

NFT & METaverse IN PUBLISHING

MATEJ LONČARIĆ

2 BILLION

VIDEO VIEWS ON 24SATA GROUP IN 2021 (24SATA, JOOMBOOS, MISS7)



MATEJ LONČARIĆ

GAMING MEETS ENTERTAINMENT

INSPIRATION

CEE & METAVERSE & NFT

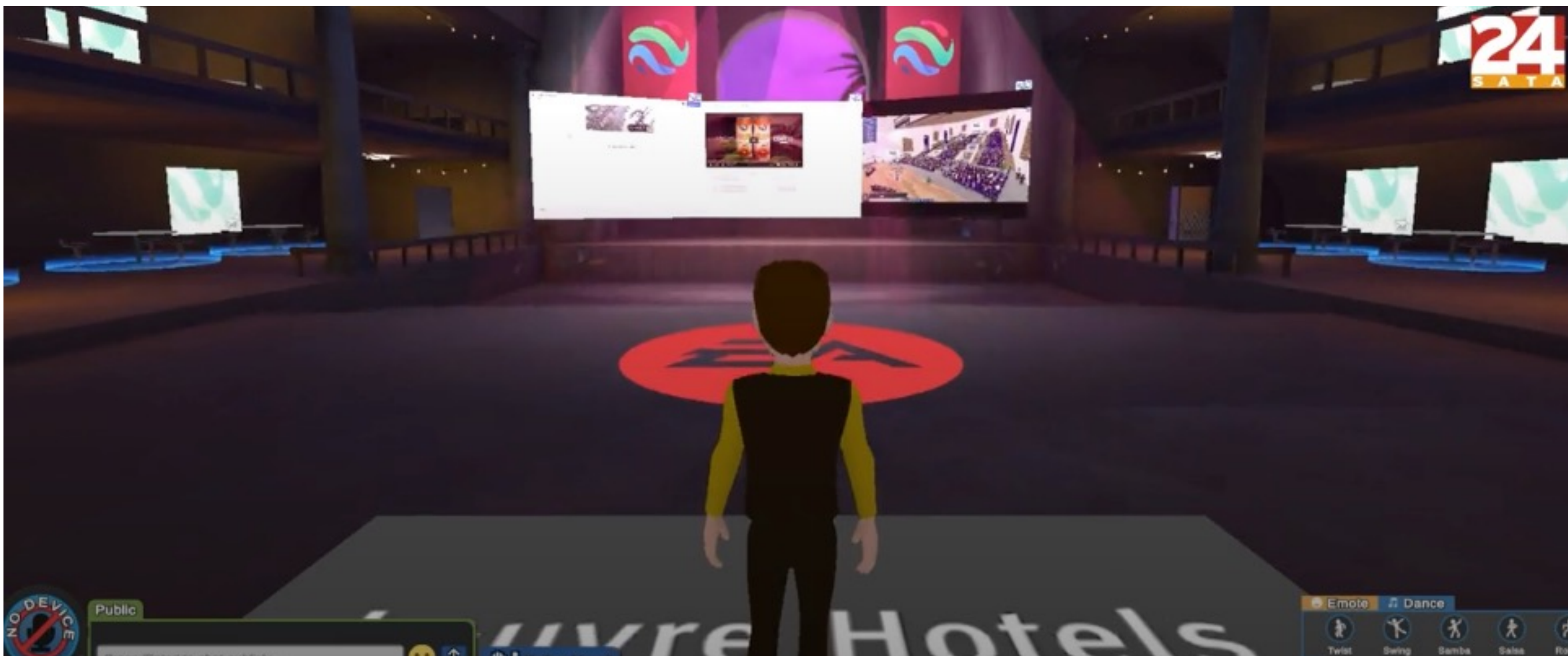
24sata

Oridiđi video awards

- First Metaverse awards ceremony
- Clients
- Audience
- We were choosing best digital videos in the country









THE OUTSIDERS

 NEAR
BALKANS

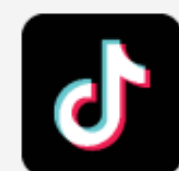
ONE MILLION

SUBSCRIBERS JOOMBOOS (JUST ON YOUTUBE)



H1 2022. Najgledaniji hrvatski medijski kreatori na društvenim mrežama

Konkurentsko okruženje medijskog sektora na društvenim mrežama



* Metodologija obuhvaća broj pregleda video sadržaja objavljenog između 01.01.2022. i 30.06.2022.

➡ Data provided by Tubular Labs: Croatia / Media / Facebook / YouTube / H1 2022

LEADERS ON TIK TOK

THE OUTSIDERS

FIRST GLOBAL SERIES

- First bilingual series 70% English, 30% Croatian
- Starting with Influencers with more than 18m+ followers
- Topic: 3rd culture kids



The Outsiders NFT

JoomBoos x NEAR

- Easy way how to mint NFT , for free!
- Scan of QR code
- The easy way how to open wallet
- Closed Discord group
- Merch JoomBoos

The background features a stylized mountain range with rolling hills in various shades of green and blue. The sky is a solid dark blue. The overall aesthetic is modern and digital.

1137

JoomBoos NFT

