



# DIGITAL MEDIA

Media Prima Digital embraces technical innovation, digital solutions and creative strategies. It offers a holistic digital consultancy which encompasses creative solutions, diversified platform services, an e-commerce store and is also involved in the development of mobile applications and games.



## AN ELECTRIFYING DIGITAL ADVENTURE AWAITS



### DIGITAL CONSULTANCY

**The Digital Consultancy** strives to help clients communicate with their audiences through strategic digital campaigns and fully manages the execution of it.

It provides expertise in digital communications and engagements by building competencies in communication-based content strategies suited for the digital space and current media consumption patterns, such as Social Media Marketing, Search Engine Marketing, etc.

It also functions as a digital production unit that creates and maintains microsites, produces online viral videos, conceptualise services for mobile application development and provides editorial support for our clients.

### E-COMMERCE PLATFORM

Media Prima Digital is also working on an **E-commerce Platform** that will be a Malaysian-centric online shopping portal that offers something for everyone in the family. It will also promote products from local small and medium-sized enterprises (SMEs) to expand their reach to an online marketplace by providing an easy-to-use service that will cultivate their customer base in an age where almost all transactions are done in cyberspace.

### AGGREGATED NEWS PLATFORM

Creating an aggregated **news platform** which aims to be the go-to place for everything news related is another goal for Media Prima Digital. It will offer the consumers a one-stop hub for major breaking news and viral social trends targeted to millennials with an appetite for the latest happenings. The aggregated news will be available in video, text and picture formats and is accessible on desktop, mobile and tablet platforms.