

Research and development of a digital content trading platform on mobile devices for Phim Nam Sao Co., Ltd. - Hanoi

Tran Duc Quynh

Abstract: In the context of the digital economy's development, researching and building a digital content exchange platform on mobile devices to meet the diverse film content needs of Five Star Film Company Limited has become urgent. The objective of the project is to design and deploy a system that optimizes the distribution, management, and marketing of online film content through mobile devices. The research method combines theoretical study of digital business with experimental development of mobile applications. The project is expected to contribute to improving business efficiency for the company while providing a solid technical foundation for the entertainment industry to embrace digitalization trends.

Keywords: Content exchange platform, Mobile, Film, Digital economy, Application development