vn/posts/pfbid04yv44jmJJNZCidC2mVoZBi8qPkDAs8ajcDKhT4XCs6CBigU6sHNDVdR7boaV2sJSl	Done

Table 24: Timeline of events for the CKTG 2023 Viewing Party

○ ○ ○

V. BUDGETS

During the ON Live's communication campaign, since it was only in the Open Beta stage, we signed a contract of not disclosing communication budget and were only provided information on the budget for campaign's events. Here is the table of expenses for the campaign's events, including online and offline events.

NO.	CONTENT	CATEGORIES	UNITS	COST	AMOUNT	TOTAL	NOTE
I. PR ARTICLES ON JOURNALING WEBSITES							**(*)**
II. SEEDING ON SOCIAL MEDIA							**(*)**
III. ONLINE EVENTS							
1	ON Live Valorant Season 1	Qualifying series	Q&A	Award	100,000	10	1,000,000	Score ranking
			Random rotation	Award	100,000	10	1,000,000	Use ITR to identify participants
		2 round Challenge matches	Q&A	Award	100,000	20	2,000,000	Use ITR to identify participants
		Grand final	Q&A	Award	100,000	10	1,000,000	Ranking according to the entire Best of Three matches
			Quay random	Award	100,000	10	1,000,000	Use ITR to identify participants

				Unit	Unit Price	Quantity	Total	Note
2	ON Live TFT Female Streamers Showmatch	For Streamer	TOP 1	Award	300,000	1	300,000	
			TOP 2	Award	200,000	1	200,000	
			TOP 3	Award	100,000	1	100,000	
		For minigame participants	TOP 1	Award	300,000	1	300,000	
			TOP 2-6	Award	200,000	5	1,000.00	
			TOP 7-10	Award	100,000	4	400,000	
II. OFFLINE EVENTS								
3	Viewing Party		Play time	Hour	20,000	60	1,200,000	
			Razer Blackwindow V3 RGB keyboards	Item	2,100,000	3	6,300,000	
			Razer Deathadder Essentials mouses	Item	550,000	10	5,500,000	
			Razer Blackshark X headphones	Item	1,300,000	5	6,500,000	
			Event T-shirts	Item	250,000	30	7,500,000	
			Razer keychains	Item	20,000	20	400,000	
			Beverage	Cup	10,000	300	3,000,000	
			OnG	Units	3,500,000	1	3,500,000	Platform's currency
			Pro Logitech keyboard - LOL edition	Item	3,000,000	1	3,000,000	
			LOL World Championship teddy bears	Item	700,000	2	1,400,000	
			PC screen Xiaomi 23.8 inch 1C	Item	2,300,000	4	9,200,000	
4	Media Day		Facemask	Item	30,000	30	900,000	
			Competitor T-shirts	Item	155,000	18	2,790,000	
			Unnamed competitor T-shirts	Item	150,000	45	6,750,000	GA for fans
			Competitor jackets	Item	325,000	10	3,250,000	
			Mouse pads	Item	145,000	20	2,900,000	
			Caps	Item	85,000	10	850,000	
			Crossbody bags	Item	50,000	10	500,000	
			Flags	Item	170,000	2	340,000	
			Flowers	Bouquet	100,000	5	500,000	
TOTAL							74,580,000	
VAT (10%)							7,458,000	
FINAL TOTAL							**82,038,000**	

Table 25: Total event budget

(*) The budget portion is kept confidential according to business confidentiality requirements

VI. RISK MANAGEMENT

During the implementation process, the team has anticipated the risks that may be encountered and provided solutions so that the event can be implemented smoothly.

No.	Risks	Level of danger	Description	Solution
1	Participation overload	Low	Insufficient seats for participants	-The organising committee has collaborated with EzGaming to prepare backup supplies in case of participation overload
2	Insufficient water supplies for participants	Low	Each participant is given a free ticket for water supplies from the committee..	-Team members have prepared stamps to control participants' water supplies ticket - The tickets are stamped twice: once from the committee and once in the bartending service area.
3	Participants do not know what is ON Live and how to participate in minigames	Medium	For participants who wish to watch the matches and gain prizes but do not know to participate	- Each team member will guide a group of 4-6 customers - Instruct customers to download the application, register, use and participate in the minigame
4	Low exposure articles	Medium	Posts on communication channels and social media pages do not meet the expectation due to social media operating and viewer restriction policies.	- Running ads - Run seeding posts in gaming communities and League of Legends players communities - Interact with other pages via official page to increase exposure
5	Viewing Party gain low engagement	High	Low articles exposure leading to low participation	- Identify the Viewing Party target audience - Insively advertise about the event via Facebook, TikTok, and gaming journals - Use contracted KOLs and influencers to advertise about the event
6	Lack personnel	Low	Personnel's transportation errors on the way to the event location	Personnel backup
7	Unorganised stage	High	Preparation errors	- Personnel must arrive 3 hours in prior to run testing on the stage - Audio and visual testing for quick reports if there is any error
8	Prises during break times	Medium	Insufficient amount of prizes, broken gifts that can not be hand out to winners	Request for about 5 to 10 items in substitution.

Table 26: Risks of the CKTG 2023 Viewing Party event

POST-PRODUCTION

I. IMPLEMENTATION ANALYSIS

1. An overview of the campaign

In the context of today's growing society and after the research process, our team recognized the current young world trend and as well as the desire to access the new live streaming platform, we participated in the development of the project "Media campaign for ON live project - VTVcab's exclusive content live streaming platform" .

The project aims to build a community that loves livestreaming to bring positive energy to all viewers, so that everyone can better understand and share with each other about the knowledge of the community to build a strong and sustainable community.

After 3 months of campaign implementation, the team goes to the stage of evaluating the effectiveness of the communication campaign to track whether the campaign has achieved its initial goals.

2. A general evaluation of the campaign

The communication campaign achieved the set goals, in which, it is noteworthy that some growth figures are as follows:

- Increase the number of likes and followers on the Facebook On Live page from 13k to 14k, which achieves 30 thousand post interactions including react, comment, share.
- Create a diverse and active community on ON Live, increase user participation in the Open Beta phase, and promote the development of the platform.
- Educate, communicate to users about interactive features of ON live from awareness-> understanding -> preferences-> engagement.
- The orbit pages On Live Game Esports and On Live Sports each reached 2000 likes and follows.
- The two channels TikTok ON Live Esports and ON Live Sports reached 150k likes and 5 million views each.
- Increase ON live account registrations to 300 people in offline events.
- - Advertising in the press: The campaign has published 10 advertising articles in major newspapers such as VnExpress, Tuoi Tre, Thanh Nien... The advertising content focuses on the advantages of the ON live platform such as:
  - Easy to use, sign up
  - Sharp image and sound quality
  - Attractive fares

- Online advertising: The campaign has implemented advertising on online platforms such as Google Ads, Facebook Ads... with advertising forms such as:
  - the Search Advertising
  - Display Ad
  - Video ads

- Social media: The campaign has implemented communication activities on social networks such as:

» Create articles and videos about the ON live platform

» Organise contests, minigames on social networks

» Partner with KOLs to promote the ON live platform

Organise a Viewing Party for the Worlds tournament and gain a good number of followers.

In conclusion, the communication campaign was a great success, contributing to the success of the ON live platform. ON Live highly appreciates the Chillies team for our enthusiasm and efforts in the contribution of the ON Live communication campaign.
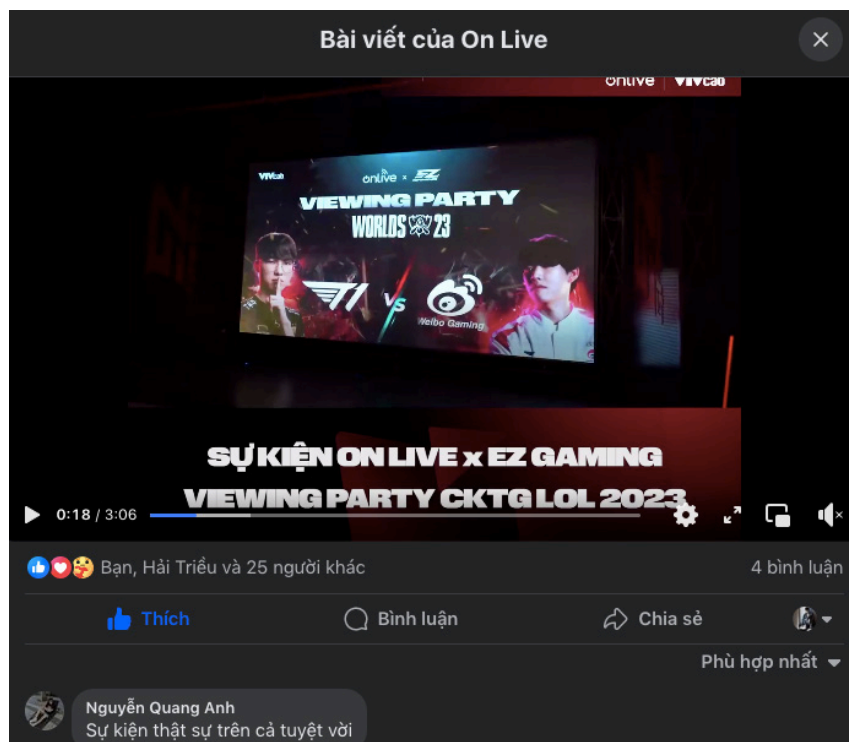
Image 39. Comment on ON Live page

II. EVALUATION ON IMPLEMENTED COMMUNICATION CAMPAIGN

1. Communication activities evaluation

ADVANTAGES

Online communication	Offline communication
• Post relatable and trending content • Most content and information are developed by the team and developers team, therefore will not be restricted due to copyright • Answer questions about the platform	• Host Viewing Party to increase platform exposure to users • Giving away prizes like keyboards, computer mouse or key chains and more, to viewers • Viewing Party participant must check in before joining, in order to increase brand awareness

LIMITATIONS

Online communication	Offline communication
• Being a new platform means articles and publications do not perform well in attracting interaction • People may be confused when seeing funny memes made by the team.	• Low female audience exposure since the League Of Legends Tournament offline session mostly attract male audience • In some events and activities, interaction may be one-sided as participants are not comfortable or confident enough to join in discussions.

Table 27. Advantages and limitations of the communication campaign

Main communication channels

The content system is mainly posted on Facebook pages as Facebook is a well-known and widely-used social media platform for users of all ages and genders. Moreover, Facebook helps the project approach streamers and viewers who are familiar with the live streaming industry. Facebook users have the tendency to follow trends, therefore ON Live can easily approach users via this platform.
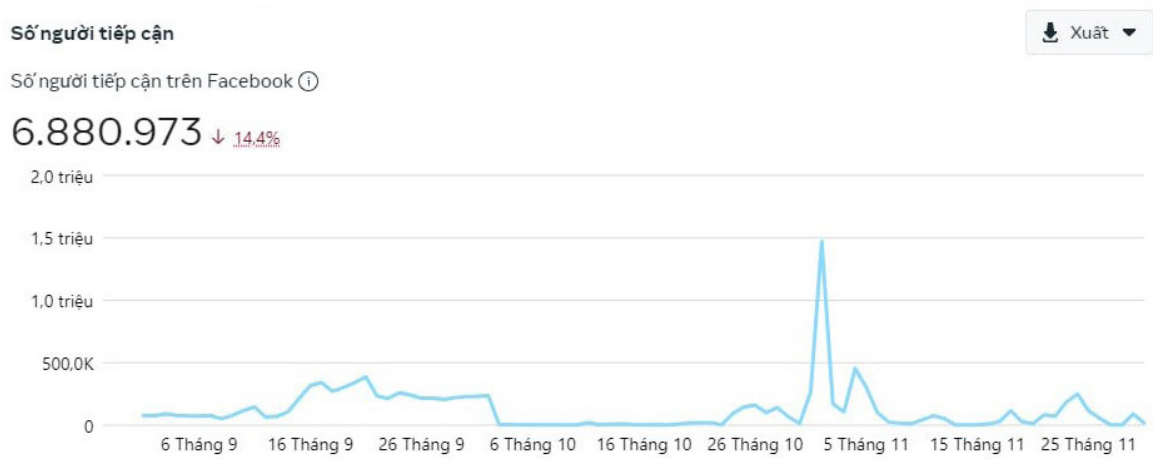
Chart 6. ON Live's page exposure from September to November

Communication publications

Advantages:
» Publications are driven towards young people to get the most attention from this audience group.
» Publications are designed in various formats: images, videos, posters and more, to easily be exposed to viewers.
» Offline publications must carry the brand's values and styles to be easily distinguished.

Limitation:
» Publications are not shocking or viral enough, but rather entertaining and educational.
» Publications need constant editing to fit into the general trends, which consume a large amount of time.

Chart 7. Total hours of video watched on ON Live's page

Image 40. Most viewed video on ON Live's page

2. Methods evaluation:

Research methods

Evaluation method is a scientific researching method to help evaluate the feasibility of a campaign. Evaluation method plays an important role in evaluating the performance of communication campaigns. The results of the research will help policy planners make more effective decisions.

Advantages

* The survey received positive results, most answers show users' interest in live streaming.

*   The survey has collected users' opinion on participants and followers of communication channels

Limitations
*   The survey needs to be broadened to achieve diversity in answers.
*   Communication efficiency data needs analysation and data transparency during the campaign.

3. *Performance and stakeholders evaluation*

The company

Advantages
*   The company has a solid foundation and stable development.
*   Our team received instruction and care from the company's personnel.
*   Building positive and long-lasting relationships with customers, placing them at the center of the company's strategies and projects.

Limitations:
*   Unstructured and unplanned working effort.
*   Unclear tasks, no proactive tasks distribution.

The team

Advantages
»   Closely followed the plan, finished tasks before deadlines.
»   Grew and gained experiences from each task.
»   Supported each other in the whole process of the project.
»   Flexible and timely resolve hardships.

Limitations
»   Could not avoid conflicts and dissatisfaction. However, the team resolved this problem and worked together.
»   Have had errors during the project, and need improvement.

4. *Data evaluation*

Content	Dates	Units	KPI	Actual results	Results/KPI (%)
ON Live Facebook's Page					
Total number of posts	18/9 to 26/11	Posts and images	100	93	93%
Total number of videos		Video	30	28	93.3%
Total amount of post exposure		People	3 million	2.9 million	96,6%
Total amount of interaction		Interaction	30 thousand	28.2 thousand	94%
Total amount of page exposure		Times	5 million	6.4 million	128%
Total number of likes and follows		Likes and follows	1500	1418	95%
ON Live Esports TikTok Channel					
Total number of videos	18/9 to 26/11	Video	150	106	70,6%
Total number of likes		Likes	150 thousand	127.5 thousand	85%
Total number of views		Views	5 million	4,274,376	85,4%
ON Live Sports TikTok Channel					
Total number of videos	18/9 to 26/11	Video	150	303	202%
Total number of likes		Likes	150 thousand	346.4 thousand	231%
Total number of views		Views	5 million	7,770,415	155,4%

Table 28: Data evaluation

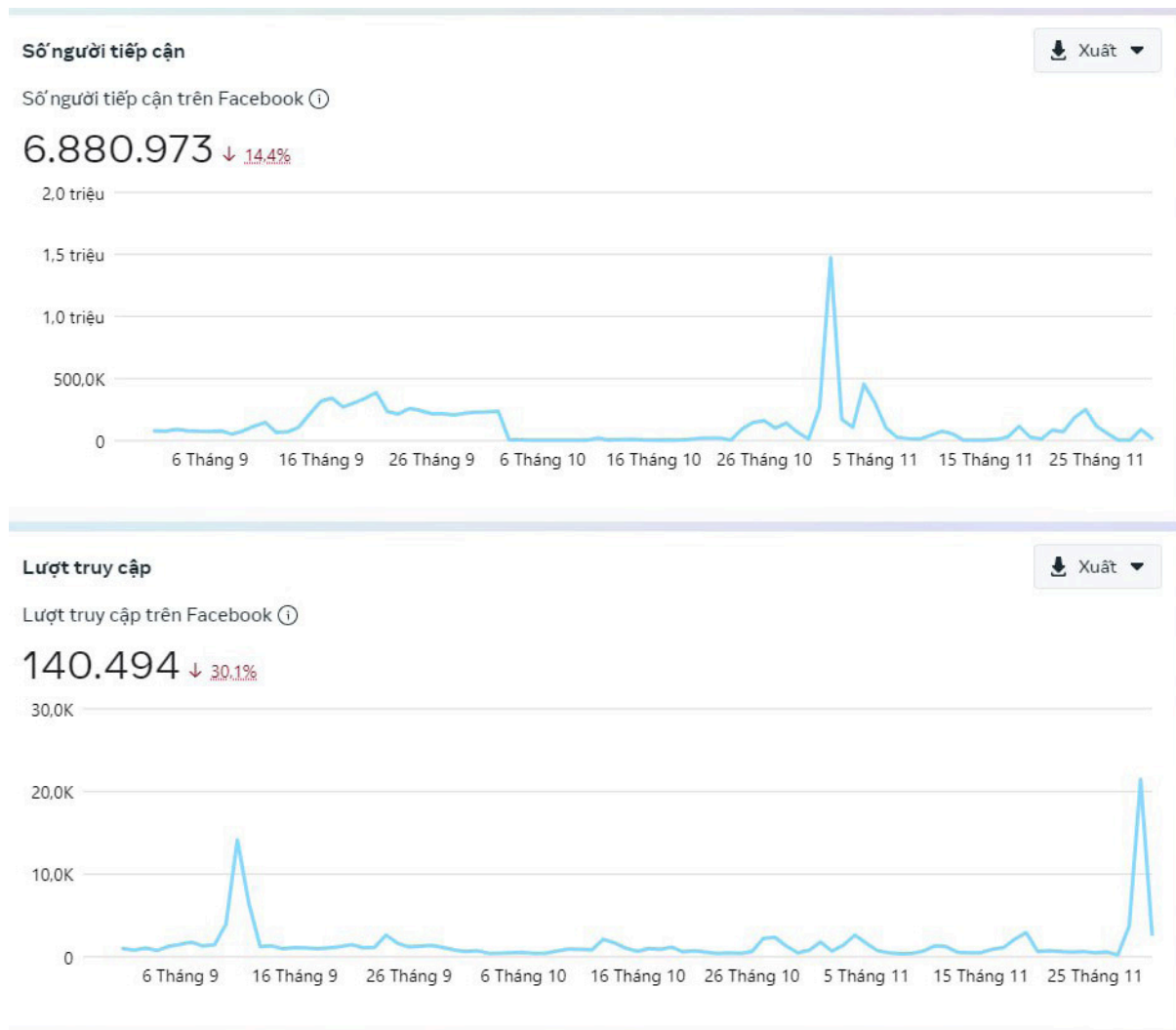**Online communication**
Facebook page data analysis

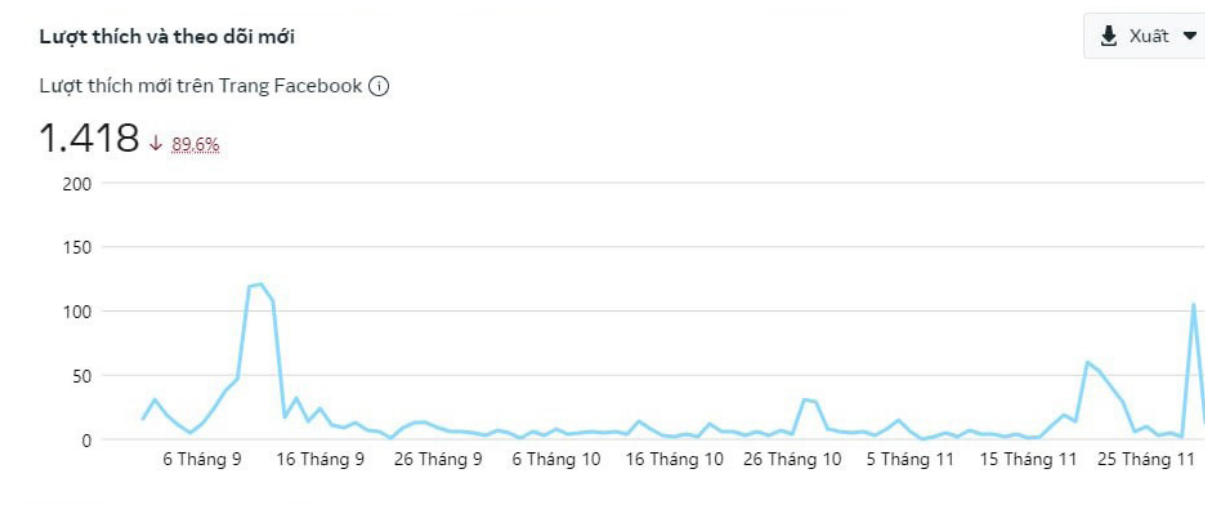Chart 8. ON Live page's exposure and post interaction

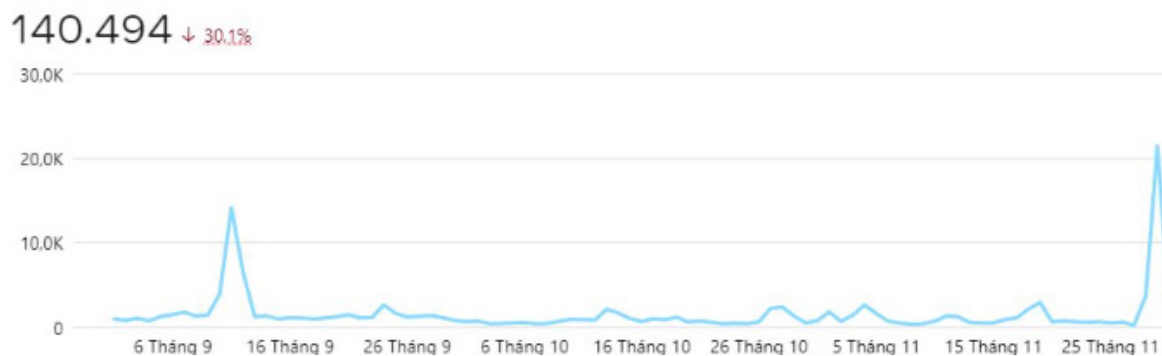Chart 9. ON Live page's new likes and follows

140.494 ↓ 30.1%

Chart 10. ON Live's page access times

On Live page's followers evaluation

The amount of followers of On Live's Facebook page has acquired 14965 followers. While Hanoi and Ho Chi Minh City account for the majority of followers with 12.2% and 12.6% respectively, other provinces only make up for less than 2.4% each. Most followers are in the age group of 18 to 24 years old, followed by the group of 25 to 34 years old. The male followers outnumbered the female followers by more than a half.
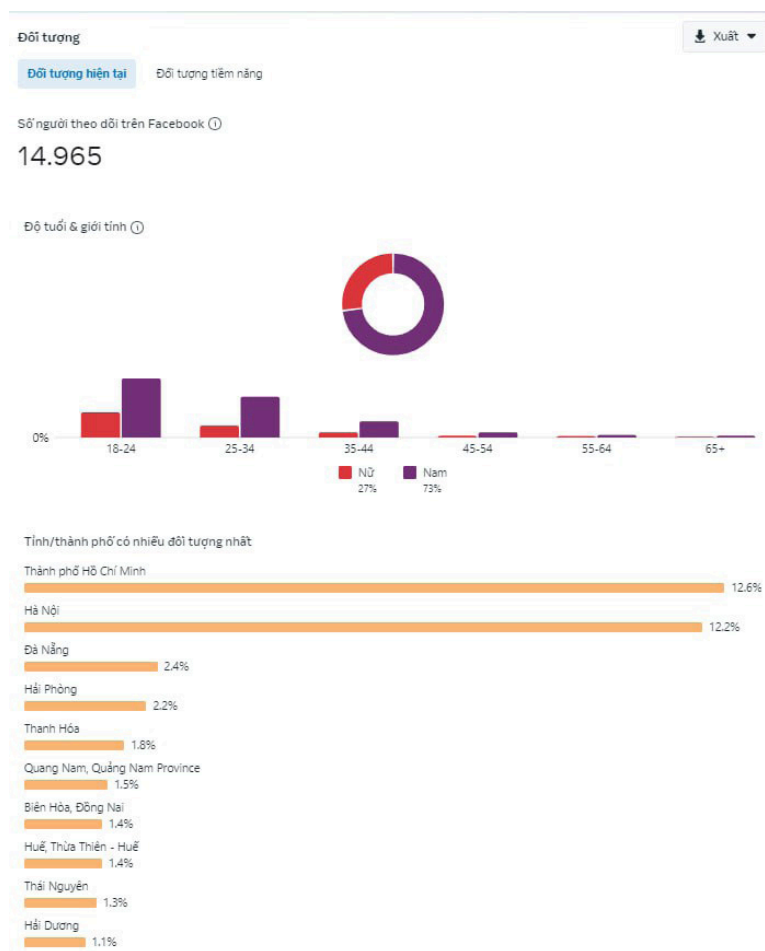

Chart 11. ON Live page's followers data

Subsidiary pages:

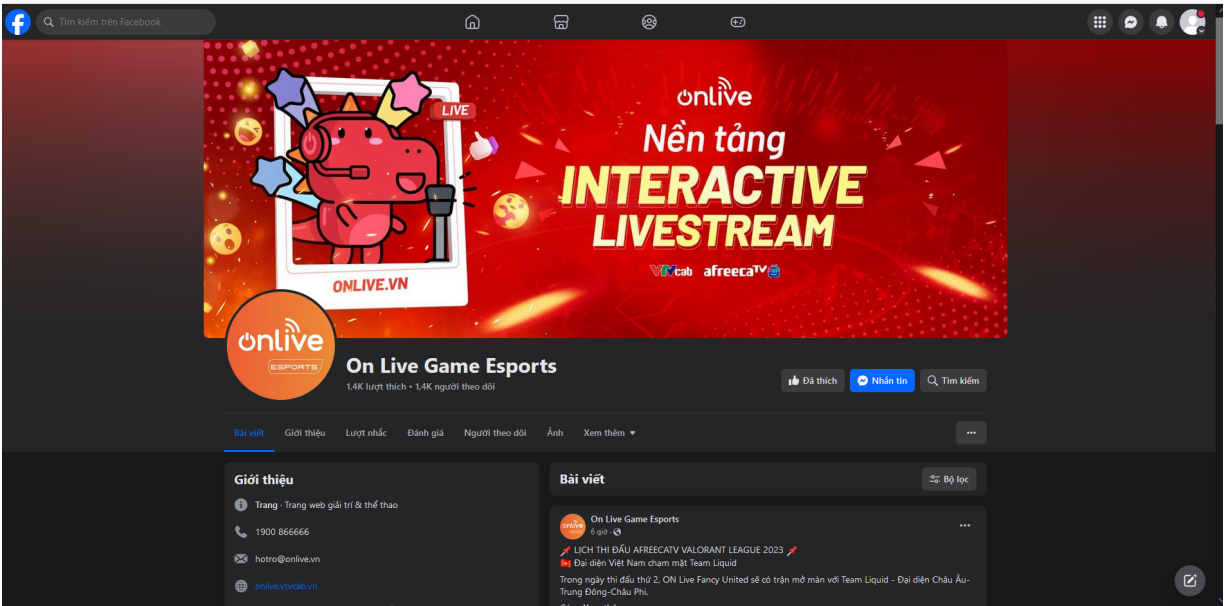On Live Game Esports page gained 1.4 thousand likes and follows.

Image 41. ON Live Game Esports page

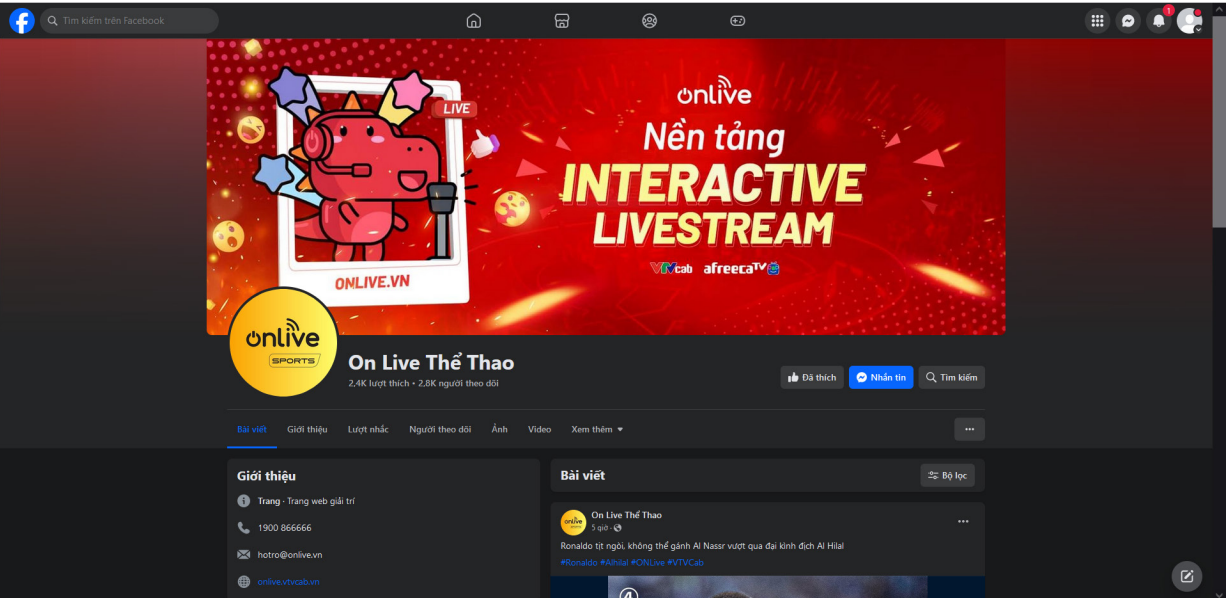On Live Thể Thao gains 2.4 thousand likes and 2.8 thousand follows.

Image 42. ON Live Thể Thao page

Communication for offline activities

League Of Legends World Championship 2023 Viewing Party Event					
Content	**Dates**	**Units**	**KPI**	**Actual results**	**Results/KPI (%)**
Total number of posts	1/11-19/11	Posts and images	50	47	94%
Total number of videos		Videos	10	8	80%
Total number of participants		People	300	347	115.6%
Total number of exposure		Times	400	416	104
Total number of ON Live registration		People	300	255	85%

Table 29: Summary of the offline event for the CKTG 2023 Viewing Party

/// ADVANTAGES

* Attracted a large amount of attention about games and the platform after the Viewing Party event as the event has free check-in, prizes and togetherness.
* Received positive feedback after the event .

/// LIMITATIONS

* Due to errors during the check-in session, participants had to wait in line. The errors were fixed shortly after.

CHAPTER 7_

CONCLUSIONS

I. SUCCESS

The communication campaign for the ON live platform has achieved positive results, surpassing the set goal. The campaign helped the ON live platform reach more users and deliver positive results.

In parallel with the implementation of the campaign, the ON live platform has also made positive changes to attract more views as well as bring the best experience to the viewer community.

To the company
* Increase brand awareness: ON Live must be exposed to a larger audience, hence increasing its media coverage and brand awareness. This should help the platform become a familiar option in the minds of users whenever their demands for a live streaming service rise.
* Increase revenue: An increase in the number of users results in an increase in revenue coming from registration and other services. Nevertheless, communication campaigns could help generate profits from ecommerce, advertising and so on.
* Improve reputation and position: Help improve the company's position on the market, thereby attracting new investors and partners.

To the ON Live project
* Increase users: ON Live is exposed to a larger audience, therefore increase in users. This helps the project acquire their objectives in terms of users and revenue.
* Enhance users' interaction: Help ON Live build interaction with users, strengthen users' engagement with the project. This should help maintain current customers and attract potential customers.
* Improve reputation and image: Improve credibility and image of the project in the perception of users. Thus attracting more investors and partners.

To the team
* Enhance capability and skills: Help the team to learn and develop skills such as planning, operating, communication campaign evaluating and others.
* Uplift team working spirit: The campaign requires rigid cooperativeness between members, which uplift team working spirit and improve problem solving skills.
* Improve career advancement: The success of the campaign is an advantage in team members' job application. This should help them acquire career advancement in the future.

II. LIMITATIONS

However, there are some limitations to the campaign:

*   The identity of ON live is still quite poor because ON live is a new platform in the eyes of the Vietnamese streamer community.
*   Because it is in the Open Beta, the platform still has minor errors that have not been fixed, leading to bad experiences.
*   The Viewing Party had a relatively good number of guests, leading to a lack of preparation.

To overcome these limitations, ON live needs to implement a number of solutions such as developing a clear communication message, having a specific and convincing plan, effectively implementing complementary communication activities, and effectively measuring and evaluating the effectiveness of the campaign.

III. LESSON LEARNT

ADVANTAGES

Being a part of the ON Live project since day one, seeing the way the campaign and events was operated has given us a realistic point of view on how a communication campaign is organised. With a newly established project, the work of task distribution heavily relies on adaptability, flexibility and multitasking skills, which we have basically acquired through courses such as EVN201, MEP201, CCM201, PRE202, RMC201 and other courses in order to successfully finish the ON Live project.

With the success of the most important event which is the Viewing Party, though having certain issues during the process, we have achieved positive outcomes such as the number of registrations, the number of interactive answers, and left a remarkable impression on the participants, therefore increasing ON Live's brand awareness.

We also participated in creating an exclusive tournament system, named ON Live Valorant season 1, to seek for talents, which is Fancy United, to receive media and financial sponsorship from ON Live, therefore contributing to the

Valorant community and upgrading ON Live's exclusive tournament system. The success of the campaign can be seen through the performance index. The public has witnessed an increase in user exposure and Facebook page's interaction through tournaments brought by ON Live to attract and maintain a certain amount of audiences.

A selling point of ON Live is that its interactive activities and features on the platform encourage users from passively watching to proactively participate in answering questions on live stream and winning prizes.

In conclusion, the ON Live communication campaign, though facing tremendous challenges, has great potential, that we believe, will leave a lasting impression in the public, proven by interaction, exposure and views, therefore ensuring ON Live's future to become a top tier live streaming platform in Vietnam.

LIMITATIONS

We have to look back after a long journey accompanying the ON Live project to reflect on ourselves the hardships, flaws and disappointment. From this reflection, we learn and improve to prepare ourselves for the upcoming challenges on the road to success.

The first challenge we encountered was the ambiguous task distribution, resulting in the lack of flexibility, making it difficult to come through. The core members that we worked with from the beginning might leave the project, creating internal turmoil and we might have to restart the work once the substitution is appointed.

Being a fairly new page, daily posting to update content must be monitored carefully to have a firm grasp on tournament information and related news. Whereas the company's working schedule does not serve this purpose, therefore, our team must always have a monitor on duty.

As for personnel matters, we fully understand the responsibilities of each member, though being lazy, delaying work or taking care of other tasks of the project are the hardest things to overcome. Despite being what it is, it implies an importance of groups to groups and groups to company communication, in order to maintain responsibility and engagement.

Although finishing the project with remarkable achievements such as enhancing brand awareness, ON Live's exclusive tournaments and interactive features to increase ON Live's attractiveness to the public, we have to acknowledge the inefficiencies and risks like errors in crisis management, personnel distribution, or group connection. Those challenges have brought a valuable reflection and a lesson of accepting flaws and failing to improve everyday and face challenges without hesitation for later success.

IV. RECOMMENDATIONS

For the company

We noticed some issues may impose restrictions to ON Live's development and we would like to propose a few recommendations.

The ON Live Valorant Tournament season 1 should have more guest teams and should separate itself into two tournaments: one is for streamers and one for professional gamers to create a whole ecosystem of entertainment and professionalism that only belongs to ON Live.

The ON Live TFT Female Streamers Showmatch has not gained the interest of viewers because of level differences among female streamers, resulting in an imbalance during the tournament. Additionally, the award system is not appealing to some people. Therefore, we suggest to seek for less imbalance matches among female streamers, facial expressions must be adjusted in accordance with their positions, and lastly, the award system should be invested in more. Moreover, there is an inefficiency in communication due to the lack of collaboration between TFT gaming groups, leading to insufficient interest. Therefore, more creative content and programs must be created on ON Live's social media platforms like TikTok, Facebook Reel in order to transmit content about other game genres.

For team Chillies

Responsibilities: Needs to prioritise work and tasks, must not miss out on corporate's activities to quickly and efficiently catch up on internal information.

Writing skills improvement: Must improve on the ability to communicate with the public, must have a firm grasp on users trends, improve SEO posts efficiency to push the websites on top search results.

Establish and develop relationships: The lack of communication imposes issues in exchanging ideas, misleading explanations imposes hardship in group working. The team must improve on this.

Evaluation and lessons: Evaluating the whole working process with ON Live is one thing that the team must do together to look back on what should be improved for the sake of personal growth.

Objectives: The objectives must be clear in every situation in order to come up with efficient approaches and solutions.

REFERENCES

1. Luffy, M.D. (2023) Xu Hướng Phát Triển internet Việt Nam 2023. Available at: https://www.vnetwork.vn/news/internet-viet-nam-2023-so-lieu-moi-nhat-va-xu-huong-phat-trien/ (Accessed: 10 December 2023).

2. Khái niệm về livestream và những điều Bạn Cần Nên Biết (2020) Livestream. Available at: https://livestream.vn/khai-niem-ve-livestream/ (Accessed: 10 December 2023).

3. Vietnam streaming report and prediction 2020-2025: Market report IO (no date) Vietnam Streaming Report and Prediction 2020-2025 | Market Report IO. Available at: https://marketreport.io/streaming-in-vietnam-report (Accessed: 10 December 2023).

4. Home (no date) VTVlive. Available at: https://www.vtvlive.vn/ (Accessed: 11 December 2023).

5. (No date) Dân số Việt Nam Mới Nhất (2023) - danso.org. Available at: https://danso.org/viet-nam/ (Accessed: 10 December 2023).

6. Tcct (2021) Thể thao điện tử (esports), Tạp chí Công Thương. Available at: https://tapchicongthuong.vn/bai-viet/the-thao-dien-tu-esports-mon-the-thao-dan-duoc-thua-nhan-chinh-thong-va-dao-tao-chuyen-nghiep-77676.htm (Accessed: 10 December 2023).

7. Văn Hóa Livestreaming (1968) Creatrip. Available at: https://www.creatrip.com/vi/blog/11180 (Accessed: 10 December 2023).

8. (No date a) Facebook. Available at: https://www.facebook.com/business/help/216491699144904?id=1123223941353904 (Accessed: 11 December 2023).

9. VietNamNet News (no date) Nền Tảng XEM game trực tuyến youtube gaming, VietNamNet News. Available at: https://vietnamnet.vn/nen-tang-xem-game-truc-tuyen-youtube-gaming-chinh-thuc-ra-mat-i305359.html (Accessed: 11 December 2023).

10. Nimo TV - Nền Tảng Khai MỞ Thế giới livestream hấp dẫn (no date) Brands Vietnam. Available at: https://www.brandsvietnam.com/congdong/topic/31055-Nimo-TV-Nen-tang-khai-mo-the-gioi-livestream-hap-dan (Accessed: 11 December 2023).

11. Vũ, Q. (2022) Nền Tảng Livestream GG Live , Trang thông tin dành cho tín đồ công nghệ. Available at: https://genk.vn/nen-tang-livestream-gg-live-chinh-thuc-trinh-lang-cung-khat-vong-thay-doi-nganh-streaming-viet-20221107114047268.chn (Accessed: 11 December 2023).

12. Minh, B. (2023) Vừa Ra Mắt, onlive đã rầm rộ 'Tuyển quân' cho lck 2023, Cơ Hội trở thành streamer Chuyên Nghiệp CỦA NHÀ đài VTVcab, gamek.vn. Available at: https://gamek.vn/vua-ra-mat-onlive-da-ram-ro-tuyen-quan-cho-lck-2023-co-hoi-tro-thanh-streamer-chuyen-nghiep-cua-nha-dai-vtcab-178230722092946629.chn (Accessed: 11 December 2023).

13. Atkin, C.K., & Rice, R.E. (2012). Theory and Principles of Public Communication Campaigns.

14. Kelley, L. D., Sheehan, K. B., Dobias, L., Koranda, D. E., & Jugenheimer, D. W. (2022). Advertising media planning: a brand management approach. Taylor & Francis.

15. Wijaya, B. S. (2013). Dimensions of brand image: A conceptual review from the perspective of brand communication. European Journal of Business and Management, 5(31).

LIST OF ACRONYMS AND ABBREVIATIONS

Abbreviations	Definition
CLOSED BETA	Limited testing version for a small group of users
OPEN BETA	Final testing version on a bigger scale, allowing unlimited number of users
IPTV	Internet Protocol Television
BJ	Broadcast Jockey
KOL	Key Opinion Leader
VOD	Video on Demand
VCS	Vietnam Championship Series
VR	Virtual Reality
AR	Augmented Reality
YPP	YouTube Partner Program
DVR	Digital Video Recorder
PK	Player Killing
SEO	Search Engine Optimization
PR	Public Relations
Ads	Advertising
USP	Unique Selling Point
LOL	League of Legends
LCK	League of Legends Champions Korea
PUBG	PlayerUnknown's Battleground
FO4	FIFA Online 4
GTA	Grand Theft Auto
WORLD 2023	The 2023 Season World Championship
TFT	Teamfight Tactics
PIC	Person In Contact

LIST OF TABLE

LIST OF IMAGE

No.	Description
Image 1	Global digital headlines in Jan 2023
Image 2	Logo VTV.live
Image 3	ON Live platform Logo
Image 4	ON Live Platform Interface on the Website
Image 5	ON Live Interface on the App
Image 6	Interactive Features of ON Live
Image 7	Project organisation diagram
Image 8	Logo AfreecaTV
Image 9	VTVCab Company Logo
Image 10	TELCO Partner Logo
Image 11	VIRESA Partner Logo
Image 12	Internet Users Statistics in Vietnam
Image 13	Competitor's Logo for Facebook Live
Image 14	Competitor's Logo for Youtube Gaming
Image 15	Competitor's Logo for NIMOTV
Image 16	Competitor's Logo for GGLive
Image 17	Survey Results Obtained
Image 18	Logo with 2 versions standard and inverted
Image 19	ON Live Mascot
Image 20	Image frame
Image 21	Page ON Live
Image 22	Page On Live Game Esports
Image 23	Page On Live Thể Thao
Image 24	PR Activities Visuals on News Platforms

1. Phỏng vấn sâu lãnh đạo

THÔNG TIN NGƯỜI TRẢ LỜI PHỎNG VẤN

- Họ tên: Trần Phương Trang
- Đơn vị: VTVLive
- Chức danh: CMO
- Chức năng nhiệm vụ: Duyệt và quản lý MKT cho dự án ON Live

Q.1: Xin ông/bà cho biết, chiến lược của dự án ON Live đã được định hình một cách cụ thể cho sự phát triển trong tương lai? ON Live đã tiến hành đến giai đoạn nào và đã đạt được các mốc quan trọng nào cho đến nay?

Hiện ON Live đang trong giai đoạn CLOSED BETA test chuẩn bị cho kế hoạch ra mắt chính thức.

Q.2: Theo ông/bà, có những thách thức nào mà dự án đã phải đối mặt trong quá trình triển khai? Làm thế nào để đối phó với những thách thức này? Thách thức của dự án phải đối mặt khá nhiều, trong đó có 2 thách thức lớn nhất: 1 đến từ thị trường, 2 đến từ nội tại.

1. Thách thức từ thị trường: Trong những năm qua xu hướng livestreaming đặc biệt là livestreaming game đã dần trở nên quen thuộc với người dùng, nhiều nền tảng ra đời sớm có tiếng vang và cộng đồng lớn. Tại Việt Nam có thể kể đến Youtube Live, Facebook Live, Bigo, NimoTV là những nền tảng có yếu tố nước ngoài với thế mạnh về cộng đồng sẵn có và nguồn vốn đầu tư lớn. ON Live ra đời sau nên sẽ khó khăn hơn trong việc tiếp cận user là thu hút người dùng.

2. Thách thức đến từ nội tại nằm ở khâu tổ chức bộ máy vận hành, do đây là một sản phẩm khác biệt trên thị trường, cách thức vận hành phức tạp với khâu sản xuất nội dung từ Truyền hình, giải đấu, và các nội dung do chính người dùng sáng tạo. Điều này đòi hỏi việc tổ chức sản xuất, vận hành cần có quy trình thực hiện chuyên trách, phối hợp linh hoạt và sáng tạo hơn hẳn các nền tảng khác.

Q.3: Xin ông/bà cho biết, xu hướng phát triển của livestream hiện tại đang diễn ra như thế nào? Chiến lược của chị truyền thông cho nền tảng? Ông/bà có thể chia sẻ về định hướng mà ON Live đang theo đuổi?

Xu hướng livestream hiện tại đang chia thành 2 hướng: Content creator trong mảng gaming, và shopping livestream phục vụ việc bán hàng trên các nền tảng (như Tiktok). Thời gian gần đây livestream trở thành 1 nghề dần được xã hội công nhận, song hành với việc thể thao điện tử đã được thừa nhận và đầu tư.

ON Live sẽ đi theo chiến lược đầu tư nhiều cho nội dung độc quyền, cung cấp các nội dung độc quyền và có bản quyền cho các creator để họ sáng tạo ra các nội dung mới, thu hút đa dạng nhu cầu người xem. Ngoài ra, định hướng về truyền thông song hành sẽ tập trung nhấn mạnh thêm về tính năng tương tác Interactive - đây là tính năng giúp người xem có thể tham gia dự đoán, trả lời câu hỏi, tương tác nhận quà, duy nhất trên ON Live. Đây là thế mạnh mà rất ít các nền tảng có được.

Q.4: Ông/bà có định hướng thế nào cho chiến lược truyền thông của ON Live? Và làm thế nào để có thể đảm bảo thông điệp và giá trị của dự án được truyền tải một cách hiệu đến cho công chúng?

Chiến lược truyền thông của ON Live sẽ là tổng hợp giữa việc Tận dụng nguồn lực của VTV và Tận dụng nguồn lực của user. User được VTVlive đầu tư cho các hoạt động sản xuất và từ đó họ sẽ lôi kéo cộng đồng tham gia ON Live.

Thông điệp của ON Live - nền tảng livestreaming bản quyền tương tác số 1 tại Việt Nam nên để đảm bảo thông điệp và giá trị truyền tải thì việc thực hiện các chiến dịch đều phải xuyên suốt và thống nhất. Mọi tư liệu, sự kiện sử dụng trong chiến dịch phải đảm bảo nhất quán về thông tin và ấn tượng về một nền tảng có nội dung bản quyền và người dùng ngoài xem thì dành thời gian tương tác với streamer và nội dung đang xem.

Q.5: Theo ông/bà, những thế mạnh nào của ON Live khiến đây sẽ trở thành nền tảng livestream số 1 Việt Nam và được cộng đồng quan tâm? Có chiến lược tương tác với khách hàng để tạo sự cam kết và tương tác sâu hơn không?

Thế mạnh của ON Live ở trên đã nói, chính là Nội dung bản quyền và tính năng tương tác - đây là khác biệt lớn nhất khi so ON Live với thị trường hiện tại. Ngoài ra ON Live nằm trong hệ sinh thái của VTVcab và VTVlive nên việc tiếp cận khách hàng có nhiều ưu thế hơn. ON Live sẽ là nơi kết nối các tiện ích cho khách hàng của truyền hình, game, giáo dục; cung cấp 1 gói dịch vụ đáp ứng nhu cầu đa dạng của khách hàng.

Q.6: Xin ông/bà cho biết về kế hoạch phân bổ nguồn lực truyền thông cho dự án sẽ như thế nào?

Truyền thông phân bổ nguồn lực lần lượt trên các nền tảng: Sự kiện nội dung bản quyền - MXH - KOL - Truyền hình - Quảng cáo

2. Phỏng vấn sâu quản lý

THÔNG TIN NGƯỜI TRẢ LỜI PHỎNG VẤN

- **Họ tên: Phan Thị Thu Thủy**
- **Đơn vị: VTVLive - Dự án ON Live**
- **Chức danh: MKT Team Leader**
- **Chức năng nhiệm vụ: lập kế hoạch triển khai, theo dõi các chỉ số và tiến độ công việc**

Q.1: Anh/chị có thể mô tả chi tiết về mục tiêu chính của dự án "ON Live" và những thành tựu quan trọng mà anh/chị đặt ra với dự án dự kiến đạt được

với nền tảng này

Tầm nhìn của ONLive là trở thành kênh Livestream tương tác trực tuyến hàng đầu Việt Nam với nội dung đa dạng, trong đó chủ đạo vẫn là các nội dung về Game E-Sport.

Mong muốn cá nhân tôi là làm việc hết năng suất để mang lại lượng user nhiều nhất cho nền tảng, đồng thời lan tỏa khái niệm "Livestream là 1 nghề".

Thị trường Game E-Sport ở Việt Nam được đánh giá là 1 miếng bánh ngon mà bất kể đơn vị nào cũng muốn có dấu chân của mình. Bên cạnh đấy, sự bùng nổ của các nền tảng social OTT như facebook, youtube, tiktok, ... và đặc biệt là sự nở rộ của các nền tảng livestream như Nimo, Booyah,... Tuy nhiên các nền tảng đó tập trung mạnh vào các content sẵn có của nền tảng hoặc rơi vào tình trạng sớm nở tối tàn (Booyah) dẫn đến việc content không tập trung và các streamer cũng như Fan của streamer phải thực hiện chuyển đổi giữa các kênh lớn.

Q.3: Làm thế nào để có thể đảm bảo rằng "ON Live" đáp ứng được tiêu chuẩn livestream chất lượng cao và có thể kiểm soát chất lượng trong quá trình phát sóng trực tiếp

Tất nhiên không một nền tảng nào có thể chắc chắn không có sự cố. ON Live hiện tại đang nỗ lực phát triển và tối ưu kỹ thuật từng ngày từng giờ. Hiện tại đã đảm bảo đường truyền cho 35 - 40k user cùng 1 thời điểm.

Q.4: Anh/chị có thể chia sẻ một vài thông tin (được phép chia sẻ) về ngân sách truyền thông mà anh/chị dự kiến định đầu tư cho các hoạt động truyền thông của dự án ON Live

Ngân sách truyền thông sẽ phụ thuộc vào priority của từng chiến dịch và mục tiêu của từng chiến dịch. Tuy nhiên, cũng có 1 số hạng mục chung, ví dụ như POSM - quà tặng và thưởng cho streamer và user - giá trị lên tới trăm triệu và không kém.

Q.5: Anh/chị có định sử dụng những streamer đã có hợp đồng với bên ON Live như là influencer/KOL để quảng bá truyền thông cho ON Live không hay sẽ sử dụng bên ngoài ? nếu có thì anh/chị sẽ làm như thế nào để quảng bá hình ảnh cho dự án ?

Có chứ. Tuy nhiên việc sử dụng Influencer/Micro Influencer/KOLs nó còn phụ thuộc vào chiến dịch và độ hot của chiến dịch đó nữa. Và tất nhiên ở mỗi chiến dịch sẽ có những kịch bản sử dụng hình ảnh khác nhau.

Q.6: Anh/chị vui lòng chia sẻ một vài thông tin về kế hoạch marketing/PR sắp tới đội ngũ sẽ triển khai để tạo ra sự quan tâm và tạo ấn tượng với khách hàng và người dùng ?

Sắp tới đội ngũ sẽ tập trung vào các nội dung EPL - Giải ngoại hạng Anh và các giải đấu game mùa xuân 2014.

Q.7: Có những yếu tố tiềm năng có thể ảnh hưởng đến chiến dịch marketing/PR, anh/chị đã phân tích và lập kế hoạch để đối phó với chúng như thế

nào?

Thị trường và người dùng. Để lập 1 kế hoạch thì MKTer nào cũng hiểu là cần nghiên cứu và research thị trường xem đối thủ đã làm thế nào, làm cái gì. Rồi sau đó ngồi vẽ chân dung khách hàng, với chiến dịch này khách hàng sẽ là ai, họ ở đâu, thích cái gì, ...

Q.8: Làm thế nào anh/chị dự định tích hợp các hoạt động marketing/PR với các chiến dịch tiếp thị khác và các hoạt động quảng cáo để tạo ra hiệu suất tốt nhất ?

Kinh nghiệm. Vì không biết diễn đạt thế nào :(

Thực ra về bản chất lĩnh vực nào về mặt mkt cũng có 1 mẫu số chung. Vì thế việc tạo ra các hoạt động hiệu quả hay không cần hiểu bản chất của sản phẩm, cần hiểu về điểm hứng user là gì. Khi đã biết về điểm rớt user thì bất kể chiến dịch hay hoạt động nào tỉ lệ thành công chiếm 50% - 50% còn lại do yếu tố thị trường, do yếu tố gương mặt đại diện, ...

Q.9: Anh/chị vui lòng chia sẻ một vài thông tin (được phép chia sẻ) về dự kiến chiến lược, kế hoạch triển khai hoạt động truyền thông cho dự án ON Live sẽ như thế nào (OOH, owned media, paid media,...) ?

Trước mắt là khai thác tối đa hiệu quả từ các kênh Owner và Paid Media.

Trong giai đoạn OB sản phẩm, sẽ đẩy mạnh trên tất cả các kênh truyền thông có lượng khách hàng mục tiêu đông đảo.

3. Phỏng vấn sâu streamer:

THÔNG TIN NGƯỜI TRẢ LỜI PHỎNG VẤN

- **Họ tên: Nguyễn Thành Luận (Luận BK)**
- **Đơn vị: Garena**
- **Chức danh: Streamer trên nền tảng ON Live**
- **Chức năng nhiệm vụ: Bình luận viên của ở các giải đấu FIFA Online**

Q.1: Tại sao bạn biết đến nền tảng livestream ON Live?

Tôi biết đến ON Live thông qua sự quảng bá của nền tảng và cộng đồng game thủ đang ngày càng phát triển tại Việt Nam. Tôi đã nghe nói về ON Live từ các đồng nghiệp và bạn bè trong cộng đồng, họ kể về trải nghiệm tương tác độc đáo và chất lượng phát sóng tốt.

Q.2: Tại sao bạn chọn ON Live làm nền tảng livestream của mình?

Nếu như các nền tảng khác tập trung chủ yếu vào livestream giải đấu và eSport, thì ON Live thu hút tôi bởi sự đa dạng trong nội dung. Điều này thực sự tạo ra sự tò mò và sự mong đợi từ phía tôi để khám phá và tham gia cùng ON Live. Bên cạnh đó, sự ưu ái đặc biệt và quà tặng hấp dẫn dành cho người xem và streamer cũng là một điểm mạnh mà tôi không thể bỏ qua.

Q.3: Bạn có đề xuất gì để cải thiện nền tảng livestream ON Live?

Tôi   cho rằng OnLive nên cải thiện băng thông phục vụ người xem ngoại quốc, các nút như Like, Follow, Donate nên có một highlight riêng bắt mắt hơn.

Q.4: Bạn đánh giá thế nào về chất lượng hình ảnh và âm thanh của nền tảng livestream ON Live?

Mặc dù là một nền tảng mới được ra mắt cách đây không lâu nhưng mình đánh giá về đường truyền, độ mượt rất tuyệt vời. Đồng thời, giao diện cũng mới mẻ và công cụ tương đối dễ dùng với streamer. Một điểm đặc biệt là chất lượng của các nội dung phát sóng vô cùng đa dạng, trong đó có các chương trình bản quyền mà các streamer không thể tự do bình luận ở ngoài

Q.5: Bạn đánh giá thế nào về tính năng tương tác của nền tảng livestream ON Live?

Interactive là một sự đột phá của ON Live khi giúp người xem tương tác trực tiếp trên màn hình bằng những câu hỏi. Những mini game không chỉ giúp các bạn người xem được nhận quà, mà còn giúp streamer như bọn mình tiếp cận được với người xem tốt hơn, từ đó chỉ số cũng tốt hơn

Q.6: Bạn đánh giá thế nào về tính năng kiếm tiền của nền tảng livestream ON Live?

Tính năng kiếm tiền trên ON Live thực sự là một điểm mạnh và khác biệt so với nhiều nền tảng khác. Đầu tiên, ON Live cung cấp nhiều cơ hội cho streamer để tạo ra thu nhập, không chỉ qua việc nhận donate qua nhiều hình thức như bóng bay, các gói sticker,.. mà còn thông qua các chương trình ưu đãi, quảng cáo, và các sự kiện tương tác. Sự linh hoạt trong việc tùy chỉnh nội dung và cách tương tác với người xem giúp tối ưu hóa cơ hội kiếm tiền.

Q.7: Bạn có thể chia sẻ một số kỷ niệm đáng nhớ khi livestream trên ON Live?

Thật may mắn cho mình khi thời điểm ON Live ra mắt nền tảng tại Việt Nam cũng chính là lúc mình đang mất phương hướng nhất, và sau khi được trực tiếp trải nghiệm và tham gia vào nền tảng thì trái tim mình đã thuộc về nơi này lúc nào không hay

Q.8: Bạn có lời khuyên nào dành cho những streamer mới bắt đầu?

Đối với những streamer mới bắt đầu trên ON Live, tôi muốn chia sẻ một số lời khuyên sau:
Đặt ra mục tiêu rõ ràng về nơi bạn muốn đến và những gì bạn muốn đạt được từ việc livestreaming.
Hãy tương tác tích cực với người xem của bạn. Đọc và trả lời chat, tham gia các sự kiện tương tác trên ON Live để kết nối với cộng đồng và tạo ra sự gắn kết.
Thử nghiệm và đa dạng hóa nội dung của bạn để thu hút sự chú ý. Có thể thay đổi giữa các trò chơi, thảo luận về các sự kiện thể thao, hoặc thậm chí tổ chức các sự kiện đặc biệt.
Hợp tác với các streamer khác để mở rộng cộng đồng và tạo ra những trải nghiệm thú vị và tận dụng các tính năng đặc biệt của ON Live như Interactive để tạo ra trải nghiệm tương tác độc đáo và thu hút người xem.

Cuối cùng là kiên nhẫn và giữ cho đam mê của bạn luôn cháy bỏng.

Q.9: Bạn có dự định gì trong tương lai với nền tảng livestream ON Live?

Tôi có những kế hoạch và mong muốn rất lớn với ON Live trong tương lai. Đầu tiên, tôi muốn tiếp tục phát triển và mở rộng cộng đồng của mình trên ON Live, xây dựng một không gian tương tác sôi động và mang lại trải nghiệm thú vị cho người xem.

Ngoài ra, tôi có kế hoạch hợp tác chặt chẽ với ON Live để tận dụng tối đa các tính năng và cơ hội mà nền tảng này mang lại. Tôi muốn tham gia vào các sự kiện đặc biệt, chia sẻ nội dung độc đáo và kiếm thêm thu nhập từ những tính năng kiếm tiền hấp dẫn của ON Live.

Cuối cùng, tôi hi vọng sẽ là một phần của sự phát triển và thành công lớn của ON Live, không chỉ là một streamer mà còn là một đại sứ tích cực góp phần vào sự phát triển bền vững của cộng đồng game thủ tại Việt Nam trên nền tảng này

Q.10: Bạn có đóng góp gì để xây dựng cộng đồng streamer trên nền tảng ON Live không ?

Tôi sẽ chia sẻ những kinh nghiệm và bài học mà tôi đã học được từ quá trình livestreaming của mình. Những thông điệp tích cực và khả năng vượt qua khó khăn có thể là nguồn động viên quan trọng cho những người mới bắt đầu.

Tiếp đến sẽ tích cực tham gia vào các sự kiện và hoạt động tương tác trên nền tảng, tạo cơ hội để gặp gỡ và kết nối với các streamer khác. Sự hợp tác có thể tạo ra những ý tưởng mới và thúc đẩy tinh thần đồng đội.

Đề xuất và tham gia vào việc tổ chức các sự kiện đặc biệt trên nền tảng, như giải đấu, thách thức, hay các buổi livestream đặc biệt để tạo ra nhiều cơ hội tương tác và giải thưởng cho cộng đồng.

Lắng nghe ý kiến và góp ý từ cộng đồng, đồng thời chia sẻ ý kiến và phản hồi của mình về cách cải thiện trải nghiệm của streamer trên ON Live.

Cam kết tạo ra nội dung livestream chất lượng và mang giá trị cho người xem, đồng thời khuyến khích các streamer khác làm điều tương tự.

Tôi tin rằng chỉ khi mọi người đều đóng góp tích cực, chúng ta mới có thể xây dựng lên một cộng đồng mạnh mẽ và độc đáo trên ON Live.

4. Phỏng vấn sâu người dùng

THÔNG TIN NGƯỜI TRẢ LỜI PHỎNG VẤN

- **Họ tên: Đỗ Nam Thái**
- **Đơn vị: Đại học FPT**
- **Chức danh: Sinh viên**
- **Chức năng nhiệm vụ: Liên quan đến truyền thông**

Q.1: Thu nhập hằng tháng của bạn là bao nhiêu ?

Tôi có thu nhập khoảng 3-4 triệu/tháng phần lớn đến từ gia đình.

Q.2: Thời gian bạn sử dụng ON Live?

Sau khi đi học, đi làm về và trước khi đi ngủ.

Q.3: Lý do bạn lựa chọn sử dụng ON Live?

Tôi   được bạn bè giới thiệu về nền tảng ON Live, đồng thời tự tìm hiểu thêm về nền tảng.

Q.4: Bạn biết gì về nền tảng livestream ON Live?

ON Live là nền tảng được VTVcab hợp tác với Afreeca TV của Hàn Quốc nên chất lượng nội dung khá là tốt.

Q.5: Bạn đã từng sử dụng nền tảng livestream nào khác ngoài ON Live?

Trước khi xem trên ON Live thì mình xem trên Youtube, Nimo TV

Q.6: Theo bạn, những tính năng nổi bật của ON Live là gì?

Tương tự như Afreeca TV có những chính sách hỗ trợ Streamers, còn về người dùng thì vẫn chưa thể đánh giá kỹ

Q.7: Bạn thường xem livestream về chủ đề gì?

Mình thường xem thể thao hoặc stream về liên minh huyền thoại

Q.8: Bạn thường tương tác với người xem khác khi xem livestream như thế nào, tại sao?

Là một trong những viewer thì mình nhận thấy là khi xem stream về Esport thì sẽ có rất nhiều bình luận và tranh cãi trái chiều tạo tính tương tác cao giữa viewer và streamer

Q.9: Bạn thích điểm gì nhất và không thích điểm gì nhất ở ON Live, tại sao?

Mình nghĩ điều mình thích nhất là người xem ở ON Live rất văn minh và điều mình không thích đó là số lượng streamer ở trên nền tảng chưa có nhiều

Q.10: Bạn so sánh ON Live với các nền tảng livestream khác như thế nào?

Hiện tại mình vẫn chưa thể so sánh được vì là nền tảng mới nhưng với lượng người xem văn minh thì mình nghĩ ON Live sẽ phát triển sớm

Q.11: Bạn thấy chất lượng của nội dung của ON Live với các nền tảng khác như thế nào?

Mình thấy nội dung của ON Live khá là đa dạng, phong phú.

Q.12: Bạn đánh giá thế nào về nội dung livestream,chất lượng hình ảnh và âm thanh của ON Live?

Mình thấy khá là mượt và nguồn video có chất lượng tốt, không bị mời subscribe kênh

Q.13: Bạn đánh giá thế nào về tác động của ON Live đến cuộc sống của bạn?

Mình thấy không quá bị tác động vì mình coi ON Live như một nơi để mình xem livestream bình thường

Q.14: Bạn mong muốn được xem những nội dung livestream nào?

Mình thích esport nên mình muốn xem nhiều stream hơn về game

Q.15: Bạn có đề xuất gì để cải thiện chất lượng nội dung livestream?

Vì mình thấy số lượng streamer còn ít nên khi được cải thiện thì mình nghĩ chất lượng nội dung cũng sẽ tỉ lệ thuận với số lượng streamers

Q.16: Bạn có đề xuất gì để góp phần xây dựng cộng đồng?

Mình nghĩ là cộng đồng nên xây dựng một chính sách tốt và quy tắc chung thì bản thân viewer và streamer khi biết đến những điều đó thì cộng đồng sẽ ngày một phát triển

5. Báo cáo khảo sát người dùng GG Form:

https://docs.google.com/forms/d/e/1FAIpQLScFujgHcgcIwI8Y_J4hEaiWMxou U7NCwsnffSGKonszG6hkgw/viewform

Khảo sát của nhóm gồm 23 câu và đã nhận về 250 phiếu phản hồi hợp lệ không có phiếu nào sai quy định, dưới đây là thống kê các câu hỏi và phần trăm câu trả lời:

Giới tính của bạn là ?
250 responses

- Nam
- Nữ

29.6%
70.4%
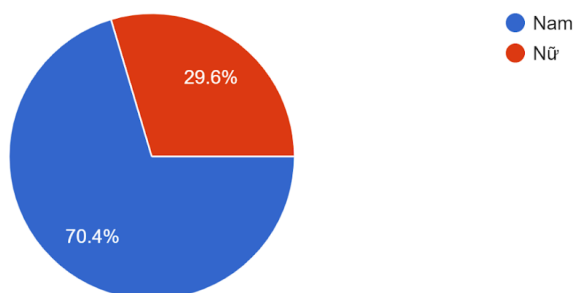
Độ tuổi của bạn là ?
250 responses

- 14 - 24
- 25 - 34
- 35 - 44

18.4%
78%
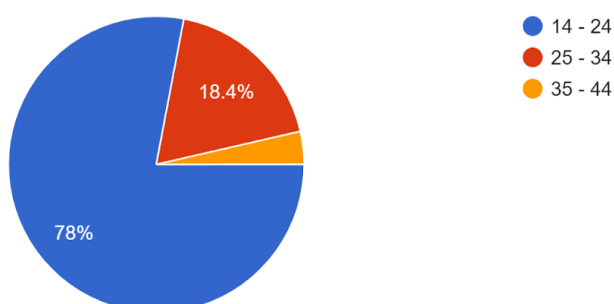
Trình độ học vấn của bạn là gì ?

250 responses
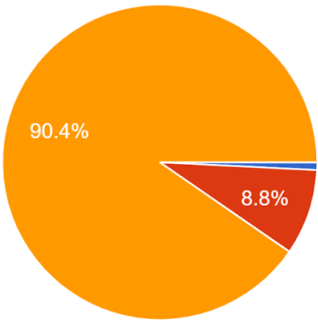
- ● Trung học cơ sở
- ● Trung học phổ thông
- ● Cao đẳng, đại học

90.4%

8.8%

Nghề nghiệp hiện tại của bạn là gì ?

248 responses
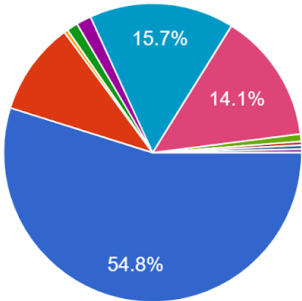
- ● Học sinh, sinh viên
- ● Nhân viên văn phòng
- ● Giáo viên
- ● Doanh nhân
- ● Công nhân, nông dân
- ● Freelancer (nghề tự do)
- ● Sinh viên
- ● Học sinh

▲ 1/2 ▼

15.7%

14.1%

54.8%

Mức thu nhập của bạn ?

250 responses

- ● Dưới 5.000.000 VND (phụ thuộc vào gia đình)
- ● Từ 5.000.000 VND - 10.000.000 VND
- ● Trên 10.000.000 VND - 20.000.000 VND
- ● Trên 20.000.000 VND

25.2%

13.2%

56%

Bạn thường xem livestream trên thiết bị nào ? (có thể chọn nhiều đáp án)

250 responses

- Điện thoại — 241 (96.4%)
- Tablet — 59 (23.6%)
- Laptop — 160 (64%)
- PC — 152 (60.8%)
- Không xem — 1 (0.4%)
- — 1 (0.4%)
- Tôi không xem livestream — 1 (0.4%)
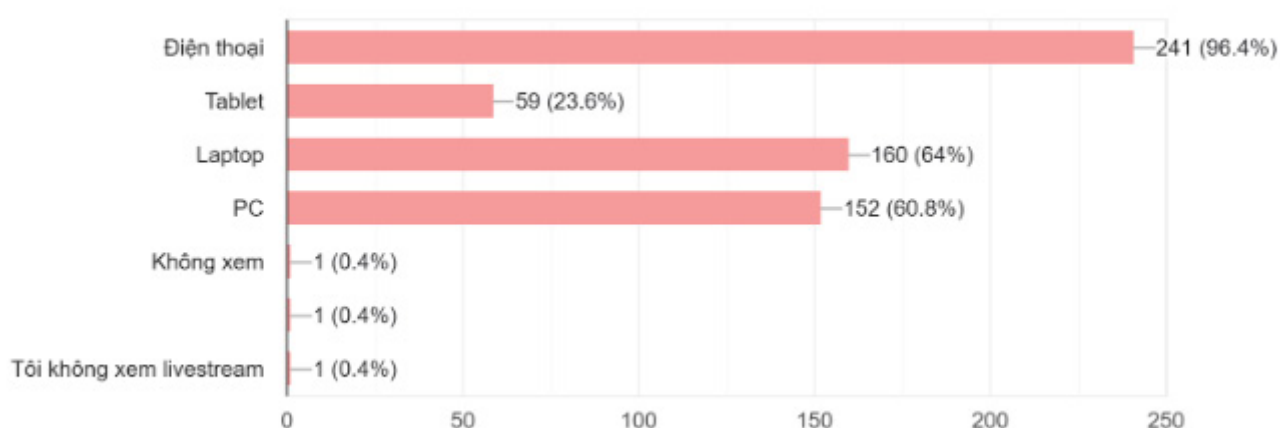
Bạn có thường xem livestream với tần suất như thế nào trong tuần ?

250 responses

- Luôn luôn (ngày nào cũng xem)
- Thường xuyên (một vài buổi không xem)
- Thỉnh thoảng (xem một vài buổi trong tuần)
- Ít khi xem (1 tuần/1 lần)
- Ít khi xem (1 tuần/1 lần)
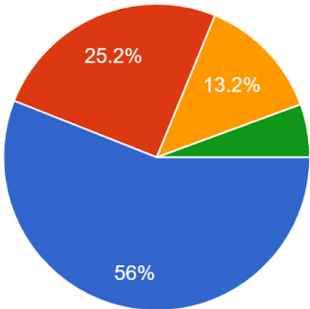- Tôi không xem livestream
- Rảnh thì xem

34%, 46%, 7.6%
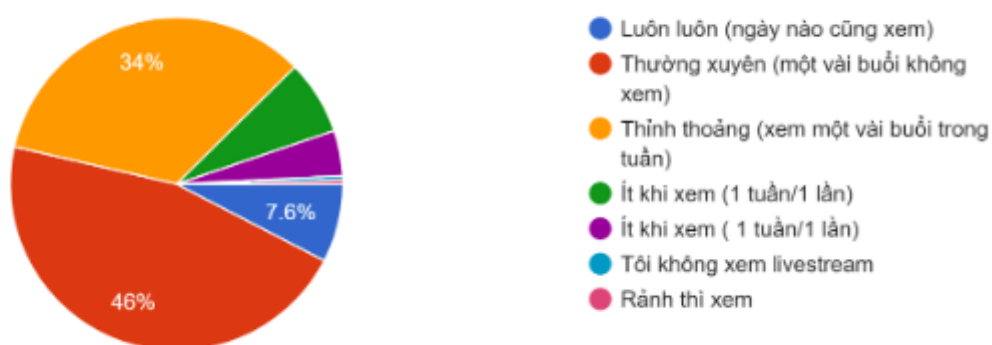
Bạn thường xem livestream vào các ngày nào trong tuần ? (có thể chọn nhiều đáp án)
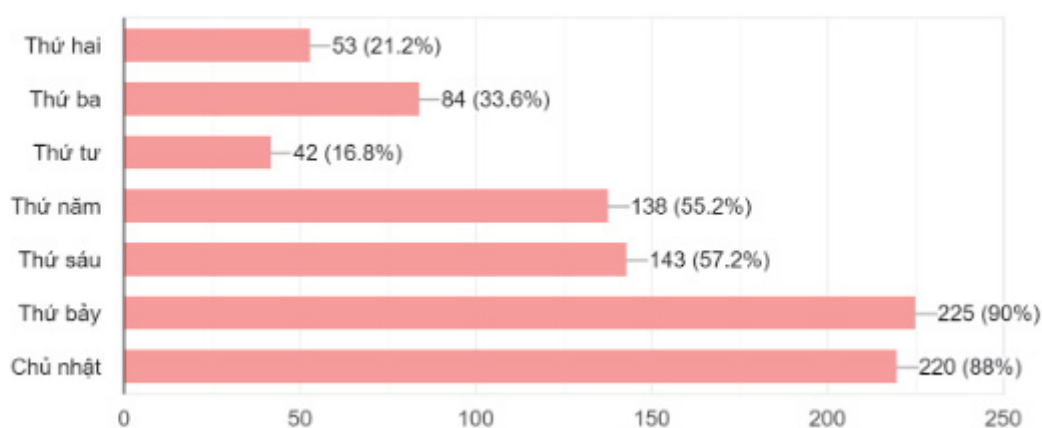
250 responses

- Thứ hai — 53 (21.2%)
- Thứ ba — 84 (33.6%)
- Thứ tư — 42 (16.8%)
- Thứ năm — 138 (55.2%)
- Thứ sáu — 143 (57.2%)
- Thứ bảy — 225 (90%)
- Chủ nhật — 220 (88%)

Bạn thường xem livestream vào thời gian nào ? (có thể chọn nhiều đáp án)

250 responses

Thời gian	Số lượng
7:00am - 9:00am	12 (4.8%)
11:30am - 13:30pm	18 (7.2%)
20:00pm - 22:00pm	142 (56.8%)
22:30pm trở đi	207 (82.8%)
đôi khi	1 (0.4%)
18-20h	1 (0.4%)
Tôi không xem livestream	1 (0.4%)
	1 (0.4%)
Săn sale mới xem	1 (0.4%)
14:00 - 18:00	1 (0.4%)
k cố định	1 (0.4%)
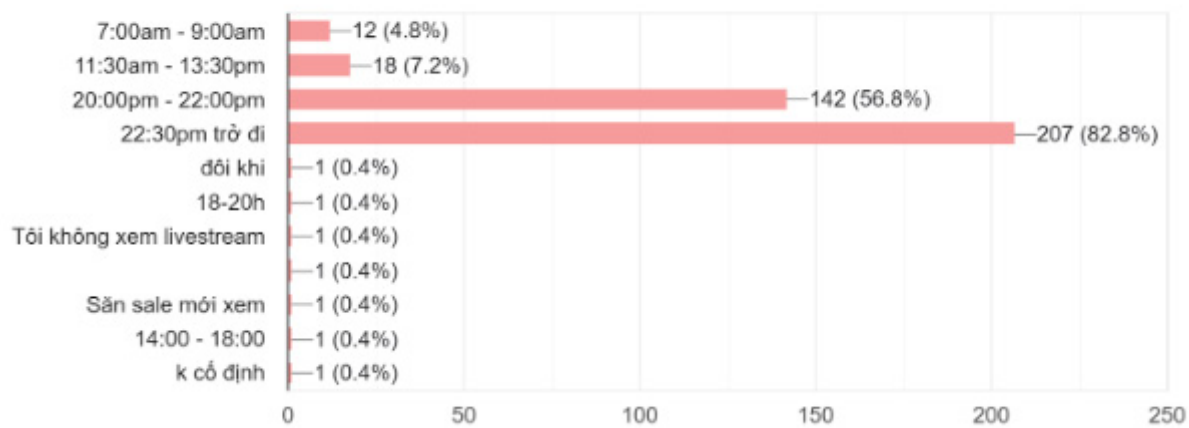
Bạn thường xem livestream với ai ? (có thể chọn nhiều đáp án)

250 responses

Đối tượng	Số lượng
Một mình	244 (97.6%)
Bạn bè	99 (39.6%)
Gia đình	2 (0.8%)
Cộng đồng của bạn	95 (38%)
	1 (0.4%)
Tôi không xem livestream	1 (0.4%)
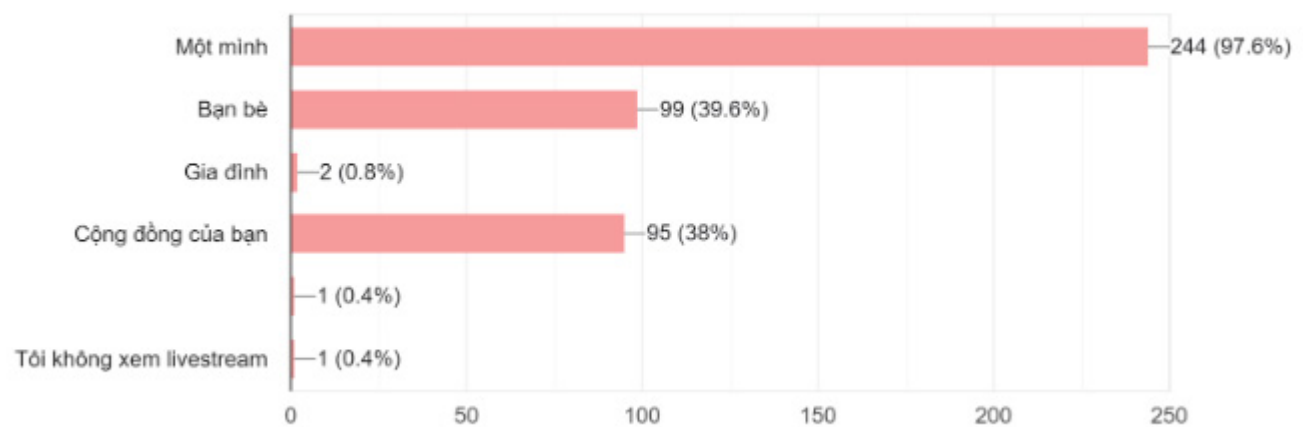
Bạn thường xem livestream trong bao lâu ?

250 responses
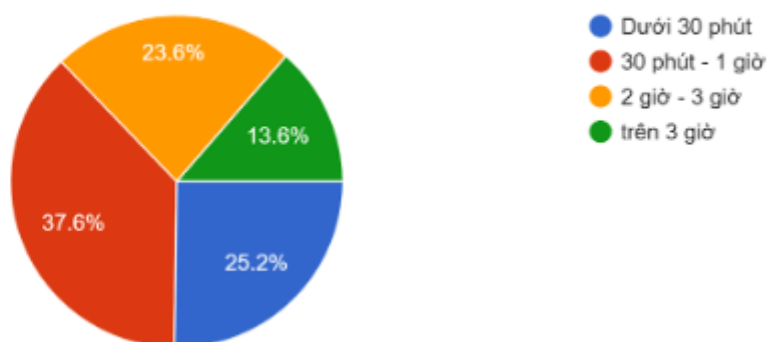
- Dưới 30 phút — 25.2%
- 30 phút - 1 giờ — 37.6%
- 2 giờ - 3 giờ — 23.6%
- trên 3 giờ — 13.6%

Bạn thường xem livestream trên nền tảng nào ? (có thể chọn nhiều đáp án)
250 responses

Nền tảng	Số lượng
Facebook	178 (71.2%)
YouTube	205 (82%)
TikTok	171 (68.4%)
Instagram	28 (11.2%)
Nimo TV	151 (60.4%)
GG Live	4 (1.6%)
ON Live	13 (5.2%)
Twitch	1 (0.4%)
Kiểu tôi không xem livestream ý	1 (0.4%)
Thapcam.tv	1 (0.4%)

Bạn sử dụng nền tảng livestream để xem những nội dung gì ? (có thể chọn nhiều đáp án)
250 responses

Nội dung	Số lượng
Game	221 (88.4%)
Thể thao	130 (52%)
Ca nhạc	85 (34%)
Phim	127 (50.8%)
Game show giải trí	44 (17.6%)
Giáo dục	25 (10%)
Tin tức	64 (25.6%)
Mua bán	74 (29.6%)
Thực ra là tôi không xem livestr...	1 (0.4%)
nói chuyện tâm sự tuổi hồng	1 (0.4%)
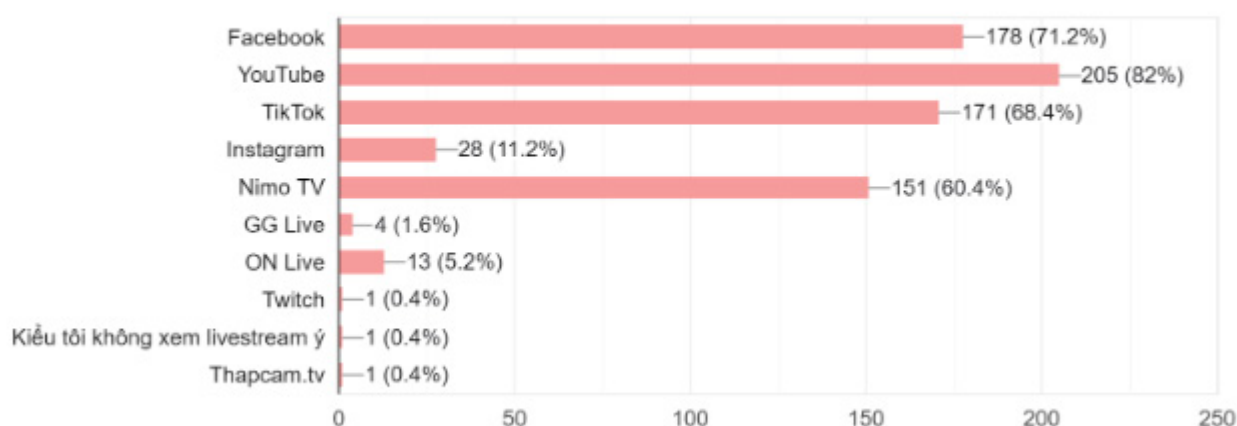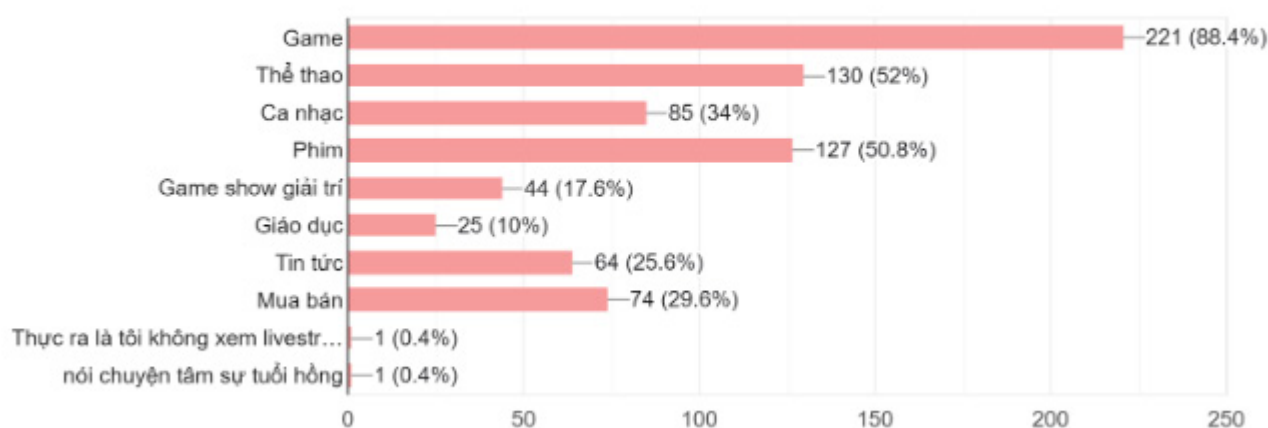
Những nội dung bạn xem trên nền tảng livestream mang phong cách, tính chất như thế nào ? (có thể chọn nhiều đáp án)
250 responses

Phong cách	Số lượng
Vui vẻ, hài hước	241 (96.4%)
Nghiêm túc, chỉn chu	46 (18.4%)
Nhẹ nhàng, lãng mạn	83 (33.2%)
Kinh dị,	27 (10.8%)
Drama, xung đột	154 (61.6%)
Chia sẻ về cuộc sống	174 (69.6%)
	1 (0.4%)
Về cơ bản là tôi không xem live...	1 (0.4%)
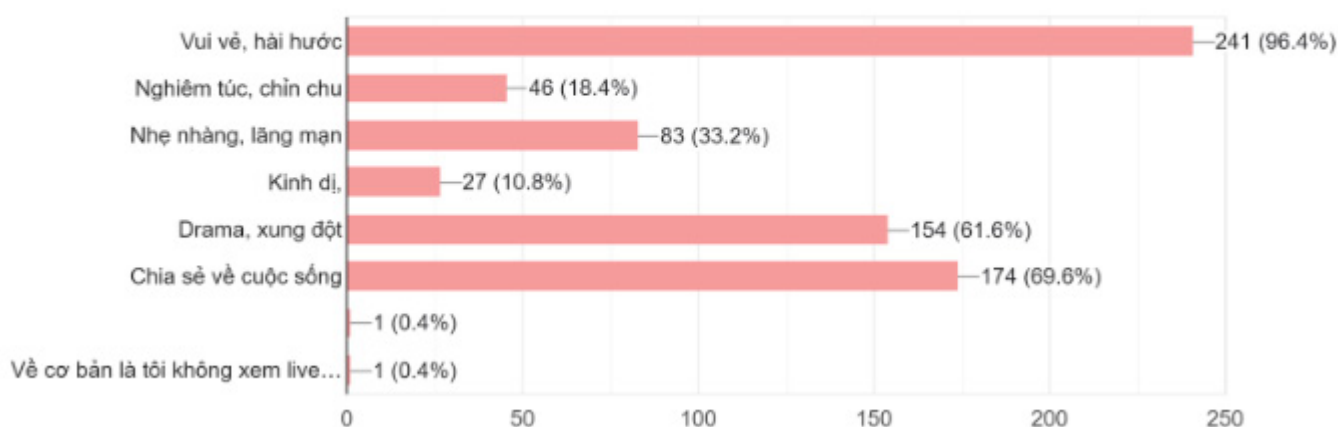
Bạn có xu hướng xem livestream với mục đích như thế nào ? (có thể chọn nhiều đáp án)
250 responses

| Mục đích	Số lượng
Theo dõi streamer hoặc Idol nổ...	188 (75.2%)
Là fan trung thành của một số...	174 (69.6%)
Chọn lựa dựa trên nội dung ph...	106 (42.4%)
Không quan tâm đến nội dung...	39 (15.6%)
Streamer. Idol nổi tiếng	2 (0.8%)
Nội dung ưa thích, phù hợp	2 (0.8%)
Không quan tâm đến nội dung	1 (0.4%)
Lúc ăn cơm thì nghe thời sự tr...	1 (0.4%)
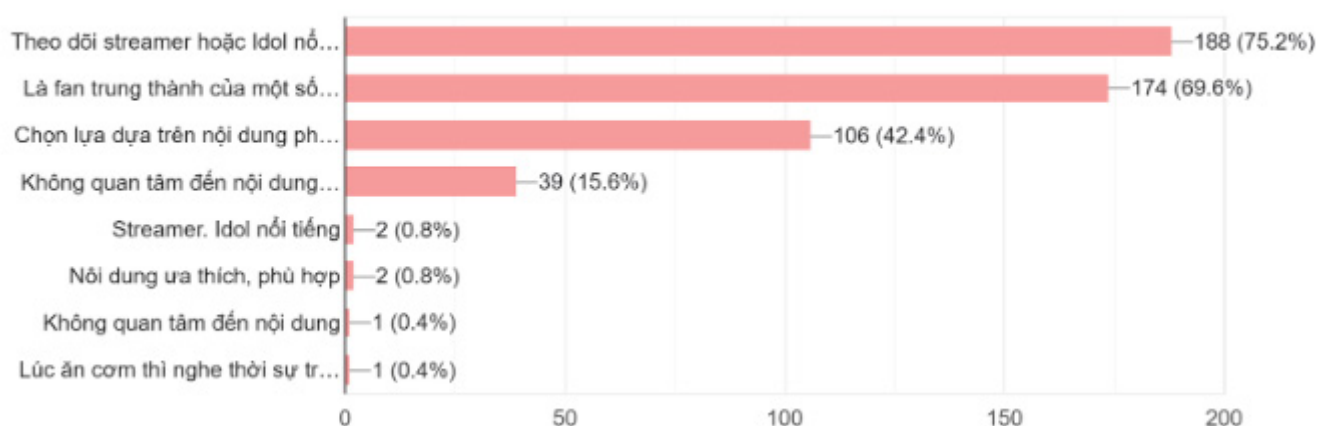
Bạn có xu hướng tương tác (chat, comment, vote, donate...) với người xem cùng hoặc streamer khi xem livestream với nội dung như thế nào ? (có thể chọn nhiều đáp án)
250 responses

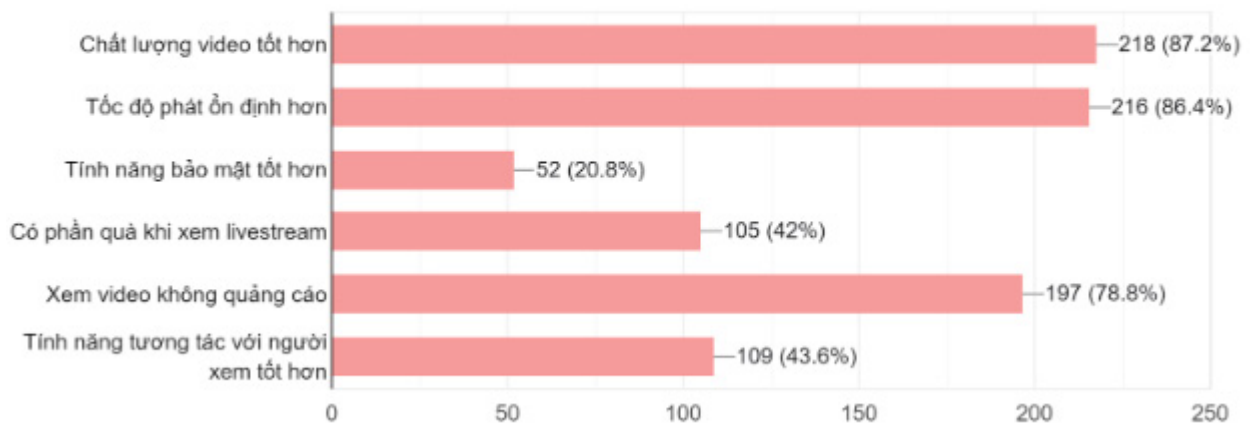| Nội dung	Số lượng
Câu chuyện chia sẻ trên livestr...	205 (82%)
Tình huống đáng chú ý	74 (29.6%)
Ủng hộ streamer, idol	171 (68.4%)
Mong muốn được "lên sóng"	24 (9.6%)
không tương tác	1 (0.4%)
khong co	1 (0.4%)
	1 (0.4%)
Không	1 (0.4%)
Xem Vietnam Idol có tính là liv...	1 (0.4%)
không tương tác	1 (0.4%)
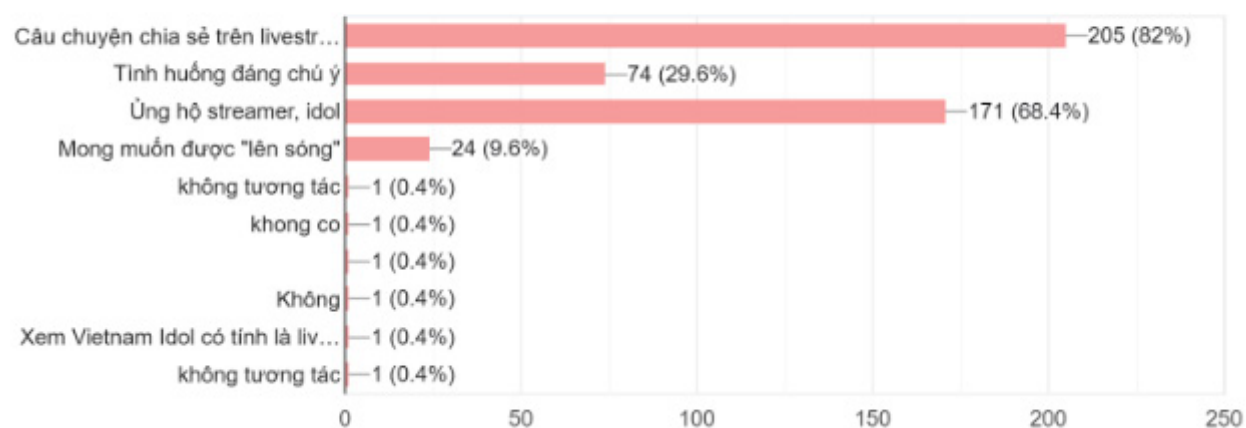
Dưới đây là một số câu hỏi liên quan đến mức độ hài lòng/không hài lòng về nền tảng livestream bạn sử dụng, hãy thể hiện quan điểm của mình bằng cách đánh tích vào ô thích hợp quan điểm của mình.
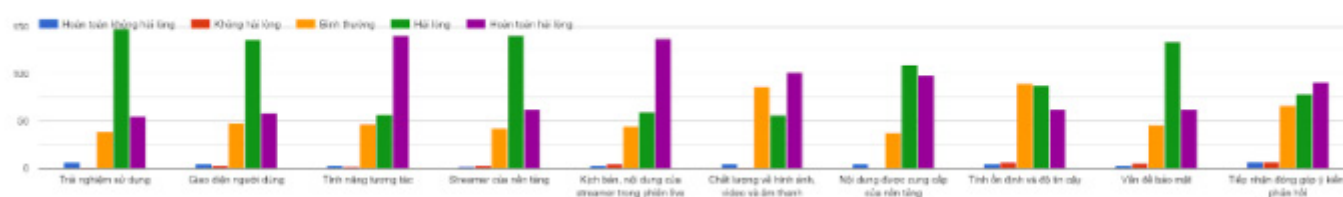
Bạn mong muốn nền tảng livestream có những tính năng gì ? (có thể chọn nhiều đáp án)
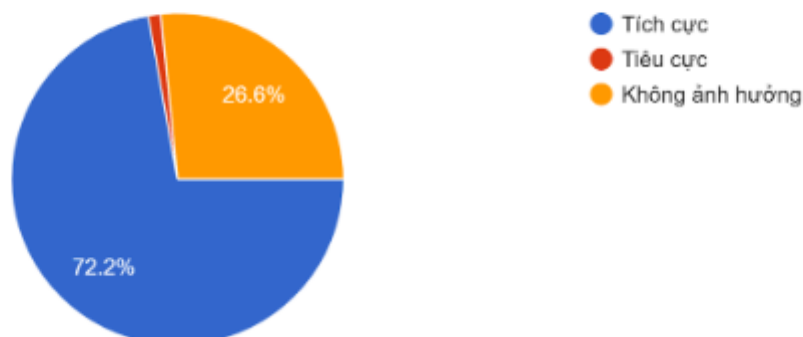250 responses

Chất lượng video tốt hơn	218 (87.2%)
Tốc độ phát ổn định hơn	216 (86.4%)
Tính năng bảo mật tốt hơn	52 (20.8%)
Có phần quà khi xem livestream	105 (42%)
Xem video không quảng cáo	197 (78.8%)
Tính năng tương tác với người xem tốt hơn	109 (43.6%)

Bạn sẵn sàng trả bao nhiêu tiền để sử dụng các tính năng cao cấp của nền tảng livestream không?
250 responses

- ● Trên 100k/tháng
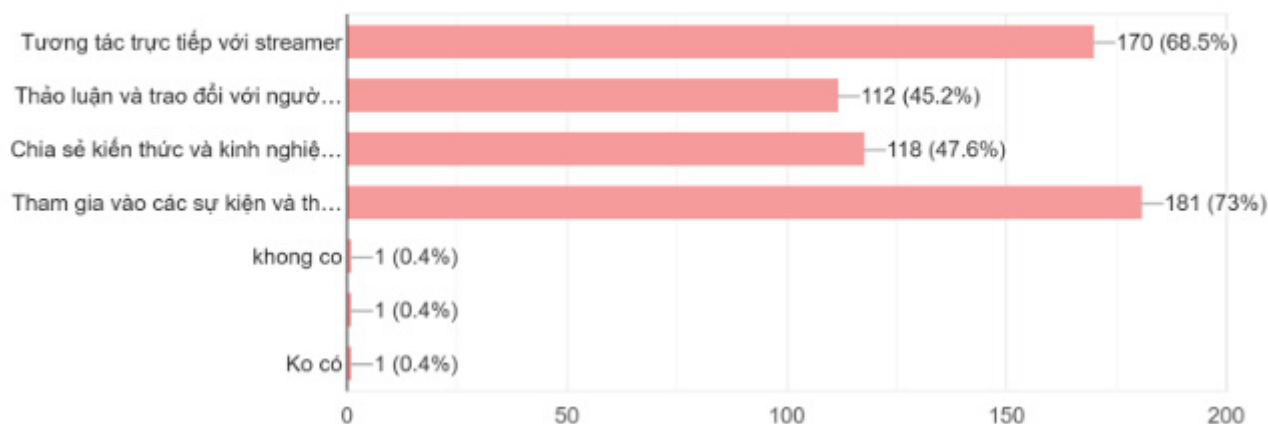- ● 50-100k/tháng
- ● Dưới 50k/tháng
- ● Miễn phí

36.8% / 30.4% / 22.4%
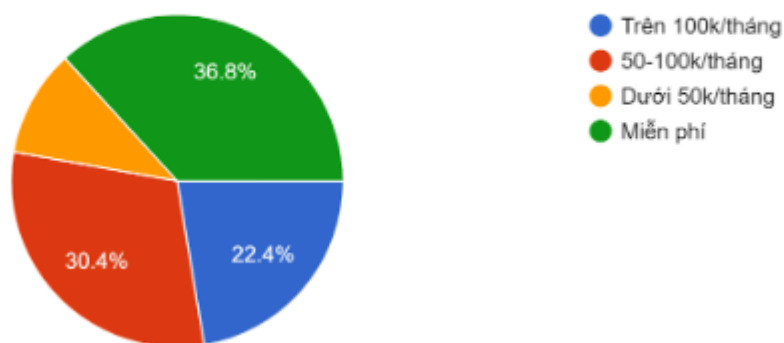
Bạn thấy thế nào về tác động của việc tham gia vào buổi livestream đến tâm trạng và cảm xúc của bạn ?
248 responses

- ● Tích cực
- ● Tiêu cực
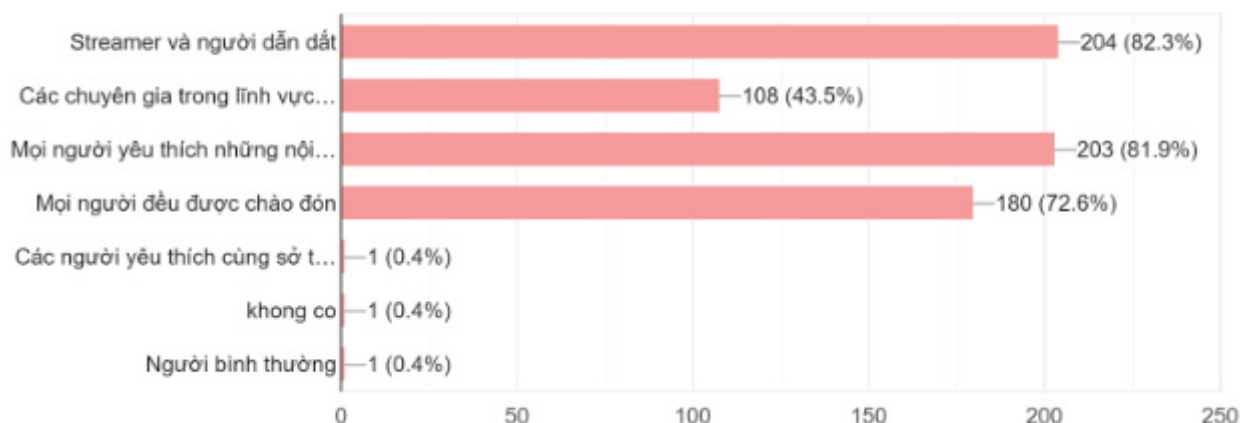- ● Không ảnh hưởng

72.2% / 26.6%

Nếu bạn tham gia vào một cộng đồng riêng dành cho người yêu thích hoạt động livestream, bạn muốn cộng đồng đó có những hoạt động cụ thể nào ? (có thể chọn nhiều đáp án)
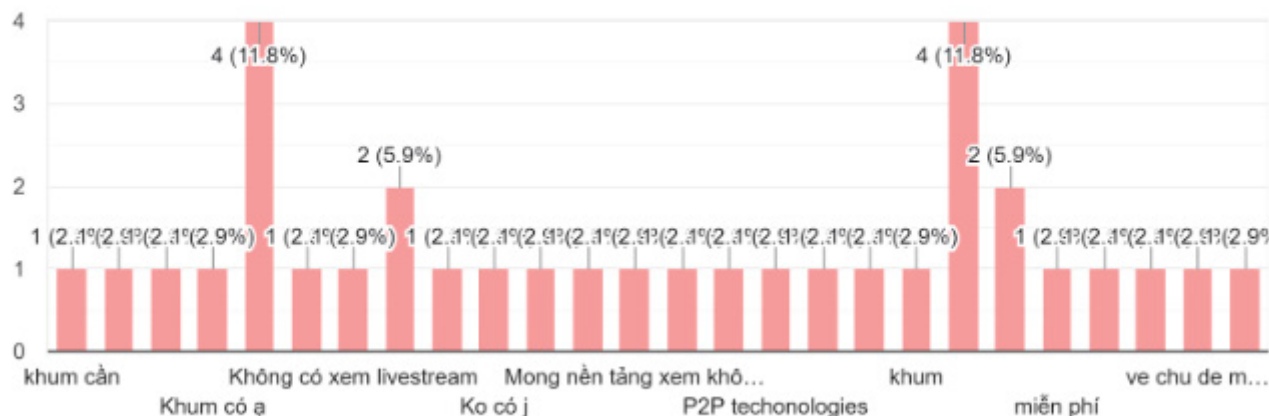
248 responses

Hoạt động	Số lượng
Tương tác trực tiếp với streamer	170 (68.5%)
Thảo luận và trao đổi với ngườ...	112 (45.2%)
Chia sẻ kiến thức và kinh nghiệ...	118 (47.6%)
Tham gia vào các sự kiện và th...	181 (73%)
khong co	1 (0.4%)
	1 (0.4%)
Ko có	1 (0.4%)

Bạn muốn cộng đồng của mình bao gồm những người như như thế nào ? (có thể chọn nhiều đáp án)

248 responses

Đối tượng	Số lượng
Streamer và người dẫn dắt	204 (82.3%)
Các chuyên gia trong lĩnh vực...	108 (43.5%)
Mọi người yêu thích những nội...	203 (81.9%)
Mọi người đều được chào đón	180 (72.6%)
Các người yêu thích cùng sở t...	1 (0.4%)
khong co	1 (0.4%)
Người bình thường	1 (0.4%)

Bạn có những mong muốn, đề xuất gì với một nền tảng livestream ?

34 responses

PRODUCTION BOOK

Code : GRA497_G1