

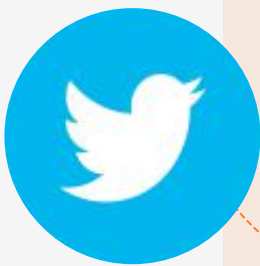


To mark the **launch** of **Xiaomi's 32 MP selfie camera phone**, we were inspired to make it big by employing the help of **Live Streaming the launch event** across major **Social Media platforms**, with our competent **camera equipment & streaming crew**.



The immediate task at hand was

**LIVE STREAMING ACROSS 5 SOCIAL PLATFORMS**



2 Twitter



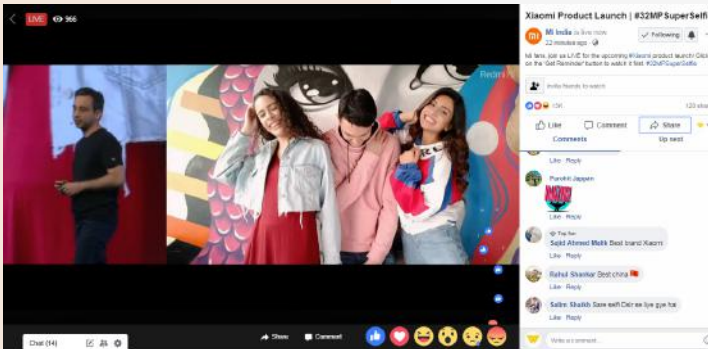
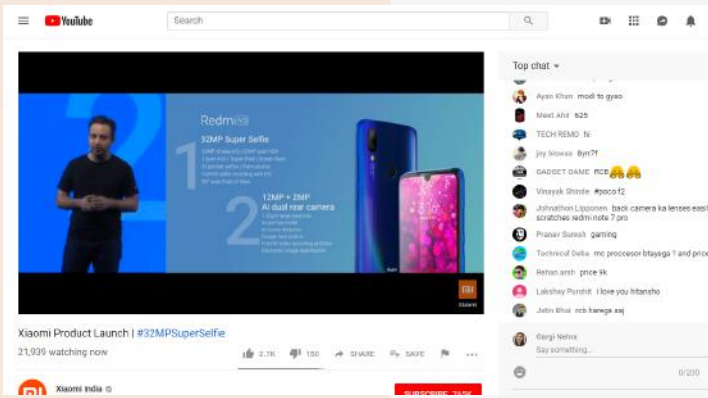
1 Facebook



1 YouTube

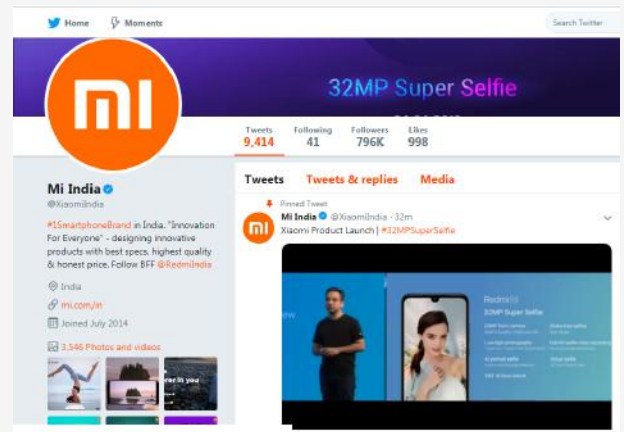


1 Instagram



We recorded the event with a 4 camera setup & created a PIP (Picture-In-Picture) view which we displayed in the Live videos across all the social platforms along with a pre-created PPT, so that the viewers didn't miss out on the presentation details whilst watching the live event.

The launch event also marked the first time Xiaomi as a brand, opted to go for an Instagram Live, a decision that was well-loved by the brand's audience, as concurrent **live viewers rose up to 1300**, with around **31000 views** raked in total.



Our **re-streaming services** came in handy to help us deploy the live videos across all social platforms & **reduced our internet usage to just 15 mbps for the entire live streaming activity.**

**Our strategies succeeded** in getting Xiaomi a much needed social traction, with the live videos clogging in **14.80 million views within** a span of **4-5 days!**