

SEPTEMBER, 2025

ISSUE Nº 1

INFLUENCE

BY INFLUTONIC

Expert Voices:

Opinions shaping the future of iGaming. Page 14

Key trends

shaping the digital entertainment Industry. Page 21

Talent in action:

Stories transforming Esports. Page 28

Strategies and vision:

What you need to know to stand out in iGaming and Esports. Page 30

"When **influence** meets purpose, the result is always real impact".

INFLUTONIC
MARKETING AGENCY



Ruth Elena
Foundation



INFLUTONIC
eSPORTS

1XBET

BE PART OF THE FUTURE

IGAMING

ESPORTS

SPORTS



**PROMO
CODE:** **Influtonic1x**

Promotion valid in Latin America.

www.1XBET.com



THE POWER OF UNITY IN OUR INDUSTRY: GROWING, CREATING, AND TRANSFORMING TOGETHER

When we started Influtonic, we dreamed of building something bigger than ourselves. Today, looking at how much we have accomplished in such a short time, I am certain that the true driving force behind this project has been unity.

The unity of our team members that trust, support, and grow together; the unity with clients who believe in our ideas and partners who share our vision. Even the unity with those who, in another context, might be seen as competitors. Because in this industry, we've learned that collaboration opens more doors than competition, and that the best results come when we leave egos behind to build together.

This first edition of *Influence* is born with that same spirit: to show that when we bring together talents, experiences, and different visions, we achieve outcomes that go far beyond the individual. United, we don't just create campaigns, events, or projects—we create communities, movements, and real impact.

An example of this is the **Ruth Elena Foundation**, a project born from the will to help, but strengthened by the collaboration of many



Bryan Pareja
Founder

INFLUTONIC AGENCY & INFLUTONIC ESPORTS
Telegram: [@MrBPworld](https://t.me/MrBPworld)

hands and hearts. Through the foundation, we've learned that the power of iGaming and entertainment can go beyond the industry itself and become a vehicle to transform lives. It is the clearest proof that when influence is joined with purpose, the result will always be impact.

May this edition of our magazine serve as a reminder of what we can achieve when we work together, and as an invitation

to keep connecting, creating, and growing. Because at Influtonic, we believe that true influence is born when we act as a community and understand that together we can always go further.

This has been our path from the beginning, and it will remain our reason for Turning influence into impact.

CONTENT EDITORIAL

In a dynamic ecosystem like iGaming and Esports, it's easy to get carried away by the speed of change, technological innovation, or the competitiveness of the scene. However, at Influtonic, we believe that what truly sustains and drives this industry is something much deeper: the community.

This first issue of our magazine is born from that conviction. We want to highlight what unites us, what we build together, and how collaboration opens stronger paths for everyone who is part of this universe.

Within these pages, you will find highlights from our commercial team's international travels and connections—experiences that demonstrate the value of networking and the importance of being present in the spaces where the future of iGaming is shaped. We also celebrate the progress of our women's Dota 2 team, which continues to take firm steps forward and now has the support of 1xBet as its main sponsor—an alliance that amplifies both talent and the visibility of women's gaming in the region.

This issue also includes a review of Influtonic's first year, reflecting on the milestones that have established us as a reference in the sector, along with the launch of our Ruth Elena Foundation—a project

that deeply inspires us and seeks to accompany cancer patients with coaching and emotional support.

This is only the beginning. The magazine is our voice, but also a space for you—for

all of us who believe in the transformative power of gaming and digital entertainment.

Welcome to the first edition of the official Influtonic magazine.



Jalitza Espinoza
CONTENT EDITOR
INFLUENCE MAGAZINE
Telegram: @Jali_Influtonic

TABLE OF CONTENTS

EDITORIAL SECTION

- Growing, Creating, and Transforming Together – **Bryan Pareja** 3
- Content Editorial – **Jalitza Espinoza** 4

IGAMING & INFLUTONIC AGENCY SECTION

NEWS

- Games Global's Master Move: Strategic Expansion in Peru and Brazil. 6
- Peru Formalizes iGaming with Law No. 31557 7

EVENTS –INFLUTONIC HIGHLIGHTS

OPINION COLUMNS

- Teamwork as the Driving Force of Business Growth – **Vitaliia Pohrenbniak** 14
- United for a Peru that Plays Safe – **Guillermo Bejarano** 16
- Pillars of Collaboration in the Affiliate Marketing Industry – **Brendon Spiteri** 18

ESPORTS & INFLUTONIC ESPORTS SECTION

NEWS

- Riot Games Opens the Door to Betting Sponsorships in Its Esports Leagues 21
- Mexico Advances in Esports Professionalization with World ID Verification 22

DOTA 2 FEM – INFLUTONIC ESPORTS X 1XBET HIGHLIGHTS

On the Road to the 2025 Bolivarian Games 23

INTERVIEW – Matías Arévalo, Young Talent in Sim Racing

OPINION COLUMNS

- Esports and Peru: Challenges, Realities, and Opportunities – **Christian Roque** 30
- How the Community Shapes the Future of Video Games in Peru – **Juan Gonzales** 32

SPECIAL SECTION – 1ST ANNIVERSARY OF INFLUTONIC MARKETING AGENCY

34

CREDITS

Bryan Pareja – Director

Jalitza Espinoza – Editor

Jeremias Vilca – Editorial Designer

Jamileth Andrade – Editorial Designer

Collaborators

Airton Morales

Christina Azucena

Eyly Machi

Lucia Chulan

GAMES GLOBAL EXPANDS INTO PERU AND BRAZIL FOLLOWING NEW REGULATIONS

Games Global, one of the leading providers of content and technology for the iGaming industry, has announced its expansion into the Peruvian and Brazilian markets. This strategic move comes after the implementation of new regulations in both countries, providing a clearer and more favorable legal framework for online gaming operations.

With a portfolio of hundreds of innovative titles and a global network of operator partners, Games Global aims to capitalize on the growing interest in iGaming across Latin America. Both Peru and Brazil represent key markets with strong growth potential, thanks to their large digital user bases and an expanding entertainment culture.

The company emphasized that its entry into these markets will be backed by strict compliance with local regulations and a user-centric approach. Additionally, Games Global plans to collaborate with local operators to deliver content tailored to regional preferences.

This expansion marks an important step in Games Global's internationalization strategy, reinforcing its presence in regulated jurisdictions worldwide and positioning itself as a benchmark for innovation, compliance, and responsible entertainment.



Official Games Global Logo, 2025.

PERU FORMALIZES iGAMING WITH LAW NO. 31557: A NEW CHAPTER FOR THE INDUSTRY

In April 2024, Peru took a landmark step by implementing Law No. 31557, the country's first legislation to officially regulate online betting and gaming. This law establishes a clear regulatory framework for iGaming operators, including a 12% tax on online bets, marking the beginning of a new era of formalization in an industry that had previously operated without specific oversight.

According to data from the Ministry of Foreign Trade and Tourism (Mincetur), online sports betting generated approximately USD 1 billion in the past year, underscoring the sector's economic relevance.

With 2025 being the first full year under the new legislation, significant progress has already been made: more than 60 betting operators, both domestic and international, have obtained licenses from Mincetur to legally operate in the country. Peru's National Superintendency of Customs and Tax Administration (SUNAT) estimates annual tax revenue of around PEN 80 million from this regulation. Furthermore, the digital betting market is projected to represent approximately 1.2% of the country's GDP, equivalent to over PEN 4.5 billion annually.

Law No. 31557 not only lays the foundation for a safer and more transparent market but also positions Peru as a newly regulated player in the Latin American iGaming landscape.



Congress of the Republic of Peru, 2025.

INFLUTONIC ON THE MOVE

At Influtonic Agency, we understand that in-person connections inspire trust.

SIGMA **NEXT.io**

PGS **LIMA 2025**
FERIA LATINOAMERICANA DE JUEGOS

iGBLIVE

ICE

SBC | SUMMIT

iGaming Club

Over the past year, we've attended some of the industry's most relevant events such as SiGMA World, SBC, ICE, iGB Events, iGaming Club, among others, to strengthen relationships, build partnerships, and connect with new clients. Each event has been an opportunity to grow, learn, and reinforce our commitment to strategic, results-driven marketing. Here's a glimpse at our global networking journey.









INFLUTONIC
MARKETING AGENCY

WE REDEFINE IGAMING THROUGH STRATEGY, CREATIVITY, AND RESULTS

Join us on Telegram



Learn more at:

WWW.INFLUTONIC.COM



THE POWER OF UNITY: TEAMWORK AS THE ENGINE OF BUSINESS GROWTH

In today's business world—defined by rapid change and growing competitiveness—the true differentiator is not found solely in technology, capital, or individual innovation, but in people's ability to work together toward a common goal. Collaboration and teamwork have become the pillars that sustain the sustainable growth of organizations.

“COLLABORATION AND TEAMWORK HAVE BECOME THE PILLARS THAT SUSTAIN THE SUSTAINABLE GROWTH OF ORGANIZATIONS.”

Teamwork goes beyond the simple division of tasks: it means sharing a vision, assuming collective responsibility, and recognizing that individual achievements gain greater meaning when they contribute to the success of the group. From my own experience, I have seen how a united team can achieve results that once seemed unattainable. Diversity of backgrounds, when managed with respect and open communication,

becomes the key to unlocking new opportunities and strengthening the group's resilience. It's not just about working side by side—it's about understanding that one person's success is everyone's success, and that every step forward is possible because we walk together.

Unity has a direct impact on both productivity and organizational culture. A cohesive team overcomes challenges with greater resilience, generates more creative solutions, and adapts more effectively to market changes. It also fosters a culture of trust that allows innovation to flourish, as each person feels free to contribute new ideas without fear of judgment.

In a global context where competition is fierce, collaboration extends beyond the internal boundaries of a company. Partnerships between brands, cross-departmental cooperation, and the creation of professional communities are all clear examples of how unity strengthens the entire industry. It's time to move away from the silo mentality and understand that true growth emerges when we share knowledge,

experiences, and goals.

That's why I believe it is essential for leaders and companies to nurture a culture of teamwork—one that values diverse perspectives, celebrates collective achievements, and promotes empathy as the foundation of workplace relationships.

The future of our industries will depend, to a great extent, on our ability to work together, support one another, and drive a shared vision. Only then will we continue to grow and generate a positive impact on our society.



Vitaliia Pohrebniak
Team Lead of Influencer Marketing
PIN UP
Telegram: [@vit_influence](https://t.me/vit_influence)

STRONGER TOGETHER: BUILDING A SAFER FUTURE FOR GAMING IN PERU

Imagine rowing in a racing boat. If everyone rows in a different direction, the boat spins in circles. But if we row in sync... we move forward! That's exactly where we stand today as the online gaming industry in Peru. The 2026 tax reforms (such as the new 12% excise tax) are putting us to the test. Yes, there is noise and concern. But this is not the time to drift apart—it's the time to row together, with strength and direction.

"THIS IS NOT THE TIME TO DRIFT APART, ITS THE TIME TO ROW TOGETHER, WITH STRENGTH AND DIRECTION."

WHY DOES UNITY MAKE US STRONGER?

When operators, providers, and platforms share experiences, we avoid mistakes. Remember Colombia? There, lack of coordination in the face of high taxes led 4 out of 10 companies to shut down.

When we speak with one voice to the State, we achieve

fair proposals. A balanced tax (such as the 5–7% requested by the Peruvian Gaming Chamber) prevents players from turning to illegal options... where their families have no protection!

SIMPLE ACTIONS, BIG RESULTS:

1. Build a support network: Let's share real-time market data. If one operator detects migration to the black market, let's alert the entire industry so we can act quickly.

2. Educate with warmth: Let's explain to players that paying a little more on legal platforms means:

- Protected money instead of money that "disappears."
- Betting limits that safeguard family finances.
- 24/7 customer service with proper ID verification.

3. Innovate as a team: Let's develop games with a Peruvian touch (imagine a slot machine featuring El Sapo de Huancayo!) that the black market could never offer.

SUCCESS LIES IN PEOPLE:

Behind every license are Peruvian workers (more than 15,000 of them!). Every secure platform prevents a father from falling into unregulated sites that don't verify identity. This fight is not just about business—it's about building a country where gaming is safe, enjoyable, and responsible.

ONE LAST ROW TOGETHER:

The regulator will listen if we present clear, united proposals. Replacing the excise tax with a sustainable model is not a "corporate whim." It's the path to ensure that:

- The State collects more (not less).
- Peruvians play with peace of mind.
- Peru becomes a benchmark for Latin America.

We are a team. And united teams... turn challenges into victories!



Guillermo Bejarano A.
Regional Director
BETCONSTRUCT

Guillermo.bejarano@softconstruct.com

TRUST AND TRANSPARENCY: CORNERSTONES OF COLLABORATION IN THE AFFILIATE INDUSTRY

In the fast-evolving affiliate marketing industry, trust and transparency are no longer optional—they are essential. With multiple stakeholders involved, including advertisers, publishers, networks, and platforms, lucrative collaboration hinges on the confidence that each party acts with integrity and openness.

Trust serves as the foundation for long-term partnerships. Affiliates need assurance that they will be fairly compensated for their efforts, while brands must trust that affiliates represent their products authentically and ethically. When mutual trust is established, partners are more likely to share insights, align on goals, and support one another's success. This fosters a collaborative environment where strategic planning, performance optimization, and innovation thrive.

“IN THE AFFILIATE MARKETING INDUSTRY, TRUST AND TRANSPARENCY ARE NO LONGER OPTIONAL: THEY ARE ESSENTIAL.”

Transparency complements trust by promoting visibility into data, processes, and expectations. In an industry driven by performance metrics and ROI, access to accurate, real-time data is crucial. When advertisers and affiliates share campaign performance openly, it enables both parties to make informed decisions, quickly adapt to market shifts, and identify new opportunities. It also helps mitigate fraud, enforce compliance, and maintain the credibility of affiliate programs.

Moreover, transparency builds accountability. Clear communication about commission structures, attribution models, and promotional guidelines ensures that all partners are aligned and reduces the risk of misunderstandings or disputes. This clarity encourages ethical behavior and sets the stage for scalable, sustainable growth.

Ultimately, when trust and transparency are prioritized, collaboration in the affiliate industry moves from transactional to transformational. It paves the way for stronger relationships,

better performance, and long-term value for everyone involved. In an increasingly competitive digital landscape, businesses that lead with openness and integrity will be the ones that attract the most loyal and high-performing partners.



Brendon Spiteri
Head of Commercial
ROUTY
Telegram: [@SBrendon](https://t.me/SBrendon)



INFLUTONIC
eSPORTS

CONNECTING BRANDS TO THE FUTURE OF ENTERTAINMENT

Streams, tournaments, and activations... We help brands thrive within the community, creating **real impact** and clear visibility.



Brand or player?

Your next step in esports starts here.

Contact us: hello@influtonic.com

RIOT GAMES OPENS THE DOOR TO BETTING SPONSORSHIPS IN ITS ESPORTS LEAGUES

In a move that marks a turning point for the industry, Riot Games announced in late June 2025 that it will allow sports betting sponsorships in its professional League of Legends and Valorant leagues, including competitions in South America.

The decision comes amid the so-called “esports winter”, a period in which multiple organizations have reduced budgets, shut down operations, or sought alternative funding sources. With this measure, Riot aims to revitalize revenues for leagues, teams, and organizers by introducing a new monetization stream tied to the growing iGaming market.

While the inclusion of betting sponsors opens major commercial opportunities, it also sparks debate. Critics argue that the proximity between betting and competition could threaten competitive integrity or negatively influence younger audiences. Supporters of the move, however, highlight that iGaming is now one of the driving forces of the digital entertainment industry and could play a crucial role in ensuring the sustainability of the esports ecosystem.

In Latin America, where online betting is growing rapidly, this shift could translate into strategic partnerships between teams, iGaming operators, and tech brands—boosting both professionalization

and regional visibility on the global stage.

Once again, Riot Games places esports at the center of the conversation about the future of competitive entertainment.

Parrish, A. 2025. The Verge.



Stage of the 2024 League of Legends World Championship.

MEXICO ADVANCES ESPORTS PROFESSIONALIZATION WITH WORLD ID VERIFICATION

Mexico's National Federation of Videogames and Esports (FENAVIDE) took a groundbreaking step toward the professionalization of the sector by announcing, in March 2025, a partnership with World.org to implement World ID in its official competitions.

World ID is a biometric, humanity-verification tool that distinguishes real players from bots, ensuring a fairer and more transparent competitive environment. This innovation aims to tackle one of the ecosystem's biggest challenges: fraud and unfair practices that undermine the credibility of tournaments and leagues.

The initiative not only impacts the local esports scene but also sets a regional precedent. Mexico becomes a pioneer in Latin America by adopting a technological certification system that could align with future international competition standards—including the 2027 Olympic Games, where esports are seeking to cement their presence.

Additionally, brands such as Razer have decided to integrate World ID into their login platforms, further expanding the technology's adoption within the global gaming community. This corporate backing reflects the importance of building safer, more inclusive, and

trustworthy ecosystems. The implementation of World ID reinforces a vision of the future where professionalization and competitive integrity are central to esports growth. With initiatives like this, Mexico positions itself as a regional leader in innovation and regulation within the industry.

AS MeriStation, 2025, Online news outlet.



Worldcoin Orb device used for digital identity registration, 2025.

DOTA 2 IN INFLUTONIC ESPORTS

Throughout 2024 and into 2025, Influtonic Agency has continued to strengthen its presence in the esports world with strategic activations that authentically connect with the gaming community. One highlight was our collaboration with InGame, a growing and well-recognized LanCenter in Lima, where we created an immersive

experience for players who felt the adrenaline of competition in a unique environment. Likewise, our participation in Comic Day allowed us to reach new audiences through a mixed Dota 2 tournament, reinforcing our commitment to gaming culture and digital entertainment.





OUR JERSEY WITH 1XBET AS MAIN SPONSOR



Bryan Pareja, CEO of Influtonic, presents the new jersey.

This 2025 also marks a special milestone: the Influtonic Dota 2 women's team not only unveils a new jersey but also celebrates the addition of 1xBet as official

sponsor, a partnership that strengthens their competitive journey and opens new opportunities for growth.

ROAD TO THE 2025 BOLIVARIAN GAMES

The team's projection rises even higher with their upcoming participation in the 2025 Bolivarian Games, where they will represent Peru. This achievement not only elevates our players but also positions Influtonic Marketing Agency as a benchmark in talent management and support within the regional competitive scene.

OFFICIAL DOTA 2 WOMEN'S ROSTER

- Eu (Soft Support)
- Bambú (Hard Carry)
- Azumi (Solo Middle)
- Lovely (Hard Support)
- Sylvanas (Soft Support - Standing)
- Dae (Offlaner - Captain)

TEAM MANAGER:

- Aysel - Eyly Machi

COACH:

- NaoG - Eduardo Valencia

CEO:

- Bryan Pareja





MATÍAS ARÉVALO

"DISCIPLINE AND COURAGE ARE THE KEYS TO GOING FAR IN SIM RACING"



Matías Arévalo, winner of *McRacing Power by LG OLED*, 2025
Lima – Peru.

At just 17 years old, Matías Arévalo has become one of the brightest promises in Peruvian Sim Racing. His story is that of a young man who found in racing simulators not only a passion but also a way to represent his country on international stages.

FROM FOOTBALL TO THE VIRTUAL WHEEL

"Since I was very little, I loved cars," Matías recalls. "I had a bunch of Hot Wheels and a pedal car that I loved because I could drive it as fast as I wanted. My parents got me an electric one, but I didn't like it—it had a speed limit."

Although his childhood was marked by that fascination, his teenage years took a different turn: competitive football. However, an injury forced him to rethink his future. "I broke my collarbone at 15 and had to quit football. That's when I realized cars were my true passion. I decided to dedicate myself entirely to motorsport, starting with the simulator."

SIM RACING AS A SERIOUS SPORT

For Matías, Sim Racing is far more than just a video game:

"People still think Sim Racing is just a game, but it's not. Simulators aim to replicate reality with incredible precision. Drivers like Max Verstappen defend it and show that virtual training can be just as competitive—if not more—than real life."

DISCIPLINE AND COURAGE: HIS PILLARS

When asked about the key skills needed to succeed in this sport, Matías is clear:

"Discipline is essential. I don't see myself as a natural talent, but I love what I do so much that this passion has pushed me to stay consistent. And courage: in every race you face risks, the uncertainty of competing against the best. Without that, you don't move forward."

THE SUPPORT OF A TEAM

Although motorsport is often considered an individual discipline, Matías emphasizes the importance of organizational support:

“Having a team that believes in you gives you security. It’s not only about financial support but also emotional support. Knowing that someone understands how tough this path is gives you the strength to keep going.”

PERUVIAN PRIDE ON THE INTERNATIONAL STAGE

His most memorable moment so far came in 2024, when he represented Peru at the FIA Motorsport Games in Valencia, Spain.

“It was incredible. Things weren’t going well at first, but I thought, ‘I can’t let my country down.’ That motivated me to reach the semifinals. It was a turning point for me.”

Another milestone came with his victory at Mac Racing 2025, where he won a professional simulator. “Seeing my effort turn into something tangible was indescribable.”

A MESSAGE TO THE NEXT GENERATION

Beyond technical advice, Matías has a special message for parents:

“Sim Racing is a unique opportunity for kids to experience motorsport without the risks and at a lower cost. But you have to let them fall in love with the sport on their own. Don’t pressure them. If the foundation is love for what they do, they’ll keep going even when things get tough.”

With steady steps, Matías Arévalo is working to take Peruvian Sim Racing to the next



Matías Arévalo
Professional Sim Racing Driver

level. His goal: to compete in the world’s top tournaments and continue inspiring other young people to feel the adrenaline of speed—even if it’s from behind a simulator.

ESPORTS AND PERU:

CHALLENGES, REALITIES, AND OPPORTUNITIES



Christian Andres Roque Castillo
CEO
INFAMOUS GAMING
croque@infamous.gg

Talking about esports in Peru means talking about an ecosystem full of passion, but also about structural challenges that have slowed down its full development. From my experience, starting a competitive team in our country means navigating a path where dreams quickly collide with harsh realities: the attention economy and the scarcity of resources.

“TALKING ABOUT ESPORTS IN PERU MEANS TALKING ABOUT AN ECOSYSTEM FULL OF PASSION, BUT ALSO STRUCTURAL CHALLENGES THAT HAVE HINDERED ITS FULL DEVELOPMENT.”

The first obstacle is visibility. In an environment where brands measure their investment based on reach and exposure, a new team—without a solid community or active social media presence—will hardly receive financial support. This forces projects to build, almost from scratch, a digital foundation that connects with audiences and conveys value. However, this process often depends on competitive results: winning attracts followers, generates admiration, and creates a sense of belonging. The issue is that, in esports, victory is never guaranteed, which

makes digital communication a key weapon to remain relevant, even in defeat.

Another major challenge is the professionalization of players. Although awareness has grown in recent years about the importance of discipline and responsibility, the idea still persists that a player's role is limited to competing. The truth is that, beyond training, they must understand that they represent a brand and a team. Their public image, the content they generate, and the way they carry themselves are all fundamental to attracting sponsors and strengthening the ecosystem. A lack of commitment, weak team loyalty, and in some cases, informal transfers between teams—with contracts not being respected—undermine the sector's credibility.

“IN ESPORTS, VICTORY IS NOT ALWAYS GUARANTEED, AND DIGITAL COMMUNICATION BECOMES A KEY WEAPON TO STAY RELEVANT, EVEN IN DEFEAT.”

On top of that, there are technical and economic limitations. While internet connectivity has improved, it still affects performance, especially in PC games that demand high-end hardware. Mobile gaming has democratized competition, but even there, the gap between a high-end device and a mid-range one can be decisive in the final outcome.

Finally, the Peruvian market still lacks a strong culture of investment in gaming. Interest tends to rise when achievements capture media attention, but without a well-structured value proposition and a marketing strategy that can transform those milestones into sustainable growth, momentum quickly fades.

Despite everything, I see an encouraging horizon. The global esports industry continues to grow, and in Peru there is still fertile ground to cultivate. With organization, professionalism, and long-term vision, we can turn this space into a solid industry capable of generating jobs, innovation, and national pride. Esports is one of those areas where technology will never replace human passion—and that is precisely why, despite the challenges, this is the moment to keep believing and to build the future we want, together.

HOW COMMUNITY SHAPES THE FUTURE OF VIDEO GAMES IN PERU

In a world where video games are far more than just a pastime—having become both a cultural phenomenon and a multi-billion-dollar industry—our attention often gravitates toward major studios, next-gen consoles, and blockbuster releases. Yet, behind every breakthrough success lies a silent but colossal force: the community. In Peru, this force is not only vibrant but also playing a fundamental role in the development and legitimization of the local industry.

“BEHIND EVERY RESOUNDING SUCCESS LIES A SILENT YET COLOSSAL FORCE: THE COMMUNITY.”

Far from being passive consumers, Peruvian gaming communities are true incubators of talent, esports platforms, and, in many cases, the very foundations upon which future innovations are built. And if we want to understand the pulse of this influence, we must look where it beats the strongest: our universities and the passions they nurture.

The phenomenon of interuniversity tournaments



Juan Gonzales Almache
Gestor de Proyectos
Universidad Tecnológica del Perú
jgonzalesa@utp.edu.pe

is a clear example of this energy. Initiatives such as the InterU Mobile Legends, UTP's ECUP, or the OXY 2025 by the Peruvian Esports Federation are not just competitions; they are events that crystallize competitive

spirit, foster teamwork, and, crucially, professionalize passion. These tournaments not only put new talent on the radar of recruiters and professional esports teams, but they also act as catalysts for infrastructure and

organizational development around gaming. By embracing and supporting these initiatives, universities are not only legitimizing gaming as a valid pursuit but also cultivating essential skills—strategic analysis, communication, leadership—that are valuable in any career, including, of course, video game development. Imagine the pool of programmers, game designers, and community managers emerging from these experiences.

“BY EMBRACING AND SUPPORTING THESE INITIATIVES, UNIVERSITIES ARE CULTIVATING THE SKILLS THAT ARE ESSENTIAL IN ANY CAREER.”

But community influence extends far beyond the campus. Peru has long been a stronghold for certain franchises, and few exemplify this as passionately as **the Pro Evolution Soccer (PES) community**—now eFootball. For years, and still today, PES enthusiasm has transcended the digital realm to become a social phenomenon. Informal **“caberitas”** and neighborhood leagues, organized by and for players, are living proof of an impressive capacity for self-organization. This community not only kept a franchise alive in the country but also drove console sales, supported the growth of small local businesses (from gaming cafés to retail stores), and, most importantly, created a culture of competition and camaraderie. In essence, they were pioneers of amateur esports professionalization long before the term became common.

This model of self-organization and collective passion is a treasure for the industry. Communities—whether university-based or niche—provide developers with the most valuable feedback, highlight emerging trends, and, in many cases, generate the enthusiasm and demand that justify new investments. They are the “early adopters,” the unofficial “beta testers,” the organic influencers, and ultimately the market that allows new games and studios to take root.

The challenge for Peru’s video game development industry is to recognize and harness this force. It’s not just about selling games, but about interacting, listening, and integrating these communities into the creative process. Promoting hackathons with university students, organizing roundtables with niche community leaders, or simply being present at their events may be the key to developing products that truly resonate with both local and global audiences.



Collaboration between Claro and UTP in the field of esports.

The forging of Peru’s video game future does not lie solely in developers’ offices, but also in university classrooms, neighborhood gaming cafés, and every gathering of friends around a console. It is the communities—through their passion and their voice—that are setting the pace and weaving the invisible network that sustains and elevates our young, yet promising, video game industry.

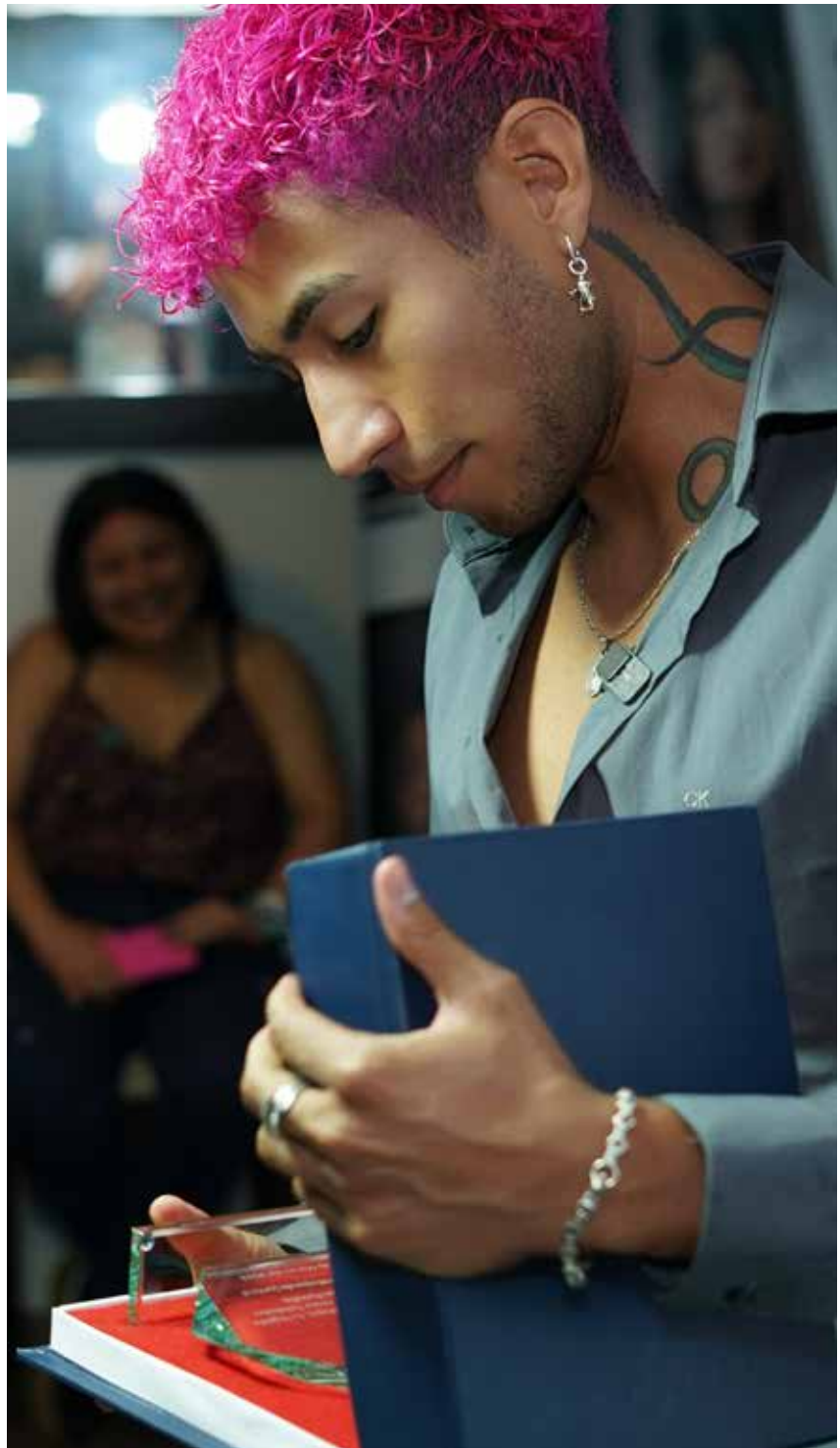
1ST ANNIVERSARY OF INFLUTONIC MARKETING AGENCY

Celebrating Our First Anniversary, Influtonic Agency Looks Back with Pride and Forward with Boldness.

Since its founding on March 4, 2024, the agency has established itself as a benchmark in iGaming, esports, and influencer marketing across LATAM and Europe.

We launched Influtonic eSports, our women's Dota 2 team, empowering female talent in competitive environments. We expanded our global reach with a presence at major international iGaming events. With a mindset always focused on connecting brands with audiences, we organized hybrid activations—both online and onsite—combining influencer marketing with real experiences.

Other milestones of 2025 include the launch of our official magazine "Influence", designed to strengthen our voice as an expert reference in gaming and digital entertainment, and the creation of the Ruth Elena Foundation, dedicated to providing coaching and



Bryan Pareja during Influtonic Agency's anniversary ceremony.

emotional support tools for cancer patients.

Looking ahead to 2025, we continue expanding into new international markets while strengthening our talent and influencer management services. We are also committed to fundraising campaigns and social initiatives, harnessing the power of entertainment to drive real transformation.

What stands out most at Influtonic is our gratitude—to our team, our clients, our partners, and our community, who were pillars in this first year.

**“OUR TEAM, CLIENTS,
PARTNERS, AND
COMMUNITY WERE
PILLARS IN THIS
FIRST YEAR.”**

We have proven that influencer marketing and esports are not just entertainment, but also engines of innovation and social responsibility.

Our anniversary is not just a celebration; it is a declaration of purpose: to keep growing with awareness, creativity, and community. This milestone marks the

beginning of a new stage defined by real impact. Influtonic Agency shows that an idea, talent, and purpose can transform into a global community united by gaming and social good. Happy first anniversary! May the year ahead be filled with new goals and, above all, more influence with impact.



Airton Morales and Bryan Pareja, founders of the agency.



Influtonic staff together with their esports team celebrating the first anniversary.



Ruth Elena
Foundation



Together, we are stronger **in both**
the digital and real worlds

Become part of the
#STRENGTHTHATINSPIRES

Find out more on our social media.





TURNING INFLUENCE INTO IMPACT!

INFLUTONIC
MARKETING AGENCY

We influence the world of streaming
by connecting brands and creators,
driving their growth with purpose,
innovation, and strategy.

 Influtonic Agency

 @Influtonic.Agency

 hello@influtonic.com

