

INFLUENCE

BY INFLUTONIC

*The strategies, partnerships, and campaigns shaping our vision for what comes next. **Page 07***

*The regulatory moves, market shifts, and trends redefining online betting in LatAm. **Page 09***

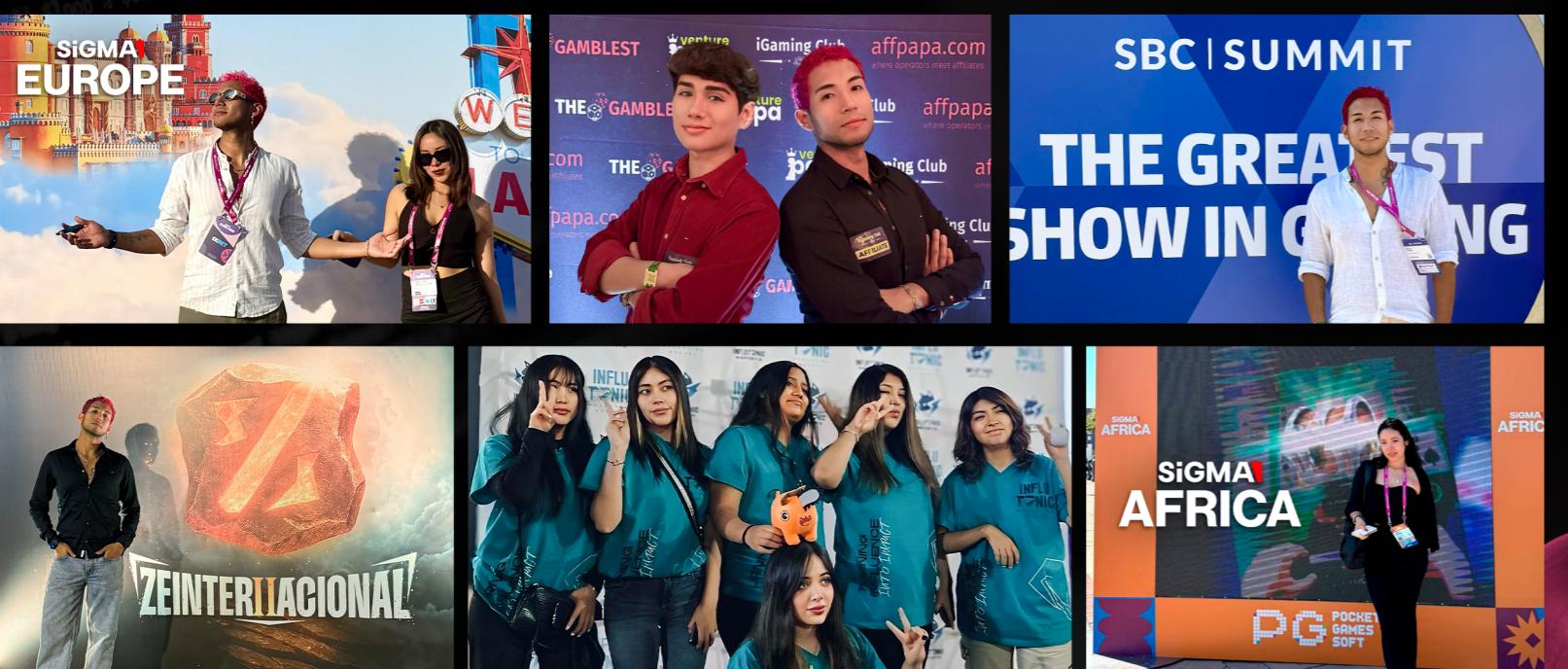
*Voices from the industry on transformation, growth, and the road to 2026. **Page 13***

*How purpose-driven campaigns created real impact throughout 2025. **Page 36***



JAMES DAVIES

Building sustainable **commercial strategies** in a rapidly evolving iGaming market.



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Institutional Editorial

Transformation is no longer a concept we analyze from a distance; it is a reality we live every day. When approached responsibly, projection has ceased to be an exercise in optimism and has become one of the most important strategic tools in our industry. Throughout 2025, the iGaming, Gaming, and Esports ecosystems reached a point of no return. The pace of change accelerated; not only in terms of technology or regulation, but also in expectations. Expectations from audiences, partners, talent, and from ourselves as industry leaders. Adapting is no longer enough; today, clarity and direction are essential.

From my perspective, the most significant transformation has not been structural, but mental. Companies have been forced to rethink how they build, how they scale, and, above all, why they do so. Growth without purpose is fragile. Projection without context is reckless. The organizations that will define the next stage of the industry will be those capable of balancing ambition with discipline, and innovation with responsibility.

This second issue of Influence is born precisely at that inflection point. It does not seek to predict the future for the sake of prediction, but to understand the present with the depth required to make better long-term decisions. Today, projecting also means choosing what not to pursue, in addition to defining where to invest time, talent, and resources.

At Influtonic, we have embraced this vision internally. Transformation has guided how we structure our agency, how we approach partnerships, and how we build initiatives that go beyond commercial objectives. Projection has become a shared exercise, focused on sustainability, credibility, and impact, rather than immediate results. That same philosophy is reflected in this magazine. **Influence** exists to create a space for informed reflection within industries that move at high speed. To amplify voices that do not merely react to change, but lead it. And to remind us that leadership is not measured solely by results, but by the responsibility with which those results are built. Understanding transformation is necessary. Projecting with intention is what will define who remains relevant.

Editorial Content

Between June and November 2025, the iGaming, Gaming, and Esports industries went through a defining period of redefinition. It was not just a cycle of relevant news, but a true turning point in which transformation ceased to be a trend and became a requirement, while projection evolved into a strategic exercise rather than an optimistic forecast. This second issue of *Influence* is born precisely at that intersection.

Throughout these pages, our columnists analyze through experience and critical reflection, the changes that have impacted their sectors: regulation, technology, business models, monetization, audiences, and talent. From both iGaming and Gaming & Esports perspectives, the consensus is clear: the coming years will not reward those who react late, but those who can read the context and act with long-term vision. The projections toward 2026 speak not only of growth, but of maturity, consolidation, and more deliberate decision-making.

The central theme of this second issue is further strengthened by our main interview with James Davies, Head of Commercial at GAMZIX, who shares key insights into building sustainable commercial strategies within iGaming. His perspective combines pragmatism, risk awareness, and a deep understanding of the market, offering valuable takeaways for operators, suppliers, and brands seeking to scale without losing focus.

Finally, this issue also reflects what goes beyond business. We dedicate a special section to the 2025 campaigns of the Ruth Elena Foundation, carried out at the Hospital del Niño San Borja and the ALDIMI shelter (both in Lima, Peru). Initiatives that remind us that real impact is not only measured in results, but in purpose.

Influence continues to evolve alongside the industry. Because understanding transformation is the first step; projecting with intention is the true challenge.



Jalitza Espinoza
Content Editor
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SECTION 1 | Editorials and Highlights

- Institutional Editorial 02
- Editorial Content 03
- Highlights Influtonic 07

SECTION 2 | iGaming & Influtonic Agency

- Top news 09
- Expert views 13
- Brendon Spiteri (Routy)
- Vitaliia Pohrebniak (PINUP)
- Guillermo Bejarano (Betconstruct)
- Main feature – James Davies (GAMZIX) 15
- 17
- 19

SECTION 3 | Gaming & Influtonic eSports

- Top news 24
- Expert views 27
- Juan Gonzales Almache (UTP)
- Juan Sebastian Cantillo (HONOR)
- Deneb Castillo (Up 'n Beyond) 29
- 31

SECTION 4 | KOLs insights

- Talent perspectives

33

SPECIAL SECTION | Ruth Elena Foundation

- Activities throughout 2025

36

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HIGHLIGHTS INFLUTONIC

Throughout the year, Influtonic Agency and Influtonic Esports have been actively involved in key events that shaped our growth and presence within the industry. From our collaboration on the Dota 2 tournament alongside **Geek Festival**, to major milestones such as our participation in **SBC Summit Lisbon 2025**, and our continued support for professional iRacing driver **Matías Arévalo** across his competitive events, each experience has strengthened our vision and commitment. Added to this

is the pride of having organized the first in-person **Dota 2 tournament during Comic Day**, the Universal Tournament, a significant step for the local scene.

Everything we have achieved motivates us deeply, but what excites us even more is what lies ahead: a new year filled with projects, events, and challenges for both the agency and our esports division, focused on continued growth and influence within the industry.



Oddin.gg and InPlaySoft Forge a Landmark Alliance, Powering the Future of Esports Betting in Latin America

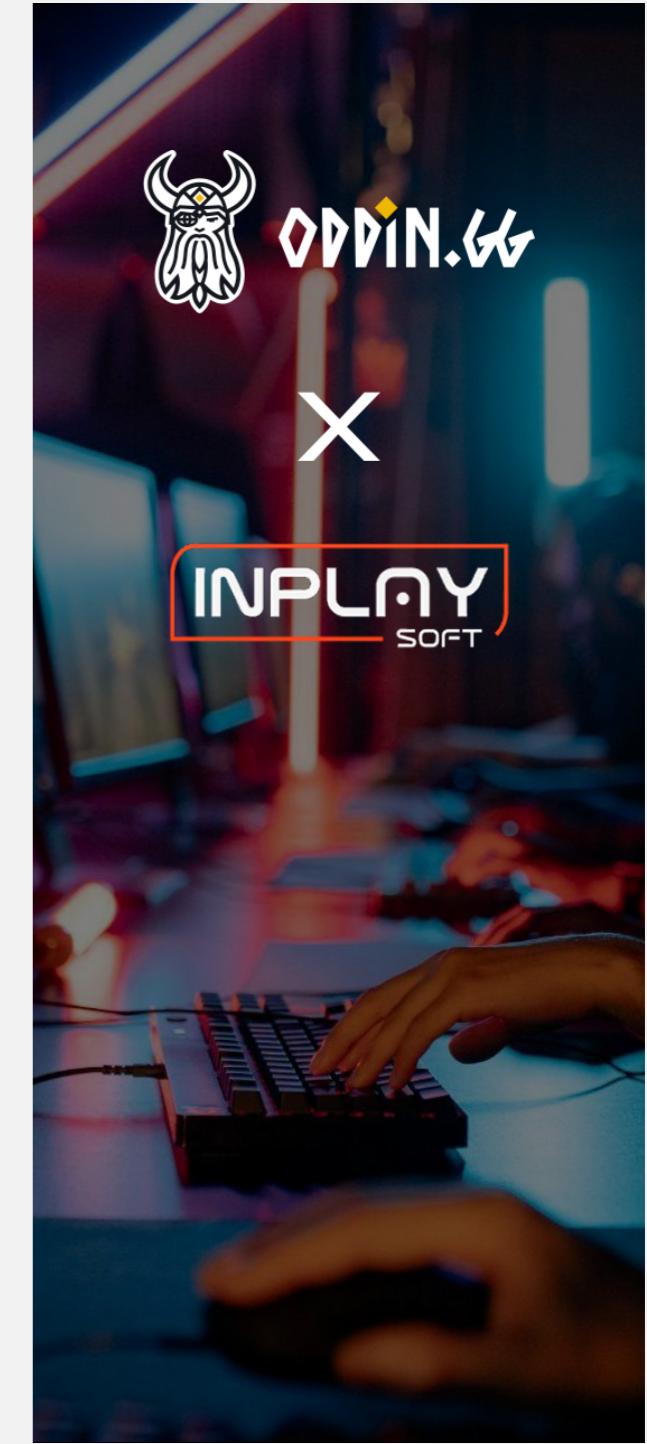
In October 2025, the esports betting landscape in Latin America took a decisive leap forward. Oddin.gg, one of the world's leading B2B providers of esports odds, data services, and risk management, announced a strategic partnership with InPlaySoft, a technology company deeply embedded in the region's gaming ecosystem. Together, they aim to deliver a robust, end-to-end esports betting infrastructure tailored specifically for Latin American operators.

This collaboration immediately opens the door for regional brands such as Viva Sorte, QGbet, GingaBet, 4Win, 4Play, and ZeroUm to access a new level of competitive capability. By integrating Oddin.gg's advanced features including risk management, an AI-driven odds feed, BetBuilder

tools, and high engagement widgets, operators can now offer a more immersive, modern, and localized esports betting experience to users across Brazil and the Spanish-speaking markets of Latin America.

The significance of this partnership extends far beyond technology. It reflects the accelerating convergence between traditional betting and the fast-growing esports industry, a shift driven by the region's young, digitally native audience. As esports continues to expand its cultural footprint in countries such as Brazil, Peru, Colombia, and Mexico, operators are racing to innovate and differentiate. Oddin.gg and InPlaySoft's partnership arrives at a pivotal moment, providing the necessary infrastructure to meet this rising demand with both scalability and sophistication.

FOR LATIN AMERICA, A REGION EXPERIENCING RAPID REGULATORY EVOLUTION AND EXPLOSIVE GROWTH IN ONLINE WAGERING, THIS ALLIANCE REPRESENTS A KEY MILESTONE.



Official logos of Oddin.gg and InPlaySoft



For Latin America, a region experiencing rapid regulatory evolution and explosive growth in online wagering, this alliance represents a key milestone. It not only elevates the competitive landscape but also signals the maturation of esports betting as a mainstream entertainment product.

As brands and operators across the region move to embrace the next generation of bettors, the Oddin.gg x InPlaySoft partnership stands out as a defining development, one that sets the tone for what the future of iGaming and esports betting in Latin America will look like.

Latin America Emerges as the New Global iGaming Hotspot in 2025

Latin America is rapidly transforming into the world's next major hub for iGaming and online betting. As of 2025, countries such as Brazil, Peru, Colombia, Mexico and Argentina are consolidating regulatory frameworks and drawing global operators to a region flooded with growth potential.

In Brazil, online gambling became fully legalized at the beginning of 2025, a move that has already triggered a visible rise in player loyalty and activity. Meanwhile, markets like Peru, with regulation in place since 2022, and Colombia continue to perform strongly, while Argentina and Mexico remain key players despite some regulatory ambiguity.

Industry analysts project that the region's combined online gambling revenues could soar during the next few years. Latin America's appeal lies not only in favorable legislation, but also in its demographic and technological context: a young, digitally-savvy population, widespread smartphone penetration, and growing adoption of local and digital payment methods.

However, growth comes with complexity. Infrastructure fragmentation, varying payment systems, and differing compliance standards between countries create operational challenges for international operators.

For global gaming brands and affiliates, now is the time to act. Latin America no longer represents a "rising" market, it represents a "mainstream" one. Operators that invest early in localization, compliance, and tailored payment flows are positioning themselves for long-term success. In short: 2025 marks a turning point. Latin America is no longer on the periphery: it is shaping the future of global iGaming.

Sources: Yogenet International; SoloAzar International; GamblingInsider; RevistaCasinoPeru.



Image source: <https://www.policyholderpulse.com>

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Transformation and Projections in Affiliate Marketing: A Publisher's Perspective

Affiliate marketing has experienced dramatic transformation in recent years, and nowhere is this shift more evident than on the publisher side (Affiliate). What once relied heavily on simple banner ads and static blog links has evolved into a highly strategic, content driven, and technology-enhanced opportunity for publishers to build sustainable revenue streams.

One of the biggest changes has been the rise of diversified Traffic models. Traditional bloggers have been joined by comparison sites, coupon platforms, niche media outlets, and a fast-growing creator economy powered by YouTube, TikTok, and Instagram. This diversification has empowered publishers to choose the formats and verticals that align best with their audience's needs, ultimately improving engagement and conversions.

Technology has also transformed how publishers operate. Advanced affiliate dashboards such as Routy now provide detailed analytics, allowing publishers to identify top-performing content, track customer behavior, and optimize in real time. AI-powered tools help creators generate product recommendations, write optimized content, and even predict which offers will perform best. For publishers, this shift toward data-driven decision-making means more control, higher efficiency, and stronger earning potential. Another key transformation is the growing

emphasis on trust and authenticity. As consumers become more selective, publishers who deliver honest, transparent reviews and high-value content stand out. This authenticity not only boosts conversions but also leads to long-term audience loyalty, which is becoming one of the most important assets for affiliates.

Looking ahead, projections for publishers point to continued growth. The rise of personalized content, AI-assisted content creation, and improved attribution models will give publishers even greater influence in the customer journey.

Creator-led commerce will keep expanding, and publishers who build strong brands and leverage emerging tools will be positioned to benefit the most.

In the coming years, affiliates will play an increasingly central role in performance marketing. Shaping purchasing decisions, driving targeted traffic, and defining the next chapter of digital commerce.

Brendon Spiteri
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IN THE COMING YEARS, AFFILIATES WILL PLAY AN INCREASINGLY CENTRAL ROLE IN PERFORMANCE MARKETING.

The Evolution of Influencer Marketing: A 2026 Marked by Growth, Clarity, and Performance

In recent years, influencer marketing has undergone a profound transformation. What was once perceived as a primarily “brand-driven” channel has now solidified itself as a stable, scalable, and performance-linked traffic source. This shift has not been accidental: it stems from market maturity, creator professionalism, and increasingly clear collaboration models.

The professionalization of the sector has been essential. Not only have brand expectations grown, but creators’ responsibilities as well: clear metrics, transparent reporting, KPI accountability, and a more strategic approach to their own content. Collaborations are moving toward structured models—ambassador programs, monthly or quarterly agreements, and hybrid campaigns that combine organic content with paid activations. This transition has allowed influencer marketing to take a central position within acquisition strategies, especially in highly competitive industries where consumer trust is a decisive factor.

Another important shift is the maturity of audiences. Users today can recognize when a creator genuinely uses a product, when they recommend based on real experience, and when their narrative remains coherent. This has raised

the market standard and pushed everyone—brands, agencies, and creators—to operate with greater strategy and authenticity.

Looking ahead to 2026, the projection is clear: growth will continue. Brands will increase investment, but also expectations. We will see deeper integration with performance teams, a stronger focus on metrics that truly matter—such as retention, conversion, and traffic quality—and an expansion into markets where this acquisition model is only beginning to solidify.

Ultimately, influencer marketing is no longer just a visibility engine; it is a growth pillar. And 2026 will be the year when this duality—brand + performance—becomes the industry standard.

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Pin-UP
PARTNERS



ULTIMATELY, INFLUENCER MARKETING IS NO LONGER JUST A VISIBILITY ENGINE; IT IS A GROWTH PILLAR.

The Golden Goal of iGaming: How the 2026 World Cup Will Redefine the Latin American Market

The world's largest sporting event becomes the ultimate catalyst for the online gaming industry in the region, bringing together opportunity, regulation, and technology in a match where everyone wants to come out a winner.

The road to the FIFA World Cup 2026 is writing a new rulebook for the Latin American online gaming landscape. Beyond cold statistics, this is a human transformation: millions of fans will discover digital betting, regulators will put their new laws to the test, and operators will play their most critical match yet. The true final will not be in the stadium, but in achieving the right balance between innovation, security, and sustainable growth.

The Regulatory Playing Field: Each Country Plays a Different Game

The path to the World Cup is also a race to define the rules of play:

- Brazil, the organized giant: With its new law, Brazil is not only attracting investment; it is proving that regulation works by channeling part of its massive revenues into sports and public safety, directly benefiting the community.
- Mexico, the fiscal wildcard: As a World Cup host, Mexico finds itself at a crossroads. A potential tax increase to 50% could make the experience more expensive for local fans precisely during the event, pushing them toward less secure alternatives.
- Other key markets: Colombia fine-tunes its pioneering model, Argentina continues to grow despite fragmentation, Chile moves forward slowly but steadily, Peru consolidates itself as a stable hub, and Ecuador leaves its casino future to the ballot box.

The 2026 World Cup: The Match That Will Change Everything

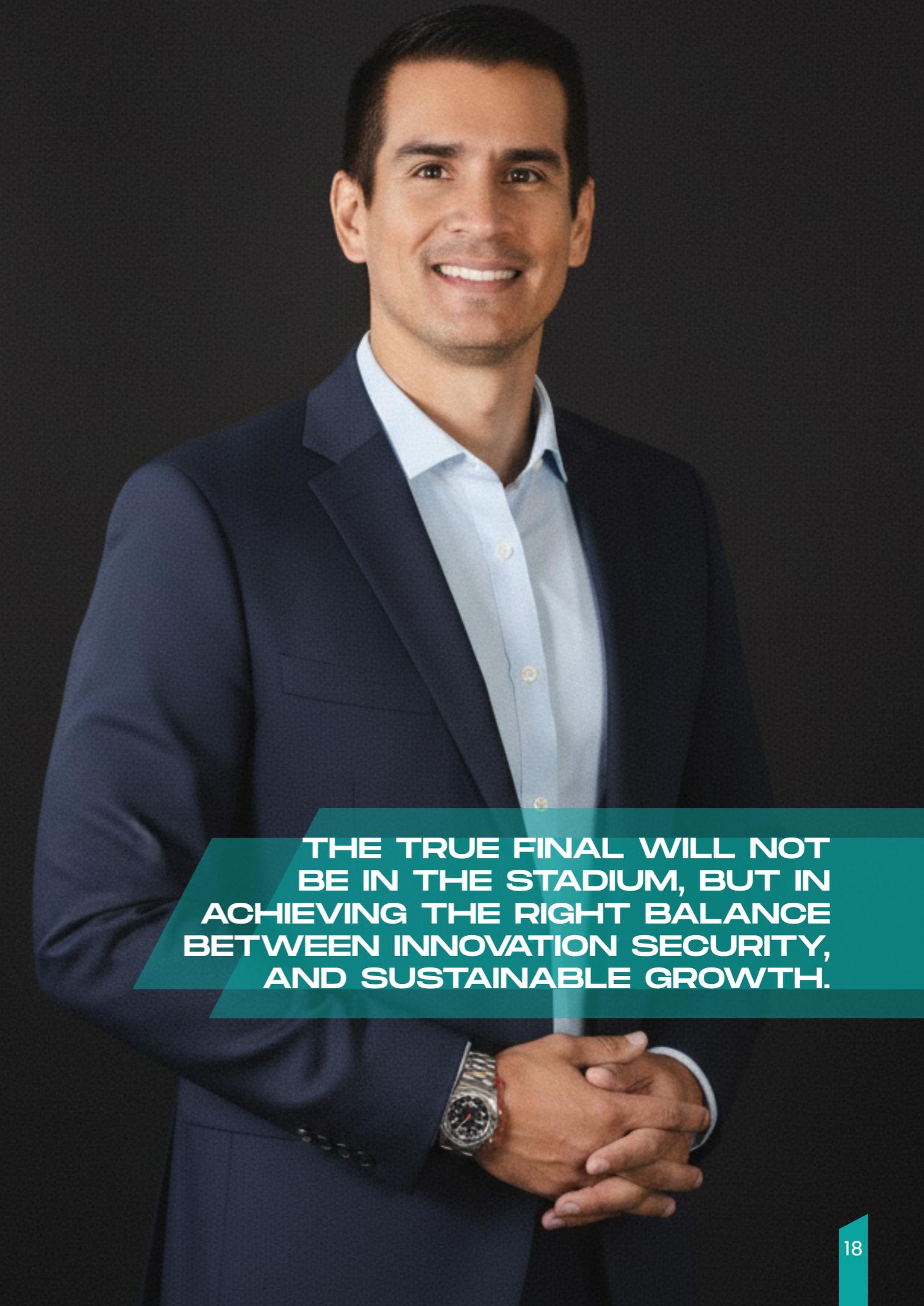
The tournament will represent an unprecedented turning point:

- A massive catalyst: A 40–50% increase in betting volume is expected. Millions will place their first digital wager during a match, testing platform resilience and the effectiveness of player-protection measures.
- The ultimate technical and ethical test: Traffic spikes during matches will stress every server. More importantly, the industry must prove it can handle this boom with integrity—preventing fraud and promoting responsible gaming in real time.

Final Thoughts: Beyond the Final Whistle

The real bet of 2026 goes far beyond the 90 minutes. The legacy will be whether Latin America succeeds in building a mature, safe, and competitive digital ecosystem. The opportunity is historic: to harness football passion and lay the foundations for an innovative industry capable of generating jobs, tax revenue, and safe entertainment for decades to come. The match has already kicked off, and the window to prepare is closing fast.

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THE TRUE FINAL WILL NOT BE IN THE STADIUM, BUT IN ACHIEVING THE RIGHT BALANCE BETWEEN INNOVATION SECURITY, AND SUSTAINABLE GROWTH.



Main Feature

James Davies

Head of Commercial at Gamzix

With more than a decade of experience in the industry, James Davies has become one of the most influential voices in the evolution of [modern iGaming](#). As Head of Commercial at Gamzix, he leads global strategies across growth, partnerships, and product development in highly competitive markets. In this exclusive conversation for Influence Magazine, Davies shares the transformations that have shaped his leadership, the new commercial dynamics redefining iGaming, and his vision for what will distinguish winning organizations as we head into 2026.

To begin, it's worth looking back and understanding how experience shapes a leader in an industry as dynamic as ours. Throughout your professional journey, what transformations have most influenced your leadership style and commercial vision?

As I've been in this industry for more than 10 years, the biggest shift for me has been moving from directive to collaborative leadership. I used to think my job was to have the answers; now I see it as asking sharper questions, framing clear priorities, and creating an environment where the team can experiment, learn, and scale what works. Because we operate in a very dynamic market, you have to lead with clarity, openness, and speed.

In your role at Gamzix, how do you balance short-term growth goals with the need to build long-lasting, value-driven partnerships?

I think of it as managing two horizons at the same time. Horizon 1 is pure execution: launches, promos, campaigns, hitting monthly and quarterly numbers. Horizon 2 is where we co-design roadmaps with partners – new features, exclusive offers, and long-term plans that may not pay off this quarter but fundamentally strengthen the relationship.

Practically, that means being very transparent from day one. We share performance data, and we're honest about what's working and what isn't. This approach has become a core part of how Gamzix builds trust and consistency with partners across different markets.

What major shifts are you observing in commercial strategy within the iGaming ecosystem, and how are these redefining success for operators and partners alike?

One of the biggest shifts is from volume to quality. It's no longer about how many games you have or how many promos you run; it's about how relevant and personalised the experience is for each player segment.

Another shift is the growing importance of compliance and responsible gaming as commercial levers, not just regulatory obligations. Strong compliance used to be seen as a cost; now, it's part of the value proposition.

"Transformation" often implies adaptation, what has been the most challenging adaptation you've had to make in your leadership approach so far?

The hardest adaptation has been embracing radical transparency inside the team – especially around performance and priorities. Learning to bring the team into the "messy middle", sharing the real numbers, the real risks, the trade-offs, and trust that they can handle it. That requires changing how you communicate: less top-down instruction, more context, and more shared ownership of decisions. My leadership mantra has always been "Give them the tools and trust them to let them grow."

How do inspired commercial strategies differ from traditional growth models, and what mindset changes are required to successfully implement them?

Traditional growth models tend to be linear and incremental: more markets, more deals, more bonuses, more campaigns. Inspired commercial strategies start from a different question: What unique value can we create? The mindset must shift from "How do we sell more?" to "How do we solve better?" for partners, players, and the business long-term. It requires comfort with experimentation, accepting failures, and avoiding the temptation of only quick wins.

THE MINDSET MUST SHIFT FROM "HOW DO WE SELL MORE?" TO "HOW DO WE SOLVE BETTER?" FOR PARTNERS, PLAYERS, AND THE BUSINESS LONG-TERM.

Partnerships have become central to scalable growth. What does an "open-door partnership" truly mean in practice, and how does it translate into measurable success?

For me, an open-door partnership means three things: accessibility, co-creation, and shared accountability. Partners can reach the right people quickly, we build solutions with them rather than for them, and we jointly own the results: shared KPIs, data, and decisions.

In practice, these partnerships deliver deeper understanding, faster time-to-market, and better retention and revenue because we're not guessing, we're iterating together.

What role do data, technology, and automation now play in shaping smarter commercial decision-making within iGaming?

They're no longer "supporting tools"; they're the backbone of commercial strategy. Data tells us where the real value is: which markets, which segments, which types of games, which campaigns. Technology enables us to act on those insights quickly and at scale. Automation ensures consistency and speed in execution. In iGaming, where the environment changes fast (regulations, player behaviour, competitive landscape) the organisations that can continuously learn from their data and adjust their commercial strategies in near real time will always win.



Image source: GAMZIX Official Website

As we project forward into 2026, what skills and capabilities do you believe leaders must develop to remain relevant and effective in an increasingly competitive market?

By 2026, I see four leadership capabilities as non-negotiable: strategic agility, data literacy, people-centric leadership, and cross-functional fluency. Leaders who combine these with a strong ethical compass, especially around responsible gaming and sustainability, will stay relevant and influential.

To close the conversation and get to the core of what will guide the industry, if you had to define the central commercial mindset that will shape successful organizations in 2026, what would it be? And why?

I'd define it as "sustainable, collaborative value creation." Sustainable, because short-term wins that erode trust aren't viable. Collaborative, because no one wins alone in this ecosystem. And value creation, because pure volume without profitability and retention is a dead end. The organisations that think this way will handle uncertainty better, attract stronger partners, and build brands that last. And I believe Gamzix is very much one of those organizations.

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ACE Esports and 1190 Sports Join Forces to Accelerate the Professionalization of South America's Esports Scene

In August 2025, South America's esports industry reached a new milestone with the announcement of a strategic alliance between ACE Esports, part of Grupo Vívaro, and 1190 Sports, one of the region's most influential sports rights management companies. This partnership signals a transformative moment for competitive gaming across Latin America, setting the stage for broader distribution, stronger commercialization, and enhanced visibility of the region's top esports competitions.

Through this collaboration, 1190 Sports will take charge of the commercial management and international projection of ACE Esports' official leagues and tournaments. These include competitive circuits in Counter-Strike 2, VALORANT, PUBG, Rocket League, and other high-engagement titles. By integrating esports into its established portfolio, which already includes major football and sports properties, 1190 Sports aims to position gaming as a mainstream entertainment product capable of reaching massive audiences.

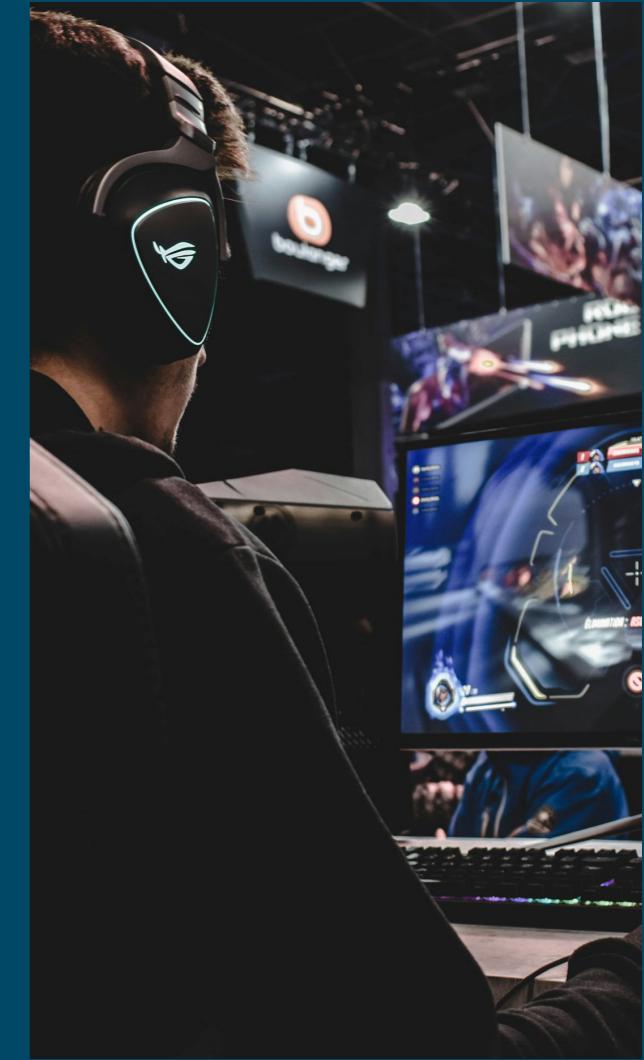
The timing of this alliance aligns with a moment of explosive growth for the industry. In 2025, global esports audiences are projected to reach hundreds of millions of viewers, while Latin America continues to stand out as one of the fastest-expanding gaming markets in the world. With a rapidly growing player base, rising brand interest, and maturing competitive infrastructure, the region is poised for accelerated development.

For local teams, players, and organizers, this partnership promises greater production quality, improved league structures, more consistent calendars, and increased commercial opportunities. For brands, it offers a gateway into a young, digital-native audience that engages deeply with competitive gaming.

Ultimately, the ACE Esports–1190 Sports alliance

represents a meaningful step toward the professionalization and global integration of South American esports, an industry that is no longer emerging, but rapidly solidifying its position on the world stage.

Sources: PixelNews (Grupo Vívaro) – “Liga ACE Esports... driving the expansion of esports in South America together with 1190 Sports.”



eSports industry

Global Esports Mega-Events Strengthen Latin America's Growing Competitive Gaming Ecosystem

Between June and November 2025, global esports reached new records, outcomes that are reverberating all the way to Latin America, strengthening the region's gaming ecosystem, boosting fan engagement, and attracting brand interest.

A highlight of the season was the 2025 League of Legends World Championship, which concluded on November 9 with a dramatic 3–2 final where T1 beat KT Rolster. That grand final peaked at over 6.7 million concurrent viewers, making it the second

most-watched event in esports history (excluding China). The full tournament drew more than 133.5 million hours watched across nearly 90 broadcast hours.

Meanwhile, the mobile side of competitive gaming also delivered a big win with the 2025 PUBG Mobile World Cup (part of Esports World Cup 2025), held from July 25 to August 3 in Riyadh, featuring 24 of the world's top squads contending for a US\$3 million prize pool.

For Latin America, a region where mobile gaming penetration is already strong, these global milestones do more than just entertain: they validate competitive gaming as a mainstream, mass-appeal form of entertainment. As global tournaments set new benchmarks in viewership, prize pools, and production quality, LatAm audiences follow closely, streaming matches and participating in local tournaments, while advertisers and sponsors take note.

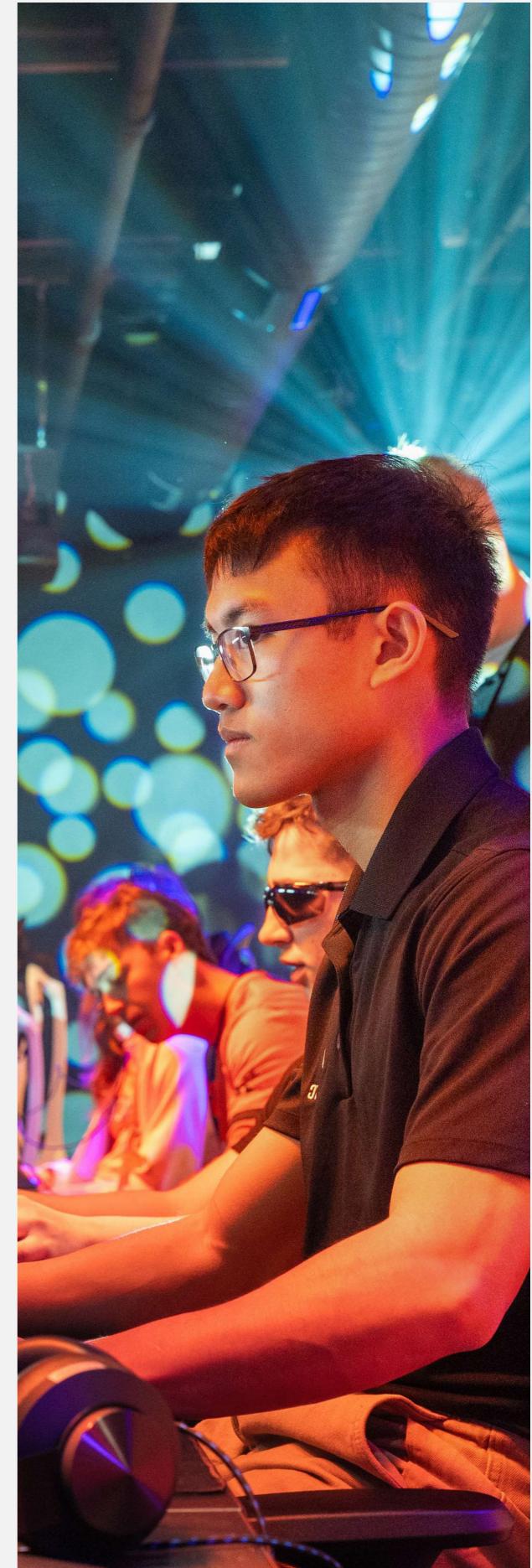
For brands, operators, and content creators in Latin America, this surge signals a strategic inflection point. Esports is no longer a niche side-project: it's emerging as a core pillar of digital entertainment, community building, and marketing potential across the region. The momentum from 2025's global events could mark the start of a new era, one in which Latin America isn't only a passionate consumer market, but also an active participant in the global esports economy.

ESPORTS IS NO LONGER A NICHE SIDE-PROJECT: IT'S EMERGING AS A CORE PILLAR OF DIGITAL ENTERTAINMENT, COMMUNITY BUILDING, AND MARKETING POTENTIAL ACROSS THE REGION.

Sources: Esports.gg; Esports Charts; Esports.net; PocketGamer; VP Esports.



2025 PUBG Mobile World Cup



eSports industry

Transformation and Projection in the Digital Era

The speed of technological change has turned adaptation into the only constant of contemporary society. We are witnessing a profound transformation in which the boundaries between disciplines are dissolving and software is becoming the universal language of efficiency. This phenomenon is cross-cutting, and the numbers confirm it. The global Artificial Intelligence (AI) market, for example, is projected to exceed USD 500 billion by 2027. This expansion not only generates wealth, but also forces a massive redefinition of skills.

In education, technology is breaking the limits of the classroom. AI-driven learning platforms no longer merely assess performance; they personalize each student's learning journey. This is critical, considering that, according to World Bank reports, automation will require more than 50% of the global workforce to acquire new skills over the next decade. Education is therefore projected as a continuous and accessible process, decentralizing knowledge as never before.

In the realm of entertainment and innovation, video games act as the vanguard of this convergence. Their demand for real-time graphics

and ultra-low latency pushes the boundaries of hardware and cloud computing. The technology that enables immersive virtual worlds today will be applied tomorrow to critical simulations in engineering or medicine.

True projection lies in understanding that these tools are not ends in themselves, but accelerators of human potential. Technology does not merely seek to solve problems; it aims to anticipate needs. The success of any sector in the coming decade will depend on its ability to see technology not as a cost, but as a strategic investment that enables sustained impact. Those who adapt today will define tomorrow's horizon.

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The Era of Gaming Consolidation

The global gaming ecosystem continues to expand on a solid foundation: with more than 3 billion players, it is a market that maintains stable revenues thanks to diversified models such as free-to-play, in-game advertising, microtransactions, and public-private investment. This stability allows the sector to grow even in complex macroeconomic environments.

Within this landscape, LATAM stands out for its dynamism. The regional gaming market reached USD 23.55 billion in 2024 and is expected to surpass USD 25.7 billion in 2025, driven by a community that already exceeds 325 million players. This growth is largely explained by a mobile-first ecosystem, where titles such as Free Fire, PUBG Mobile, Call of Duty: Mobile, and Brawl Stars serve as massive entry points for millions of new users each year. In esports, the Latin American market, estimated between USD 53 and 125 million in 2024, is also influenced by these mobile titles, particularly Free Fire. On PC and console, games such as League of Legends, Valorant, Counter-Strike 2, and EA FC are the ones striving to sustain themselves in an environment where brands question their return on investment in sponsorships and where professionalizing players remains a major challenge.

However, from my experience, the maturity of the ecosystem remains uneven. While globally esports are moving into a consolidation phase, with more than a decade of learnings for several organizations, in LATAM they still operate at a mid-tier level: with a solid fan base, but significantly lower monetization value compared to other territories.

Even so, we are seeing mixed-capital investments, primarily from the Middle East and China, enter the competitive scene. We are at a moment in which gaming is set to make a definitive statement as the world's largest entertainment platform. The key will be how gaming integrates with other entertainment verticals, particularly through collaborations.

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The Great Shift of 2025: An Analysis of the Video Game Industry

The video game industry is undergoing a moment of historic transformation. With projections set to surpass USD 522 billion by the end of 2025, according to Statista, this market has moved far beyond mere entertainment to become a cultural and economic giant—reshaping habits, building communities, and defining the future of entertainment.

The year 2025 has been marked by several key turning points.

The Cost-Benefit Crisis: Rising Subscription Prices

One of the most debated issues has been the increase in prices for console subscription services. Xbox's announcement in October of this year regarding higher Game Pass prices generated significant backlash within its community. Users argued that the cost-benefit balance was no longer fair or attractive, leading to mass cancellations of the service. Although Microsoft has not disclosed the total number of cancellations, the impact on the perceived value of the service is undeniable.

The AI Revolution in Game Development

The integration of Artificial Intelligence (AI) is undoubtedly the technological revolution reshaping video games. In the first half of 2025, progress was so rapid that 20% of the games released on Steam already incorporate generative AI in their development and mechanics—an increase of nearly sevenfold compared to 2024 (Infobae). This phenomenon not only affects major studios but is especially relevant for independent developers, who can now access AI tools to create, test, and launch deeper and more dynamic experiences.

The Rise and Maturity of the Indie Sector

The most compelling shift has taken place within the independent scene. The year 2025 has been exceptionally strong, with 99% of released titles belonging to the indie sector. This market has demonstrated remarkable maturity, delivering high-quality productions.

A Breakout Release: The quality of these productions was crowned by the success of *Clair Obscur: Expedition 33*, which dominated The Game Awards 2025 by winning nine awards, including Game of the Year.

A Giant on the Horizon: Naturally, expectations around AAA titles remain high. Rockstar Games finally ended the long wait—after its latest delay—by announcing the release of *GTA VI* on May 26, 2026.

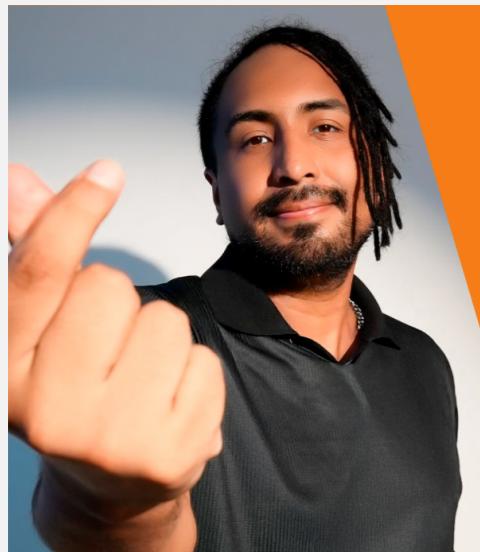
Distribution Outlook and the Indie Future

From a distribution standpoint, the industry has observed a decline in AAA game sales, impacting annual revenue targets. However, indie games are experiencing notable growth, and 2025 confirmed that an independent title can stand shoulder to shoulder with established giants. While there is still ground to cover before reaching the total sales figures of high-budget productions, independent developers are proving that, through the right tools, creativity and passion are increasingly leading the future of video games.

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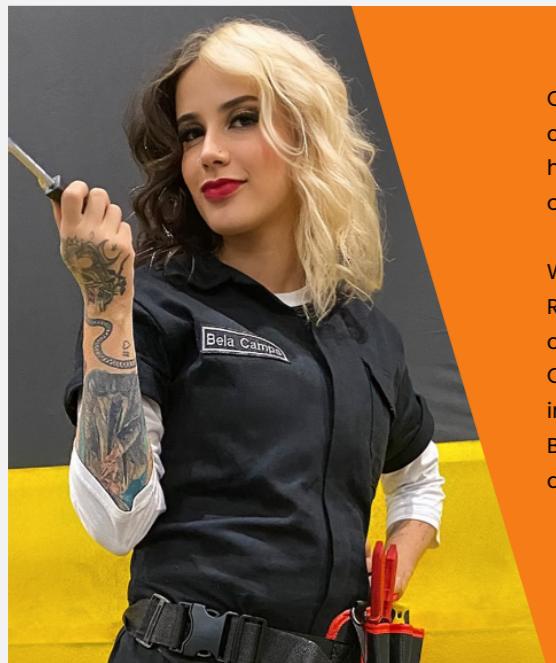
An update has finally arrived for Dota 2 (7.40), and it's both interesting and controversial. It introduces a new hero (Largo), deep changes to talents, assists, and towers, as well as balance adjustments that genuinely impact how the game is played, both in pubs and in competitive environments. That said, the Dota community is divided: some are enjoying the hero reworks and the return of older playstyles, while others feel the update doesn't go far enough. To be honest, a large part of the community was also expecting a year-end event.

Mr. Choco | KOL Dota 2
Instagram: @mrchoconero



Real-time coverage drives esports forward, turning them into a borderless spectacle thanks to the reach of social media. This enables open opinions, insights, and statements that go beyond the official broadcast. Esports journalism strengthens the visibility of the electronic sports sector, proving that they are not mere pastimes, but a highly professional and passion-driven industry. Moreover, this type of coverage brings the audience closer, fosters active communities, encourages debate, expands global reach, and opens up multiple career opportunities as journalists, commentators, analysts, and specialized content creators within today's esports industry.

Gabriel Ayón | Peruvian Esports Journalist
Instagram: @redninja_



Combat robotics combines engineering, performance, and a competitive mindset — much like esports. As the only female host dedicated to robot combat in Latin America and captain of BraaBots, I lead a team that competes on the global stage.

We've represented our region in tournaments in India and Russia, and we're preparing for an ambitious 2026 season, with competitions planned in the United States, Russia, and Ecuador. Competitive robotics creates compelling stories around innovation, resilience, and technology. Supporting teams like BraaBots means connecting brands to real engineering, global audiences, and the future of STEM-driven competition.

Bela Camps | Captain of BraaBots (Robotics Team)
Instagram: @belacamps



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.



Ruth Elena Foundation

A Year of First Steps That Made a Difference

2025 was a special one for the Ruth Elena Foundation: the first in which our initiatives took shape on the ground, supporting both cancer patients and their families during moments of profound vulnerability. We began this journey with our first solidarity campaign at the Children's Hospital in San Borja (Lima, Perú), where the kids enjoyed an afternoon filled with joy thanks to the clown we brought as a facilitator, who created a moment of play and emotional relief amid their treatments.



The second campaign closed the year with an even deeper meaning. In December, we visited the ALDIMI shelter, a place that hosts patients and relatives who travel from remote regions of Peru to receive care at the National Institute of Neoplastic Diseases (INEN) and who, lacking the resources to fund extended stays, find refuge there while waiting for their appointments and treatments. Being able to share with them, offer support, and bring a moment of closeness reaffirmed our mission: to be present where we are needed the most.





**DURING THIS YEAR
RUTH ELENA FOUNDATION TOOK
A KEY STEP BY BRINGING ITS
PURPOSE INTO ACTION**

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

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INTO IMPACT!**