



## Case Study

# Powering the Pulse of Gaming: Dunia Games at the Forefront of Indonesia's Gaming Landscape

Dunia Games is a vibrant nexus in the gaming industry, a platform that resonates with over 19 million visitors each month, making it the largest gaming media in Indonesia. It's a dynamic space where the latest in video games, pop culture, and technology converge, offering a rich and diverse content palette that keeps its audience engaged and informed.

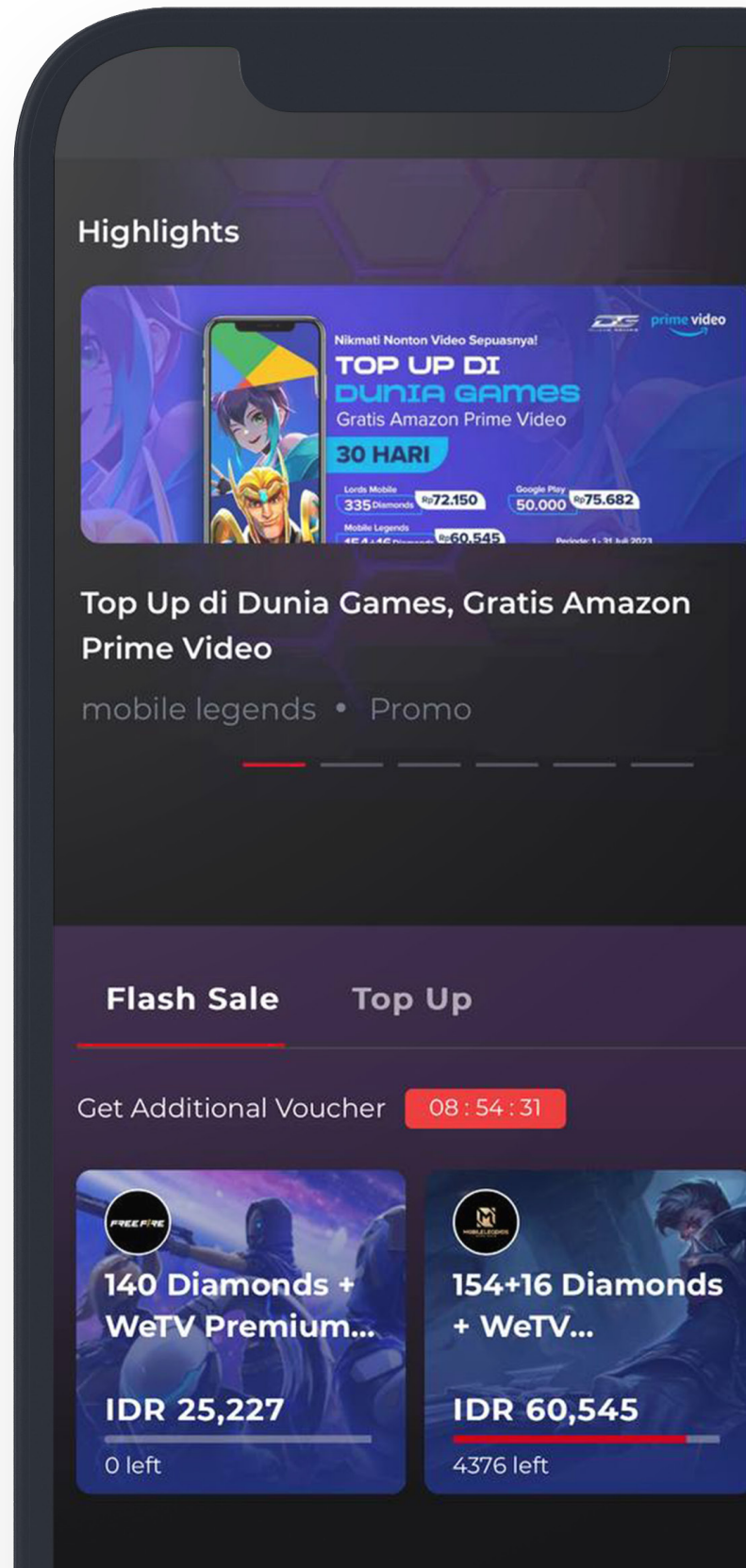
Beyond being a news portal, Dunia Games also functions as a trusted payment gateway, seamlessly integrating essential services into the gaming experience. This dual role underscores its significance in the gaming infrastructure in Indonesia.

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**19** Million visitors  
monthly

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**Largest gaming  
media in Indonesia**







The Dunia Games League 2022 is a testament to the platform's commitment to fostering competitive gaming. This tournament was not just a competition; it was a celebration of talent and strategy, a thrilling spectacle that saw Garee Rusher ONIC and his team emerge as champions.

In essence, Dunia Games is more than a platform; it's a thriving ecosystem that supports and enhances the gaming experience. It's a testament to the evolution of the gaming world, a world that Dunia Games is proud to be a part of. This isn't just about gaming; it's about the joy, the thrill, and the passion that defines the gaming community. Dunia Games stands as a key player in this vibrant landscape, a testament to its importance in the gaming world.



## Revolutionizing Engagement:

# Dunia Games' Strategic Leap into Real-Time Livestreaming with BytePlus Live

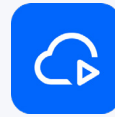
In the dynamic world of gaming, Dunia Games found itself facing a unique set of challenges. Despite orchestrating esports competitions with impressive frequency, including daily esports competitions and engaging internal talk shows, there was a missing piece in the puzzle — real-time livestream broadcasts. This gap was significant, as the heart of esports thrives on real-time interaction and community engagement.

Dunia Games had a clear vision: to become a comprehensive ecosystem that supports the gaming industry end-to-end and fosters a vibrant online community. To bring this vision to life, they needed a livestream provider that could seamlessly integrate with their platform.



The search wasn't easy. Over two years, Dunia Games evaluated four other competitors and even explored social platforms like TikTok and YouTube for their livestreams. However, these solutions didn't quite hit the mark.

Then came BytePlus Live. From the get-go, BytePlus demonstrated a deep understanding of Dunia Games' needs. Our unique approach to customer service, coupled with a keen attention to detail, made a strong impression. The user-friendly interface and competitive pricing further underscored BytePlus Live as the ideal solution.



**BytePlus Live**



## BytePlus & Dunia Games

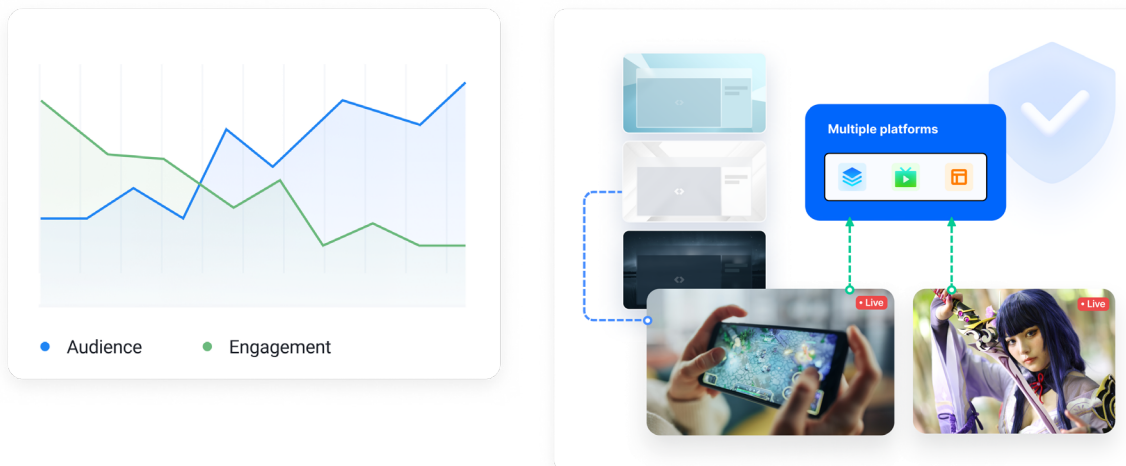
# A Partnership Driving the Future of the Gaming Ecosystem

Choosing BytePlus Live wasn't just a strategic decision; it was a game-changer for Dunia Games. It addressed their immediate need for a livestream provider and aligned perfectly with their long-term vision. This partnership with BytePlus Live has empowered Dunia Games to enhance their community engagement, further solidifying their standing in the gaming world. It's a testament to how the right partnerships can propel a company forward, and for Dunia Games, the journey is just beginning.

## Crafting Engagement

At BytePlus, we recognized Dunia Games' vision to be more than just a gaming company. They aspired to be a comprehensive gaming ecosystem, encompassing publishing, distribution, media, community, advertisement, and esports teams. This vision set them apart from other companies that focus on a single area.

To support Dunia Games in realizing this vision, we introduced BytePlus Live, a solution designed to drive engagement through new channels of showcasing content - livestream broadcasts. This not only helps to create and maintain the gaming community, including cosplay, but also contributes to Dunia Games' goal of being a complete gaming ecosystem.



The journey of implementing BytePlus Live was one marked by seamless collaboration and constant communication. Our team at BytePlus was deeply involved, ensuring that Dunia Games had the support they needed every step of the way. This journey was not just about implementing a solution; it was about building a partnership. Our close collaboration with Dunia Games allowed us to understand their needs better, enabling us to fine-tune our offerings and deliver a solution that truly resonated with their vision.

Our close collaboration with Dunia Games led to a deeper understanding of their needs, allowing us to fine-tune our offerings for a better fit. This iterative process, driven by attentive listening and precise execution, reinforced our commitment to delivering solutions that truly meet our clients' needs.



## Choosing Value and Vision:

# Why Dunia Games Partnered with BytePlus

Navigating the intricate terrain of the gaming industry requires strategic partnerships. For Dunia Games, their alliance with BytePlus was not a random choice, but a calculated decision influenced by a blend of factors that resonated with their vision and operational needs.

One of the key considerations was cost. In a competitive evaluation against four other providers, BytePlus Live emerged as the most cost-effective solution. But it wasn't just about the price. BytePlus Live offered significant value, providing a robust platform that met Dunia Games' needs without compromising on quality or performance.

Beyond the cost-effectiveness of BytePlus Live, the platform offered Dunia Games a unique opportunity to amplify engagement. Through the platform, Dunia Games discovered a new pathway to scale their partnerships with influencers, particularly those in the gaming sphere.

This wasn't just about monetization or advertising opportunities; it was about creating meaningful connections and building a strong online community. By leveraging BytePlus Live, Dunia Games could engage their audience in real-time, fostering a sense of community that is crucial in the gaming world.



In essence, the decision to choose BytePlus was not just about finding a livestream provider. It was about finding a partner that understood Dunia Games' vision and could provide a solution that was cost-effective, offered monetization opportunities, and could help them scale their influence in the gaming industry. The partnership with BytePlus is a strategic move that aligns with Dunia Games' goal of being a comprehensive gaming ecosystem, and we are excited to be a part of their journey.