

VTC establishes a dedicated digital video newsroom and drives channel growth

VTC Television, affiliated to Voice of Vietnam (VOV), is a pioneer in television digitization in Vietnam.

OPPORTUNITY

VTC wanted to expand its digital video ecosystem so it could better reach online and smartphone audiences. It saw an opportunity to establish a dedicated digital video team then experiment with new digital video formats.

APPROACH

VTC were familiar with producing news for TV, but wanted to also create content that was optimized for YouTube. Over the course of the project VTC hired and trained a significant number of staff for its digital team and tried out different formats and topics.

Building up capabilities: VTC hired and trained staff in three phases over the course of the year.

- At the outset of the project, VTC hired 40 staff for the new digital video team, including video producers and managers. It polled staff to understand where gaps in knowledge were, then designed training modules accordingly. Small teams were established to cover specific topic/content areas, for example, politics, society, environment, technology, etc.
- A second hiring phase was conducted later in the year, after the initial team had started to produce evergreen and live stream content. Another 40 people were hired, from which 10 additional production teams were established. Each team was assigned a content team leader who could analyze success and make decisions about the topics and formats to publish.
- A third phase occurred toward the end of the project, where another 30 production staff were recruited and trained to assist with ongoing video production.

Setting up a dedicated digital video studio: VTC transformed an area of its newsroom into a digital-first studio, so the digital team could integrate seamlessly into the broader news team. VTC then purchased all the necessary equipment for the space (e.g., cameras, microphones, smartphones, software, etc.) to help facilitate efficient and fast production.

Experimenting with content: The new digital team created a talk show called "Góc nhìn" (Perspectives), which covers timely issues from different points of view. They also experimented with multiple daily live streams across a range of different topics (e.g., politics, environmental issues, trending news) and formats (e.g., opinion and analysis). When the Trump-Kim summit happened in Hanoi they chose to cover the event in English to attract more international viewers.

RESULTS

VTC successfully built up a digital video studio, hired and trained staff, and increased its digital video output by trying out new formats and topics. As a result, it has grown its audience significantly.

- **260% increase in subscribers** to the VTC YouTube channel compared to a year earlier — the channel now has more than 2M subscribers.
- **320% increase in watch time** (19.3M hours) compared to a year earlier.

LEARNINGS

Live stream breaking news daily to broaden reach:

YouTube audiences respond well to trending topics and breaking news via live stream. When VTC began publishing multiple daily live streams on a variety of timely and trending topics, it saw a significant jump in subscriber numbers.

Publish a variety of content to drive growth: In addition to trending news content, it's important to publish videos that will have a longer-term online footprint. While breaking news might get people to your site, evergreen content will help keep them there. VTC found that a mix of trending and evergreen topics were a good way to keep audiences engaged with the brand, and help increase channel views and revenue.



“ This project has had a positive effect on the mindset of our newsroom. By focusing on digital video, our editors and producers are now more creative, have a more modern editing style, and are better able to meet the needs of internet users. ”