



**OTVGroup**  
*Entertainment Media  
E-commerce Solutions*

# COMPANY PROFILE

## Overview

*OTVGroup is a vibrant, creative, and diverse content ecosystem that stands out in the fields of entertainment, arts, and digital innovation.*

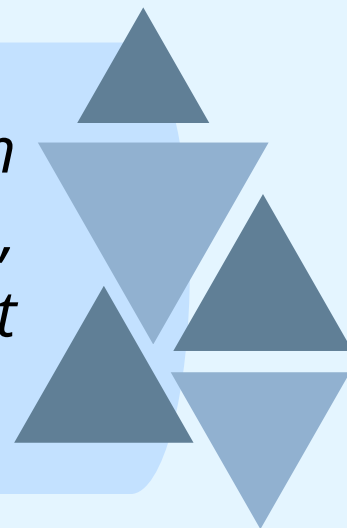


# ABOUT OUR COMPANY

OTVGroup



*We position ourselves as a modern entertainment company, offering unique, inspiring, and engaging content that blends creativity with technology.*





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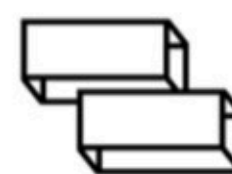
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thinhkvtm2006



Ho Chi Minh City



## Vision

- ★ *To become a leading digital content and entertainment hub in Vietnam, uniting art, creativity, and advanced technology.*
- ★ *To connect emotions, spread positive values, and ignite creative inspiration among the younger generation.*

## Mission

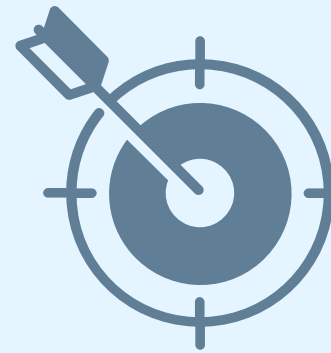
- ★ *To create distinctive, human-centered content that fosters creative thinking and modern lifestyles.*
- ★ *To leverage digital technologies and multimedia innovation to optimize content experiences across all platforms.*

# OUR GOALS



## Expand Creative Ecosystems

*Build and scale a dynamic content ecosystem that connects creators, brands, and audiences across digital platforms.*



## Empower Young Voices

*Inspire and support the younger generation to express themselves through creative storytelling, media, and technology.*



## Lead with Innovation

*Integrate cutting-edge technology and trend-driven strategies to deliver impactful, inspiring, and future-ready content.*



# BUSINESS BRANDS

OTVGroup

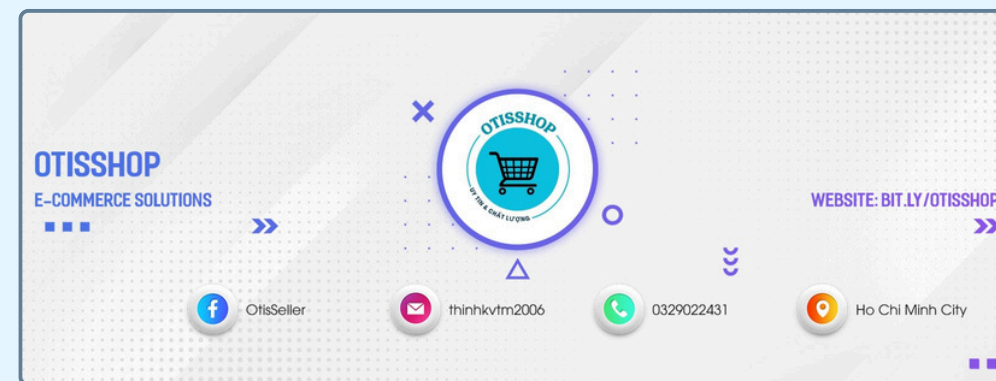
*Through a portfolio of specialized brands, OTVGroup builds a rich content ecosystem that explores key creative domains such as entertainment, the arts, and digital innovation.*

## OTIS Music Studio



*A dynamic brand specializing in the creation and distribution of music videos—with a strong focus on quality, artistic vision, and global engagement.*

## OTISShop



*A digital commerce brand offering content-linked products and experiences—connecting users with digital services and assets, with quality as its top priority.*

## OTISStore



*An entertainment brand that engages users through content and products focused on gaming, virtual experiences, and interactive entertainment—with extensive reach.*

# MARKETING STRATEGY

*OTVGroup focuses on emotion-driven, trend-based, and tech-enabled marketing strategies to connect deeply with younger audiences and grow the brand through content and community.*

**OTVGroup**



## **Trend-based Content Marketing**

*Create content aligned with social trends to influence behavior and foster engagement.*



## **Multi-platform Distribution**

*Distribute content across multiple platforms to optimize reach and viewer engagement.*



## **Data-driven & Retargeting**

*Leverage user data and remarketing strategies to enhance conversion and maintain long-term engagement.*

# FUTURE PLANS



## **New product development**

*Developing a diverse range of product lines and new content platforms.*



## **Applications Mockups**

*Designing user-friendly and interactive application mockups and prototypes.*



## **Marketing Strategy for Product Launch**

*Creating an integrated marketing strategy to enhance user experience and ensure a successful launch.*



# THANK YOU

*We look forward to working with you!*

## Contact Us



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