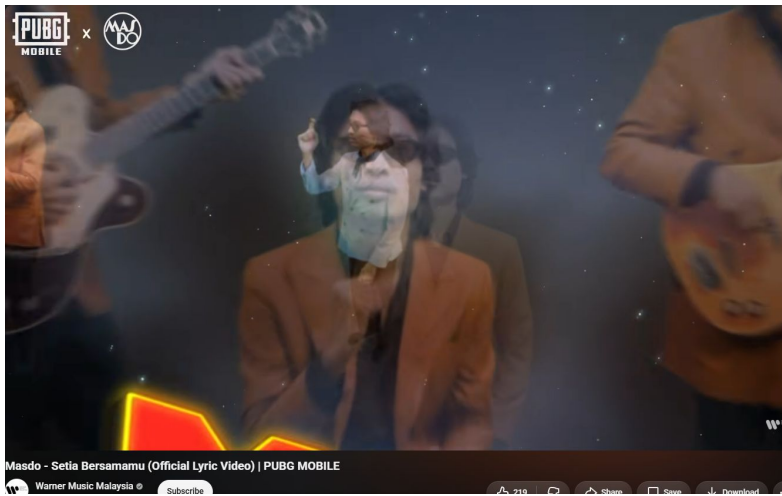


GAMING CONTENT • CREATOR CAMPAIGNS • COMMUNITY

TOPCAST

Connecting brands with gaming audiences.

Production and campaign support
for publishers, brands and agencies in Malaysia.



Game knowledge. Local culture.
Content made for the community.

Selected work: PUBG MOBILE × MASDO and Infiniti voicepack content.

WHO WE ARE

TOPCAST ENTERPRISE

A Malaysian gaming content and campaign company.

We help game publishers, brands and agencies create content and experiences for local gaming audiences.

Our work brings together creative development, video production, creator coordination and community campaign support. We build around the game, the audience and the brief.

INSIDE THIS PROFILE

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HOW WE SUPPORT YOUR TEAM

Publishers

Official-channel content, update explainers and player-facing campaign stories.

Brands

Gaming collaborations, creator content and community activation promotion.

Agencies

Production and coordination for a defined campaign scope or ongoing content programme.

SELECTED PROJECT EXPERIENCE

PUBG MOBILE / Honor of Kings / MASDO / NAZU
Krispy Kreme / Spider-Man / Tim Hortons

CAPABILITIES

What we do

Six areas of support, shaped around your campaign.

01	Gaming content	Research, concepts, scripts, gameplay capture and editing. Update explainers, hero and skin spotlights, tips and Malaysian player humour.
02	Campaign video	Promotional videos, creator formats, interviews, lyric-video campaign content, behind-the-scenes pieces and event recaps.
03	Creator coordination	Creator sourcing and briefing, deliverable coordination, publishing follow-up and reporting. Talent appearances can be included in the brief.
04	Music & voicepacks	Artist-led gaming content, teasers, release promotion, reactions and reviews, supported by publishing across campaign channels.
05	Community & events	Tournament promotion, livestream coverage and on-location content. Activation support can include rundowns, game formats, hosting and casting.
06	Participation & rewards	WOW map-creator coordination, custom gameplay content, concert rewards and merchandise coordination linked to the campaign.

One production. A campaign. Ongoing content.

We agree the deliverables, responsibilities and timeline with your team.

OFFICIAL-CHANNEL CONTENT

PUBG MOBILE

Local content across seven update programmes, from V3.8 to V4.4.

V4.2 PROGRAMME

14.83m

reported views

53

distinct TikTok post links

287,809 engagements

Our contribution

Short videos for the official Malaysian game channel, combining gameplay features, tips and new mechanics with relatable player situations.

Creative range

Feature explainers and tutorials
Malaysian humour and memes
Seasonal and update-led content

PUBLISHED WORK

The V4.2 loot truck video

An example from the programme's 53 distinct post links. V4.2 records 14,829,155 views and 287,809 engagements in its acceptance report.

[Watch on PUBG MOBILE Malaysia's TikTok](#)

VERSION PROGRAMMES

V3.8 / V3.9 / V4.0 / V4.1 / V4.2 / V4.3 / V4.4

LOCALISED GAMING CONTENT

Honor of Kings

Gameplay knowledge and Malaysian cultural references for local players.

3

content programmes

171

listed content entries

9.34m

Q2 2025 reported views

Our contribution

Hero introductions, combo and role tutorials, skin and crossover spotlights, player humour and community content. Creative references include Puteri Gunung Ledang, Merdeka and Durian Rumble.

PROGRAMMES & PUBLISHED EXAMPLES

Q2 2025**55 entries**

Heroes, skins and player entertainment

[View original post](#)**Q3 2025****60 entries**

Role tutorials, crossovers and local culture

[View original post](#)**Q2 2026****56 entries**

Gameplay tips and voicepack content

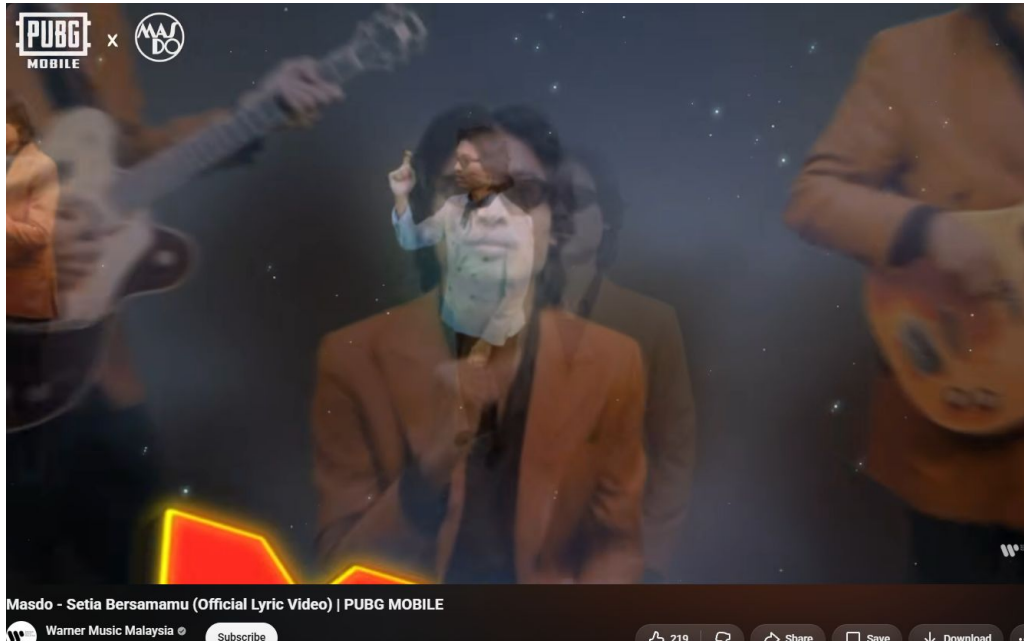
[View original post](#)

171 counts listed entries, including repeated post references and four Drive deliverables. Q2 2025 records 9,336,553 reported views.

MUSIC • CREATORS • COMMUNITY REWARDS

PUBG MOBILE × MASDO

Setia Bersamamu, voicepack promotion and creator publishing.



[Setia Bersamamu - official lyric video / View original](#)

49

creator placements

1.66m

Day-14 creator views

134,593

Day-14 engagements

Our contribution

Music and voicepack promotional content, artist reactions and interviews, creator publishing and event-attendance coordination.

Campaign rewards

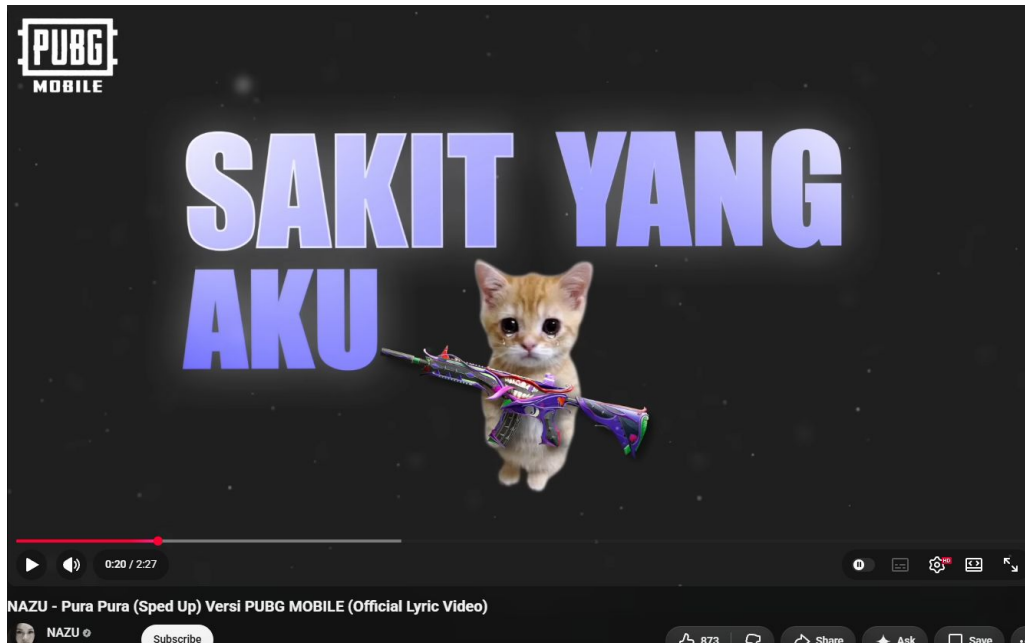
30 concert tickets, six meet-and-greet passes and 100 merchandise sets, including guitar picks, stickers, cassette cases and polaroids.

Creator subsection: 1,662,575 reported Day-14 views and 134,593 engagements across 49 publishing placements.

ARTIST COLLABORATION • RELEASE CONTENT

NAZU × PUBG MOBILE

Pura Pura: a local song within a gaming campaign.



[Pura Pura - official lyric video / View original](#)

9

content placements

5.45m

reported views

84,646

reported engagements

Our contribution

An official lyric video and eight TikTok placements, supported by release promotion, artist-led gaming content, highlights and interviews.

Formats in the campaign

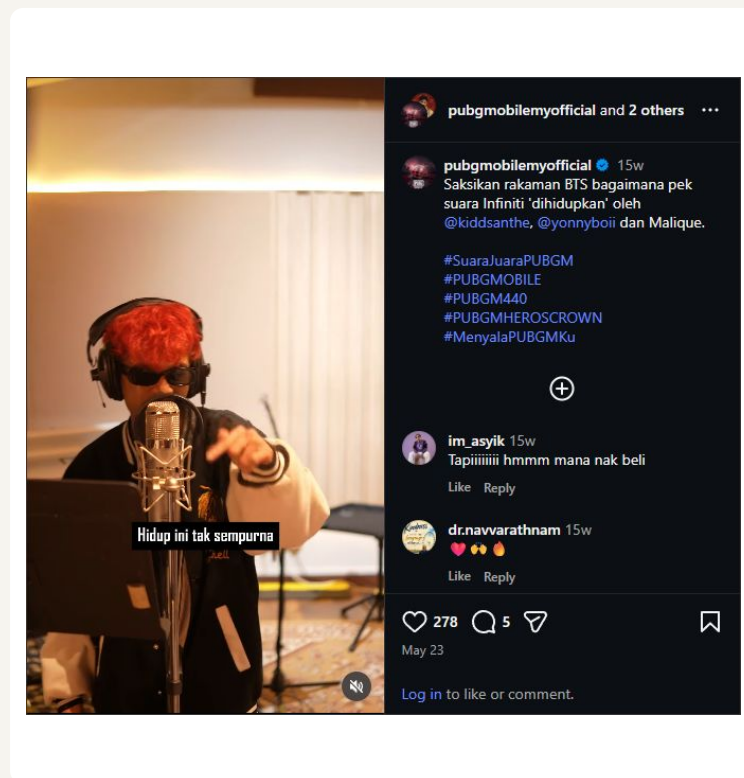
Music and lyric visuals
Short social videos
Artist interviews and highlights
Release and livestream preheat

Report total: 5,447,200 views and 84,646 engagements. Figures describe this programme's historical reporting snapshot.

TALENT & CREATOR FORMATS

Voicepack campaigns

Turning an in-game release into stories, reactions and reviews.



[Infiniti - behind the scenes / View original](#)

Infiniti / V4.4

Promotional content connects the voicepack with its artists. The original post features Kidd Santhe, Yonnyboii and Malique.

Creator reviews

The programme also includes a Topcast voicepack review for players.

[Watch the review](#)

MASDO voicepack

Teaser, promotional video and reaction content across official channels, supported by creator publishing within the broader MASDO campaign.

[Watch MASDO's teaser](#)

Fazz Ahmad / Phase 1

Two in-game and parody videos published through official and creator TikTok accounts, with 278,900 reported views.

[Watch the Fazz Ahmad collaboration](#)

COMMUNITY • TOURNAMENTS • EVENTS

PUBG MOBILE community

Content before, during and after the moments players share.



[Squad Showdown - Sabah & Sarawak / View original](#)

10

Ramadan / Showdown posts

5.44m

reported programme views

7,812

reported engagements

Tournament / V4.3

Six promotional entries and six livestream entries across two days and three platforms.

Anniversary showmatch

Eight placements featuring Yoodo Gank interviews, highlights and showmatch promotion.

Anniversary coverage

Fifteen placements covering performances, crowd challenges, interviews and event recaps.

Ramadan / Squad Showdown report: 5,436,158 views. Tournament and anniversary work are separate, partly overlapping programmes.

RETAIL & ENTERTAINMENT COLLABORATIONS

Gaming meets brands

Campaign content and practical support for brand activations.



PUBG MOBILE × Spider-Man

Solo collaboration, Daily Bugle-themed content and premiere coverage. Three concepts across five TikTok and Instagram placements.

699,750

reported programme views

[Spider-Man - premiere coverage / View original](#)

PUBG MOBILE × Krispy Kreme

17 placements across game and partner accounts: donut redemption, gatherings, cosplayer activities and product features.

[View Krispy Kreme campaign content](#)

Tim Hortons × PUBG MOBILE

Rundown development, game formats and map selection with the activation team for the Pavilion Bukit Jalil event.

[View Tim Hortons project reference](#)

CREATOR MAPS & DOCUMENTARY CONTENT

World of Wonder

Extending a game campaign into participation and discovery.

Our contribution

WOW documentary content and map-creator coordination form part of TOPCAST's PUBG MOBILE portfolio. The V4.4 programme records four map-creation entries by Warez and Kacang.

FOUR MAPS IN THE V4.4 PROGRAMME

01 / WAREZ

KEIRIN BICYCLE RACE

Map ID 27113658

02 / WAREZ

VILLAGE HOUSE ESCAPE

Map ID 27174469

03 / KACANG

1 VS 1 VS 1 FUN

Map ID 027-007-657

04 / KACANG

LARI BOLA SEPAK

Map ID 027-175-627

WOW DOCUMENTARY

Five social placements

Published across TikTok, Instagram and Facebook, including Malaysian and global PUBG MOBILE channels.

[Watch the WOW documentary](#)

FROM BRIEF TO DELIVERY

Let's work together

A single production, a campaign workstream or ongoing local content.

01 / BRIEF & CREATIVE

Agree the objective, audience, deliverables, budget and timeline. Develop the angle, formats and scripts.

02 / PRODUCTION & REVIEW

Coordinate people, capture and editing. Refine the work through the agreed review and approval process.

03 / DELIVERY & REPORTING

Deliver approved assets and support publishing. Compile post links, delivery status and available performance figures.

START A CONVERSATION

Tell us what you're planning.

Share your objective, deliverables, key dates and budget range.

[Facebook / TopCastGaming](#)

[TikTok / @topcasttiktok](#)

ABOUT THE PORTFOLIO

Project names identify collaboration contexts; each case describes TOPCAST's contribution. Performance figures are historical acceptance-report snapshots. Views do not represent unique audience reach, and engagement definitions follow the source reports.

Screenshots show original posts captured on 10 September 2026. Linked examples and map availability depend on the relevant platform. The following directory includes all 22 reviewed delivery records; related programmes can share content.

A / OFFICIAL-CHANNEL PROGRAMMES

Content directory

An original-post reference for every reviewed content programme.

PROGRAMME	RECORDED SCOPE	LINK
Honor of Kings / Q2 2025	55 entries. Heroes, skins, tutorials and humour.	View
Honor of Kings / Q3 2025	60 entries. Roles, crossovers and local culture.	View
Honor of Kings / Q2 2026	56 entries. Gameplay tips and community content.	View
PUBG MOBILE / V3.8	38 entries. Official-page videos and player humour.	View
PUBG MOBILE / V3.9	25 entries. Update content and entertainment.	View
PUBG MOBILE / V4.0	16 entries. Features, memes and short videos.	View
PUBG MOBILE / V4.1	26 entries. Gameplay and player entertainment.	View
PUBG MOBILE / V4.2	53 distinct TikTok post links. Features and local content.	View
PUBG MOBILE / V4.3	44 entries. Gameplay, tips and community content.	View
PUBG MOBILE / V4.4	69 entries. Videos, WOW, four maps and voicepacks.	View

Counts refer to listed entries unless marked as distinct post links. They include the delivery formats recorded in each source.

B / MUSIC, CREATORS & SEASONAL CONTENT

Campaign directory

Focused collaborations and programmes with several publishing formats.

11

WOW documentary

Five placements on TikTok, Instagram and Facebook, across Malaysian and global game channels.

[View original post](#)

12

MASDO voicepack

Teaser, promotional video and reactions within the broader MASDO campaign.

[View original post](#)

13

MASDO / Setia Bersamamu

Music and voicepack content, 49 creator placements, appearances, concert rewards and merchandise.

[View original post](#)

14

Fazz Ahmad / Phase 1

Two videos spanning in-game and parody formats on official and creator accounts.

[View original post](#)

15

New Year / PUBG Man

Two concepts across eight placements. Reported: 464,278 views and 2,879 engagements.

[View original post](#)

16

NAZU / Pura Pura

Nine placements: a lyric video and eight TikTok posts, including artist and release-promotion content.

[View original post](#)

Related workstreams may share published content. Their activity and performance are not additive.

C / COMMUNITY, RETAIL & ENTERTAINMENT

Campaign directory

Regional stories, live moments and brand collaboration content.

17

Ramadan / Squad Showdown

Ten placements mixing seasonal gaming stories with regional community promotion.

[View original post](#)

18

Anniversary event content

Fifteen placements: performances, interviews, tournament highlights, challenges and recaps.

[View original post](#)

19

V4.3 community tournament

Six promotional entries and six stream entries covering two days across three platforms.

[View original post](#)

20

8th anniversary showmatch

Eight placements featuring esports talent, Yoodo Gank interviews and livestream promotion.

[View original post](#)

21

PUBG MOBILE × Krispy Kreme

17 placements: eight on game accounts and nine on Krispy Kreme Malaysia's TikTok.

[View original post](#)

22

PUBG MOBILE × Spider-Man

Five placements for Soloz collaboration, Daily Bugle-themed content and premiere coverage.

[View original post](#)