

New Programming Launches Using Innovative Approach to Speak to Bi-Cultural Vietnamese Generations

A first of its kind TV program, [VietBuzz](#) is an innovative approach to refresh Vietnamese programming and launched on November 5 on [Saigon TV](#) to bridge the entertainment gap for bi-cultural Asian American generations. Yorba Linda resident Yvon Nguyen, CEO of [VANT4GE, LLC](#), a marketing and business intelligence firm located in Orange, Calif. serving family-owned businesses to global corporations, has partnered with Westminster-based Saigon TV, the largest and first Vietnamese American television station, to produce *VietBuzz* through Vant4ge. Nguyen is a host and producer of *VietBuzz*, which will alternate bi-weekly in Vietnamese and in English. The English premiere will take place on November 19, 2016 at 2:30 p.m. on Saigon TV.

VietBuzz aims to speak to bi-cultural millennial and generation X viewers and bring a new form of entertainment to the Asian-American community. According to the Nielsen Asian-American Consumer 2015 Report, the fastest growing, most culturally diverse, and most affluent of the multicultural segments is Asian-Americans.

With a talk show format similar to *The View* on ABC, *VietBuzz* brings together dynamic and impactful female community leaders, entrepreneurs, and entertainers to discuss life, style, relationships, entertainment, family, and more.

A major distinguisher of *VietBuzz* versus traditional Vietnamese programming is that programs typically discuss Vietnamese-specific topics, such as Vietnamese entertainers and news, or translate mainstream news. *VietBuzz* will feature Vietnamese culture and beyond, while expressing the hosts' opinions on mainstream pop-culture and news.

Plus, standard Vietnamese TV talk shows use a one-dimensional production approach with only one camera featuring a wide angle shot. *VietBuzz* offers a multi-camera approach to capture the best conversations, engagements, reactions, and standpoints to enhance the viewer experience. Bi-weekly the show will air in English for viewers are not fluent in Vietnamese. While topics covered will be similar to those discussed in mainstream media, Vietnamese and Asian-American viewers will be able to identify with the hosts and guests who have similar family backgrounds, values, beliefs, and a foundation of growing up bridging and being impacted by two cultures.

Nguyen says, "Vietnamese Americans who grew up in the U.S. don't typically follow Vietnamese programming. The content is not appealing to young professionals and the bi-cultural generations as the majority of Vietnamese programs are owned, operated, and watched by an older generation of viewers and first generation Vietnamese Americans. *VietBuzz* is my brainchild and I'm so excited to provide fresh programming to viewers who are similar to myself and my peers."

Episodes of *VietBuzz* will air every other Saturday at 2:30 p.m. on Saigon TV on KJLA-57.5 and [online](#).

In addition to Nguyen, guests include Tracy Pham, Fountain Valley resident and creator and producer of Viet Fashion Week; Bele Nguyen, resident of Fountain Valley and owner of a Fountain Valley-based State Farm Agency; Vanessa Thuy Van Ta, Fountain Valley resident, singer and talk show host; Jade Tang, Westminster resident, celebrity nail artist and host of Nail Talk Radio.

VANT4GE, LLC is a marketing and business intelligence firm serving family-owned businesses to global corporations. VANT4GE specializes in target marketing, business management, training and development, sales strategies, and branding. Nguyen also places a strong emphasis on multicultural marketing and community relations.

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