



**OPTIMIZING LIVESTREAMING COMMUNICATION IN
CONTEMPORARY JOURNALISM: EMPIRICAL EVIDENCE
FROM VTV24'S YOUTUBE CHANNEL IN VIETNAM**

Nguyen Thi Kieu Oanh¹ⁱ,

Tran Hoang Kha²,

Pham Khanh Duy³,

Le Thi Dan Thanh⁴

^{1,3,4}Department of Literature, Linguistics, Journalism and Communication,
School of Political Sciences, Social Sciences and Humanities,
Can Tho University,
Vietnam

²College of Information and Communication Technology,
Can Tho University,
Vietnam

Abstract:

This study examines the role of livestreaming in contemporary journalism through a case study of the VTV24 YouTube channel. Adopting a mixed-methods approach - including content analysis, statistical classification, and Likert-scale surveys - the research analyzes VTV24's broadcasting activities from January 2018 to September 2025 alongside data from over 100 diverse news consumers. Findings reveal that livestreaming has evolved into a high-immediacy news format that delivers information more intuitively, aligning with digital consumption shifts among younger audiences. The study concludes that livestreaming is instrumental in enhancing information virality and driving journalistic innovation. Consequently, it recommends that media organizations prioritize content quality, thematic diversity, and two-way interactivity to foster sustainable audience engagement in the digital era.

Keywords: communication effectiveness, livestream, Vietnam journalism, VTV24, YouTube

1. Introduction

In the context of the vigorous digital transformation within journalism, contemporary audiences demand not only high-quality content but also rapid updates, visual

ⁱ Correspondence: email kieuoanh@ctu.edu.vn

immediacy, and interactive engagement during information consumption. The escalating competition among media outlets on digital platforms has catalyzed the emergence of innovative communication formats designed to maximize audience attraction and retention, among which livestreaming has surfaced as a prominent trend. Livestreaming distinguishes itself from traditional journalism through its capacity for real-time reportage, providing audiences with a profound sense of “on-site” presence and information transparency. Furthermore, the mechanisms of instantaneous commenting and feedback transform livestreaming into a two-way communication space, thereby strengthening the connectivity between news organizations and the public.

Despite the widespread global application and rapid proliferation of livestreaming in Vietnam, systematic academic research regarding this medium within the journalistic field remains limited. Current analyses predominantly focus on descriptive phenomena or user-experience evaluations, often failing to fully elucidate dimensions such as content characteristics, strategic communication objectives, and audience reach within a digital-first framework. This trajectory suggests that livestreaming is not merely a transient “trend-driven” method but is evolving into a long-term strategic pillar for media agencies in the digital era. Consequently, examining livestreaming on digital platforms - specifically regarding usage frequency, content attributes, communicative goals, and public engagement efficacy - is not only timely but also offers significant practical value for enhancing the communication quality and operational efficiency of modern journalism.

2. Literature Review

Alongside traditional journalistic forms, livestreaming has emerged as a high-immediacy delivery format that enhances perceptions of authenticity and transparency, while significantly broadening interactivity between news organizations and the public. Owing to these defining characteristics, livestreaming has garnered increasing scholarly and professional attention, establishing itself as a prominent trend within the landscape of digital journalism.

In the global academic landscape, the integration of livestreaming into journalism is recognized as a transformative shift characterized by immediacy and real-time presence. According to Borchard (2022) in *The SAGE Encyclopedia of Journalism*, livestreaming provides a unique sense of synchronicity that distinguishes it from traditional broadcasting. This transition requires a fundamental re-evaluation of journalistic labor; Bock (2011), writing in *New Media & Society*, argues that moving toward live video necessitates a shift in storytelling mindsets and editorial workflows. Further examining the reporter-audience dynamic, Pekkala and Zoonen (2021) emphasize that livestreaming creates a “shared space” for interaction, effectively fostering what Hutchinson (2017) terms a “participatory culture” where news is co-created with the public. Economically, Myllylahti (2018) views this as a strategic move within the attention economy, where news agencies utilize platforms like YouTube to maintain algorithmic

visibility. This global trend is exemplified in regional studies, such as Andanni's (2021) analysis of Indonesian news channels, which documents the systemic migration from conventional broadcasting to digital-first livestreaming ecosystems - a trajectory that mirrors the evolution of modern newsrooms worldwide.

In the Vietnamese context, while specialized research focusing exclusively on livestreaming within mainstream journalism remains emergent, existing literature on video journalism and YouTube provides a robust theoretical foundation. Nguyen Thi Truong Giang (2025) emphasizes the shift toward "interactive journalism", where livestreaming serves as a critical bridge to diminish the distance between newsrooms and the public. Building on this, Do Anh Duc (2023) analyzes the digital transformation of state media, identifying VTV as a pioneer in multi-platform strategies. Regarding the specific dynamics of the YouTube platform, Nguyen Van Dung (2025) highlights the significant opportunities for information virality and intuitive engagement offered by video and livestream formats; however, he also underscores critical challenges concerning copyright, content governance, and intense competition. Furthermore, the impact on audience behavior is elucidated by Dinh Tien Minh et al. (2021), whose research indicates that credibility, creativity, and content engagement are decisive factors influencing user behavior on YouTube. Despite these contributions, there remains a discernible lack of empirical, quantitative data - such as Likert-scale surveys - specifically evaluating VTV24's livestreaming performance post-2020, a gap that this study seeks to address.

Overall, existing scholarship—both domestic and international—indicates that livestreaming is transitioning from a supplementary tool to an increasingly central role within digital journalism. Nevertheless, a significant research gap remains due to the paucity of systematic studies focused on comparative assessment and performance evaluation. Therefore, a comprehensive synthesis and analysis of livestreaming activities on YouTube by major news organizations is essential to gain a deeper understanding of this phenomenon within contemporary media practices.

2. Research Methodology

This study employs a methodological triangulation approach, integrating the following research methods:

- **Statistical and Classification Method:** Following the data collection from a survey sample of over 100 YouTube news consumers, responses were synthesized and categorized based on criteria such as viewing frequency, level of interest, perceived credibility, and interactive behavior. The data is presented through statistical tables and various graphical representations (bar, pie, and line charts) to highlight disparities between audience segments. This method facilitates the visualization of quantitative data and identifies news consumption trends regarding VTV24's livestreams on YouTube.

- **Content Analysis Method:** This method was applied to examine the entire corpus of VTV24's livestreamed videos on YouTube from January 16, 2018, to September 05, 2025. The content was analyzed according to specific variables, including thematic focus, communication objectives, presentation formats, broadcast frequency, technical production elements, and journalistic hosting styles. Consequently, the study evaluates the distinct characteristics and deployment trends of VTV24's livestreaming within digital journalistic practice.
- **Survey Method (Questionnaire):** A structured questionnaire comprising 18 items was designed to gather data on YouTube usage habits, awareness and viewership of VTV24's livestreams, and evaluations of content, technique, reliability, interaction, and future expectations. The instrument utilized diverse question formats, including single-choice, multiple-choice, open-ended, and scaled questions, providing a comprehensive reflection of audience perceptions toward journalistic livestreaming.
- **Likert Scale Measurement:** The survey utilized a 5-point Likert scale to measure participants' level of agreement with statements concerning the role and efficacy of VTV24's YouTube livestreams. The scale ranges from 1 (Strongly Disagree) to 5 (Strongly Agree), providing quantitative data to clarify public perception, evaluation, and expectations regarding live communication in the digital media environment.

3. Results and Discussion

3.1 The Current Status of Livestreaming Utilization for News Communication on VTV24's YouTube Channel

3.1.1 Survey Findings on the Implementation of Livestreaming for News Communication on VTV24's Youtube Platform

During the period from 2018 to September 2025, this study examined the entire corpus of livestreamed videos published on VTV24's official YouTube channel to evaluate the extent of implementation and the resulting level of public engagement with this live communication format. Statistical results indicate that VTV24 broadcasted 950 livestreams, garnering a total of 90,822,060 views, 760,136 likes, and 2,211 comments throughout the survey period.

3.1.1.1 Frequency of occurrence

The broadcasting frequency of livestreams on YouTube serves as a critical quantitative indicator, reflecting VTV24's level of commitment and strategic investment in live communication formats. This metric not only allows for the identification of the scale of content deployment across distinct phases but also facilitates an assessment of the stability and continuity of online broadcasting activities. By analyzing this frequency, one can more clearly determine the degree of priority assigned to livestreaming within the editorial office's overarching digital media strategy. Furthermore, it provides an

empirical basis for comparative analysis across different developmental stages of the channel.

Table 4.1: A summary of VTV24's livestream results on YouTube

No.	Year	Number of posts	Number of views	Number of likes	Number of comments
1	2018	80	402 602	2 296	0
2	2019	56	555 277	1 180	0
3	2020	60	3 153 825	18 589	0
4	2021	69	12 870 114	65 643	1 710
5	2022	313	17 787 553	184 866	0
6	2023	231	7 889 211	103 913	1
7	2024	102	26 162 775	187 978	171
8	01-09/2025	39	22 001 723	242 725	329
	Total	950	90 822 060	760 136	2 211

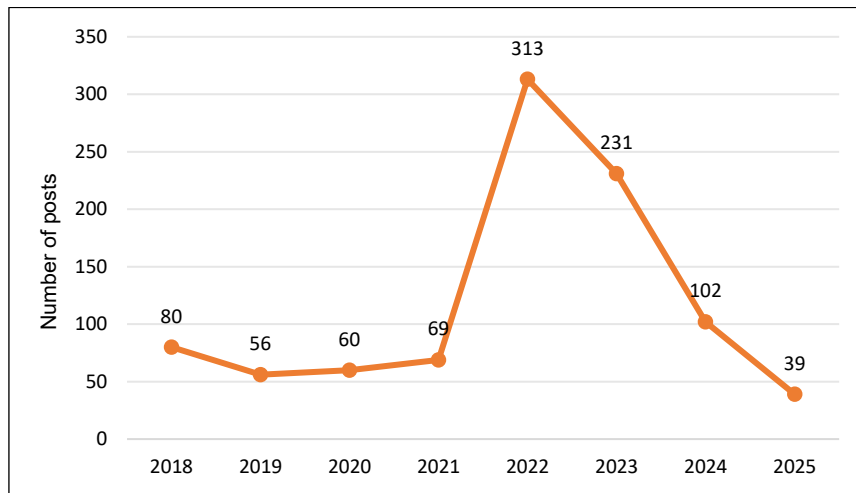


Figure 4.1: Number of livestreams on VTV24's YouTube channel (2018 - September 25, 2025)

3.1.1.2 Content of the reflection

Statistical analysis of the livestreamed programming on the VTV24 YouTube channel reveals a broad spectrum of thematic coverage, spanning diverse sectors including economics and finance, politics and society, education, as well as culture and sports. Each program exhibits distinct content characteristics and varying degrees of audience reach, thereby reflecting VTV24's strategic commitment to diversifying its digital media products.

Table 4.1: Statistics of selected programs

No.	Program name	Number of posts	Number of views	Number of likes	Number of comments
1	Bí mật đồng tiền (statistics for both seasons)	101	4 200 850	56 281	1
2	Khớp lệnh	337	10 481 214	150 101	0
3	Landshows	36	1 311 556	11 195	0
4	Comprehensive pandemic coverage news	54	1 818 114	9707	0
5	Tự do tài chính	41	3 390 143	42 767	43
6	EURO	49	8 345 367	32 762	49
7	Commemorative ceremony with military parade and procession	2	11 072 206	131 000	5
8	Vì tầm vóc Việt	128	380 959	1 621	0
9	Storm news	26	7 576 513	35296	26
10	Examinations, including the Grade 10 entrance examination, the high school graduation examination, and the competency assessment test	13	391 950	3 721	0
11	Breaking News	4	1 489 413	7 055	3
12	Memorial and burial ceremony of General Secretary Nguyễn Phú Trọng	2	9 792 923	98 000	0

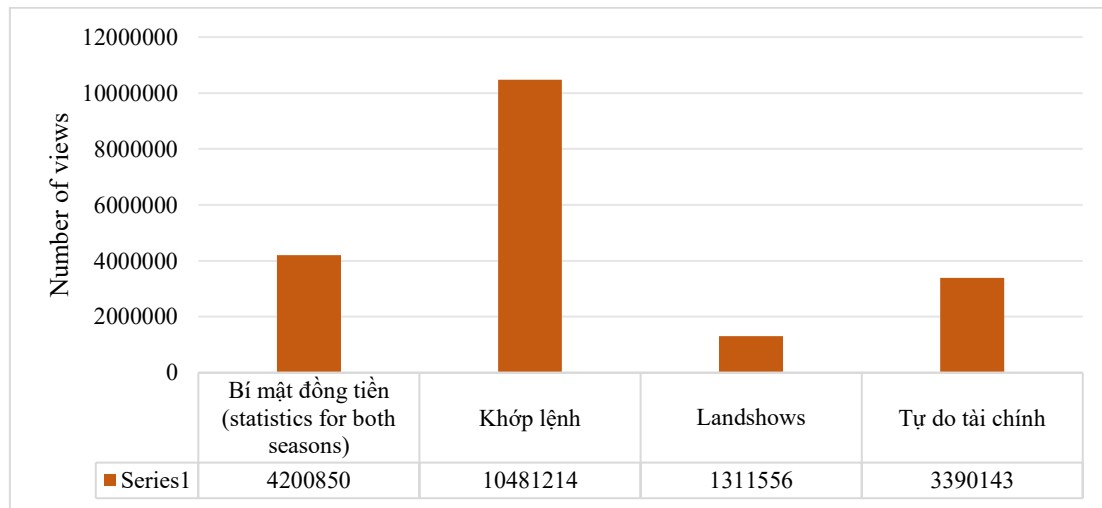


Figure 4.2: Number of views of livestreams in the economics and finance category on VTV24's YouTube channel

Regarding the economic and financial programming segment, VTV24 has demonstrated significant strategic investment, as evidenced by series such as *Money Secrets* (101 episodes, over 4.2 million views), *Matched Orders* (337 episodes, over 10.4 million views), *Landshows* (36 episodes, 1.3 million views), and *Financial Freedom* (41 episodes, 3.39 million views). Notably, *Matched Orders* stands out for its high temporal relevance, providing real-time updates synced with stock market trading sessions.

Conversely, *Money Secrets* and *Financial Freedom* adopt an analytical and educational approach to financial literacy, targeting younger demographics interested in personal finance management. *Landshows* further complements this portfolio by addressing the real estate sector - a field closely intertwined with public daily life and investment interests.

In terms of socio-political coverage, livestreams of major national events have achieved extraordinary audience engagement. Significant examples include the *National Anniversary Military Parade* (2 episodes, over 11 million views, 131,000 likes) and the *Memorial and Burial Ceremony of General Secretary Nguyen Phu Trong* (2 episodes, nearly 9.8 million views, 98,000 likes). Although the volume of livestreams in this category is relatively low, their audience attraction and virality are markedly superior.

Furthermore, the study identifies a category dedicated to emergency information and crisis-specific situations. The *Pandemic Response Overview* (54 episodes, 1.8 million views) and *Storm Updates* (26 episodes, 7.5 million views) serve as prominent examples. During periods of crisis - such as pandemics or natural disasters - public demand for information spikes dramatically. In these contexts, livestreaming functions as an ideal medium due to its inherent immediacy and capacity for rapid, real-time response.

Regarding educational and lifestyle content, coverage of entrance examinations, high school graduation exams, and thinking assessment tests (13 episodes, nearly 392,000 views) reflects the public's need for authoritative information in the educational sector. Although the viewership metrics are relatively modest compared to other segments, this content remains a vital component, demonstrating VTV24's engagement with students, parents, and the broader educational community. Additionally, the series *For the Stature of Vietnam* (128 episodes, nearly 381,000 views) underscores a humanistic approach, focusing on social responsibility and community welfare.

In the sports and entertainment segment, coverage of the *EURO* tournament (49 episodes, over 8.3 million views, 32,000 likes) confirms the unparalleled appeal of sports, particularly football. This content category demonstrates a high capacity for information virality, effectively stimulating real-time commentary and direct audience interactivity.

Lastly, the breaking news and current affairs group (4 episodes, over 1.4 million views) illustrates VTV24's strategy of leveraging livestreaming's strengths to report on spontaneous events. Despite the limited number of broadcasts, this category significantly consolidates VTV24's position as an agile and authoritative news source, delivering international news with both speed and accuracy.

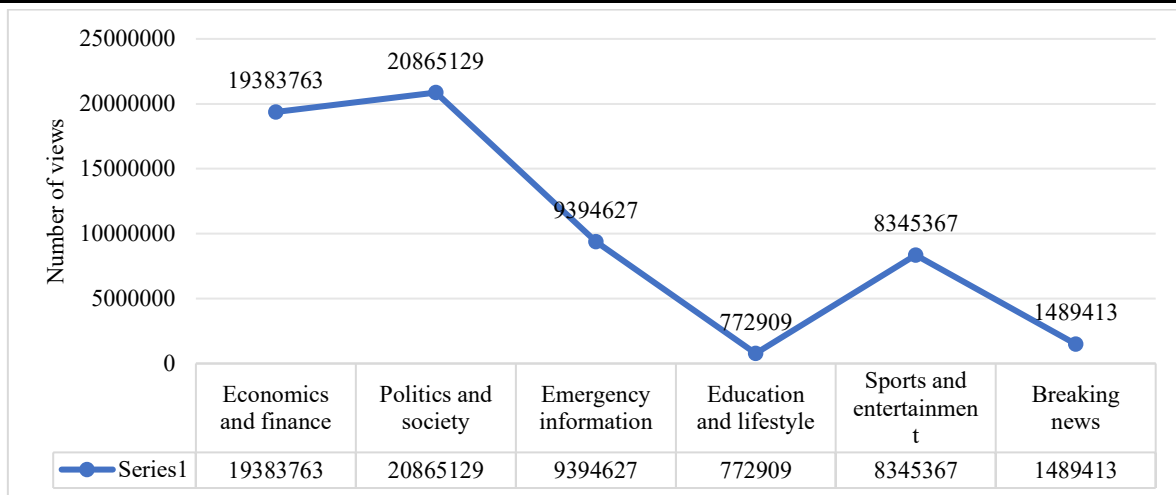


Figure 4.3: Number of views of livestream program categories on YouTube

In summary, the content disseminated via VTV24's livestreams is categorized into five major thematic clusters: (1) Economics and Finance, (2) Politics and Society, (3) Emergency Information, (4) Education and Lifestyle, and (5) Sports and Entertainment. This thematic diversity not only enables VTV24 to engage a broad spectrum of audience demographics but also reinforces the role of livestreaming as a versatile communication tool. It functions effectively as a medium for rapid updates, a vehicle for public opinion orientation, and a platform for fostering community connectivity.

3.1.1.3 Communication Objectives

a) Communication objectives as stated in statements and documents of VTV24/VTV Digital

Firstly, expanding audience reach and cultivating a digital audience ecosystem. According to the article *"VTV Digital and New Directions for Digital Audiences"* (VTV, 2020), VTV Digital - the governing body of VTV24 - asserted: *"VTV Digital possesses significant advantages in multi-platform content distribution... In the near future, VTV Digital will expand its reach further and deliver even more engaging content."* This statement underscores a strategic orientation toward audience expansion within the digital environment, specifically emphasizing content distribution via YouTube - a platform characterized by a young, dynamic, and highly interactive user base.

Secondly, maintaining the role of authoritative information and enhancing the prestige of the national news brand. In the report *"VTV and the Digital Transformation Strategy in the Television Industry,"* Vietnam Television defined its objective: *"The station will strengthen propaganda effectiveness and improve content quality across multiple platforms to maintain its leading role in information dissemination and public opinion orientation"* (VTV, 2022). Regarding VTV24 specifically, its mission was further clarified in a feature by *VnExpress* (2024): *"VTV24 pursues the mission of becoming an agile and prestigious news center of Vietnam Television, providing millions of viewers with accurate, timely, and analytical information"* (VnExpress, 2024). Consequently, livestreaming serves not only as a tool for

information dissemination but also as a strategic vehicle to consolidate the influence of mainstream journalism within the digital media landscape.

Thirdly, innovating presentation formats and enhancing audience interaction. According to VTV Digital's strategic direction as outlined in the article "2023 in Review: How VTV Digital condensed the year's events into just 16 minutes" (Advertising Vietnam, 2024): "VTV Digital aims to create a unique hallmark for audiences on digital platforms, where they can access video content anytime, anywhere". This indicates that livestreaming is utilized as a tool for journalistic innovation, leveraging the advantages of immediacy, interactivity, and non-linearity. Ultimately, this approach serves to bridge the gap between journalistic information and the public.

b) Assess the extent to which the objectives have been achieved

Based on the aforementioned statements and strategic directions, VTV24's communication objectives for livestreaming can be synthesized into three primary groups: (1) Expanding digital audience reach and content coverage; (2) Asserting the role of mainstream journalism while enhancing credibility and orientation; and (3) Innovating delivery formats to increase public interaction.

The survey results presented above yield the following evaluations regarding these objectives:

- **Regarding Objective (1):** VTV24 has achieved significant virality. Notably, during the 2024 -2025 period alone, livestream views on YouTube exceeded 48 million, accounting for over 50% of the total views accumulated over the past eight years. This clearly reflects the effectiveness of their strategy to broaden digital audience accessibility.
- **Regarding Objective (2):** The livestream content focuses on high-value socio-political and economic themes with strong orientational impact, such as the *Memorial Ceremony for General Secretary Nguyen Phu Trong*, *Money Secrets*, and *Matched Orders*. By ensuring both official accuracy and rapid updates, VTV24 successfully maintains its core criteria of being 'Accurate - Timely - Deeply Analytical'.
- **Regarding Objective (3):** The volume of comments (2,211 comments across 950 livestreams) remains relatively low compared to the massive viewership scale. This discrepancy suggests that while VTV24 has succeeded in its reach, it has yet to optimize audience interactivity - a defining characteristic of live communication.

Survey results indicate that VTV24's livestreaming activities on YouTube between 2018 and 2025 have experienced robust growth in scale, frequency, and content diversity. Moving beyond the initial experimental phase, VTV24 has progressively integrated livestreaming as a pivotal communication tool. The implementation of diverse content across multiple sectors reflects the professional and multi-dimensional orientation of a national news center. VTV24's strategy is anchored by three core communication objectives: expanding digital audience reach, maintaining its role as a mainstream

journalistic authority, and enhancing public interaction. While the first two objectives have yielded outstanding results, two-way interactivity remains a significant limitation. This suggests a pressing need for innovation in presentation methods to fully leverage the potential of livestreaming. By doing so, VTV24 can foster a more engaging and proactive digital environment, bridging the gap between the newsroom and its audience in the modern era.

3.1.2 Characteristics of VTV24's Youtube livestream

Through the survey and analysis process, four prominent characteristics of livestreaming activities at VTV24 can be identified:

3.1.2.1 Directness and immediacy

Directness and immediacy constitute the core elements of any livestreaming format, evidenced by the ability to deliver information at the precise moment of occurrence, directly from the scene, and synchronized with the unfolding event. At VTV24, these characteristics are vividly demonstrated through programs such as “*Storm Updates*”, the “*Pandemic Response Overview*”, and the “*Memorial and Burial Ceremony of General Secretary Nguyen Phu Trong*”. Specifically, in the “*Storm Updates*” series (2022–2024), VTV24 deployed a network of correspondents across multiple provinces in Central and Southern Vietnam, establishing direct connections via its YouTube channel. Similarly, the “*Pandemic Response Overview*” series (2021–2022) serves as a testament to the immediacy of livestreaming. Amidst the health crisis, VTV24 broadcasted live press conferences, updates from the Ministry of Health, and reports from quarantined zones, enabling the public to access critical information as it happened. Consequently, livestreaming has evolved into a real-time journalistic tool, effectively satisfying the digital society’s demand for “*hot, authentic, and rapid news*”.

In comparison to local television stations such as HTV Hanoi, where broadcasting schedules are predominantly fixed to morning, noon, and evening slots, VTV24 demonstrates greater flexibility and agility in handling current affairs, particularly concerning spontaneous events. This inherent directness and immediacy not only enhance the intrinsic value of the news but also enable VTV24 to solidify its brand identity as the “*fastest news hub on digital platforms*”.

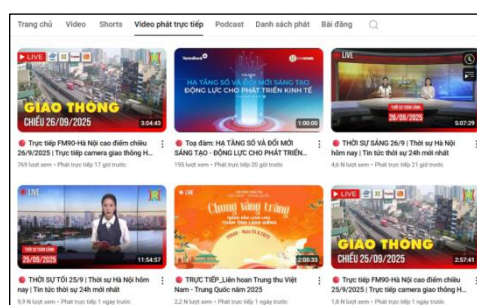


Image 4.1: Most of the livestreams are news programs of Hanoi Television on Youtube

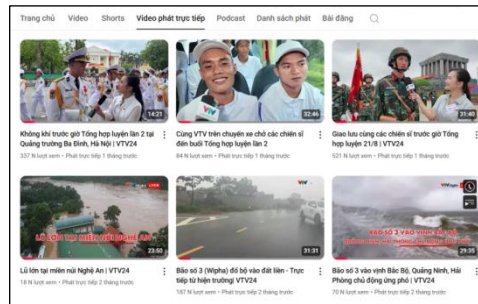


Image 4.2: The livestreams focus on trending topics of VTV24 on Youtube

3.1.2.2 Flexibility in content and format

In addition to speed, VTV24's livestreams exhibit high flexibility in both content and presentation formats. In contrast to the specialized nature of many other channels, VTV24 utilizes livestreaming as an open content space encompassing a wide range of fields. For instance, the program *"Khớp lệnh"* is a prime example of thematic and interactive flexibility, blending live news reporting with live analysis. Meanwhile, *"Bí mật đồng tiền"* demonstrates flexibility through the livestreamed talkshow format, where hosts and guests engage in real-time discussions on personal finance, investment, and smart consumerism. In a different domain, the *"EURO 2024"* coverage exemplifies VTV24's adaptive capacity, integrating live sports reporting, post-match commentary, and fan engagement.

This distinction becomes even more apparent when compared to VTV Sports - a channel with a specialized content orientation. VTV Sports primarily focuses on live sporting events such as football, golf, and marathons. Their livestreams are typically long-form, revolving around match commentary, play-by-play reporting, and highlights, targeting a specific niche of sports enthusiasts. While the strength of VTV Sports lies in its depth and continuity within a single field, it lacks thematic diversity and genre flexibility. Conversely, VTV24 exploits livestreaming as an open-ended platform, functioning simultaneously as a news outlet, a forum for talkshows, and a hub for online community connectivity.

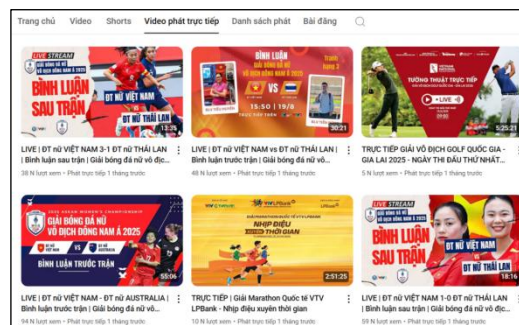


Image 4.3: Livestreams on the VTV Sports channel

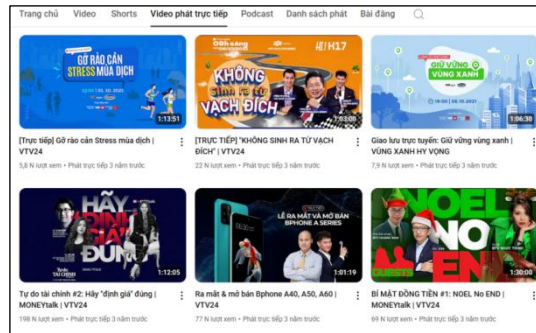


Image 2.4: Diverse livestreams across various fields on VTV24's YouTube channel

It is evident that VTV24's flexibility is manifested not only in its thematic breadth but also in its ability to structure livestreams to align with the unique characteristics of each topic. This approach enables VTV24 to sustain long-term engagement, prevent content fatigue, and effectively cater to the multi-layered preferences of the YouTube audience.

3.1.2.3 National coverage versus localization

A prominent characteristic of VTV24's livestreams is their comprehensive nature, spanning across geospatial dimensions, content depth, and informational influence. Unlike local channels such as *THVL General* (Vinh Long) or *CTV* (Ca Mau) - which primarily reflect provincial life through a localized lens - VTV24 asserts its role as a national news hub, delivering authoritative, comprehensive, and widespread information throughout the country.

In terms of spatial scope, VTV24 frequently organizes livestreams that connect multiple bridgeheads across the three main regions of Vietnam, demonstrating its national-scale organizational capacity. A prime example is the livestream of the "Memorial and Burial Ceremony of General Secretary Nguyen Phu Trong" (2024), where the channel mobilized correspondents in Hanoi, Ho Chi Minh City, and Quang Binh for simultaneous live reporting. Similarly, programs such as "Typhoon No. 5 - Central Vietnam Bracing for Impact" or the "National 10th Grade Entrance Examination" showcase the ability to synchronize multiple reporting teams in Hue, Da Nang, Quang Tri, and Can Tho. This effectively transforms the livestream into a unified national information forum.

In contrast, THVL General and CTV Ca Mau clearly exhibit a trend toward "localization" in their livestreaming activities. On THVL, content primarily revolves around social welfare and entertainment tailored to the Mekong Delta, such as "The Warning", "People Ask - Leaders Answer", or the "Ok Om Bok Festival". Meanwhile, CTV Ca Mau focuses on programs like "Live Provincial Lottery", "Solutions for Brackish Water Shrimp Industry Development", or their own version of "People Ask - Leaders Answer". While these livestreams closely reflect community life, they are characterized by a restricted dissemination scope, lacking inter-regional connectivity and failing to attract audiences beyond their specific geographical areas. This indicates that the influence of local channels remains confined to serving the information needs of provincial communities, rather than achieving the scale of national coordination.

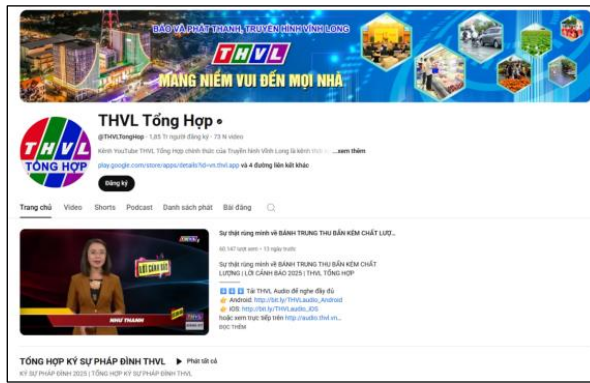


Image 4.5: General YouTube channel of Vinh Long Television Station

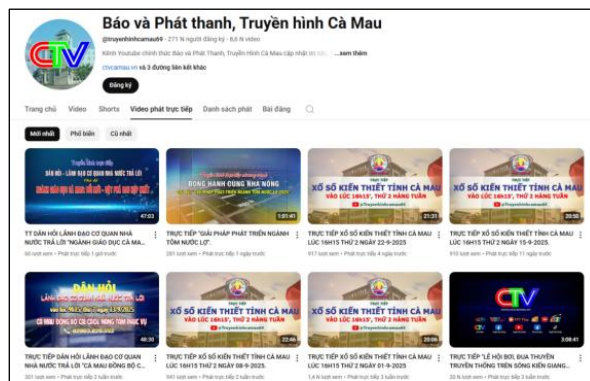


Image 4.6: YouTube channel of Ca Mau Television Station

In conclusion, when evaluated across three dimensions - broadcasting scope, content substance, and target audience - VTV24's livestreams exhibit a distinctively comprehensive and holistic character. This stands in stark contrast to the localized and niche-community focus characteristic of stations such as THVL and CTV. This overarching reach is the pivotal factor enabling VTV24 to solidify its leading position within the digital media ecosystem.

3.1.2.4 Archievability and reusability

VTV24's livestreams are operated through a systematic process oriented toward archival consistency and multi-platform reusability. Empirical evidence from the "Live" tab of the VTV24 channel indicates that broadcasts are preserved in their entirety upon conclusion. From a production and editorial perspective, VTV24 typically implements two primary forms of content repurposing: (1) extracting short highlights (2–5-minute clips) for distribution on social media and subsidiary channels to amplify virality; and (2) re-editing content into news bulletins or documentaries for traditional television segments or the VTVGo platform.

Archivability and reusability also generate significant administrative and scientific value. VTV24 has effectively constructed an "event-based data bank" for information verification, reference, and post-event professional analysis (e.g., evaluating natural disaster patterns or analyzing policy contexts). For the audience, this archive

enhances on-demand accessibility, increases the channel's overall watch time, and promotes transparency.

However, this mechanism entails several practical limitations: (1) navigational challenges in long-form videos, where users struggle to locate specific segments without guidance; (2) escalating storage and data management costs proportional to video length; (3) low virality for long-form content if not optimized through shorter clips; and (4) the risk of information obsolescence if livestreams lack updated metadata, titles, or annotations. Consequently, it is imperative for VTV24 to systematize the application of standardized metadata, timestamps, subheadings, transcripts, and automated highlight generation processes.

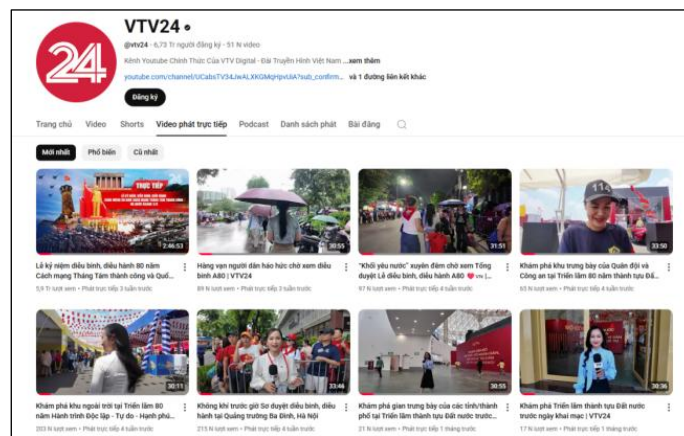


Image 4.7: Livestreams are organized into a separate category ('Live videos') for storage on VTV24's YouTube channel

Based on the four aforementioned characteristics, it is evident that VTV24's YouTube livestreaming has evolved into a comprehensive digital communication model, harmonizing speed, flexibility, and national-scale information coverage. Unlike the livestreams of many local stations, which are often constrained by content limitations and narrow service scopes, VTV24 operates its livestreams as a strategic information platform. This platform functions simultaneously to provide real-time updates while fostering a dedicated space for social interaction and public discourse. Furthermore, the systematic archiving and reusability of these broadcasts transform each livestream into a long-term digital asset, supporting multi-platform production and effectively extending the content lifecycle.

3.2 Evaluating public reception effectiveness

3.2.1 Evaluating livestreaming effectiveness on the VTV24 YouTube channel

3.2.1.1 Interaction effectiveness

During the period from 2018 to September 2025, livestreams on the VTV24 YouTube channel recorded a total of 90.8 million views, 760,136 likes, and 2,211 comments. These metrics indicate that livestreaming has evolved into an effective communication channel

for capturing audience attention and stimulating fundamental response behaviors from the public.

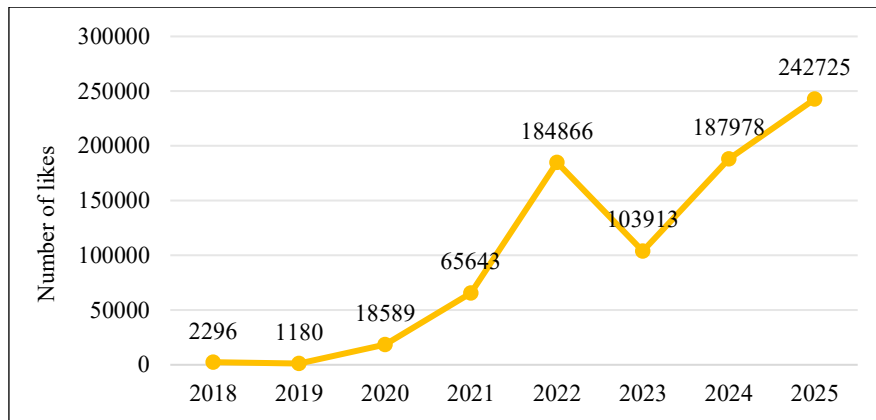


Figure 4.4: Number of likes on livestreams on VTV24's YouTube channel from 2018 to September 2025

When analyzed by individual program, it is evident that engagement levels are highly dependent on the subject matter. Socio-economic and financial programs, such as *“Matched Orders”* and *“Money Secrets”*, maintain a high and stable number of likes, indicating a loyal audience segment with a sustained interest in these fields. In contrast, special events - such as the *Memorial Ceremony for General Secretary Nguyen Phu Trong* or *National Military Parades* - generate “engagement peaks”, garnering tens of thousands of likes within just a few broadcasts. For topics deeply connected to community life and collective emotions, such as *EURO* or *Storm Updates*, the volume of comments is significantly higher, reflecting the audience's need for real-time interaction and exchange. Generally, VTV24's interaction effectiveness is affirmed by its ability to sustain consistently high view counts and like ratios.

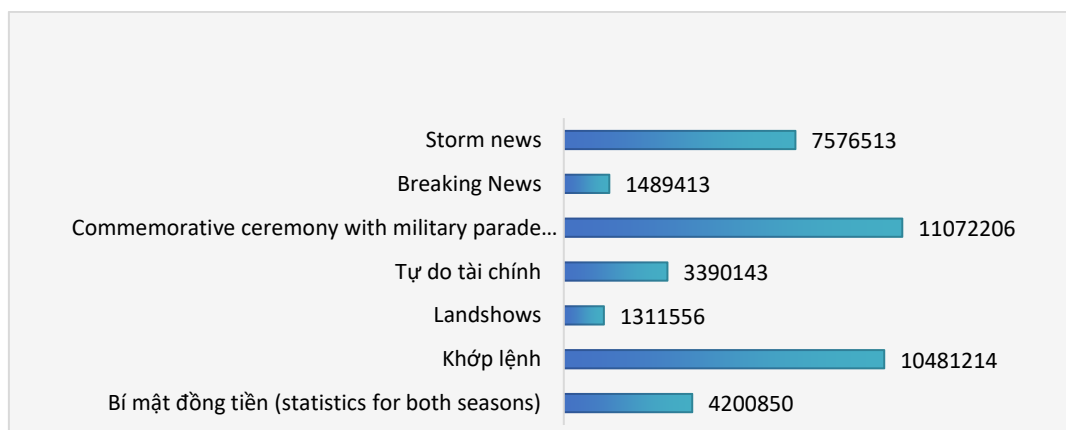


Figure 4.5: Number of views of selected representative livestreams on VTV24's YouTube channel

3.2.1.2 Content effectiveness

Livestreaming on the VTV24 YouTube channel is distinguished by its thematic diversity and informational depth. Unlike many local television channels that tend to focus on specific niches—such as local news or cultural entertainment—VTV24 explores a broad spectrum of topics, ranging from economics, finance, and socio-politics to education, sports, and major national and international events.

Notably, VTV24's livestream content extends beyond mere real-time reporting; it integrates analytical, explanatory, and orientational elements. For instance, economic programs like *"Money Secrets"* and *"Matched Orders"* do more than report news; they provide financial literacy, contributing to public education in personal management and investment. Meanwhile, sporting events like the *EURO* capitalize on entertainment value while fostering vibrant online community discussion spaces.

Another critical aspect is the content spillover effect. Several high-engagement livestream programs have established their own distinct "brands," maintaining a loyal viewership and generating discussion trends across social networks. This demonstrates that VTV24 does not merely produce transient news; it creates media products with enduring value, thereby solidifying the channel's credibility within the digital media landscape.

3.2.2 Advantages and disadvantages of utilizing livestreaming on VTV24's YouTube channel

3.2.2.1 Advantages

Firstly, livestreaming has enabled VTV24 to significantly expand its audience reach. Between 2018 and 2025, the channel recorded nearly 91 million views and approximately 1 million likes, demonstrating a robust virality that far exceeds the limitations of traditional broadcast television.

Additionally, the diversity of livestream content - spanning from economics and finance to socio-politics, sports, entertainment, and education - allows VTV24 to penetrate various audience segments. A key highlight is the integration of live reporting with in-depth analysis, which facilitates the formation of authoritative social discourse rather than merely providing conventional news updates.

Furthermore, livestreaming provides a competitive edge in terms of immediacy and real-time presence. VTV24 frequently broadcasts breaking news events such as natural disasters, pandemics, or national funerals, thereby asserting its "first-to-report" role and solidifying its credibility as an official news outlet.

Finally, livestreaming assists VTV24 in optimizing production costs. Compared to organizing traditional television programs with expensive post-production phases, livestreaming requires only basic technical infrastructure while maintaining the capacity to reach millions of online users. Moreover, leveraging YouTube's global distribution capabilities allows VTV24 to engage not only domestic viewers but also the overseas Vietnamese community, thereby enhancing social value and amplifying the national brand within the digital environment.

3.2.2.2 Disadvantages

Despite its significant advantages, the application of YouTube livestreaming at VTV24 also reveals certain limitations. Specifically, three primary drawbacks can be identified: First, the degree of two-way interaction remains relatively restricted. Although livestreaming technically enables audiences to comment in real-time, the actual volume of comments is disproportionately low compared to the scale of nearly 91 million views. Furthermore, during the initial phase from 2018 to 2020, the live chat function was disabled for the majority of broadcasts. This suggests that VTV24 still leans toward a one-way information dissemination model, failing to fully exploit audience feedback mechanisms.

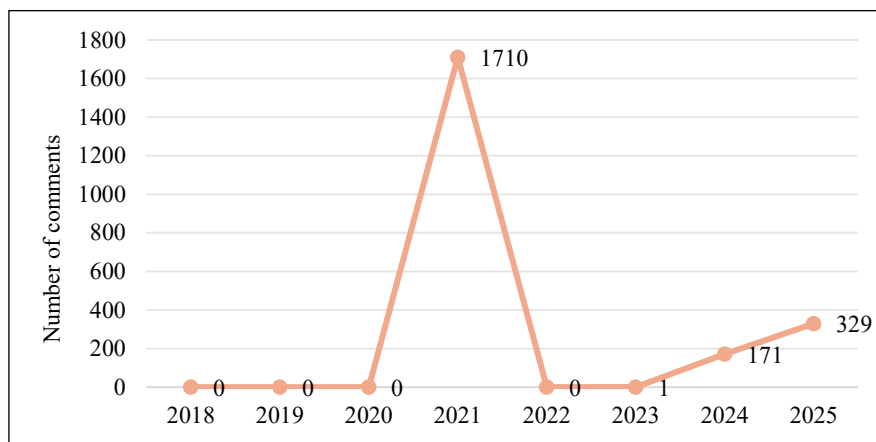


Figure 4.6: Number of comments on livestreams on VTV24's YouTube channel from 2018 to September 2025

Second, the disparity between different content categories reflects a noteworthy drawback. For instance, while socio-economic and financial programs attract a loyal audience base, humanitarian and educational content—such as *“For Vietnam’s Stature”*—records lower viewership despite a high frequency of broadcasts. This raises concerns regarding the efficiency of resource allocation and the overall balance of the channel's content strategy.

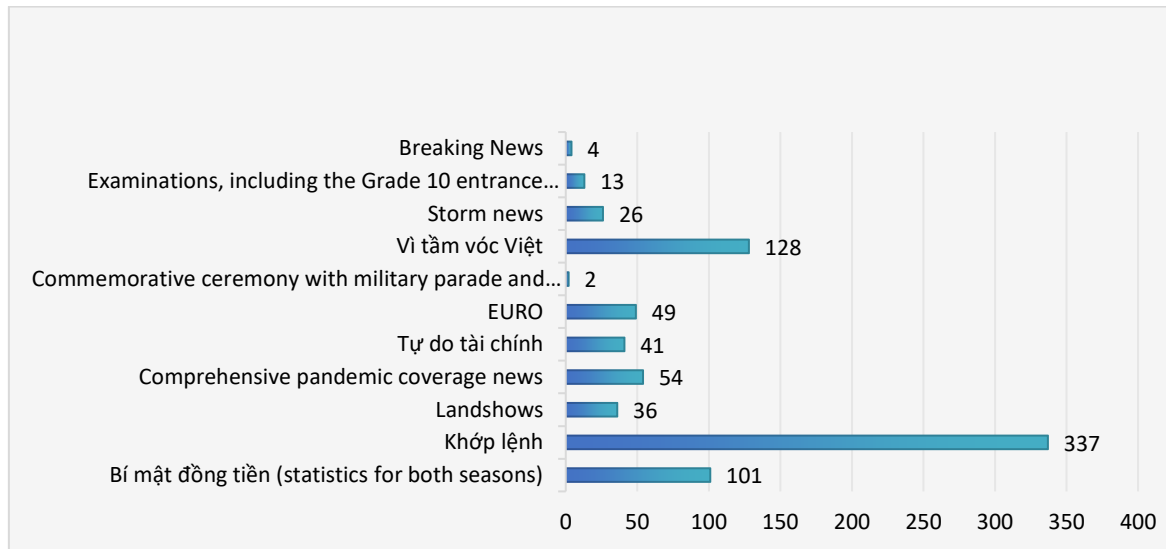


Figure 4.7: Differences in the number of selected representative livestream programs on VTV24's YouTube channel

Finally, strategic dependence on the YouTube platform constitutes a significant limitation. Since YouTube exercises full control over distribution algorithms and content policies, VTV24 lacks absolute autonomy in reaching its audience. Risks such as shadowbanning (restricted visibility), reduced advertising revenue, or copyright barriers are persistent threats that could undermine the long-term stability of its livestreaming activities.

3.2.3 Evaluating public reception levels

3.2.3.1 Survey participant information

The study conducted a survey using a combination of online and offline (face-to-face) methods over a period of 19 days (from September 22, 2025, to October 10, 2025). The survey questionnaire was designed via Google Forms and distributed extensively through social media platforms such as Zalo and Messenger, alongside the direct distribution of physical copies at various locations within Can Tho University. A total of 115 valid responses were collected, including 98 online submissions and 17 hard-copy forms.

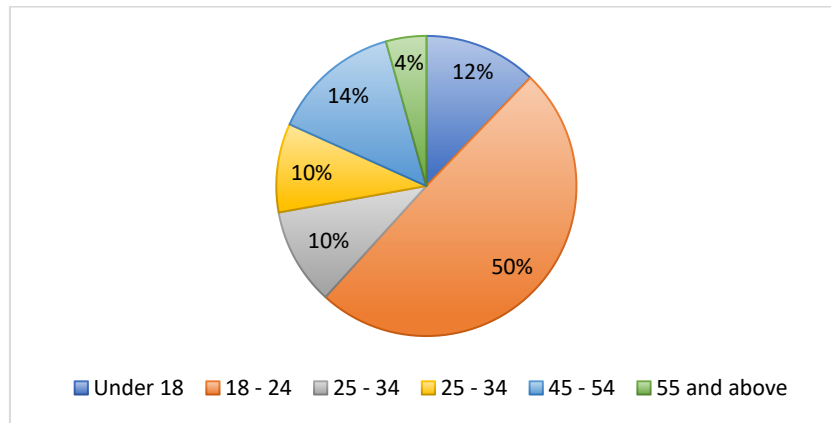


Figure 4.8: Diversity in the age groups of survey participants

The survey participants were not restricted by age or occupation, encompassing students, civil servants, freelancers, homemakers, retirees, and various other professional groups. This broad inclusion aimed to provide a comprehensive and multi-dimensional perspective on how modern journalistic content, particularly livestreaming, is received by the public on digital platforms.

Overall, the survey sample is diverse and representative, covering various age groups from adolescents to middle-aged and elderly individuals. This ensures that the research results reflect not only the viewpoints of the younger demographic - who are frequent social media users - but also the perspectives, interests, and news consumption habits of mature audiences. Consequently, this approach enhances the reliability and objectivity of the collected data.

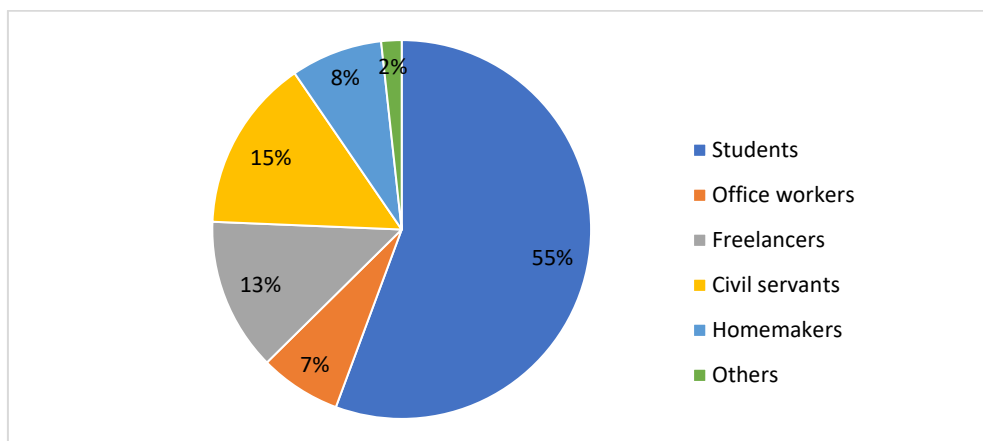


Figure 4.9: Diversity of occupational groups among survey participants

3.2.3.2 Youtube usage and news consumption habits

The survey results indicate that YouTube is a platform frequently utilized by participants in their daily lives. Specifically, 36 respondents (31.3%) reported an average usage time of 30 minutes to 1 hour per day. 27 individuals (23.5%) spend 1–2 hours on the platform, while 26 respondents (22.6%) watch for more than 2 hours, and another 26 (22.6%) consume less than 30 minutes of content daily.

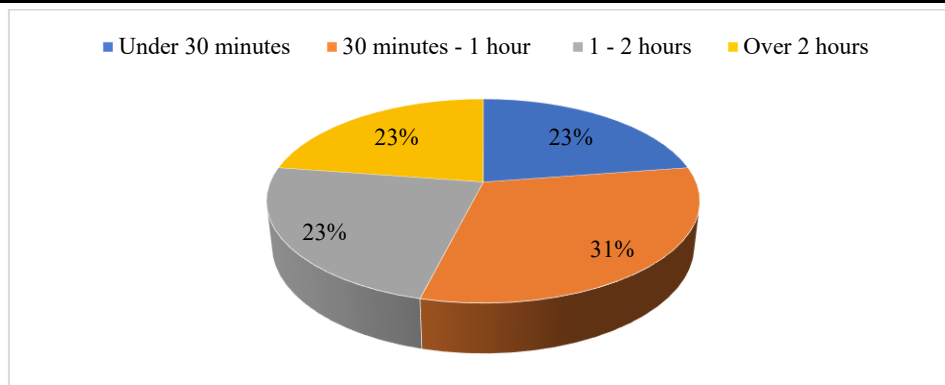


Figure 4.10: Daily YouTube usage time of survey respondents

Based on the statistical data, it is evident that the majority of survey participants dedicate a significant amount of time to YouTube, with over 75% utilizing the platform for more than 30 minutes daily. This indicates that YouTube has become an integral part of the public's media habits, functioning not only as an entertainment outlet but also as a pivotal information source.

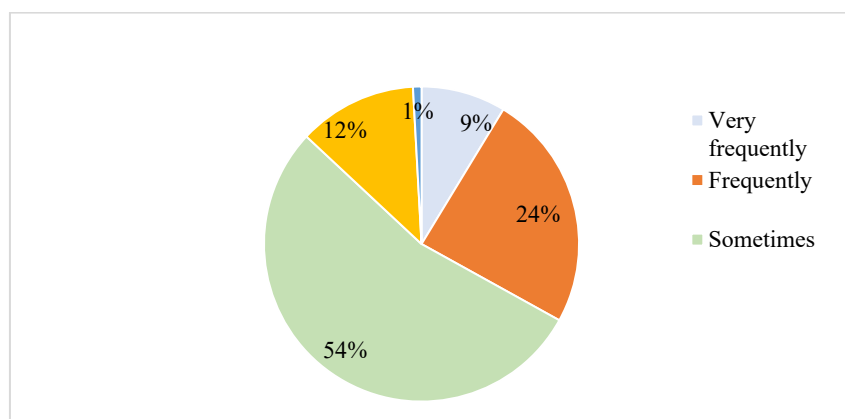


Figure 4.11: Frequency of following news and current affairs

Regarding the frequency of following news and current affairs programs, the results show that 62 respondents (53.9%) only tune in occasionally. 28 individuals (24.3%) follow regularly, while 10 (8.7%) do so very frequently. In contrast, 14 respondents (12.2%) rarely watch, and only 1 person (0.9%) reported never watching.

These findings suggest that while the majority of participants remain interested in news, their engagement is inconsistent and selective. There is a clear trend toward proactive content selection, where audiences choose what and when to watch rather than adhering to fixed broadcasting schedules typical of traditional television.

In summary, the contemporary public dedicates substantial time to YouTube but consumes news in a more flexible and personalized manner. This presents a significant opportunity for journalistic organizations to leverage the YouTube platform to innovate their delivery methods, ensuring that content aligns more closely with user habits in the digital media era.

3.2.3.3 Awareness levels and habits of following livestreams on VTV24's Youtube channel

The survey indicates a high level of brand awareness regarding the VTV24 YouTube channel among the participants. Specifically, 75 respondents (65.2%) stated that they have watched the channel but have not yet subscribed. 21 individuals (18.3%) are already subscribers, while only 19 people (16.5%) reported that this was their first time learning about VTV24.

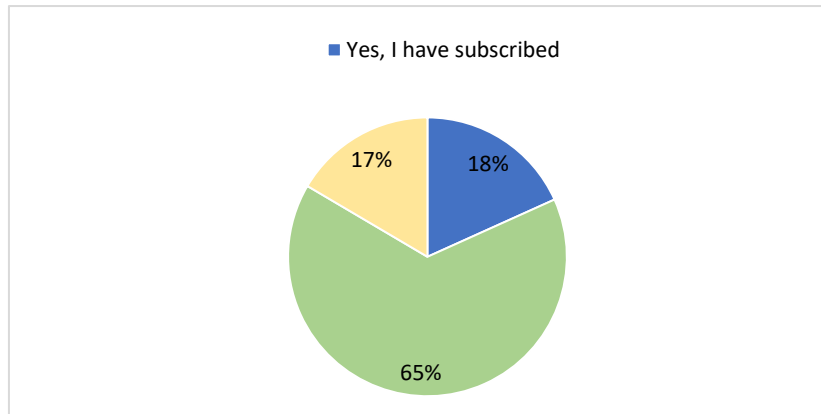


Figure 4.12: Awareness level of VTV24 YouTube channel among respondents

This demonstrates that VTV24 has achieved strong brand coverage on the YouTube platform, largely due to its consistent publication of news bulletins, thematic reports, and livestreams of major events. However, the fact that non-subscribed viewers constitute the majority highlights a prevalent "free-viewing" habit among the digital public. These users primarily access content through algorithmic recommendations rather than through proactive or intentional subscription-based following.

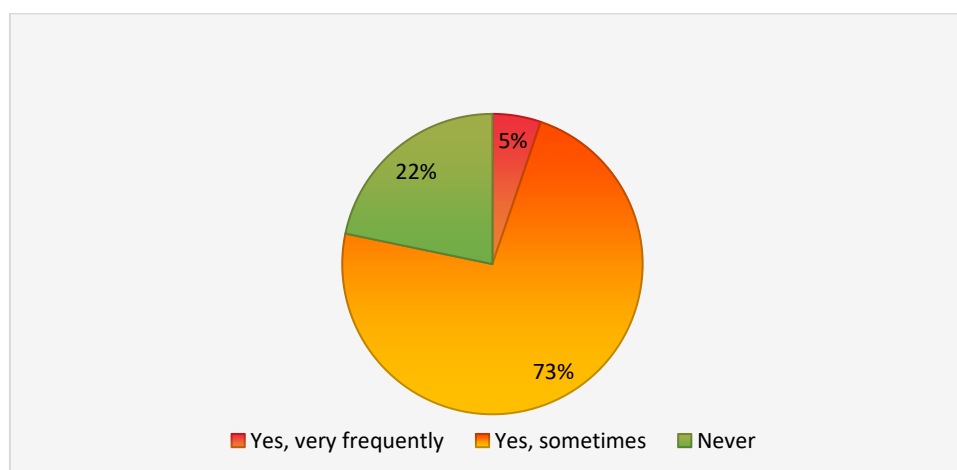


Figure 4.13: Frequency of watching livestreams on VTV24 YouTube channel

Regarding the frequency of viewing livestreams, 84 respondents (73%) reported that they watch occasionally, while only 6 people (5.2%) tune in very frequently, and 25 individuals (21.7%) have never watched. This ratio indicates that while the majority of

participants have encountered VTV24's livestreams, their viewing habits remain inconsistent and incidental. This may stem from the inherent nature of live news—viewers tend to engage only when there are breaking events or "hot" topics, rather than following on a scheduled basis like an entertainment program.

In terms of device preferences, mobile phones are the most widely used medium with 102 selections (constituting an absolute majority), followed by personal computers (39), Smart TVs (27), and tablets (15). These results accurately reflect the current "mobilization" trend in information consumption - where users prefer compact, convenient devices that allow for access anytime, anywhere.

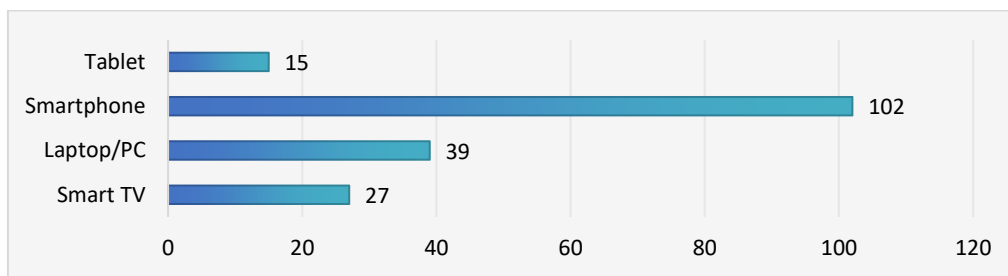


Figure 4.14: Types of devices commonly used by audiences to watch VTV24 livestreams on YouTube

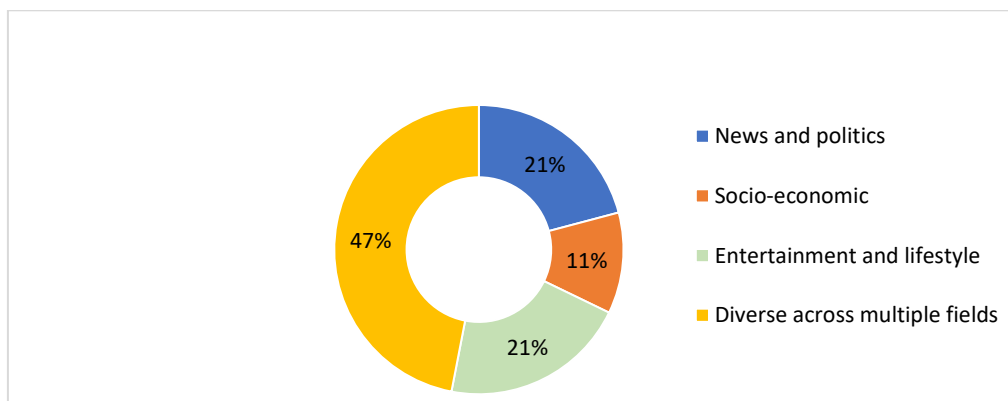


Figure 4.15: Survey participants' perceptions of the livestream content on VTV24's YouTube channel

Regarding livestream content, 54 respondents (47%) perceived that VTV24 provides diverse content across various fields. The remaining groups were distributed relatively evenly: 24 people (20.9%) identified with socio-political news, 24 people (20.9%) focused on entertainment and lifestyle, and 13 people (11.3%) selected economics and social issues. This indicates that the public views VTV24 as a comprehensive information hub, successfully blending the rigor of professional journalism with the relatability and vibrancy of digital media.

In summary, it can be affirmed that VTV24 has established strong brand recognition and maintains stable interest from its audience, even though livestream viewing habits remain event-driven and selective. Nevertheless, this serves as a favorable foundation for the channel to evolve its livestreaming content toward greater

interactivity, conciseness, and mobile optimization, aiming to foster more proactive viewership in the future.

3.2.4 Evaluating the quality of VTV24's Livestreams on YouTube

Survey results indicate that the majority of viewers hold a positive perception of the quality of VTV24's YouTube livestreams, regarding both content substance and technical production and delivery.

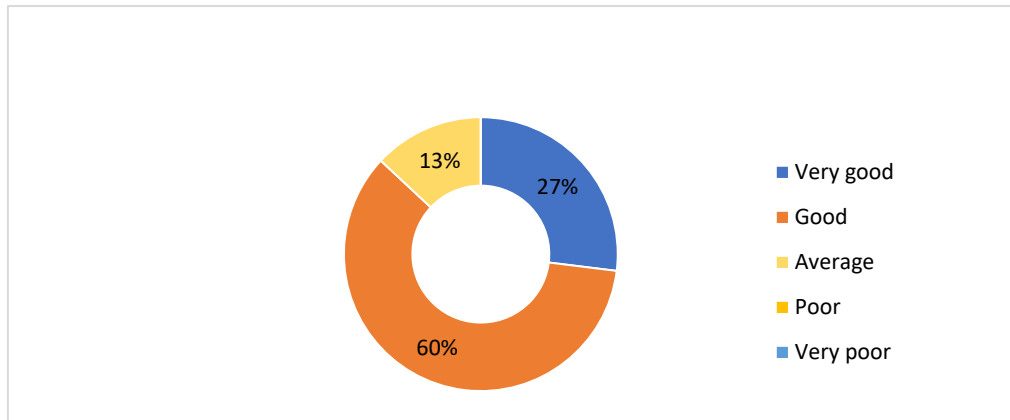


Figure 4.16: Viewers' evaluation of the content quality of livestreams on VTV24's YouTube channel

In terms of content quality, 69 respondents (60%) rated it as "good", and 31 individuals (26.9%) rated it as "very good." In contrast, only 15 people (13%) opted for "average," with no respondents selecting "poor" or "very poor." These results suggest that the public perceives VTV24's livestreams as engaging, up-to-date, and highly credible, effectively meeting the demand for rapid and accurate news consumption in the digital age.

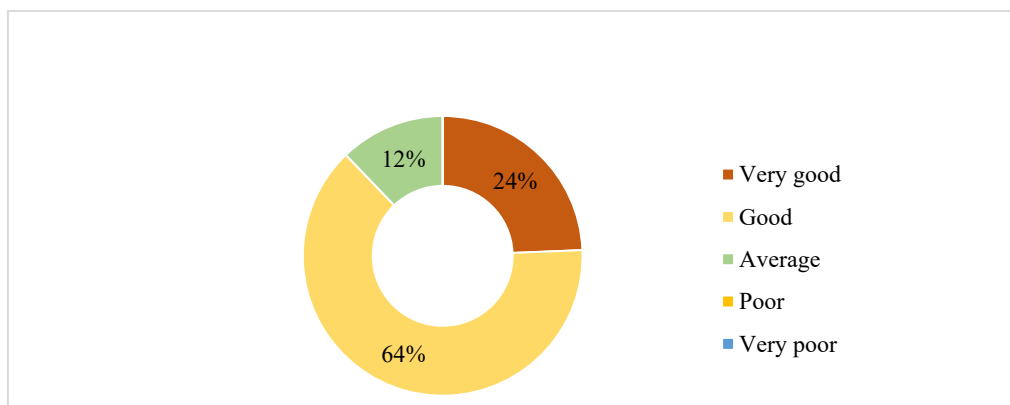


Figure 4.17: Viewers' evaluation of the technical quality of livestreams on VTV24's YouTube channel

Regarding technical quality, the majority of viewers also provided positive feedback, with 73 respondents (63.5%) rating it as "good," 28 individuals (24.3%) as "very good," and 14 people (12.2%) as "average." Notably, no participants rated the quality as

poor. This reflects VTV24's serious investment in technical infrastructure and livestream production, ensuring high standards for visuals, audio, and stream stability.

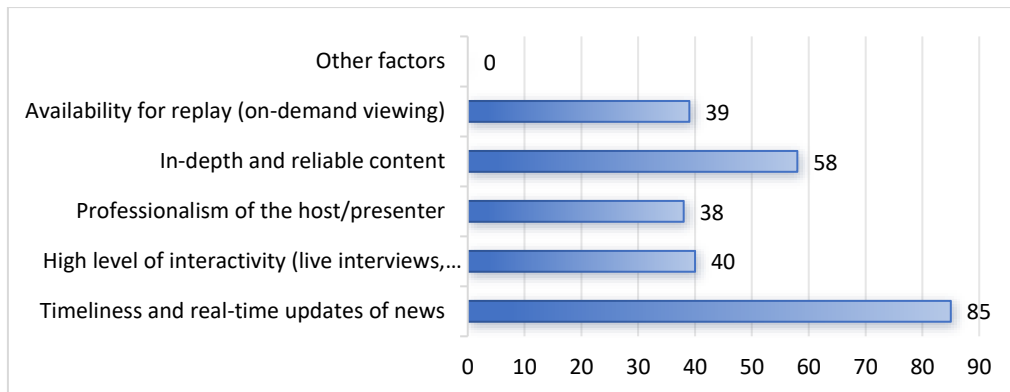


Figure 4.18: Factors that attract audiences to watch livestreams on VTV24's YouTube channel

In terms of viewer engagement factors, the immediacy and real-time updates of news emerged as the most prominent feature, with 85 selections (the highest proportion). This was followed by in-depth and credible content (58 selections), high interactivity (40), the ability to re-watch later (39), and the professionalism of the hosts (38). These results indicate that the audience highly values the informational utility and delivery speed of the livestreams—two core elements that constitute the appeal of live journalism in the digital environment.

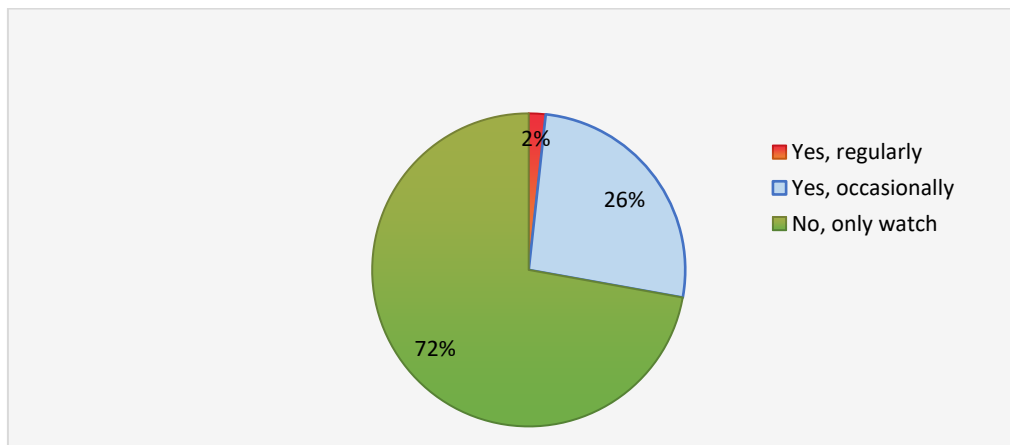


Figure 4.19: The level of audience interaction when watching livestreams on VTV24's YouTube channel

However, when examining audience engagement, the majority of viewers remain passive. Specifically, 83 respondents (71.3%) stated that they "do not interact, only watch," while only 30 individuals (25.7%) occasionally comment or ask questions, and a mere 2 people (1.7%) interact frequently. This suggests that although livestreaming provides the technical conditions for direct engagement, the habit of interacting while consuming news remains limited. Viewers primarily focus on the delivered content and information rather than participating in dialogues or inquiries.

Overall, the survey results indicate that VTV24's YouTube livestreams are highly regarded for their content, technical execution, and credibility. Nonetheless, the interactivity between the channel and its audience remains a critical area for improvement.

3.2.4 Perceptions of the role of livestreaming in modern journalism

The survey results, utilizing a 5-point Likert scale (ranging from 1 - Strongly Disagree to 5 - Strongly Agree), indicate a high level of consensus among participants regarding the roles and effectiveness of livestreaming in modern journalism. This reflects a clear public recognition of this communication format. Specifically:

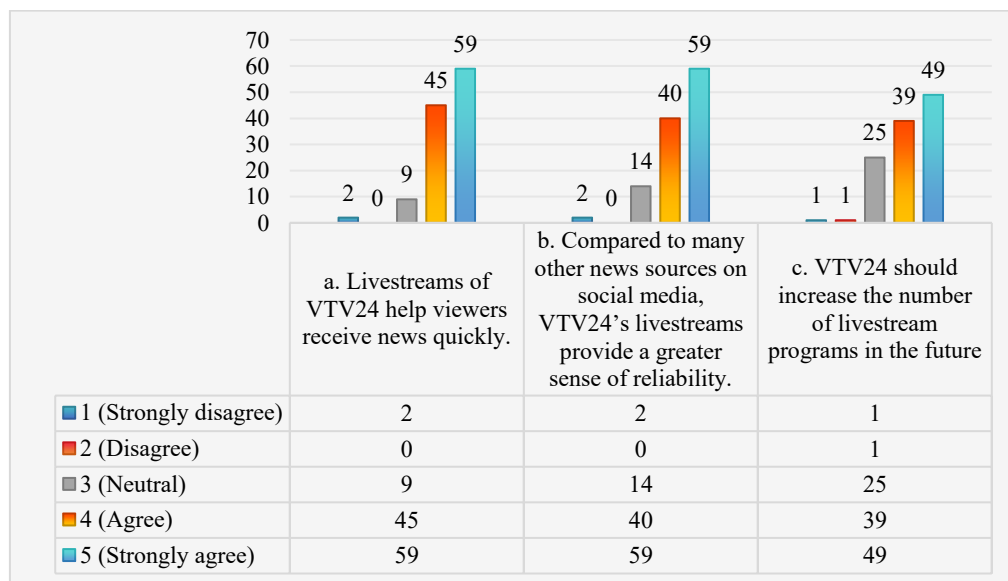


Figure 4.20: Level of agreement on the perceived reliability of livestreams on VTV24's YouTube channel

The statement "VTV24's livestreams help viewers receive news quickly" earned a mean score of 4.36, marking one of the highest ratings in the survey. This result indicates that the vast majority of respondents agree that livestreaming offers superior delivery speed, enabling them to grasp news in real-time. However, a small segment remains neutral, possibly due to infrequent viewership or a lack of perceived distinction between livestreams and conventional news bulletins.

The assertion that "Compared to other social media news sources, VTV24's livestreams provide a greater sense of credibility" achieved a mean score of 4.33. This reflects audience trust in mainstream journalistic brands and demonstrates that livestreams from professional press agencies maintain a solid standing amidst a social media landscape saturated with unverified information.

Regarding the statement "VTV24 should increase the frequency of livestream programs in the future," the mean score was 4.20, signaling a public desire for more direct news coverage. These findings show that the audience values the up-to-the-minute

nature and flexibility of livestreams, while also expecting the channel to expand its content across diverse fields and time slots.

The perception that "Livestreaming helps VTV24 transmit information more effectively than traditional television news" reached a mean score of 4.16. This confirms a shift in information consumption behavior, as audiences prioritize visual-heavy, rapid, and accessible formats over linear television.

Finally, the statement "Livestreaming helps VTV24 reach new audiences (e.g., young people, those who do not regularly watch TV)" scored 4.13, reflecting the platform's impact on audience expansion. This serves as evidence that modern journalism is successfully recalibrating its content strategies to align with the digital consumption trends of younger generations.

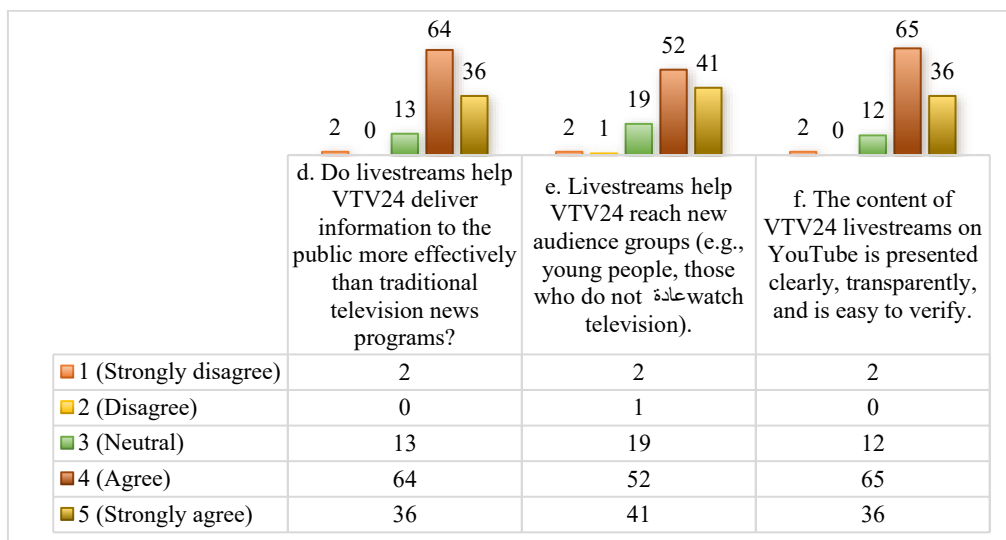


Figure 4.21: Level of agreement regarding the role of livestreams on VTV24's YouTube channel

Finally, the statement "The content in VTV24's livestreams is presented clearly, transparently, and is easy to verify" achieved a mean score of 4.13. This reflects positive public sentiment regarding the professionalism and reliability of the channel's information delivery.

In summary, the survey results show that all the aforementioned statements earned mean scores of 4.1 or higher, indicating a high level of public consensus on the effectiveness and value of livestreaming in modern journalism. This format not only satisfies the demand for rapid and visual news updates but also enables journalistic organizations like VTV24 to enhance engagement, broaden their audience base, and improve content transparency.

4.3 Recommendations and solutions to enhance communication effectiveness

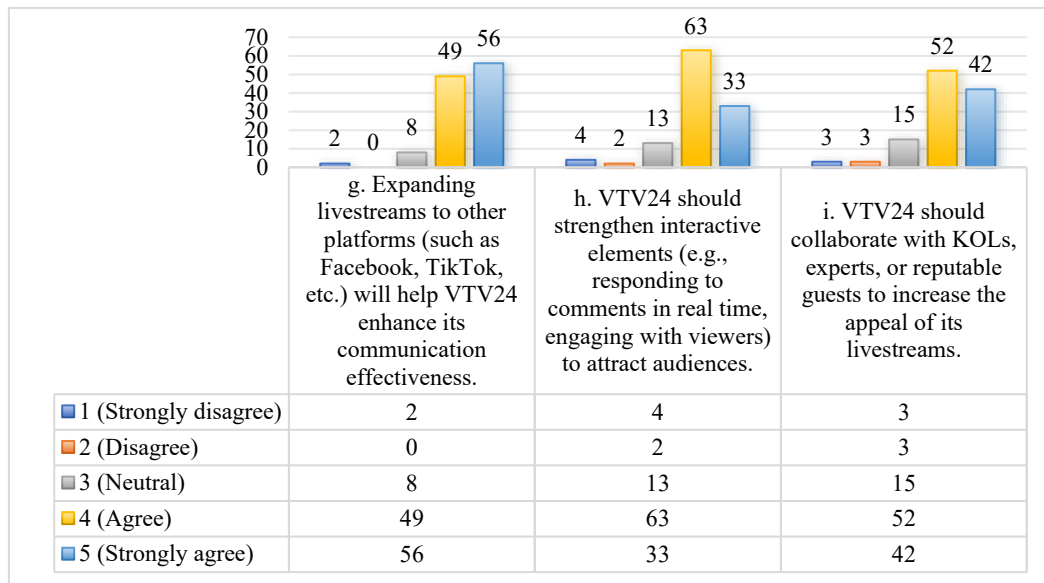


Figure 4.22: Level of agreement on the direction for expanding and developing livestreams on VTV24's YouTube channel

Firstly, VTV24 should expand its livestreaming ecosystem. According to the survey, 56 respondents (48.7%) "strongly agreed" and 49 (42.6%) "agreed" that expanding livestreams to other platforms like Facebook or TikTok would significantly enhance communication effectiveness. This indicates a strong public demand for VTV24 to increase its presence on platforms with high virality and younger user bases. Given that modern audiences consume information through multi-sensory and multidimensional approaches, a multi-platform strategy is essential. This will allow the channel to reach diverse demographics, particularly Gen Z and mobile-first users who are predominantly active on TikTok, Facebook Reels, and Instagram.

Secondly, VTV24 needs to strengthen audience engagement within its livestreams. Data shows that 63 respondents (54.8%) "agreed" and 33 (28.7%) "strongly agreed" that the channel should boost interactive elements, such as responding to live comments, posing questions to the audience, or hosting mini-games. Furthermore, in the open-ended questions, 72 participants specifically suggested "increasing interaction and engagement with viewers." These figures reflect a desire for direct dialogue rather than passive consumption. To meet this need, VTV24 could implement the following:

- **Real-time moderation:** Assign a dedicated team to respond to comments and interact with viewers during the broadcast.
- **Integrated Q&A segments:** Incorporate rapid-fire Q&A sessions to create a sense of intimacy and encourage participation.
- **Content personalization:** Allow viewers to submit topics of interest prior to the livestream to foster a sense of ownership among the audience

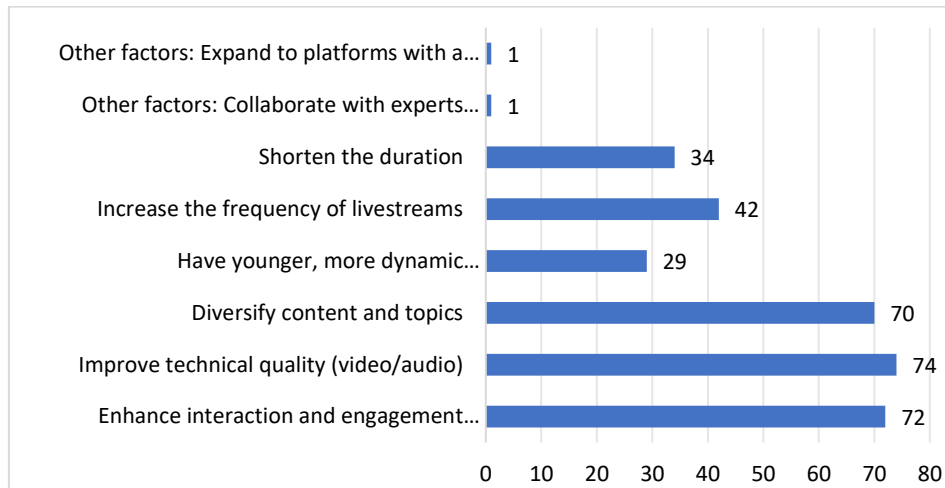


Figure 4.23: Some recommendations for expanding and developing livestreams on VTV24's YouTube channel in the future

Thirdly, VTV24 must prioritize enhancing visual quality during livestreams. According to the survey data, 74 respondents identified "improving technical quality (visuals/audio)" as a top priority for improvement. Although the majority of viewers previously rated VTV24's technical performance as "good" or "very good," maintaining stable connections and high-definition output remains vital to ensuring a seamless and professional user experience. Consequently, VTV24 should continue investing in high-end recording equipment, advanced streaming software, and robust network infrastructure. Additionally, specialized training for a dedicated technical team is essential to ensure consistent quality across every frame.

Fourthly, VTV24 needs to diversify its livestreaming content and presentation formats. With 70 participants opting for "diversifying content and topics" and 42 respondents desiring "more frequent livestreams," there is a clear public demand for innovation and variety in news delivery. Beyond conventional current affairs, VTV24 could explore short analytical segments, human-interest stories, behind-the-scenes footage, or expert interviews to provide a fresh perspective. Notably, given the audience's preference for viewing during "weekends" (33 selections) and "evenings" (32 selections), the channel should optimize its broadcast schedule during these peak leisure hours to maximize reach and engagement.

Fifthly, VTV24 should collaborate with KOLs and industry experts. Survey results indicate that 52 respondents (45.2%) "agreed" and 42 (36.5%) "strongly agreed" that VTV24 should partner with KOLs, experts, or reputable guests to enhance the appeal of its livestreams. Furthermore, in the "other factors" section, several participants suggested involving experts from various fields to provide scientific and highly credible information. This demonstrates a public desire for livestream content with greater depth, multi-dimensional perspectives, and specialized updates. Therefore, inviting experts and influential figures not only bolsters information credibility but also amplifies media attraction and broadens the audience base.

Finally, yet equally important, VTV24 needs to refine its human resources and broadcast duration. Beyond content and technology, 29 respondents expressed a preference for younger, more stylish hosts, while 34 individuals suggested shortening the livestream duration. This reflects the modern communication trend of prioritizing dynamism, flexibility, and speed. Consequently, VTV24 should select presenters who resonate with specific audience segments, blending modern hosting styles with the channel's authoritative journalistic tone. Additionally, reducing livestream lengths and repurposing content into short-form highlight videos is a strategic direction to optimize the viewing experience on mobile platforms.

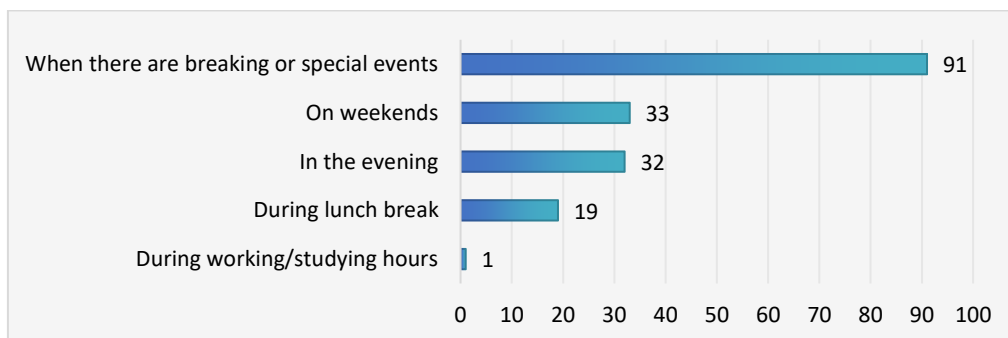


Figure 4.24: Viewing time of livestream programs on VTV24's YouTube channel among survey participants

5. Conclusion

In the current context of vigorous digital transformation in journalism, innovating the presentation and distribution of news content is an essential requirement to attract and maintain public interest. Through this study, it is evident that livestreaming on the YouTube platform is increasingly asserting its vital role in modern journalism - transitioning from a supporting format to a core communication method for VTV24.

The survey results and analysis demonstrate that livestreaming enhances accessibility, timeliness, and audience engagement with news content, while fostering a greater sense of credibility and relatability compared to other digital information sources. This clearly reflects the public's trend toward rapid, direct, and multi-dimensional news consumption in the digital age, particularly on video-based social platforms. This research not only clarifies the current state and trends of journalistic livestreaming at VTV24 but also serves as a foundation to suggest new requirements for press agencies in investing in content, technology, and communication strategies to effectively adapt to the constantly evolving digital media landscape.

Acknowledgments

The researchers would like to express their sincere gratitude to the teaching staff of Department of Literature, Linguistics, Journalism and Communication, School of Political Sciences, Social Sciences and Humanities, Can Tho University, Vietnam, for their invaluable guidance and support throughout the preparation of this paper. Special

appreciation is extended to Dr. Thai Cong Dan and Ms. Thai Phan Bao Han, English lecturers, for their dedicated assistance in proofreading, language refinement, and formatting. The researchers are also deeply grateful to the Editorial Board of the *European Journal of Journalism* for accepting this paper for publication and for providing the opportunity to disseminate this research to an international academic audience, thereby contributing to the advancement of journalism studies in the digital era.

Creative Commons License Statement

This research work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. To view a copy of this license, visit <https://creativecommons.org/licenses/by-nc-nd/4.0>. To view the complete legal code, visit <https://creativecommons.org/licenses/by-nc-nd/4.0/legalcode.en>. Under the terms of this license, members of the community may copy, distribute, and transmit the article, provided that proper, prominent, and unambiguous attribution is given to the authors, and the material is not used for commercial purposes or modified in any way. Reuse is only allowed under the terms of the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.

Conflict of Interest Statement

The authors declare no conflicts of interest.

About the Authors

Ms. Nguyen Thi Kieu Oanh is currently a lecturer in the Department of Literature, Linguistics, Journalism and Communication, School of Political Sciences, Social Sciences and Humanities, Can Tho University, Vietnam. She teaches courses in Vietnamese literature, foreign literature—particularly American and European works—and journalism. In 2023, she earned her doctoral degree in Journalism from the Academy of Journalism and Communication in Hanoi. Her research interests include literary theory, language studies, intercultural communication, journalism, the teaching and learning of both Vietnamese and foreign literature, curriculum design, assessment and testing, and professional development. She can be contacted at: kieuoanh@ctu.edu.vn.

Mr. Pham Khanh Duy is a distinguished lecturer within Literature, Linguistics, Journalism and Communication, under the School of Political Sciences, Social and Humanities at Can Tho University, Vietnam. Holding a Master's degree, his primary research interests encompass contemporary media and indigenous literature. His scholarly contributions include over 30 scientific articles published in both English and Vietnamese, focusing on the intersections of literary studies and communication. In addition to his academic research, Mr. Pham Khanh Duy has also authored 15 literary works released by reputable domestic publishing houses. He can be contacted at: pkduy@ctu.edu.vn.

Ms. Le Thi Dan Thanh is currently a teaching assistant in the Department of Literature, Linguistics, Journalism and Communication, School of Political Sciences, Social Sciences

and Humanities, Can Tho University. She has been with the institution since her undergraduate years and graduated with a Bachelor's degree in Literature in 2023. Her research focuses on literary studies, journalism, and social issues. She is currently improving her professional knowledge, language proficiency, and practical skills to better support her teaching and research. She can be contacted at: ltdthanh@ctu.edu.vn.

Mr. Tran Hoang Kha is currently pursuing a degree in Multimedia Communications at the College of Information and Communication Technology, Can Tho University (CTU), Vietnam. He is passionate about media and journalism, with a strong interest and aptitude for research in these fields. He can be reached at: khab2203610@student.ctu.edu.vn.

References

a. English sources

- Andanni, R. M. (2021). Analisis Tren Online Live Streaming Pada Website dan Youtube Televisi Berita di Indonesia (Analysis of Online Live Streaming Trends on News Television Websites and YouTube in Indonesia). *Jurnal ILMU KOMUNIKASI*, 18(1), 35–50. <https://doi.org/10.24002/jik.v18i1.2215>
- Bock, M. A. (2011). You really, truly, have to be there: Video journalism as a social and material practice. *New Media & Society*, 14(4). <https://doi.org/10.1177/107769901108800402>
- Bock, M. A. (2011). Newspaper Journalism and Video: Motion, Sound, and New Narratives. *New Media & Society*, 13(1), 25–42. <http://dx.doi.org/10.1177/1461444811421650>
- Borchard, G. A. (Ed.). (2022). *The SAGE Encyclopedia of Journalism*. SAGE Publications. <https://doi.org/10.4135/9781544391199>
- Hutchinson, J. (2017). *Cultural Intermediaries: Audience Participation in Media Organisations*. Palgrave Macmillan. <https://doi.org/10.1007/978-3-319-66287-9>
- Myllylahti, M. (2018). An attention economy trap? An empirical investigation into four news companies' Facebook traffic and social media revenue. *Journal of Media Business Studies*. <https://doi.org/10.1080/16522354.2018.1527521>
- Pekkala, K., & van Zoonen, W. (2021). Work-Related Social Media Use : The Mediating Role of Social Media Communication Self-Efficacy. *European Management Journal*, In Press. <https://doi.org/10.1016/j.emj.2021.03.004>

b. Vietnamese sources

- Dinh, T. M. et al. (2021). Phan tich su anh huong cua dac diem video quang cao truc tuyen tren nen tang Youtube len su xam nhap cua nguoi xem dan den hanh dong bam bo qua hay xem tiep. *JABES* 32(10). P.96–119, Nguồn: <https://jabes.ueh.edu.vn/Content/ArticleFiles/67844032-86f7-4e77-803c-a0d1e916e86b/JABES-2021-6-V154.pdf>

- Do. A. D. (đồng chủ biên) (2023), *Báo chí Truyền thông – Những vấn đề trong yêu, tập 3*, Nxb. Thông tin và Truyền thông.
- Nguyen. T. Tr. Gi. (chủ biên) (2025). *Chuyển đổi số báo chí – truyền thông*. Nhà xuất bản Khoa học – Công nghệ – Truyền thông.
- Nguyen. V. D. (2025). *Báo chí truyền thông chính trị trên YouTube: Cơ hội, thách thức và giải pháp*. Tạp chí Lý luận Chính trị và Truyền thông. Nguồn: <https://lyluanchinhtrivatruyenthong.vn/bao-chi-truyen-thong-chinh-tri-tren-youtube-co-hoi-thach-thuc-va-giai-phap-p29160.html>