appear

platform

Challenge

- In 2021 Appear had world-class live production technology but limited international brand recognition, particularly in the Americas, where they had only just started to sell direct. With ambitious growth targets and a potential IPO on the horizon, Appear needed a communications partner to elevate its global profile, expand market influence, and cement its leadership in live broadcast infrastructure at the industry's most important events.

What we did

- Elevated executive visibility through **executive profiling, targeted press release strategy**, **extensive media and analyst interviews**, at **show support including NAB and IBC** all reinforcing Appear's growth story, market momentum and technology leadership.
- Secured thought leadership opportunities and feature coverage on **live sports production, regional developments and emerging technologies such as SRT and DMF/MXL**, positioning Appear as an authority on key industry trends and innovations.

Outcomes

- Drove **47% year-on-year coverage growth**, delivering **331 media hits in 2025** and significantly increasing Appear's global visibility.
- Established Appear as a dominant industry voice, securing **#1 IBC 2025 Share of Voice** and **#1 NAB 2026 Share of Voice** against a highly competitive list.
- Earned **eight industry awards in 2025**, reinforcing Appear's leadership in live production and broadcast infrastructure.
- Built the market profile and credibility that supported Appear's 46% year-over-year revenue growth in 2024 leading up to its **successful IPO in November 2025**.

"Platform played an instrumental role in helping us raise Appear's profile at an important time for the business. Their team understood our goals, kept us visible in the right conversations and delivered really strong results. They helped strengthen our position in the market and supported our journey to a successful IPO." – Matthew Williams-Neale, VP of Marketing, Appear