CASE STUDY

Gameplay Galaxy

Staff coverage of a $24 million seed, and a 24-piece CoverageBook

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Situation

Gameplay Galaxy, at gameplaygalaxy.com, is a game studio from the creators of the Trial Xtreme series. The official site was fetched live for this pack. The principal public voices in the coverage verified here are Doron Kagan, founder and chief executive, and Maya Gurevich, named as chief operating officer in the VentureBeat / GamesBeat interview.

In late August 2024 the studio announced an $11 million seed extension, co-led by Blockchain Capital and Merit Circle, bringing total seed funding to $24 million, and needed that announcement in both gaming and crypto media.

Task

Genius PR worked the account from the Telegram group Gameplay Galaxy <> PR Genius (JT), with Marcus, Doron Kagan and Maya Gurevich, and Kim, jamie thorne, CJ and Tom Blackstone. The placements verified here, and the CoverageBook that records them, run from 27 to 29 August 2024. The client sheet attests a performance mandate from August 2024.

The campaign's primary objective was to place the seed-extension announcement in tier-one and crypto-gaming media.

Action

On 27 August 2024, The Block published Yogita Khatri's "Gameplay Galaxy reaches $71 million valuation with $11 million seed extension round," an interview with Kagan (published at 12:00 EDT). The same afternoon, Cointelegraph published Ana Paula Pereira's staff article "Gameplay Galaxy raises $24M seed round for Web3 gaming platform" (published at 17:01 UTC), and VentureBeat published Rachel Kaser's "Gameplay Galaxy raises $24M to build Web3 competitive ecosystem" (published at

17:04 UTC), which includes an email interview with Kagan and Gurevich. That VentureBeat article now also lives on GamesBeat, VentureBeat's games desk, with a live publication time of 28 August 2024, 00:04 UTC.

A labelled Chainwire release ran the same day on The Defiant's press-release desk. On 28 August, CoinDesk's Protocol Village column carried a brief, "Gameplay Galaxy Raises $11M, Led by Blockchain Capital and Merit Circle." The column URL is dated 21 August 2024; the page's published time is 28 August 2024, 17:13 UTC, which is also how the CoverageBook dates it.

Results

A CoverageBook compiled for The PR Genius records 24 pieces of coverage, 4.13 million estimated views, a combined audience of 101 million and a maximum domain authority of 94, dated 27 to 29 August 2024. The independently verified items featured here are the staff articles, the CoinDesk brief and the labelled Defiant release. The book also includes newswire syndications and some exchange or community posts, which are counted in the 24 but are not featured as editorial placements.

- The Block, 27 August 2024: Yogita Khatri, an interview with founder and CEO Doron Kagan. Live fetch 403; confirmed via an 18 December 2025 archive of the AMP URL used in the book.
- Cointelegraph, 27 August 2024: Ana Paula Pereira, staff article. Fetched live; also archived.
- VentureBeat, 27 August 2024: Rachel Kaser, with an email interview. Live VentureBeat fetch 429; confirmed via a 7 February 2025 archive. The live GamesBeat page was fetched successfully.
- CoinDesk Protocol Village, 28 August 2024: a brief on the $11 million extension. Live fetch was not used; confirmed via a 25 May 2026 archive. The URL path is 21 August 2024; the published time is 28 August 2024.
- The Defiant, 27 August 2024: labelled Chainwire release. Live 403; confirmed via a 21 July 2026 archive.

Impact

Gameplay Galaxy's seed-extension announcement was covered in staff articles at The Block, Cointelegraph and VentureBeat, noted in CoinDesk's Protocol Village, and distributed as a labelled wire. The CoverageBook figures are the record of that cluster. They are not presented here as proof of valuation, download counts or later commercial performance.

Links

Official site — gameplaygalaxy.com

CoverageBook — 24 pieces, 27–29 August 2024. share.coveragebook.com

The Block — 27 August 2024. theblock.co

Cointelegraph — 27 August 2024. cointelegraph.com

VentureBeat — 27 August 2024. venturebeat.com

CoinDesk — 28 August 2024 Protocol Village brief. coindesk.com

The Defiant — 27 August 2024 labelled Chainwire release. thedefiant.io

The CoverageBook's domain-authority figure is a maximum (94), not an average. The CoinDesk column URL is dated 21 August 2024; the published timestamp, and the book, are 28 August 2024. Valuation, download-count and market figures in the articles are not used as Genius PR metrics. No live geniuspr.com case study was found.

Summary

24
Pieces
CoverageBook, 27–29 August 2024

4.13M
Estimated views
From the same CoverageBook

101M
Audience
Combined outlet audience, max DA 94

27–29 Aug
Programme
Staff coverage of the seed announcement, 2024

London
30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom

Dubai
The Offices 4, One Central, 8th and 9th Floor, Dubai

United States
2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Based on official Gameplay Galaxy pages as they stand today, the CoverageBook, the URLs above and the working Telegram chat. Fees, later commercial negotiations and unverified figures are omitted.