









Top Live Game Streaming Platform



Client:

NIMO TV

Launch in Thailand



Background

Nimo TV is a leading global platform that allows millions of gamers from all around the world to play and broadcast their games to other like-minded players.

Utilising high-quality interactive technology, audiences can interact with streamers, and gain access to exclusive E-Sports events and tournaments, along with unprecedented access to the top streamers from across the region.

In October 2018, Midas PR started working with Nimo TV on its launching campaign in Thailand.



Approach

Nimo TV collaborated with Midas PR for a 6 month launching campaign. In terms of public relations plan and activities, this involved crafting and disseminating bilingual press releases to a targeted media list, sourcing and liaising with key opinion leaders and bloggers to promote the brand, making sure the brand's key messages are properly conveyed.



Press Release

Nimo TV makes live streaming simple on any platform

06 December 2018 – Nimo, TV, one of the world's leading game livestream platforms, maintains its dominance among live streaming enthusiasts with its intuitive, widely commatible stafform. Available for PC and mobile devices, streamers or viewers can easily and a

whenever and wherever they want.

Fans of game live streaming will find bitto. TV simple and fun to a the Google Play or Apple store allows viewers to do more than we history, see what the top live games are, select locations for geog search by host or channel, including a trending live channel. Whill also receive recommendations and notifications for other channel prefer watching on their PCs have the same functions as well as browse by category, and comment on streams.

Streamers will find it easy to broadcast their games or original cogaming PC. Once live, broadcasters can enjoy a full-screen expecontrolling display quality, and interacting and monitoring viewer of available for Android from Google Play and iOS from the Apple st small screen, mobile broadcasters can do all that PC streamers of links. All streamers have the opportunity to get more exposure an recommendations hims. TV offers its PC and mobile viewers.

Regardless whether a user is watching or streaming, on a PC or second to none. Back end AI and analytics means millions of use time while broadcasts maintain their blue-ray quality and weak int Nigg, TV's low latency and loss rates. Even with all these exception to continuously excellent user experiences, working to improve its feasibank.

Download the Nigo TV app now for Android or iOS or visit www.r streaming.



enhanced dis

Nemo TV ขึ้นเป็นการแต่งขึ้น Arena of Valor International Championship 2016 ทำทั่งหา เมินท์เครื่องจะ ให้สาลตร์เข้ามาจัดการแต่งขันในเประเทศไทย



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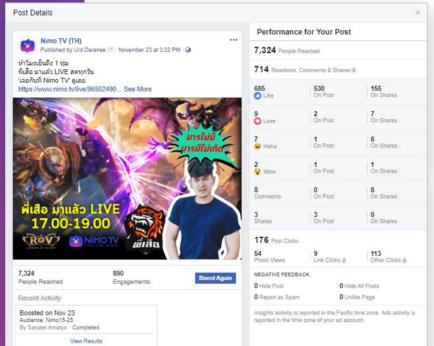
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Approach (cont'd)

Midas PR also managed Nimo TV's official social media pages, designing and creating original contents for the brand's Facebook and Twitter channels in order to garner organic interactions and creating excitement for the launch.

Midas PR proposed monthly plan and on average 1 post was created every day on both channels during the launching phase.

















Results

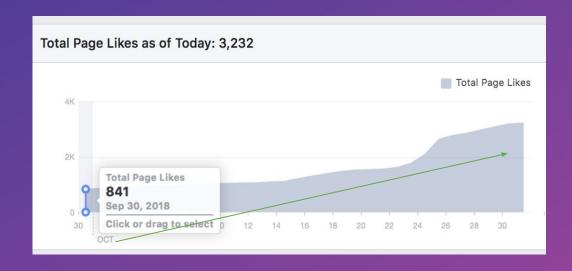
During the 6 months working with Nimo TV, Midas PR created and distributed a total **17** press releases and media alerts to a targeted gaming and lifestyle media list.

Coverage is reported to be **354** mentions, including print and online media clippings, blog articles and social media posts. On average, 80-100 clippings were achieved for the brand per month. Total earned PR value is estimated at THB **37.8 M.**



Results

With Midas' support, the total number of Facebook followers increased by 209% during the first month, all organically.





Results

Average engagement rate on Facebook is 26.98%, peaked at 72% in February 2019. This is much higher than the target KPI of 2% per month.

The boosted post campaign starting from November achieved a total of 368,000 impressions by the end of Jan 2019, for a duration of 3 months.

