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## **migme brings artist engagement model to Nepal with Mega Models 3**

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### **Highlights:**

- Artist engagement model for Nepal via reality TV Mega Models 3
  - Mega Models 3 contestants, content and fans added to migme, for greater interaction and engagement
  - Activities in Nepal reinforce the migme strategy of using artist engagement to grow, monetise and retain users
  - migme platform also allows for voting via virtual gifts – in addition to SMS – and exclusive migme 'wildcard' entry
  - Demonstrates a model for entry into other South Asian markets such as India, a priority country for the Company
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migme Limited ("migme" or the "Company") is pleased to announce the extension of its artist engagement model into Nepal, via the sponsorship of TV network Image Channel's reality TV program Mega Models 3.

The upcoming season of Mega Models 3 ([www.mm3.tv](http://www.mm3.tv)) features aspiring fashion models competing for the chance to be crowned the next winner in August. Auditions will start in April and the first episode of the program is expected to go live in May, when viewers in Nepal will be able to start voting for their favourite contestants.

In working with Image Channel, migme will bring the models, entertainment content and fans of the popular TV program to the migme platform, allowing for a greater level of interaction and engagement for all parties.

Similar to how artists in Indonesia engage with migme, the model contestants will be able to build a valuable fan base on the migme platform and share the latest news, gossip, fashion, promotional videos, photos and more – in exchange for revenue share on all virtual gifts and goods directed to them by fans.

The sponsorship in Nepal serves to reinforce the migme strategy of using artist engagement to grow, monetise and retain users.

“We have made good progress with our recent artist engagement initiatives in Indonesia and we look forward to extending this strategy into Nepal and other markets,” migme CEO Steven Goh said.

“For example, in February local Indonesian artists Cita Citata and Mikey, who both have a bigger fan following on migme when compared to other social networks, had a topical conversational exchange, yielding a great amount of migme user conversation and virtual gift exchange, which resulted in the story being widely reported across local mainstream media.”

By extending the more traditional reality TV program model to the migme platform, viewers will also be able to vote using virtual gifts – in addition to SMS – to influence the results. There is also a special ‘wildcard’ entry for migme ([www.migwildcard.com](http://www.migwildcard.com)) for an additional contestant to be added to the ‘top 16’ of the competition, where the applicant submission and voting is exclusive to migme users.

“We are excited to bring Mega Models 3 in Nepal to the migme platform,” Mr Goh said. “Working with interactive programs such as this, and offering a contemporary digital solution has been a successful business model in East Asia and we’re now replicating this to other markets.

We expect to have a growing footprint of new models, entertainment content and fan base for further audience building activities, which is a great first step for entry into other South Asian markets, especially India which is a priority for us.”

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## About migme Limited

migme Limited (ASX: MIG | WKN: A117AB) is a global digital media company focused on emerging markets. We deliver social entertainment services through mobile apps migme and LoveByte, and artist management website alivenotdead. The Company is listed and registered in Australia. Headquarters are in Singapore with offices in Malaysia, Indonesia, Taiwan and Hong Kong.

For more information, please visit <http://company.mig.me>

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