



## What Buyers Want

### Vietnam

ATF PLUGGED-IN SESSION 2020 Presented by Michelle Lin (K7 Media)





**PLUGGED IN SERIES** 

Scripted 9%

Factual 1%

Reality 17%

Game Show53%

Music 20%

Acquired formats in 2019 in Vietnam

## MEDIA

## 'Quiz' Game Show is the 'evergreen' sub-genre.

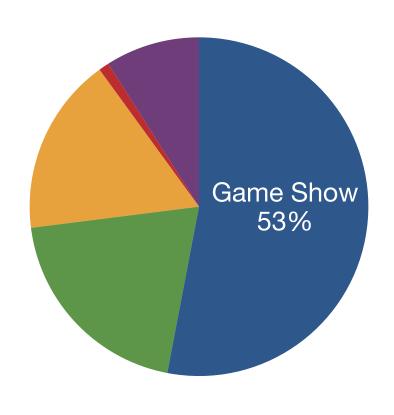
- Sony Pictures Television's Who Wants To Be A Millionaire (since 2005 - ongoing)
- Fremantle's *The Price Is Right* (season 14)
- Red Arrow's **You Deserve It** (season seven)
- ESG's *Million Dollar Minute* (season four and five)
- Workpoint's Lightning Quiz (two adult seasons, three kids spinoff seasons)



# KY MEDIA

## Game Show with 'Guessing' Element is popular.

- ESG's Odd One In (season six)
- TV Asahi's *Turn Back* (season four) and *Noisy Neighbour* (season four)
- KBS (Korea)'s Trick & True
- NBCUniversal's Who Is The Real Celebrity?





The Top Buzzwords of 2019



## We need more Game Show + 'Generations'.

Happy Memories (Ký Úc Vui Ve)





The Top Buzzwords of 2019

Music 20%

BEHINDTHESCENES COMEDY

SINGINGSENIORS OUT HELE A FEMILIAL I

PHYSICAL HIDDENCAMERA EXPERIMENT CELEBRITY
SCIENCE MUSIC TEAM

Music gets high ratings

I Can See Your Voice (Giọng Ái Giọng Ai)





The Top Buzzwords of 2019

BEHINDTHESCENES COMEDY

TALENT RELATIONSHIPS

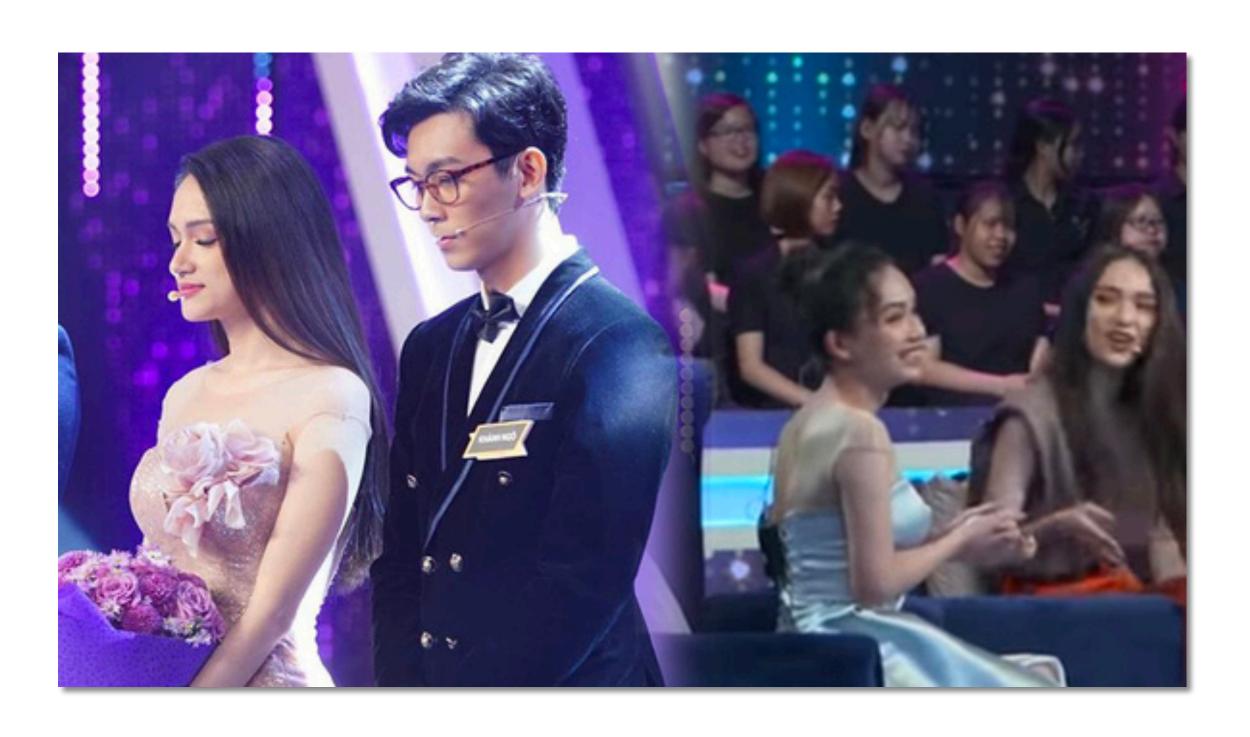
GENERATIO

SINGINGSENIORS OUT HELE A FEMILIAL I

PHYSICAL HIDDENCAMERA EXPERIMENT CELEBRITY
SCIENCE MUSIC TEAM

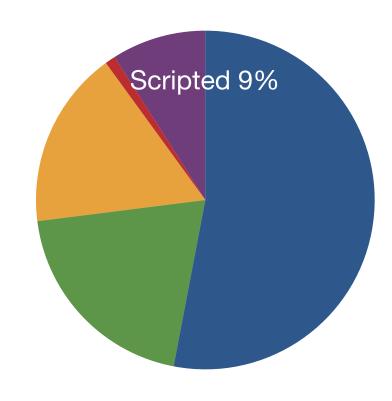
Reality - Dating Shows

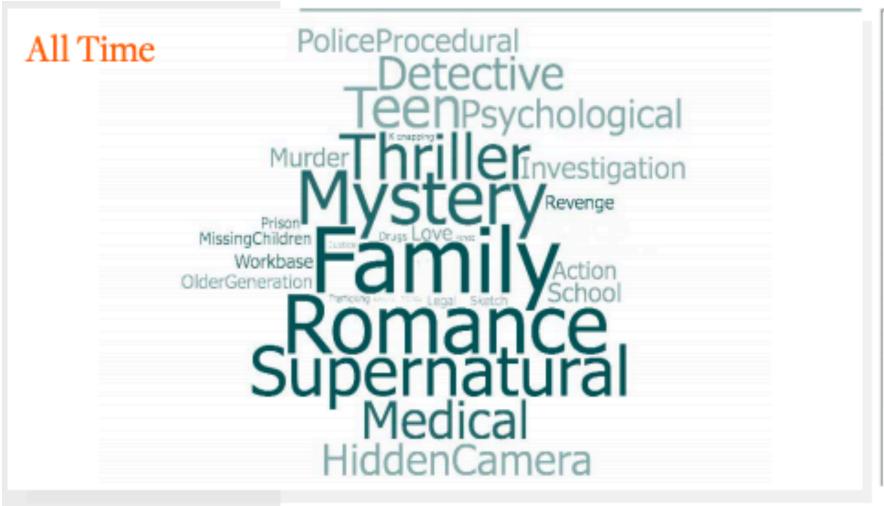
Who Is Single (Người Ấy Là Ai)

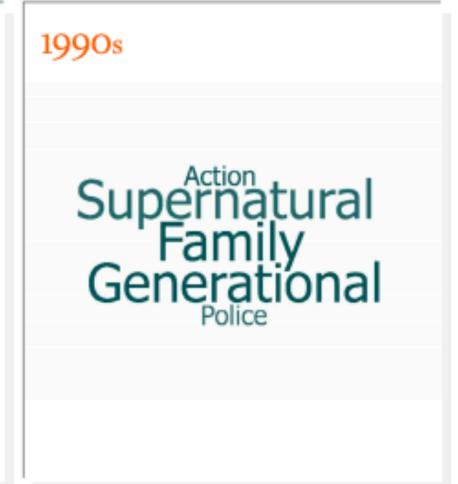




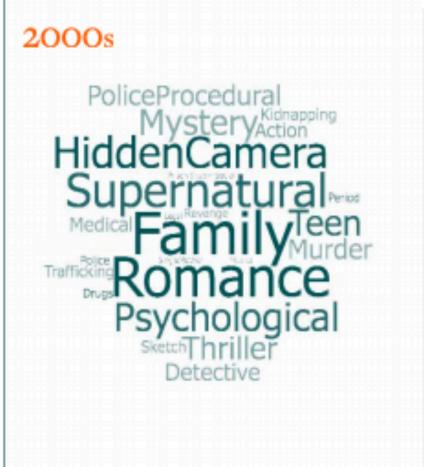
## Scripted Formats







Supernatural
MysteryLove
PoliceProcedural
Family
Comedy
DetectiveLeen
Underworld





Live or Die (KBS)

My One and Only (KBS)

Resurrection (KBS)

Welcome to Waikiki (JTBC)

Fighting Time (Beijing HualuBaina Film)

**Bread, Love and Dreams** (KBS) in production

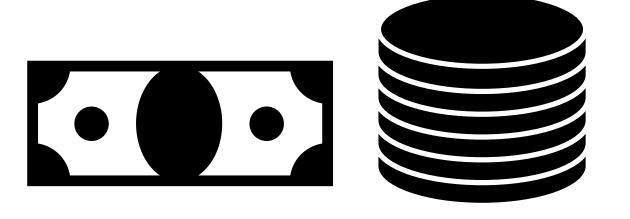


## Finished Tapes Survey

Movies & drama finished tapes are the priority of acquisition. (60-70% of the total acquisition)

Korean & Chinese dramas and Hollywood films are the best rated foreign programmes.

Budgets are comparatively low.







Any Questions about the presentation or request to receive a copy of the presentation, Please email

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