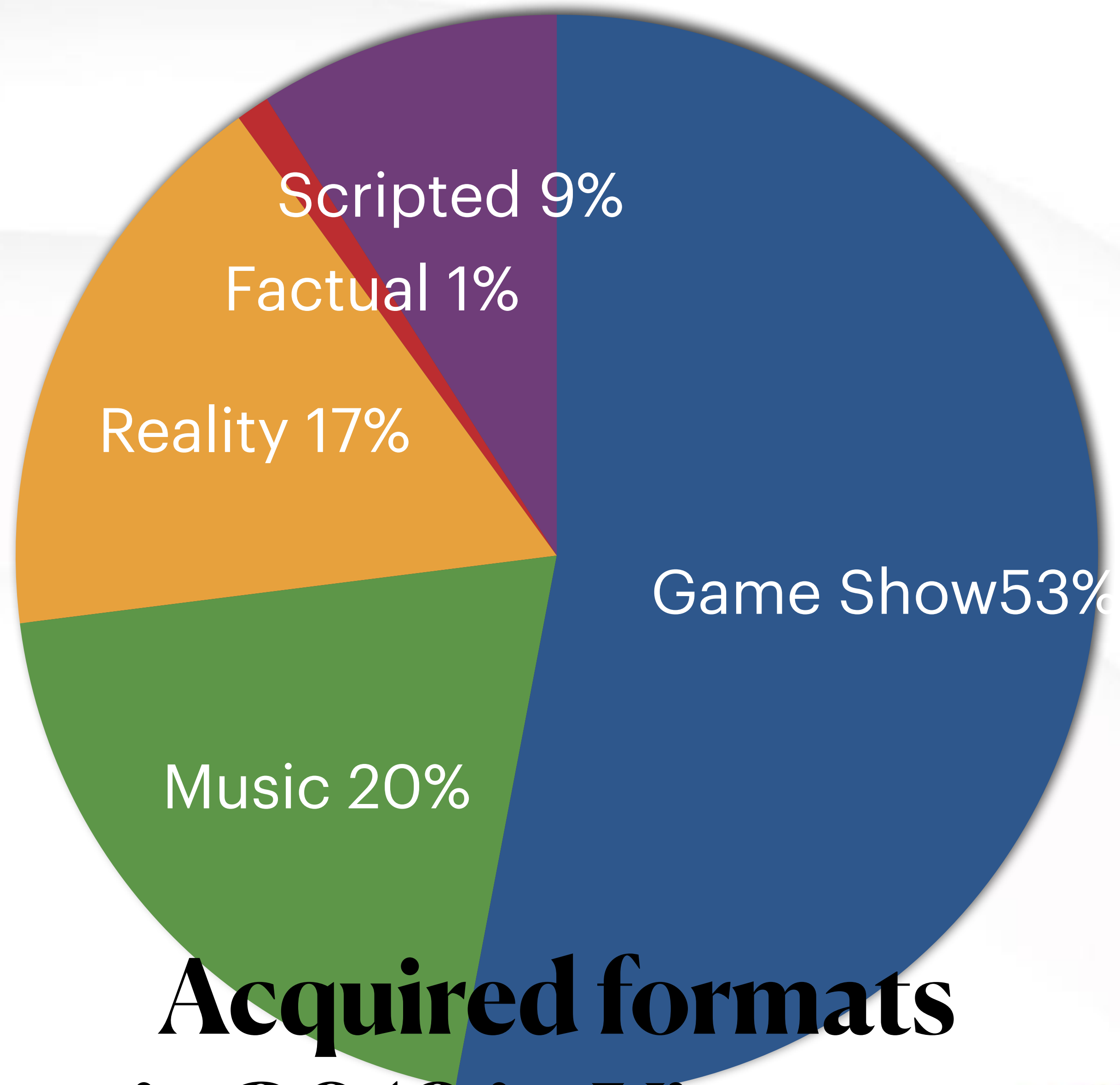


What Buyers Want

Vietnam

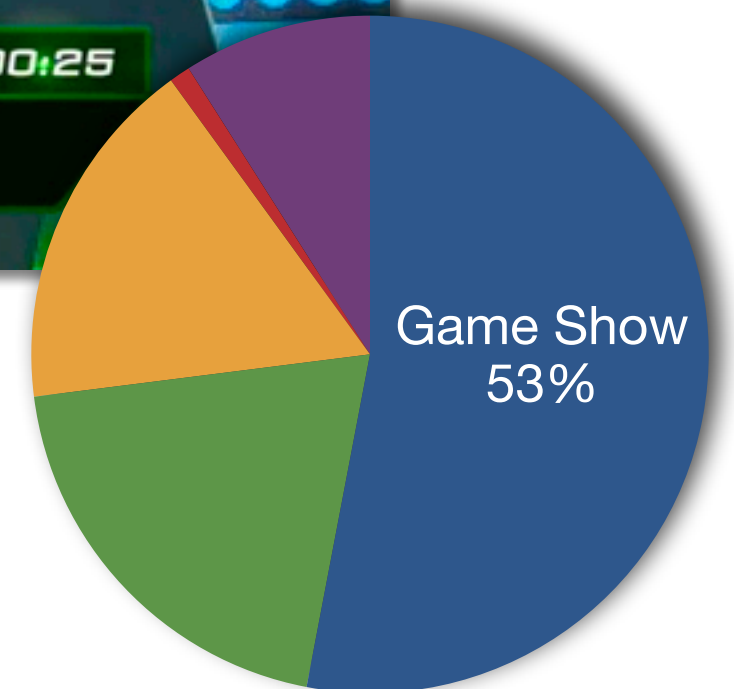
ATF PLUGGED-IN SESSION 2020 Presented by Michelle Lin (K7 Media)



**Acquired formats
in 2019 in Vietnam**

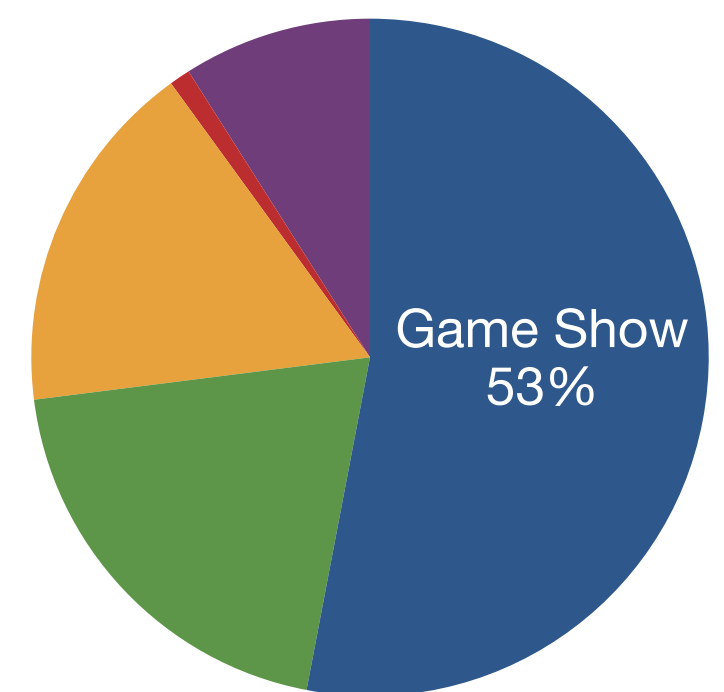
‘Quiz’ Game Show is the ‘evergreen’ sub-genre.

- 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)



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

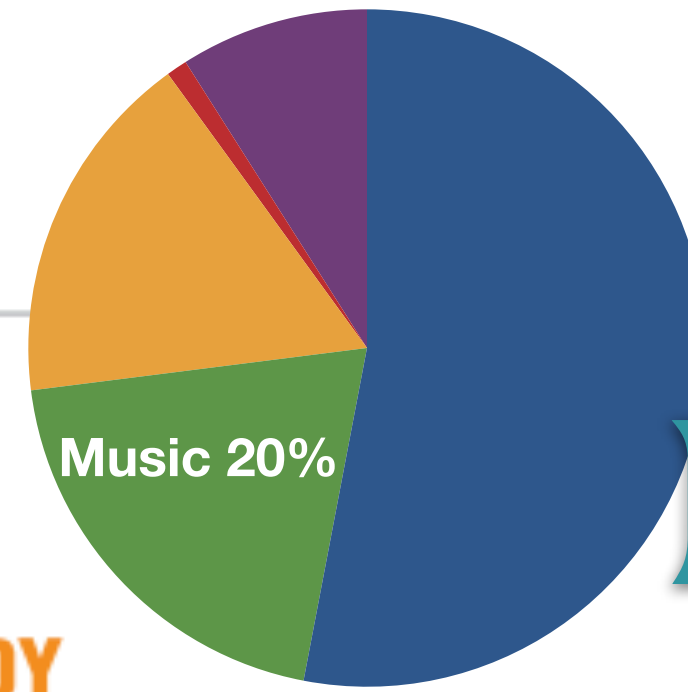


We need more Game Show + ‘Generations’.

Happy Memories (Ký Ức Vui Vẻ)



The Top Buzzwords of 2019

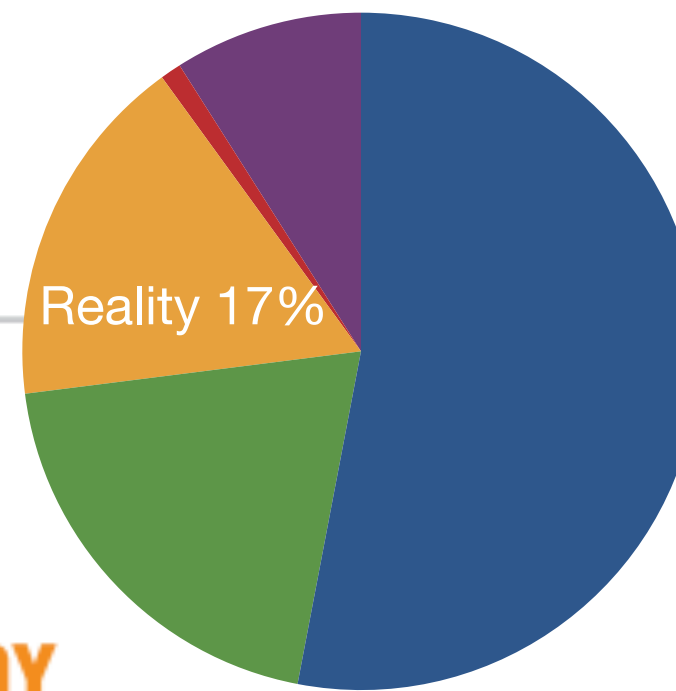


Music gets high ratings

I Can See Your Voice (Giọng Ải Giọng Ai)



The Top Buzzwords of 2019

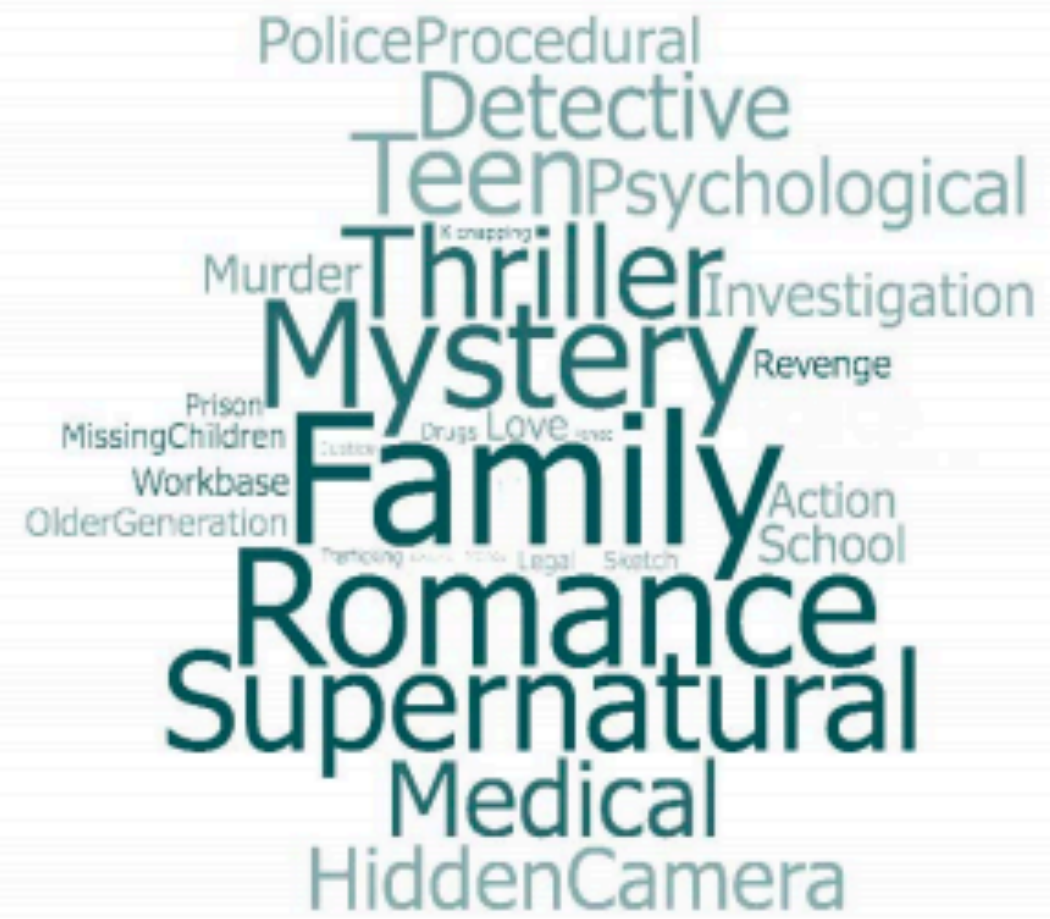
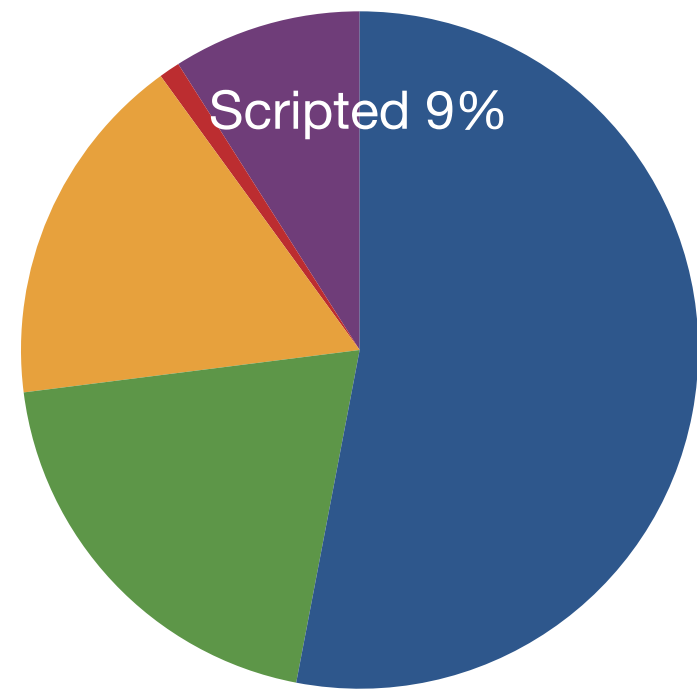


Reality - Dating Shows

Who Is Single (Người Ấy Là Ai)



Scripted Formats



1990s



2000s



2000s



2010S



Live or Die (KBS)

My One and Only (KBS)

Resurrection (KBS)

Welcome to Waikiki (JTBC)

Fighting Time (Beijing HualuBaina Film)

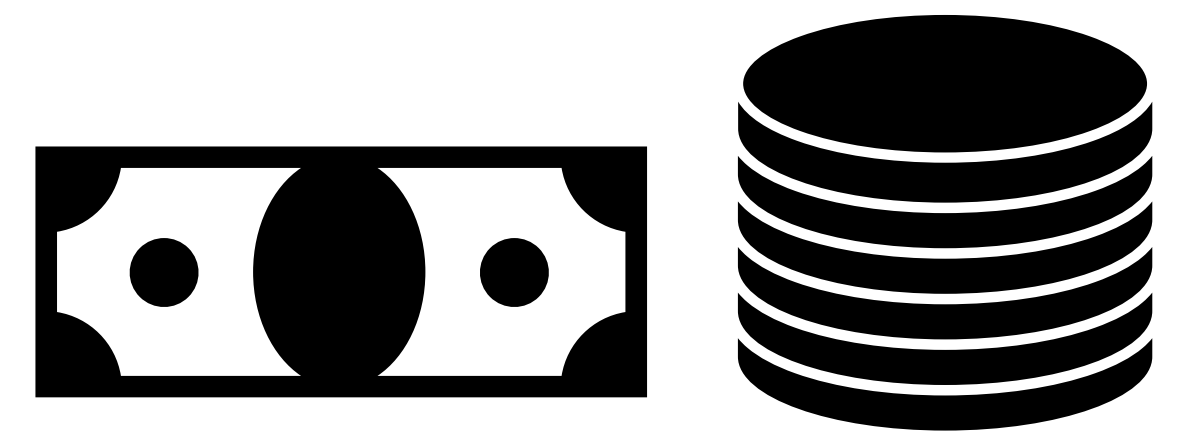
Bread, Love and Dreams (KBS) in production

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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