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# SOFTWARE DEVELOPMENT COMPANY



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- ✓ ENTERPRISE SOFTWARE DEVELOPMENTS
- ✓ FINTECH SOFTWARE/ PLATFORMS
- ✓ TELECOM & INTEGRATED CLOUD SERVICES
- ✓ AR/VR DEVELOPMENTS

Oct 2023



**NITV NEPAL LIMITED**

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# TABLE OF CONTENTS

PAGE **ABOUT US**  
**01**

On this page, you will find details about NITV Nepal, including our mission, vision, and objectives.



PAGE **ARTICLE**  
**02**

This page provides a brief explanation about related topic. And the topic is Digital market in Nepal.



PAGE **FEATURED PRODUCT**  
**03**

On this page, you can find information about the product that was developed by NITV Nepal, including its features, availability, and other related details.



PAGE **CONTACT US**  
**05**

This page contains detailed contact information that can be used to reach us through various mediums.





**ISO 9001:2015**

**CERTIFIED SOFTWARE  
DEVELOPMENT COMPANY**

**NITV NEPAL  
LIMITED**

**Certified Leading Software Development,  
Consulting & System Integrator Company**

**VISIT US**

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## **NITV NEPAL LIMITED**

**ISO 9001:2015 Certified Software Development Company**

NITV Nepal Limited is a leading company that has made a name for itself in the software development, consulting, and system integration industries. Their commitment to excellence is evident in their ISO 9001:2015 certification, which recognizes their high standards and dedication to quality service.

The company has a team of 135 skilled and dedicated professionals who are passionate about delivering client-centric services that give their customers a competitive edge. They take great care in choosing their clients and work diligently to understand their needs and goals. Their impressive portfolio and results are a reflection of their quality work and experience.

NITV Nepal Limited is constantly striving for excellence, conducting research and

development, and adopting the latest technologies to provide their clients with the best possible service. They have a global team of experienced professionals who work together to offer carrier grade solutions for the rapidly evolving Telecom, Broadband, FinTech, Cable & Broadcast Industry. They aim to differentiate themselves in the 5G era by providing next generation communication and media experiences that exceed their clients' expectations.

NITV Nepal Limited is committed to using innovative web and mobile technologies to help businesses achieve their goals. They work collaboratively with clients to develop customized solutions and make a positive impact in software development, consulting, and system integration industries.

# DIGITAL MARKETING IN NEPAL

Digital marketing is the use of digital technologies and platforms to promote products, services, brands or causes to potential customers. It involves various strategies and techniques such as search engine optimization (SEO), social media marketing (SMM), content marketing, email marketing, online advertising, mobile marketing and more.



Digital marketing has become a vital part of the business world in the 21st century. According to the NTA Report, nearly 94.88% of the population have mobile broadband access, and 39.67% have fixed broadband access. Most of them are active on social media platforms such as Facebook, YouTube, Instagram, and TikTok. This means that there is a huge potential market for digital marketers in Nepal, who can leverage the power of the internet and social media to reach and engage with their target audience. However, digital marketing in Nepal also faces some challenges and limitations, such as lack of awareness, skills, infrastructure, regulation and competition. Here we will explore the current trends, challenges and opportunities of digital marketing in Nepal, and provide some tips and best practices for aspiring and existing digital marketers.

Social media platforms like Facebook, YouTube, Instagram, and TikTok are the most

popular and effective channels for digital marketing in Nepal, as they have the largest number of users and engagement rates. These platforms allow digital marketers to create and share various types of content such as videos, images, stories, live streams, podcast, blogs and more, to attract and interact with their audience. Social media marketing also enables digital marketers to use features such as hash-tags, polls, quizzes, stickers, filters, ads and analytic to enhance their reach and performance.

Content marketing is another important strategy for digital marketing in Nepal, as it involves creating and distributing valuable, relevant and consistent content to educate, inform, entertain or persuade the audience. Content marketing helps digital marketers to establish their authority and credibility in their niche or industry, generate leads and conversions, increase brand awareness and loyalty, improve SEO ranking and drive organic traffic to their website or landing page.

Email marketing is one of the oldest but still effective methods of digital marketing in Nepal, as it allows digital marketers to communicate directly with their existing or potential customers through personalized and customized messages.

Online advertising is another key component of digital marketing in Nepal, as it involves paying for displaying ads on various online platforms such as search engines, social media, websites, and apps.



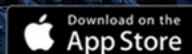
**Nabin Regmi**  
**Digital Marketing**  
**Manager**



# NEPAL TELEVISION

THE NATIONAL TELEVISION BROADCASTER

AVAILABLE ON:



Nepal Television, which was created on December 31, 1983, is one of Nepal's most prominent broadcasting institutions, with a strong studio and transmitter infrastructure. NTV provides a variety of services, including four television channels and an innovative mobile app, via both digital terrestrial transmitters and online platforms. The OTT Mobile App, a recent addition, illustrates NTV's commitment to expanding its accessibility.

Nepal Television is the oldest and most widely viewed television channel in Nepal, having a history stretching back to its founding. Previously, it was the country's sole native television channel. NTV and its sister station mostly present programs about Nepal's rich culture, ethical values, and religious traditions. The channel's educational news broadcasts attract a sizable chunk of its audience.

## ABOUT NEPAL TELEVISION APP:

Nepal Television, a leading television network known for providing trustworthy and up-to-date news, has created a mobile app. The application is designed, developed and published for both iOS and Android as well. The app has highly user friendly interface and creative design. This app allows users to watch Nepal Television live on their internet-connected smart devices from anywhere in the world. App provides 3 quality of stream where users can stream according the speed of their internet. In addition, the app includes an Electronic Program Guide (EPG) that provides detailed information about upcoming programs.

The app provides you with Latest News, Live TV Channels, TV Shows, and much more. App has multiple log in options. Users can log in through Facebook, Gmail, and email.



# NEPAL TELEVISION



## AVAILABLE ON:

- Android
- iOS
- Web

## KEY FEATURES:

- Live TV Channels
- TV Shows
- Latest News
- Video on Demand
- High Quality Stream
- Multiple stream options
- Search option.
- Multiple log in options
- Guest Log in
- Offline Experience
- Notifications and Interactive Social Engagements
- Smooth Streaming
- Multiple Sign in option
- Web app
- Electronic program guide



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