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THE TREND OF MULTI-PLATFORM TELEVISION AND THE ADAPTATION OF JOURNALIST

(A case study of Vietnam Television)

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INTRODUCTION

1. Rationale

The development of science and technology has substantially impacted all aspects of social life on a global scale, including journalism and communications. With *"trendy values,"* social media platforms are forcing the press, in general, and television, in particular, to change to maintain their position and meet the rich and diverse demands of the public. Such pressure prevents television from traditionally maintaining the production of news, articles, reports, etc., but moving towards the production and consumption of television on digital platforms – a new and inevitable trend – to adapt to the modern context. So why is it necessary to research the trend of multi-platform television in Vietnam today?

First, the rise of technology will give birth to new media products, including multi-platform television. Thus, research is needed to identify this new trend in Vietnam. *Second,* technology not only changes audiences' needs, turning them into active publics, but also changes the production organization habits of television journalists. Hence, studies need to review the current status of this new trend, thereby pointing out changes in journalists' working habits when adapting to the multi-platform television trend. *Third,* technology causes television products to be reformatted and distributed on new digital platforms (Facebook, Zalo, Twitter, VTVgo, Youtube, Web, etc.). Therefore, it is necessary to study the nature, opportunities, and challenges of such new platforms so that television can compete, maintain its position, and generate revenue. Thenceforth, proving that new digital habits of journalists are formed to adapt to the trend of multi-platform television.

It is time to affirm the usefulness and power of multi-platform television within the scope of Vietnam and the world's press markets. With this goal in mind, the thesis chose *The Trend Of Multi-Platform Television And The Adaptation Of Journalist* (Case study of Vietnam Television) to show the development trend and changes in working habits of a team of journalists.

2. Purpose and objectives of the research

2.1. Purpose of the research

The thesis focuses on researching theoretical and practical issues of multi-platform television in Vietnam today through a survey of the case study of Vietnam Television. Thenceforth, it shows the formation of new professional and digital habits of journalists when adapting to the multi-platform television trend. At the same time, analyze the problems and directions to promote this trend in Vietnam.

2.2. Objectives of the research

To achieve the research purpose, the researcher aims to achieve the following objectives:

- *First*, to research the theoretical system of communication, journalism, and television worldwide to find points suitable for the television industry in Vietnam. Then, it can be applied to build a theoretical and practical basis and serve as a fulcrum for researching multi-platform television development trends.

- *Second*, to survey and evaluate the current status of multi-platform television operations on three strategic platforms of Vietnam Television: Social network platform (Facebook), online video sharing platform (Youtube), and national digital television platform (VTVgo - Vietnam Television's platform). Clarifying factors affecting the quality, efficiency, and development of multi-platform television in Vietnam.

- *Third,* to survey the adaptation of the journalist team to the multi-platform television trend, specifically, they form new professional habits and digital habits to adapt.

- *Fourth,* to analyze the issues raised, to propose and explain the scientific basis of directions for television to symbiosis with the platform ecosystem, maintaining its position and competitiveness.

2.3. Research questions

<u>*Question 1*</u>: *How is the multi-platform television trend in Vietnam's digital environment?*

(What hosting strategy does multi-platform television use? What content does it choose to distribute across platforms? What methods does it use to extend its lifespan across platforms? After linear broadcast and distribution across platforms, how does it pay attention to the audience's reaction to its finished product?)

<u>*Question 2*</u>: *What have TV journalists done to adapt to Social Media Platforms?*

(Through which specific actions do they adapt to the Social Networking Platform - Facebook? How do they adapt to the Online Video Sharing Platform - YouTube? Regarding the National Digital Television Platform – VTVgo, what actions do they take to adapt?)

<u>*Question 3*</u>: *How often does the television journalist team adapt specifically to Social Media Platforms?*

(How often do journalists of Vietnam Television carry out the production, distribution, and consumption of television products on Social Media Platforms? Among the three platforms, Facebook, YouTube, and VTVgo, which platform do Vietnam Television journalists collaborate with the most?)

<u>*Question 4*</u>: *What new professional habits do Vietnamese journalists form to adapt to multi-platform television?*

(Where do journalists rely to know the audience's reaction to their finished videos across platforms? After knowing the audience's reaction, what does the journalist team usually do to

attract attention and prolong the lifespan of finished videos on digital platforms? What new habits do journalists form to adapt to said platforms?)

3. Subject and scope of the research

3.1. Subject of the research

Today's trends in the production, distribution, and consumption of television products on digital platforms in Vietnam. The formation of new professional habits and new digital habits of journalists when adapting to multi-platform television.

3.2. Scope of the research

Vietnam Television (VTV/THVN), specifically 06 news programs belonging to 03 channels (VTV1, VTV Digital, VTV9), distributed on 03 platforms (Facebook, Youtube, VTVgo) from March 2022 to March 2023; and THVN's journalist team.

4. Theoretical basis of the topic

4.1. Research hypothesis

Hypothesis 1: In Vietnam, the trend of multi-platform television is taking place. It is working towards reducing dependence and retaining autonomy by designing an industry platform of its own in the face of social media platform dominance. At the same time, it also began to adjust its content strategy and distribution strategy for symbiosis, manifesting in development trends: mixed video hosting on the platform; change of format, content selection for production, distribution across platforms; prolonging the life span of video content on the platform; paying attention to their finished product after the broadcast,...

Hypothesis 2: To adapt, journalists learn how to use and manage media platforms. From there, reformat the finished product, according to each platform's specifications, and take full advantage of the platform's mechanisms (selection, datafication, commoditization, etc.) to bring about the widest reach and highest economic efficiency for television. Vietnam Television's team of journalists regularly produces, distributes, and consumes television products on social media platforms. Moreover, the platforms they collaborate with the most, accordingly, are VTVgo, Facebook, and YouTube.

Hypothesis 3: Audiences are essential in influencing journalists' professional habits. They know the audience's reaction to their products through the number of "Likes," "Shares," "Comments," and "Reactions." Thus, across platforms, journalists adjust habits and production according to the needs of the public.

Hypothesis 4: Multi-platform television is an opportunity for television to adapt, develop, and maintain its position in the context of digital technology and social media taking over. Researching this trend provides resources for state management and press agencies in

strategic and development planning. What are the appropriate directions for multi-platform television to develop following its position and objective laws?

4.2. Political and legal basis

The views of our Party and State on journalistic activities are an important basis for the thesis to rely on during the research process. Suppose the guiding principles are the views of Marxism-Leninism, Ho Chi Minh's ideology, and the Party's resolutions and directives. In that case, the Constitution and laws are the legal corridors for the thesis of Multi-Platform Television Trends to stay on the right track and be realistic for Vietnam in the present day.

4.3. Theoretical basis

Theory: *The Society – Public Values in a Connected World* by José van Dijck, Thomas Poell, and Martijn de Waal is the theoretical framework used by the thesis author to describe, explain, and analyze constituent elements; relationship, nature, model,... of multi-platform television. At the same time, it is also necessary to unify the old system of perspectives and provide the most appropriate understanding of multi-platform television.

Theory: *Mediating the Message in the 21st Century – A Media Sociology Perspective* by Pamela J. Shoemaker and Stephen D. Reese. This theoretical framework helps the thesis have a basis for a comprehensive, multi-dimensional approach to the impacts that lead to change in television in general and multi-platform television in particular. From external factors (convergence of communication technology, mobile, Internet,...) to individual content producers, the working habits of journalists.

Theory: *The Agenda-Setting Function Theory Model.* Through this, the author explains television journalists' selection of content and topics when distributing their products on social media platforms – the strong influence of television in establishing the importance of information delivered to audiences. At the same time, it explains that modern audiences not only understand information but also recognize the importance of information through the impact of media, such as method, duration, frequency of repetition, and posting location.

5. Methodology

Document analysis method

The thesis uses this method to survey and analyze the content of documents, guidelines, and policies of the Party and State, legal documents, scientific works, books, articles, etc.... in order to systematize some theoretical issues of television and multi-platform television in Vietnam. Thus, building a theoretical framework for the topic and inheriting previous research results compares, contrasts, and clarifies the research problem.

In-depth interview method

The researcher interviewed twenty journalists from Vietnam Television, all participating in the production organization process, on platforms such as VTVgo, Facebook, and YouTube. To explain the inevitability and widespread popularity of the multi-platform television trend, the researcher chose four managers, five journalists from the Digital Content Development Center (VTV Digital) - The number one unit participating in the production organization process on said three platforms; eight journalists from News - Politics - General Channel (VTV1) - Second place; three journalists from the National Television Channel in the Southeast region (VTV9) - Third place.

Method of analyzing text content using codebook

The writer manually retrieves 1045 news/reports of 06 news programs on VTVgo from March 2022 to the end of March 2023, specifically: *Vietnam Today program*, *5 Minutes Today* of VTV1 channel; *24 Hour Motion program*, *Anti-Smuggling, Counterfeit Goods - Consumer Protection* of VTV Digital; *24 Hour Panorama program, Multi-dimensional Motion* of VTV9 channel. At the same time, the thesis randomly selects 02 Mondays, 02 Tuesdays, 02 Wednesdays, 02 Thursdays, 02 Fridays, 02 Saturdays, 02 Sundays (a total of 14 days). For Facebook and YouTube, the researcher still uses manual tracking and retrieval to compare which news/reports were distributed on those platforms during the days of the survey.

Sociological survey method using a questionnaire

After completing the collection of information and email addresses, the thesis surveyed 835 journalists belonging to 09 Vietnam Television units across the country. They all participate in the production organization process on platforms such as VTVgo, YouTube, and Facebook. There were 381 answers recorded, reaching 45.63%, of which 38 were incorrect in the age and years of experience sections, so they were eliminated, leaving 343 valid answers. The thesis uses SPSS software to analyze data statistically.

6. Theoretical and practical significance

- Theoretically, the thesis contributes to adding to the theoretical system of multi-platform television, following the press development policy of our Party and State today.

- In practical terms, after completion, the topic can be used as a reference for studying and researching multi-platform television.

- Analysis and evaluations of the current situation pointing out development trends and proposing solutions that will have practical significance for television stations in the process of managing and improving the efficiency of production and organization activities in multi-platform television production.

7. Structure of the thesis

In addition to the Introduction, Research Overview, Conclusion, References, and Appendices, the thesis includes three chapters, specifically as follows:

Chapter 1: Theoretical and practical basis of multi-platform television trends;

Chapter 2: Current status of multi-platform television trend in present-day Vietnam;

Chapter 3: Issues and directions to promote the multi-platform television trend in present-day Vietnam.

RESEARCH OVERVIEW

1. Press and media trends

The greatest success that previous research has achieved is the discovery and indication of technology changing the public's habits, creating new media products, and reflecting that many press agencies seek to adapt to keep their position. In particular: 1- The trend of using 3D technology for journalism (Virtual Reality); 2- The trend of writing multi-format newspapers: one for conventional newspapers (long-form), one for digital newspapers (short-form); 3- The trend to reform the article's format (Alternative Format); 4- The trend of using social networks as a private channel; 5- The trend of depending on social network algorithms to attract and target audiences; 6- Journalism trends based on social network user behavior; 7- The trend of newspapers turning into social networking sites but with "gatekeepers".

2. Trend of multi-platform distribution of newspapers and media

Other research has proved that "convergence" is the core factor leading to the multi-platform distribution of newspapers. Furthermore, "convergence" is not only the similarity between two phenomena or entities but is also understood as the development of communication technology, production market, content, and reception. Thus, it motivates press agencies to change robustly to adapt to the technological context and regain their position, meeting the expectations of the modern public, creating conditions for journalistic and economic activities, facilitating information creation to improve content quality, and building an online audience.

3. Television trends

The biggest advantage of the research in the past is to point out that in the first 20 years of the 21st century, the distribution of video content via the Internet, was the dominant method in every country. It is developing according to the following trends: 1-Technology application and multimedia convergence on the Internet; 2-Investment in quality content (good, exclusive) to compete, gaining benefits, and strengthening position; 3-Development and management of content on multiple platforms; 5-Access to the public with fragmented and mobile characteristics; 6-Breaking the dependence on platforms, aiming to increase revenue from subscriber development.

4. Multi-platform television trend

These scientific articles approached many different aspects, each with theoretical and practical values. Although there are certain limitations, the success of many of the articles mentioned above is significant, specifically: *First*, it helps us to gain the primary data to have a more comprehensive perception of television in the post-Internet area in general and multi-platform television in particular – which is much more different compared to convention television. *Second*, it points out the change in traditional television's production and distribution process when applying multi-platform to adapt to new technology. *Third*, it also proves that there will be a conflict between public values and the economic interest of television, as well as fierce competition to win the public and maintain status between television and other platforms.

5. Contents that need research

The above research results are beneficial and are an essential source of documents and evidence that can be inherited. Thus, this thesis focuses on unresolved and open issues, avoiding duplication and interference with existing approaches. At the same time, this thesis discovers new problems, both theoretical and practical, of multi-platform television. Hence, the thesis will solve the following problems precisely:

- To continue to research and systematize the perspectives of researchers across the world and in Vietnam on multi-platform television.

- To research and focus on solving general arguments about multi-platform television trends in Vietnam today. In particular, the researcher focuses on clarifying concepts, principles, and factors affecting the trend of multi-platform television the relationship between television and digital platforms…Thenceforth, analyzing the development trend and its role in the journalistic system.

- To research the current situation and analyze the success and limitations of television production, distribution, and consumption on different digital platforms (survey of the case study of Vietnam Television, from March 2022 – March 2023).

- To research new professional habits of journalists when organizing multi-platform television production.

- To assess the prospects of Multi-Platform Television in Vietnam; analyze the issues raised; propose and explain the scientific basis for directions for multi-platform television to work symbiosis with the platform ecosystem.

Chapter 1
THEORETICAL AND PRACTICAL BASIS
OF MULTI-PLATFORM TELEVISION TRENDS
IN PRESENT-DAY VIETNAM

1.1. Some theories about multi-platform television trends

1.1.1. The basic concepts

Trends, television trends

It can be understood that a trend is a change or a direction of subjects with a common purpose over a long period. Thus, it can be defined: Television trends are the direction of television over a long period, with goals, meaning, and influence affecting the television system.

Platform

In the book *The Platform Society: Public Values in a Connective World (2018)*, J. Van Dijck, T. Poell, and M. De Waal define "*A platform is a programmable structure, designed to organize interactions between users.*" For example, Uber, Airbnb, Vietcombank, Facebook, YouTube, Zalo, Viber, Amazon, Gmail, … The platform is composed of three departments: 1-Legal (terms of use); 2-Technology (Content/user data, algorithms, interface); 3-Economy (business model).

Multi-platform television

It must be affirmed that all previous concepts and definitions, in each aspect, are specific to the multi-platform television environment and have received significant attention from journalists and researchers. However, it needs to be more consistent. Therefore, this concept should be defined as follows: ***Multi-platform television is a symbiotic trend with digital platforms to produce, distribute, and consume television to meet information needs and the public's viewing experience***. Some platforms that television often collaborates with are Facebook, Youtube, Instagram, Twitter, Pinterest, TikTok, ...

Public, source, message, channel

The book "Communication Theory" edited by Associate Professor, PhD. Nguyen Van Dung and Associate Professor, Ph.D. Do Thi Thu Hang affirmed that the source "carries potential information and initiates the communication process." "The primary message is the thoughts, feelings, desires, demands, opinions, understanding, life experiences, scientific and technical knowledge, ... encoded according to a certain symbol." Communication channel (channel) is "the means, paths, and ways of transmitting messages from the source to the recipient." The public consists of different classes and communities of people with different social positions in the social structure and different physical and mental conditions in the social environment. They become journalistic public when they have regular contact with the press, receive information from and are influenced by the press, ...

1.1.2. Roles and principles

Besides the general roles and principles of a form of journalism, multi-platform television

also holds distinct differences in roles and functions within the process of movement and development.

Role

Freeing up the bandwidth (Bandwidth Web Hosting). Increasing the sharpness of television products. Reinforcing the station's brand through digital signage. Attracting the public youth and those who like to experience technology. Collecting audience data to produce the right product for their needs. Stimulating search and discovery. Improving the viewing experience for audiences: monitor according to each audience's schedule and needs. Increasing level of interaction: This is a close-to-perfect quality of multi-platform television based on artificial intelligence and algorithms. Creating opportunities for television economic activities.

Principles

Ensuring global coverage: This is the most crucial principle of multi-platform television. Alternatively, multi-platform is the new popularity of television. Especially in the social context of the digital era, as communication services develop, the audience's communication habits change and become strongly dispersed and diverse. Therefore, popularity must be addressed across all media platforms to aggregate enough segments to reach the public.

Ensuring the service of minority interests: With multi-platform television, the goal of serving the diverse interests of a pluralistic society, on a single channel, has been significantly reduced. Instead, it has many distribution channels, producing content close to the needs of each target audience group and allowing cross-promotion of each group's content to all audiences. Next, we can mention the following principles: Ensuring fair and current news reporting, ensuring the reflection of national and ethnic cultural identity, and ensuring quality, creative content.

1.1.3. The relationship between television and digital platforms

Platform mechanism

Datafication refers to the ability of networked platforms to turn into data across many aspects of the world that have never before been quantified. It extends the collection and processing of data – in real-time – to monitor and predict users' performance (sentiments, transactions, informal exchanges, activities, etc.). The mechanism of commodification is the act of converting online and offline objects, activities, emotions, and ideas into tradable, priceable goods through four types of "currency" (attention, data, users, money) of platforms. *The mechanism of choice* is the ability to activate and filter user activity through interfaces and algorithms.

Multi-platform television and platform

The platform mechanisms that dominate the online environment, particularly the media environment, are based on an algorithmic organization model. It spontaneously reveals inequality between them and organizations, including the press and television. We can only identify and point out inequality in the relationship between multi-platform television and platforms by understanding the nature of these mechanisms. Manifested in *large audiences*

but with little revenue, the platform determines the video's visibility, and television must use the platform to know who its audience is.

1.2. Factors affecting multi-platform television trends

1.2.1.The Industrial Revolution 4.0 and Globalization 3.0

The Industrial Revolution 4.0 and Globalization 3.0 have been taking place firmly globally. It makes the television of countries, including Vietnam, from only transmitting one-way information (linear television) and two-way interaction (internet television) to multi-channel, multi-dimensional interaction, and multi-platform. At the same time, artificial intelligence (AI) and machine learning disrupt traditional production, distribution, and many other business methods in the television industry. It brings opportunities and challenges for the television industry to enact a new revolution to adapt to the digital context.

1.2.2. The birth and development of digital platforms

On top of that, the birth and rise of social media platforms create tremendous pressure on the press and media, including the television industry of Vietnam in particular and the world in general. It is forcing them to take advantage of the convenience of the service and the friendliness of the platform's design interface. Alternatively, to put it another way, they tend to coexist with them to adapt, develop, and compete to maintain their position and survive in the public's hearts. It also means that traditional media, including linear television, are required to make a revolution, aiming to retain their core values and survive independently with these super platforms, perfected at a high level.

1.2.3. The change in the needs of the television public

The process of formation and development of television is associated with changes in the audience's needs. That need comes from the results of digital technology development. Global audiences and Vietnamese audiences have changed from being passive to actively receiving and interacting multi-dimensionally, even directly creating content and participating in the production process of television. It proves that in multi-platform television, audience needs have changed dramatically and reached the highest level (affirming themselves through self-produced products) in the demand pyramid. Therefore, they can accept or refuse all television products when appropriate or inappropriate.

1.3. Political and legal basis of the multi-platform television trend in present-day Vietnam

1.3.1. Political basis

In its history of formation and development, the Vietnamese Revolutionary Press has always been guided by the Party's guidelines, the State's policies, and laws. Those orientations were changed and realistically flexible for each specific context and historical stage. In the context of Industrial Revolution 4.0 and Globalization 3.0, the press in general and television in particular have their advantages, thanks to the wise and correct direction of the Party and State.

The Resolution of the 10th Conference of the 11th Party Central Committee (January 2015) clearly stated that the development of Vietnamese journalism is "*Following the development trend of science – technology and the trend of information development*, *global*

news and media; *fully taking advantage of means and services on the Internet; managing all types of information on the Internet to orient people's ideology and aesthetics, especially young people and teenagers"*, …

1.3.2. Legal basis

The 2016 Press Law clearly states that there is a focus on investment in training and fostering human resources in expertise and management of journalistic activities, *scientific research, and application of current technology toward press agencies*. In addition, there is the Cyber Security Law (2018); Radio and television service management policies are specified in Article 5 of Decree 06/2016/ND-CP, Code of Conduct on social networks, issued on June 17, 2021, by the Ministry of Information and Communications,...

Decision No. 348/QD-TTg dated May 6, 2023, of the Prime Minister approving the Strategy "Digital transformation for the press to 2025, orientation to 2030". Accordingly, the Government sets a goal that by 2025, 70% of press agencies posting content on digital platforms (priority is given to domestic digital platforms); 100% of leaders, officers, reporters, and editors of press agencies are trained and coached in knowledge and skills on the digital transformation of the press; to form and develop national digital platforms for the press.

It can be affirmed that the Party's guidelines, policies, and laws of the State for the development of journalism in general and Vietnamese television, in particular, have made the trend of multi-platform television in our country reach closer and catch up faster to multi-platform television across the world.

Chapter 2
CURRENT STATUS OF MULTI-PLATFORM TELEVISION TREND
IN PRESENT-DAY VIETNAM

2.1. General introduction about Vietnam Television and the channels and programs subject to the survey

2.1.1. Vietnam Television and Survey channels

Vietnam Television has the Vietnamese abbreviation THVN. The English international transaction name is Vietnam Television, abbreviated as VTV, subjected to state management of the Ministry of Information and Communications. Vietnam Television carries out the tasks and powers specified in Decree No. 10/2016/ND-CP dated February 1, 2016, of the Government regulating agencies under the Government and Decree No. 47/2019/ ND-CP dated June 5, 2019, of the Government amending and supplementing several articles of Decree No. 10/2016/ND-CP.

Survey channels include: *VTV1* is the News - Politics - General channel of THVN. *VTV Digital* - a unit under THVN preside over the production, development, and sales of digital content and products. *VTV9* is a national television channel in the Southeast region.

2.1.2. Programs under survey

The "Vietnam Today" program (VTV1) provides updated information and in-depth, multi-dimensional analysis, helping the audience have a panoramic view of what is happening in the country and the world.

The "5 Minutes Today" news (VTV1) provides information on security and order, traffic safety, and labor safety and to warn, remind, and instruct on community safety.

The "24 Hour Motion" program (VTV Digital) provides viewers with the latest and most topical news from a new perspective, sharp commentary, and modern and youthful style.

The "Anti-Smuggling, Counterfeit Goods - Consumer Protection" program (VTV Digital) provides information about smuggling, banned goods and trade fraud, production and trading of counterfeit goods, and other illegal business practices.

The "24 Hour Panorama" program (VTV9) provides information about outstanding political, economic, cultural, and social events and issues in the country and the world during the week or stories from everyday lives with a heartfelt message.

The "Multidimensional Motion" (VTV9) brings audiences socio-economic information, breaking news that is continuously updated, cautionary stories for citizens,...

2.2. Survey of multi-platform television trends in present-day Vietnam

2.2.1. Description of survey conduct

Method of analyzing text content using codebook

In this research, the researcher analyzes news/reports from Vietnam Television on the National Digital Television platform of Vietnam Television (VTVgo) and external social media platforms (Facebook, YouTube). Based on the research purpose, the thesis examines the case study of Vietnam Television because it ensures the following criteria: 1-The first television unit to produce and distribute multi-channel television nationwide; 2-Possessing the first industry platform nationwide (VTVgo - National Digital Television Platform); 3-Audience size; 4-News focus; 5-Influence and position in the Vietnamese news market.

The thesis retrieves the content of 1045 news/reports of 06 news programs belonging to 3 channels (VTV1: the *Vietnam Today*, *5 Minutes Today* program; VTV9: the *24 Hour Panorama*, *Multidimensional Motion* program; VTV Digital: the *24 Hour Motion*, *Anti-Smuggling, Counterfeit Goods - Consumer Protection* program on VTVgo, from March 2022 to the end of March 2023. Regarding Facebook and YouTube, the thesis monitors about an additional 24 hours (by the end of March 13, 2023) to ensure no samples are missed. The thesis limits its sample to two weeks because of manual data collection (for example, news/reports on Facebook) and manual coding of variables (for example, how many views a news/report has).

Sociological survey method using a questionnaire

After completing the collection of information and email addresses, the thesis surveyed 835 journalists belonging to 09 units of Vietnam Television across the country. They all participate in the production organization process on VTVgo, YouTube, and Facebook. Up to the time of the publication of the thesis, Vietnam Television is mainly in symbiosis with these three platforms.

A questionnaire was sent to the participating journalists after passing the United States Biomedical Ethics Review Board (IRB). The researcher uses both paper and online versions to achieve a high response rate. Because journalists work in many different geographic regions, using an online survey tool – Google Forms – is compelling. After answering, they were encouraged to receive a phone top-up card with a face value of 50,000 VND. There were 381

answers recorded, reaching 45.63%, of which 38 were incorrect in the age and years of experience sections and thus were eliminated; the remaining 343 were valid.

2.2.2. Survey results

Question 1 and Hypothesis 1 pose questions/hypotheses about how multi-platform television in Vietnam is happening, and what trends are developing. The results are as follows:

Question 1: *In Vietnam's digital environment, how is the multi-platform television trend taking place?* Multi-platform television (MPT) is gradually improving and developing according to the following trends: 1-The trend of mixed storage across platforms. 2-The trend of selecting and producing local content for distribution on external platforms. 3- The trend to prolong lifespan across platforms. 4-The trends to pay attention to audience reactions across platforms.

Questions 2, 3, and Hypothesis 2 pose questions/hypotheses about: What behaviors do journalists perform, and how often do they adapt to platforms; the frequency of them posting finished products on platforms, and which platforms they collaborate with the most. The results are as follows:

Question 2: *What have journalists done to adapt to social media platforms?* They got acquainted and learned how to manage the platforms through each platform's terms, regulations, usage, etc... From there, they formed new digital habits to adapt. *Question 3: How often does the television journalist team adapt specifically to social media platforms?* Their frequency of adaptation and level of collaboration are in order: The highest is the station's platform (VTVgo); second is YouTube; Third is Facebook.

Question 4 and Hypothesis 3 pose questions/hypotheses about: Where do journalists rely to know the audience's reaction to their products across platforms? After knowing that reaction, what do they usually do, and how do they adjust their production habits? Detailed results are presented below:

Question 4: *What new habits do Vietnamese journalists form to adapt to Multi-Platform Television?* Journalists rely on metrics that quantify user reactions to finished videos (likes, shares, comments, etc.) across the platforms. From there, they organized production according to the needs of the public and formed three new groups of operating habits to adapt to the trend of MPT: 1-Production based on public needs on these platforms. 2-Interest in the product after distribution on the platform. 3-Non-periodic production on platforms.

2.3. The success, limitations, and causes of the multi-platform television trend in present-day Vietnam

2.3.1. Success and causes

2.3.1.1. Success

a. Multi-platform television is initially perfected and developing in the right direction

Perfected and developed by mixed storage methods across platforms. All television content is hosted on industry platforms by the broadcasting authority, hosting only a small portion on external platforms and attaching a link to the broadcaster's platform.

Perfected and developed by choosing local content to produce, distribute, and on external platforms. The strength of Facebook and YouTube is their worldwide reach, while the weakness is offline activities to connect the community and meet content needs in each

country and each locality.

Perfected and developed by the trend of prolonging existence on platforms through liking, sharing, subtitles, and commenting/replying to comments, ... From there, the platform automatically highlights and engages users for television videos using mechanisms and algorithms. The more the audience becomes aware of the video, the longer it stays on the platform.

Perfected and developed by paying attention to the public's reaction to the finished product after broadcasting. Paying attention to the audience's reaction to their products helps television have better directions in organizing content production and has products that are most relevant to the public's needs. At the same time, it builds and strengthens the relationship between television and audiences in the digital space.

It can be affirmed that the 4 MPT trends all aim to adapt and symbiosis with media platforms. In other words, it is attracting "attention" by interacting with a series of platform algorithms, using the platform as a partner to spread the actual value of television. It develops in the right direction, knowing how to break dependence on the platform. Moreover, it breaks the monopoly on display content, exclusive selection of news, and exclusive display media type through the choice mechanisms of the infrastructure platform. Besides, it changes the working habits of journalists and forces them to adapt to multi-platform television.

b. Multi-platform television helps journalists form new habits to adapt

Forming new digital habits

Digital platforms are a product of technology. Journalists who want to coexist with them must learn how to use and manage them (from a user perspective). At this time, the standards/instructions/regulations/principles/terms in the usage and administration of the platform become factors that guide, bind, and regulate journalists' behavior with the environment to the very boundaries they create. These acts, performed regularly, will become conditioned reflexes and form new habits for journalists.

With Facebook, journalists' habits are formed through the following actions: Creating Facebook Reels, Watch, Hashtags, subtitles, and Livestreams; Adding information and calling on the audience to *Like, Share, and Comment,...* on the post, sending keywords of the post to new users and invite them to *Search/Follow*; post and attach a video link to the section containing the finished product in https://VTV.vn; Write the video's headline/intro, in a humorous/satirical style.

With YouTube: Create YouTube Short, Hashtag, Card/End Screen, Time Labels, Thumbnail, and Livestream; Encourage users to *"Subscribe"* to the channel; Add information and call on users to *Like, Share, and Comment,...* on the video; Post the entire finished product and attach a link to VTV's official channel and platform (https://VTV.vn, Fanpage, YouTube...); Edit and post long videos (in 16:9 format, *.MOV, .MPEC-1, .MPEG4, .WMV,...*).

With the station's platform (VTVgo): The agency's specialized team will format and post the finished product to VTVgo according to compatible parameters. At the VTVgo interface, the journalist touches the "Share" button on Facebook; "Livestream" programs on VTVgo, according to agency regulations.

Forming new journalistic professional habits

Production habits are based on public demand on platforms. The public is now front and center on digital platforms. This habit further strengthens the role of the public - as a partner, the "source of freshness" of television. Without a partner, television no longer has a reason to exist.

The habit of paying attention to the product after distribution on the platform is that when audiences react to finished videos, journalists consult the public's opinions and reviews about their products, synthesize information to improve future products, create a chain of links, and interact with the audience.

Non-recurring production habits across platforms. With the development of digital media platforms, the periodicity of television has become less critical, and audiences can watch programs anywhere, anytime. Therefore, television's production organization habits also need to be innovated to suit the participation of new partners – platforms.

2.3.1.2. Cause

a. Human factor

The first and prerequisite factor determining the success of multi-platform television in Vietnam is the human factor - the team of managers, leaders, and journalists. More specifically, it lies in transforming the people, perceptions, and culture of a television organization and station. The reporters, editors, managers, and leaders play the most critical role in determining the success of multi-platform television.

b. Institutions and internal regulations

Multi-platform television is flourishing thanks to the Party's guidelines, policies, and laws of the State. In addition, changes and adjustments regarding the work regulations and rules of television organizations per changes in the multi-platform media environment contribute in no small part to the success of multi-platform television in Vietnam. For example, changing the rules of the news verification process, removing regulations on the periodicity of news, introducing multi-platform governance regulations, etc...

c. Technological factors

Television organizations in our country have drastically focused on building hardware, software, data, and telecommunications. For example, quickly extract data thanks to the Meta Data feature, Unlimited number of concurrent Client access, Multi-layer decentralization of management, optimal digital data storage service vStorage, smart digital infrastructure service vServer, digital content distribution service vCDN,... to help broadcasters' platforms store, exploit and distribute broadcast content effectively, on the Internet.

2.3.2. Limitations and cause

2.3.2.1. Limitations

The dependence on platforms has not been completely removed.

The first indication is that television cannot decide the ability to display its finished videos when symbiotic with the platform; That right belongs to the platforms. Good, professional television products are sometimes difficult to disseminate widely to the public in the social media environment.

The second indication is that television cannot determine its economic activity from finished videos when symbiotic with platforms. Most advertising profits fall onto the platform's hand, while television only gets a tiny part of the deal. The platform can even decide which station

has a more extensive circulation.

The third indication is that television loses its privileged position as an information provider when symbiotic with platforms. Participate in registering a television account only as a user as an organization using the platform, in symbiosis with them to take advantage of distribution power, tracking tools, and measuring audience behavior within the platforms.

Not taking full advantage of the strengths of each platform.

For the stations' platforms, most of the strategies for developing private platforms of many television organizations have a modest level of investment. From an infrastructure and technology perspective, many platforms of radio stations, especially local stations in our country, are designed simply with limited features, and the interface is not user-friendly. In addition, the storage and transmission infrastructure are still relatively simple, etc… From a strategic perspective, it is still lackluster, and the direction and solutions for improvement and development have not even been determined.

For external platforms that do not belong to the station, it can be affirmed that the perfection of external platforms that do not belong to the station is very high and have become super platforms (Facebook, YouTube, etc.). However, in our country, multi-platform television and television organizations worldwide are only partially utilized. Up to now, the most obvious manifestation of this limitation lies in the mixed storage strategy and locking or limiting commenting features.

2.3.2.2. Cause

The cause for television not completely broken platform dependence

Television does not get to decide the ability to display its finished videos when symbiotic with the platform, originating from mechanisms, especially their selection mechanisms (personalization, reputation and trends, regulation). User selection is often based on something other than complex, scientific criteria like broadcasters. In addition, the platform's – carefully secured – algorithm manipulates the promotion or inhibition of the flow of "trends," "popular topics," etc. present in cyberspace.

Television does not determine its economic activity, from finished videos, in symbiosis with platforms. The platform has user data at hand, which corresponds to the fact that the platform has the right to sell data, space, and advertising time, while the stations do not.

The cause of not utilizing the strength of each platform

The trend of multi-platform television is entirely new, and most television stations are just starting to implement it. Thus, having the above limitations is understandable. Designing a separate platform for each station is extremely expensive, and only some agencies can afford it. Not to mention, designing and programming algorithm-based mechanisms is exceptionally complicated. Therefore, these platforms' features could be more friendly, convenient, rich, and diverse. As for platforms outside the station, although there are many strengths to them, television is only partially symbiotic because if it participates at a deeper level, television will lose the inherent independence and autonomy of a press agency.

Chapter 3
ISSUES AND DIRECTIONS TO
PROMOTE THE MULTI-PLATFORM TELEVISION TREND
IN PRESENT DAY VIETNAM.

3.1. Issues with the multi-platform television trend in Vietnam

3.1.1. The platform ecosystem and how to ensure the accuracy and comprehensiveness of news

Content selection is an activity that reflects the nature of professional television, reflecting the television organization's assessment of public social, political, and cultural values. The power of human choice is now transferred to the platform's algorithm and manifests on two levels. At the first level, the Big Five corporations set standards on a global scale to control the content shared on platforms for television organizations. Second, infrastructure platforms dominate the news sector, including television. They can profoundly interfere with what type of news is most visible to users and what media will be accessed a lot by users.

Platformization transforms the accuracy and comprehensiveness of newspaper and television news from public value to personal value. Content personalization cannot be attributed to the platform's algorithms or the user's preferences and operational practices. It results from the interaction between the platform, users/audience, the press, and television organizations.

3.1.2. The platform's selection mechanism and how to ensure the democracy of the news process

The evolution of platform ecosystems, with the Big Five infrastructure platforms at their core, has fundamentally changed the dynamics of television content selection, placing that burden on online audiences/users' preferences. Fake/false news often "moves faster" and mainstream television news is "invisible" on the Big Five platforms. Thus, the problem is ensuring fairness and comprehensiveness in accessing television news for audiences on infrastructure platforms, ensuring the independent reporting rights of television organizations within the platform ecosystem.

Thus, transparency is a vital factor to ensure this. Transparency is required regarding these matters, specifically: 1-Instructions on the type of television content/topics allowed to appear on the infrastructure platform; 2-Rules for checking the authenticity of news according to trends/topic lines of high interest; 3-The overall development of the platform's algorithms should not be kept as a secret black box so that the television organization can evaluate them democratically.

3.1.3. Symbiotic strategy of multi-platform television and economic problems

3.1.3.1. Networked storage strategy and economic problems

This strategy refers to circulating content links, titles, and excerpts of television productions through online platforms to direct audiences to the television organization's website – where they proactively engage in economic activities and call on online audiences/users to register for accounts. This strategy can bring in a significant online audience but is not profitable for television.

Television advertisements are distributed across all platforms/websites to attract users, so advertising costs have gradually decreased. Furthermore, television can only know who its public is when registering accounts and using social platforms. Therefore, in a multi-sided market, the platform is the proactive one that sets the game's rules. The online relationship between television content, audiences, and advertisers generates far less revenue than conventional television.

3.1.3.2. Original hosting strategy and economic problems

Alternatively, television may pursue an original hosting strategy. It refers to the television organization hosting its content on infrastructure platforms – where the content is connected to advertising. However, pursuing an exclusive original hosting strategy will turn television organizations into hired entities to produce content for the platform and the platform to distribute and monetize actively.

The combination of strategies that television adopts will have far-reaching consequences for the distribution of economic power between television and platforms, between the exercise of television independence and the fair and comprehensive reporting of news. As a result, most television organizations adopt a novel approach, hybrid hosting, across platforms. At the same time, connect content by posting links across infrastructure platforms.

3.1.3.3. Balance advertising strategies

Native advertising is a type of "paid media in which the advertising experience follows the natural form and function of the user experience for which it is commissioned" (Sharethrough, 2015). It allows television to insert commercials directly into social media feeds, turning them into content that is shared and consumed as content. Although it brings good revenue, original advertising raises whether television is commoditized. Inserting/storing/creating content according to advertisers' orders will create conflicts with the core values of television, and commercial interests directly shape the organization of content production and distribution. It led to a new effort: increasing online subscriptions and designing a separate platform for TV organizations.

3.2. Directions to promote the trend of multi-platform television in Vietnam

3.2.1. Directions for developing a television platform

3.2.1.1. Building primary effects for the platform

Typically, building effects will be carried out through the following three activities: *Spread effect*: This means letting them see that when they join/register to use the platform (apps), what values would they receive, emotionally and rationally? Furthermore, from the first audiences having their information needs and television viewing experience met, they will spread and attract new users to join the platform. *User effect*: When the resonance and spread become more prominent, it will lead to user effect. Simply put, a platform will be more "robust" when it reaches a critical mass of users. *Network effect*: The larger the number of platform users of television organizations will be proportional to the effect of the entire network. At the time of writing this thesis, broadcasters need to encourage many interactive activities on their platforms, attracting many users and advertisers. Thus, the network effect comes into play.

3.2.1.2. Building a symbiotic strategy for the platform

This strategy emphasizes that the newly built platform of the television agency is connected to the existing user database in infrastructure platforms, the place where the process of creating values to attract users to participate in the television platform begins. The four development trends of MPT presented in the above section are symbiotic strategies that must be implemented.

3.2.1.3. Building a resonant strategy for the platform

For the industry platform to have a position and foothold in the ecosystem, television should use the following activities and jobs to make the most of resources and create resonance. Specifically: taking advantage of the personal reputation of celebrities, marketing, micro market, one side of the market,…

When designing a platform, one must ensure it can coordinate well with all audiences. Moreover, sometimes, it must change to suit every partner it works with. Six technologies give wings to the development and improvement of the station's platform, including State-of-the-art chips, the Internet, the World Wide Web, broadband communications, programming language, and the Cloud operating system.

3.2.2. Directions for developing multi-platform television trends

3.2.2.1. Directions for solutions on content

First, broadcasters must create digital products with diverse, different content and close to fragmented public groups across platforms. That means television stations are required to provide the most creative, diverse, different, and unique content; build relationships; bring viewing experiences that suit the viewers' tastes, needs, and preferences (anytime, anywhere, on any device); innovate the quality of online services to create a personalized digital platform.

Second, after focusing on content creation, broadcasters should integrate multi-platform production, communication, and business models into a cycle to operate and exploit in all environments. Like the thesis defines multi-platform television, this model uses the producer/television stations as the center, using the internet infrastructure to communicate and trade derivative products.

3.2.2.2. Some recommendations and suggestions

Some recommendations for television stations

First, regarding the task of digital transformation in management, administration, and operations, it is necessary to connect television stations' operational management software system with systems belonging to the Government and ministries, industries, and localities. Specifically, deploy interconnection services, integrate national information systems/databases, standardize reporting modes, connect with the national reporting information system, interconnect, share data and documents, and work between internal management systems,...

Regarding the task of digital transformation in content production and distribution, it is necessary to build and perfect a multi-platform production, document storage, and content distribution system optimized according to the needs of each unit and ensure synchronization and unity throughout the station unit. Thoroughly apply technology to manage and operate to optimize the content production process and ensure speed and efficiency of publishing news articles,...

Regarding the task of digital transformation in business, it is necessary to carry out digital transformation in business administration for both traditional business forms as well as digital content business; review, amend, or propose State management agencies to amend and update policies, regulations, and implementation procedures to suit new business management platforms and new operations based on the application of the results of digital transformation,...

Raise awareness of digital transformation extensively in stations, making digital transformation an organic component in all organizational activities. Building a digital content development strategy associated with implementing political tasks, the goal of creating new growth values from the digital economy with three pillars including content, technology, and audience data, ...

Some proposals to amend the 2016 Press Law

For regulations on State management agencies in charge of the press. Proposing to amend and supplement Article 18 and Article 31 of the Press Law to revoke its operating license when a press agency does not ensure the conditions prescribed in Article 17 and Article 30 of the Press Law. For regulations on subjects and conditions for establishment, operating model, organizational structure, and economic and financial mechanism of the press agency, consider and give thought to amending the name of the Press Law to "Law on Press and Communications," expanding the scope of regulation to cover all types of modern media,...

In addition to amending and supplementing the Press Law, the completion of related legal documents also needs to be carried out synchronously and in parallel to promote and support the digital transformation process of news agencies. Amend the Intellectual Property Law to handle violations of press copyright and strengthen the responsibility of businesses providing intermediary services in cyberspace in protecting the copyright of journalistic works. Amend the Advertising Law and Competition Law to control competition and anti-monopoly, manage business activities of cross-border platforms with a controlling market share of the online advertising market, and ensure a healthy and equal competitive environment before the law for Vietnamese businesses and businesses providing cross-border services into Vietnam.

CONCLUSION

The convergence of information technology and communication technology, especially the Internet, makes television in general and multi-platform television in Vietnam have rapid and steady progress. With trendy values, social media platforms are forcing television to change to maintain its position and meet the rich and diverse public needs. That pressure makes television unable to maintain the production of news, articles, reports, etc., in the traditional way, but towards the production and consumption of television on digital platforms - a new and inevitable trend - to adapt to the modern context.

However, while multi-platform television worldwide is developing strongly, multi-platform television in Vietnam faces many difficulties. The stations' awareness of them is not comprehensive, and they have not effectively exploited the storage strategies on the platforms, nor have they taken full advantage of the strengths of each platform to organize production, etc. In addition, careful research is needed to determine the trend of multi-platform television in present-day Vietnam, its advantages, and difficulties on the development path to provide suggestions to bring multi-platform television to develop according to its position in modern television practice.

For such topical reasons, the thesis chooses the current multi-platform television trend in Vietnam and the adaptation of journalists as the research object. To determine the right research direction, the researcher uses theoretical approaches, such as: "The Society Platform Theory," "Mediating the Message in the 21st Century – A Media Sociology Perspective", "Agenda-Setting Theory," "Communication Model Theory," "Theory of Usage and Satisfaction," the views of Marx-Lenin, Ho Chi Minh and our Party's policy on journalism.

The thesis applies research methods, including document analysis methods, in-depth interviews, and participant interviews; Sociological survey methods using questionnaires; method of analyzing text content using codebook; extrapolation method; specialized research methods, such as control analysis methods, and media analysis methods. The main research results of the thesis are as follows:

1. Multi-platform television in Vietnam is currently developing firmly and in the right direction.

First, multi-platform television tends to have mixed hosting across platforms (100% of videos are hosted on the station's own platform; a small portion is hosted on external platforms). *Second*, multi-platform television tends to select and produce local content for distribution on external platforms. *Third*, extending the lifespan of the finished video, across platforms, through a system of tasks (like, share, comment, subtitles, hashtags, video format, etc.). *Fourth*, multi-platform television tends to be concerned with the public's reaction to the finished product after it is broadcast.

It can be affirmed that the four MPT trends all aim to adapt and symbiosis with media platforms. In other words, it attracts "attention" by interacting with a series of platform algorithms. Use the platform as a partner to spread the actual value of television. It is

developing in the right direction, knowing how to break dependence on the platform, explicitly breaking the monopoly on displayed content, exclusive selection of news, and exclusive display media type through the choice mechanism of the infrastructure platform.

2. Multi-platform television helps Vietnamese journalists form new digital habits and working habits to adapt.

Digital platforms are a product of technology. Journalists who want to coexist with them to organize multi-platform television production must learn how to use and manage them (from a user perspective). At this time, the instructions/regulations/principles/terms in the use and administration of the platform become factors that guide, bind, and regulate journalists' behavior with the environment they create. Such as the finished video format matching the platform's specifications, interactive management and feedback on platforms, Using the outstanding features of each platform to spread the actual values of television, etc. These acts, performed regularly, will become a conditioned reflex of the journalist. Over time, they become new habits.

In addition to digital habits, journalists also form three new groups of working habits to adapt to multi-platform television. In addition to traditional television's current working habits, journalists are forced to change for compatibility and symbiosis when media platforms participate in organizing television production. *The first group* is production habits based on public demand on platforms. *The second group* is product interest habits, after distribution on the platform. *The third group* is non-recurring production habits, across platforms.

3. Compare research results with research hypotheses.

- *Hypothesis 1*: Verified. In Vietnam, the trend of multi-platform television is taking place. It is working to reduce dependence and retain autonomy by designing an industry platform of its own in the face of social media platform dominance. At the same time, it also began to adjust its content strategy and distribution strategy for symbiosis, manifesting in development trends: mixed video hosting on the platform; format change, selection of content for production and distribution on the platforms; prolonging the life span of video content on the platform; paying attention to your finished product after the broadcast...

- *Hypothesis 2*: Verified. To adapt, journalists learn how to use and manage media platforms. From there, reformat the finished product according to each platform's specifications and take full advantage of the platform's mechanisms (selection, datafication, commoditization, etc.) to bring about the most expansive reach and highest economic efficiency for television. Vietnam Television's team of journalists regularly produces, distributes, and consumes television products on social media platforms. Furthermore, the platforms they collaborate with most are VTVgo, Facebook, and YouTube.

Hypothesis 3: Verified. Audiences play an essential role in influencing journalists' professional habits. They know the audience's reaction to their products through the number of "Likes," "Shares," "Comments," and "Reactions." Thus, across platforms, journalists adjust habits and production according to the needs of the public.

Hypothesis 4: Verified. Multi-platform television is an opportunity to adapt, develop,

and maintain its position in the context of digital technology and social media taking over. Researching this trend provides resources for state management and press agencies in strategic and development planning. This hypothesis has also been proven correct because the Party and State's guidelines and policies accelerate the digital transformation of all activities and resources from central to local levels.

To keep up with the development trend of global multi-platform television, television organizations in Vietnam need to focus on synchronously developing technological elements, people, and product content. Stations also need to update and absorb new multi-platform television trends, creating conditions for journalists to access technology and improve their qualifications and thought processes, thereby producing and symbiosis well with other communication platforms.

Within the framework of this thesis, the research results have relatively comprehensively approached the trend of multi-platform television in Vietnam recently. However, with the strong development of technology, communication technology, telecommunications, and television, changes in the needs, levels, and habits of the public, and other macro and micro impacts, It is inevitable that more in-depth research on multi-platform television in Vietnam will be needed soon. With his enthusiasm for television in general and multi-platform television in particular, the author hopes to continue researching and making specific contributions to Vietnamese television in the coming time.

LIST OF PUBLISHED WORKS OF THE THESIS

1. Duong Chan Nguyen (2020). Television under pressure from super platforms. *Journal of Political Theory and Communications*, October 2020 edition, pg 58-62.

2. Duong Chan Nguyen (2021). *Discussing economic activities from multi-platform television products in present-day Vietnam.* National science conference "Economics in media: In theory, practice, and experiences," October 2021, pg 628-635.

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