

DIDIGO Debuts CITYHUNTER: World's First Interactive OMO game with Licensed Collaborator

CITYHUNTER, Didigo.app's Proprietary OMO reality game partners with BIGGER DESIGN x Squid Game to bring a lifestyle "Game N' Shop" evolution to the World



Singapore, Singapore Aug 24, 2025 ([IssueWire.com](https://www.issuewire.com)) - Didigo's CityHunter and BIGGER DESIGN (Squid Game Licensed Collaborator) Debut World's First OMO Interactive Entertainment-Commerce Live Show

Didigo.app has unveiled a groundbreaking milestone in entertainment commerce with the global premiere of SUPERLIVE Extreme Reality, held on August 23 in Taiwan.

The event marked the World's first Proprietary (Online-Merge-Offline) interactive live show, powered by Didigo's CityHunter and a special licensed collaboration with BIGGER DESIGN (Squid Game Licensed Collaborator)

The immersive show combined trivia challenges, live shopping, and interactive streaming, attracting strong viewership on TikTok and Didigo's app. Contestants competed in rapid-fire online qualifiers via CityHunter, with finalists advancing to the September 1 grand finale — a 50-question test of memory and reflexes. The ultimate champion walked away with a brand-new iPhone 17 Air 256GB (Taiwan Edition).

Beyond gameplay, the livestream featured Didigo's OMO shopping integration, where viewers could engage in real-time product discovery and purchases, making the experience not only fun to watch but also rewarding to shop.

The event was made possible through a four-way collaboration between Didigo.app: City Hunter, BIGGER DESIGN x Squid Game (IP collaboration), SUPERLIVE Extreme Reality, and ODOS Media. Together, the partners delivered a unique fusion of gaming, commerce, and entertainment, with Taiwan serving as the global launchpad for future international rollouts; beginning with South East Asia (Namely Singapore), where Didigo's Offshore Headquarter sits.

"This idea was developed 10 years ago but i thought it was too early to reveal as many were still stuck in an aged mindset. The Time is NOW."

- Cooper Lee, Founder of Didigo.app

Upcoming Event Information

Didigo: CityHunter and BIGGER DESIGN x Squid Game Interactive OMO Challenge

Date:

September 2025

(to be further released)

Platform:

Didigo.app

[<https://www.didigo.app>]

*By Invitation only.

"Didigo is open to authentic Brand and Tourism collaborations, our OMO SuperApp has been calibrated and ready for FUN & HEART commerce.

- Jane Ng, Managing Partner of Didigo.app

About Didigo (didigo.app)

[<https://www.didigo.app>]

Didigo is the World's First award-winning OMO lifestyle Superapp that merges live games, shopping, and community interaction all in one. With its pioneering "Play, Shop, Win" model, Didigo is redefining the future of global entertainment and e-commerce.

About CityHunter

The proprietary OMO Game by Didigo.app which advocates and stands for interactive game-commerce.

Follow us on Tik Tok:

<https://www.tiktok/@didigo.app>

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