

INFLUENCE

BY INFLUTONIC

*Discover the trends that are transforming the industry in real time. **Page 11***

*Be part of the change that goes beyond the industry. 2025. **Page 37***

*Explore how AI is redefining growth across the iGaming ecosystem. **Page 15***

*Connect with the perspective of those experiencing the transformation from within. **Page 29***



CELESTE ARREDONDO

*“The future of iGaming is built with **technology**, but sustained by **talent** and collaboration.”*

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Institutional Editorial

Bryan Pareja

In 2026, the conversation around artificial intelligence and emerging technologies has evolved from a trend into a real competitive advantage. In industries such as performance marketing, gaming, and iGaming, we are seeing how automation, advanced data usage, and the ability to predict behavior are redefining how brands grow, scale, and connect with their audiences.

However, there is one point that often goes unnoticed: technology alone does not transform industries—people do. The individuals who design, interpret, and execute it. In other words, all the men and women reading these lines right now.

In this context, March—marked by International Women’s Day—leaves us with an important reflection. As we adopt new technologies, we also have the opportunity (and responsibility) to build a more diverse industry. The growing role of women in gaming, esports, and iGaming is not only a matter of representation, but a strategic advantage: more diverse teams make better decisions, interpret data more effectively, and connect more authentically with increasingly broad audiences.

Technological evolution and talent evolution must go hand in hand. It is not only about who adopts AI first, but who uses it with a more comprehensive understanding of the market.

As Founder, and in my new role as Strategic Advisor for the Influtonic Group, I see this stage as an opportunity to further strengthen not only technological capabilities, but also more inclusive, agile, and future-ready work cultures.

The future of our industry is being built today, at the intersection of innovation and talent.

Editorial Content

Jalitza Espinoza

In this third issue of Influence, we focus on how artificial intelligence and emerging technologies are reshaping performance across iGaming, gaming, and esports. Beyond the hype, this is a real transformation: the convergence of data, automation, and creativity is redefining how brands acquire, understand, and retain their audiences.

AI is no longer optional, it is foundational. It is optimizing campaigns, redefining the role of creators, and raising efficiency standards across the entire value chain. Above all, it is setting a new way to compete.

For this installment, we bring together a curated selection of key developments that reflect the pace of change, alongside expert columns exploring the main challenges and opportunities across our core sectors. We also feature an in-depth conversation with Celeste Arredondo, who shares her journey and leadership perspective, as well as her views on innovation, technology, and the role of initiatives such as International Gaming Women in shaping the evolution of the industry.

We further explore how emerging platforms are transforming engagement and the digital economy within the gaming ecosystem, while giving voice to creators and streamers who are experiencing these shifts in real time.

Finally, we reaffirm our commitment to impact by highlighting initiatives that inspire action and connect the space with a broader purpose. Welcome to an issue where technology doesn't just drive change: it leads it.



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INFLU RACE CUP

InfluRace Cup was designed to bring together digital talent, live entertainment, and brand experience. More than just a karting tournament, it became a content-driven platform built to connect with younger audiences through social media and streaming. At Inlutonic Agency, we create experiences that go beyond the physical moment. By combining digital talent, live interaction, and a strong social strategy, we're able to drive visibility, spark conversations, and generate real value for both brands and audiences.



INSTAGRAM STATS

Followers
+353
+53.5%

Views
344.2k
+276.7%

Profile Views
5.8k
+508.6%

Reach
80.4k
+805.8%

Interactions
4.3k
+424.1%



KICK

LAUGAMERCO

MAIN STREAM STATS

STREAM HOURS

3H 28M

PEAK VIEWERS

1.6K

AVERAGE VIEWERS

1.3K



ADDITIONAL STREAMS

TOTAL STREAM HOURS

+353

TOTAL AVERAGE PEAK VIEWERS

344.2k

TOTAL AVERAGE VIEWERS

5.8k

GUEST TALENTS

45

ON-STAGE TALENTS

20

SIMULTANEOUS STREAMS

13



Image source: shuftipro.com

The report highlights a major technological milestone: the mandatory implementation of AI systems capable of analyzing over 50 behavioral variables per second. These models go beyond financial fraud detection, identifying early signs of fatigue and risk patterns before users are even aware of them. For operators, this has reshaped their identity—they are no longer just entertainment platforms, but **data-driven ecosystems focused on protection and responsibility.**

PROTECTIVE AI HAS REDUCED CRITICAL CHURN RATES AND IMPROVED DEPOSIT QUALITY, PROVING THAT A REGULATED AND SECURE ENVIRONMENT IS MORE PROFITABLE IN THE LONG RUN.

The implications for the performance sector are clear: protective AI has reduced critical churn rates and improved deposit quality, proving that a regulated and secure environment is more profitable in the long run. Consumer trust in Brazil has increased by **18%** since the rollout of these protocols, turning “compliance” into one of the most powerful marketing assets of 2026.

Source: Secretariat of Prizes and Betting (SPA) – Ministry of Finance, Brazil / Integrity and Responsible Gaming Report Q1 2026.

The End of Friction in Latin America's Cash-In Experience

In the iGaming ecosystem of 2026, speed is no longer a luxury—it's the currency. According to Juniper Research's "Deep Dive in Conversational AI for iGaming 2025–2030", the adoption of autonomous AI agents across Latin America has reached an unprecedented level of maturity. These systems no longer just answer questions—they execute complex financial processes in real time.

The strategic integration of these agents with local payment processors such as Pix (Brazil), Nequi (Colombia), and SPEI (Mexico), highlighted in recent Zendesk LatAm announcements, has eliminated one of the industry's biggest bottlenecks: latency in deposits and withdrawals. By resolving identity conflicts and banking

validation issues in seconds, AI has reduced operational churn by **22%** over the past quarter.

For performance-driven teams, this is the ultimate proof point. Campaign ROI is no longer lost due to slow customer support—AI agents ensure that acquired traffic effectively converts into active users. In 2026, conversational efficiency has become the invisible engine driving scalability across the region's most dynamic iGaming markets.

Sources: Juniper Research – Deep Dive in Conversational AI for iGaming 2025–2030 and Zendesk LatAm – Fintech Integration Announcements Q1 2026.



Image source: EL HERALDO

IN 2026,
CONVERSATIONAL
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DRIVING SCALABILITY
ACROSS THE REGION'S
MOST DYNAMIC
IGAMING MARKETS.

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The Shift from Volume to Value in iGaming Affiliate Marketing

Affiliate marketing in iGaming is no longer about who generates the most traffic, but about who understands it best. And AI is an essential part of these changes.

As a senior affiliate manager in Odds Scanner Group, I can see a clear shift: AI is transforming affiliate marketing from a volume-focused only channel into a precision-driven ecosystem. What once relied on intuition, historical data, and manual optimization is now driven by predictive models that assess user intent, behavior, and long-term value.

This has immediate consequences for affiliates, and it's already happening! First, traffic acquisition is becoming smarter. AI allows affiliates to identify high-value audiences before conversion, not after. Content, sales funnels, and even geographic strategies can now be dynamically adjusted based on behavioral signals. The result: you might get fewer users, but they tend to be more engaged with the platform.

We're seeing more operators shift their focus toward retention, engagement, and customer lifetime value. This is reflected in the growing preference for hybrid deals, where Revenue Share is king. The context in which AI is becoming a key enabler and a clear competitive advantage, helping affiliates pre-qualify users and optimize traffic.

Thirdly, decision-making is accelerating. Campaigns that previously took weeks to optimize can now be adjusted in a shorter time. AI-based

insights are reducing guesswork and exposing inefficiencies in traffic sources, creatives, and conversion.

The strategy and partnerships between affiliates and operators are not the same. Affiliates are no longer just traffic providers, they are becoming data partners. Those who adopt AI are effectively extending operator intelligence to the acquisition layer.

Basic affiliate tactics are no longer enough. It's not just about using AI tools, but about knowing how to use them strategically—combining automation with human judgment. These are no longer topics for discussion, they need to be embedded in our daily operations. The affiliation scenario is changing, and AI is helping to decide who remains competitive in that future.

Caroline Reimann

Odds Scanner

Senior Affiliate Manager

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**AFFILIATE MARKETING IN IGAMING
IS NO LONGER ABOUT WHO
GENERATES THE MOST TRAFFIC,
BUT ABOUT WHO UNDERSTANDS
IT BEST.**

Artificial Intelligence as the Pillar of a 360° Ecosystem in Latin America

From my experience as a specialist in casino and sports betting platforms, I see Latin America undergoing rapid maturation. Artificial intelligence is no longer a promise of the future—it is the core that sustains the industry's 360° ecosystem. With a clear focus on the 2026 World Cup, where we project a growth of over 30% in the player base, the operations expanding across the region are using AI not only for acquisition, but for sustainable retention.

In expanding operations—such as those in Peru, Brazil, Colombia, and Mexico—AI cuts across every layer of the business. From CRM and Back Office to product and risk strategies, its role is dual: protecting the health of the operation while ensuring player well-being. AI enables the anticipation of behaviors, real-time adjustment of operational limits, and personalization of the experience without compromising business sustainability. Retention is not driven solely by attractive games, but by a responsible and secure environment—something AI strengthens through predictive models and early warning systems.

This integrated approach also optimizes key payment gateways across the region, such as Pix in Brazil and Yape in Peru, ensuring speed, security, and adaptation to local needs. AI analyzes transaction patterns to prevent fraud and guarantee seamless deposits and withdrawals—critical elements of the user experience. In

addition, AI has become essential for complying with regulatory frameworks in leading regulated markets, automating reporting and compliance verification.

Latin American operations investing in AI today are building the player base that will sustain GGR and NGR growth beyond major sporting events. It's not just about managing the surge in traffic during the World Cup, but about consolidating a solid user base through tools that protect both business viability and player trust. Because in a fast-growing market, technology is not a luxury—it is the foundation for structured, responsible, and long-term growth.

Guillermo Bejarano

Regional Director
BETCONSTRUCT

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A man with dark hair, wearing a black blazer over a white V-neck shirt, is sitting at a table in a trade show booth. He is smiling and looking directly at the camera. His hands are clasped on the table. In the background, there are other trade show booths, including one for 'BAMIGG' and another for 'TUMI'. There are also some plants and a laptop on the table.

**LATIN AMERICA UNDERGOING
RAPID MATURATION. ARTIFICIAL
INTELLIGENCE IS NO LONGER A
PROMISE OF THE FUTURE**

Challenges and Opportunities in iGaming Acquisition and Affiliate Marketing

AI is transforming the iGaming industry at a rapid pace, but it must be approached carefully. From my point of view, AI is a double-edged tool. Used wisely, it drives efficiency, scale, and smarter decision-making. Used without control, it increases risks, enables fraud, and damages trust. Like any powerful tool, it will be used for both good and bad. The key is understanding both sides.

AI for Operators and Platforms

For operators, AI is improving efficiency across key areas. Fraud detection and scam prevention are becoming more advanced, allowing real-time identification of suspicious behavior and reducing financial and reputational risks.

AI is also streamlining onboarding processes. Automated KYC and verification reduce friction while maintaining compliance, improving user experience and conversion rates. Internally, AI reduces time spent on repetitive tasks such as reporting, deal tracking, and basic communication, allowing Affiliate Managers to focus on relationships and growth. The human element remains essential.

AI for Affiliates

For affiliates, AI improves performance and speed. Research, data analysis, and campaign setup can be done faster, enabling experienced affiliates to scale and optimize. At the same time, AI lowers the barrier to entry, allowing new affiliates to start with limited experience. While this creates opportunities, it also introduces risks, as some may generate low-quality traffic or focus on short-term results. Education is key to building sustainable

and compliant strategies.

Risks and Trust Challenges

AI also brings new threats. It is easier to create fake documents, manipulate data, and impersonate identities, increasing fraud risks and weakening trust. Operators must go beyond traditional verification, using AI alongside strong internal processes. Training is critical, as human judgment remains essential.

A Balanced Future

AI is pushing the industry toward a more efficient and data-driven model. However, long-term success depends on balance. Those who combine AI efficiency with human insight will lead the next phase of growth.

Karina Ferraioli

Founder & CMO

Master Affiliates Network

karina@masteraffiliatesnetwork.com



**AI IS TRANSFORMING THE
IGAMING INDUSTRY AT A
RAPID PACE, BUT IT MUST BE
APPROACHED CAREFULLY.**



Main Feature

Celeste Arredondo Mosqueda

Founder – International Gaming Women

With a strong track record in the iGaming ecosystem across Latin America, Celeste Arredondo Mosqueda has established herself as a key figure in the commercial and strategic development of the sector. As Founder of International Gaming Women, she drives networking and collaboration spaces aimed at strengthening talent and connection within the ecosystem. In this exclusive conversation for Influence, Celeste shares the milestones that have shaped her journey, her perspective on the evolution of iGaming, and the role that technology, data, and talent will play in the next stage of growth.

Looking back on your trajectory within the iGaming industry, what moments or decisions have most defined your professional path so far?

One of the most defining moments was choosing to bet on iGaming during a growth phase in Latin America, when the industry was still consolidating. Taking on region-focused roles was also key, as it allowed me to develop a strategic vision and understand the dynamics of different markets.

Over time, getting involved in initiatives that promote networking and talent development became an important milestone in my journey, as I came to understand that business growth is directly linked to the strength of the ecosystem.

What characteristics define a successful commercial leader in the region today?

A successful commercial leader combines strategic vision, execution, and a strong ability to adapt. In Latin America, it is essential to understand the cultural context and build long-term, trust-based relationships.

Additionally, fostering diverse teams and promoting collaborative environments leads to stronger, more market-aligned decision-making.

The iGaming industry has evolved significantly in recent years. From your perspective, what have been the most impactful changes in how businesses are built within this ecosystem?

The industry has evolved into a more structured and professionalized model, with a strong focus on data, regulation, and technology. There has also been a shift toward long-term strategic partnerships. Today, building a business means integrating into an ecosystem where networking, collaboration, and diversity of perspectives play an increasingly important role.

TODAY, BUILDING A BUSINESS MEANS INTEGRATING INTO AN ECOSYSTEM WHERE NETWORKING, COLLABORATION, AND DIVERSITY OF PERSPECTIVES PLAY AN INCREASINGLY IMPORTANT ROLE.

You are the founder of International Gaming Women. How did the initiative come about, and what need did you identify within the industry that led you to create it?

International Gaming Women was created as a non-profit association focused on strengthening networking within the iGaming space. Based on my experience in the industry, I identified a clear opportunity to create more structured spaces for connection and professional visibility. The initiative aims to facilitate that exchange, contributing to talent growth and ecosystem development.

Unlike other movements, International Gaming Women promotes collaboration between women and men. Why is this approach key to driving real change in the industry?

Because the development of the industry is a collective effort. Creating open and inclusive networking spaces helps strengthen professional relationships and expand opportunities. Collaboration between different profiles and perspectives not only enriches the work environment, but also contributes to building a stronger and more sustainable sector.

Since the creation of the association, what tangible impact have you seen in terms of networking, professional opportunities, or visibility within gaming?

The impact has been reflected mainly in the creation of valuable connections. Through networking, new job opportunities, strategic partnerships, and greater participation in key industry spaces have emerged. It has also helped increase the visibility of professionals who now play a more active role within the ecosystem.

Looking ahead, what are the next goals or initiatives you would like to drive through International Gaming Women to continue strengthening the association?

The goal is to consolidate the international growth of the association and continue positioning it as a relevant networking space within the sector. Additionally, we aim to create more opportunities for connection and knowledge exchange, as well as collaborate with industry companies to promote initiatives that support talent development.

At the same time, one of our key focuses will be to continue strengthening the positioning of women within iGaming, supporting their professional growth and promoting greater presence in strategic spaces. This goes beyond visibility, extending to access to opportunities, leadership, and decision-making, always under a collaborative approach integrated with all ecosystem stakeholders.



Peru Gaming Show 2025, the leading gambling industry trade show in Latin America

In business development, how do you see data, automation, and AI transforming the way partnerships and commercial strategies are built?

Business development has become much more strategic and data-driven. Today, it is possible to identify opportunities with greater precision and build partnerships that are more aligned with specific objectives.

Automation and AI also enable the scaling of processes and the optimization of commercial management, elevating the level of relationships within the industry.

If you had to imagine what the gaming and iGaming industry will look like by 2030, what transformations do you think will define the next stage of growth?

By 2030, we will see a more technological, integrated, and user-centric industry. Personalization will become more advanced, platforms will be more interconnected, and talent will continue to be a key factor. In that context, building diverse teams and strengthening networking will be essential to sustain long-term growth.

Cloud Gaming Redefines Advertising Reach in LatAm



Image source: tech.onliner.by

In March 2026, the region reached a technological tipping point. According to “**Latin America Expansion Update 2026**” from **NVIDIA Newsroom** and infrastructure data from **IDC Latin America**, the large-scale deployment of next-generation server architecture (RTX Series 50) has removed one of gaming’s last major barriers: hardware cost.

The expansion of data centers across strategic hubs such as **Santiago, São Paulo, and Querétaro** now allows users with mid-range smartphones and stable fiber connections to access AAA gaming experiences with ray tracing and near-zero latency. This “democratization of high-end” is a game changer for performance marketing. For the first time, high-fidelity in-game ad inventory—once limited to a niche audience with premium consoles—is now accessible to a base of over **300 million potential consumers across the region**.

For both luxury and mass-market brands, this shift means that media environments are no longer constrained by device limitations, but by creative potential. Cloud gaming has effectively turned every screen into a high-end terminal, transforming the advertising ecosystem into a scalable, visually immersive opportunity.

Sources: NVIDIA Newsroom – Latin America Expansion Update 2026 and IDC Latin America – Infrastructure and Cloud Services Report Q1 2026.

Fintech and Gaming Houses Reshape Colombia's Ecosystem



Image source: authme.com

In February 2026, the launch of high-performance training centers in Bogotá marked a major milestone in the professionalization of esports across Latin America. According to **Colombia Fintech's "Payments Ecosystem in Creative Industries" report**, the alliance between gaming clubs and digital financial platforms has created an unprecedented hybrid business model.

This new paradigm leverages **AI-driven scouting systems** to analyze amateur player performance in real time, enabling access to professional contracts that, for the first time, include a complete financial infrastructure—from digital wallets with integrated financial education to direct monetization models for content creators. As highlighted by **Esports Insider (LatAm section)**, this synergy not only elevates the competitive level but also positions gaming as a “high-impact creative industry” capable of driving the digital economy.

Para las marcas y agencias de performance, esta For brands and performance-driven teams, this shift is critical: the sector is no longer an informal niche, but a banked and measurable ecosystem. The integration of payment systems within Gaming Houses enables full visibility into user behavior, turning Colombia's esports scene into a testing ground for transactional marketing and next-generation engagement.

Sources: Colombia Fintech – Payments Ecosystem in Creative Industries (Q1 2026) and Esports Insider – Latin America Growth Report 2026.

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- 3. Done! You're now participating**

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- 2 winners will be selected
- Draw date: May 18, 2026
- Wings Credits expiration date: 09/27/2026
- After the expiration date, the Wings Credits can no longer be redeemed.

Valid for Latin American countries where Wings Store operates.



AI and Growth Systems in Gaming: A Structural Shift

Over the past decade, growth in the gaming industry—particularly in mobile—has been driven by performance marketing models, where user acquisition efficiency was key. However, the increasing integration of artificial intelligence into distribution and monetization platforms is reshaping this paradigm.

Today, ecosystems such as TikTok, Meta, and AppLovin operate with architectures where processes once managed by humans—segmentation, budget allocation, bid optimization—are now delegated to real-time algorithmic models. In this context, “campaign optimization” is losing centrality, giving way to system design, where value lies in the quality of inputs.

One of the most visible effects is the shift of competitive advantage toward creativity. As targeting becomes more abstract, creativity—understood as the translation of game mechanics into advertising narratives—takes on a structural role. AI-powered content generation tools have lowered production barriers, but they have not solved the challenge of relevance, which remains a strategic issue.

At the same time, access to tools such as Sensor

Tower and data.ai has formalized decision-making, grounding it in empirical evidence. However, the abundance of data introduces new challenges in interpreting and prioritizing signals.

Operationally, AI has enabled more compact structures, but with higher analytical demands. Automation does not eliminate expertise—it reshapes it toward profiles capable of understanding the full funnel: acquisition, retention, and monetization.

The main implication is not human replacement, but a redefinition of the marketer’s role: from execution to system configuration. This involves defining events, structuring creative inputs, interpreting outputs, and establishing decision frameworks.

In short, AI is driving a structural shift in gaming growth. As execution becomes automated, competitive advantage moves toward the ability to design and govern complex systems.

Juan Sebastian Cantillo F.
Media and Gaming LATAM Consultant
[LinkedIn: sebastiancantillof](#)



GROWTH IN THE GAMING INDUSTRY—PARTICULARLY IN MOBILE—HAS BEEN DRIVEN BY PERFORMANCE MARKETING MODELS

The Impact of AI on Education and Gaming

From a business perspective, the architecture of the educational ecosystem in 2026 positions generative AI and emerging technologies as the core of acquisition performance. The integration of deep learning models enables predictive personalization, redefining lead generation through hyper-segmented digital communication. This requires strategies that go beyond driving traffic, focusing instead on responding immediately to user needs, grounded in real informational search behavior.

The benefits of implementing AI in the educational model are both tangible and scalable. Predictive algorithms reduce operational costs by automating the classification and response of prospects with high accuracy. At the same time, real-time data processing enables the identification of trends and the adaptation of academic offerings ahead of the competition, directly impacting conversion rates and student retention through personalized experiences.

In the learning environment, AI is transforming education through adaptive systems that adjust complexity based on student performance in real time. Integrating this technology into academic

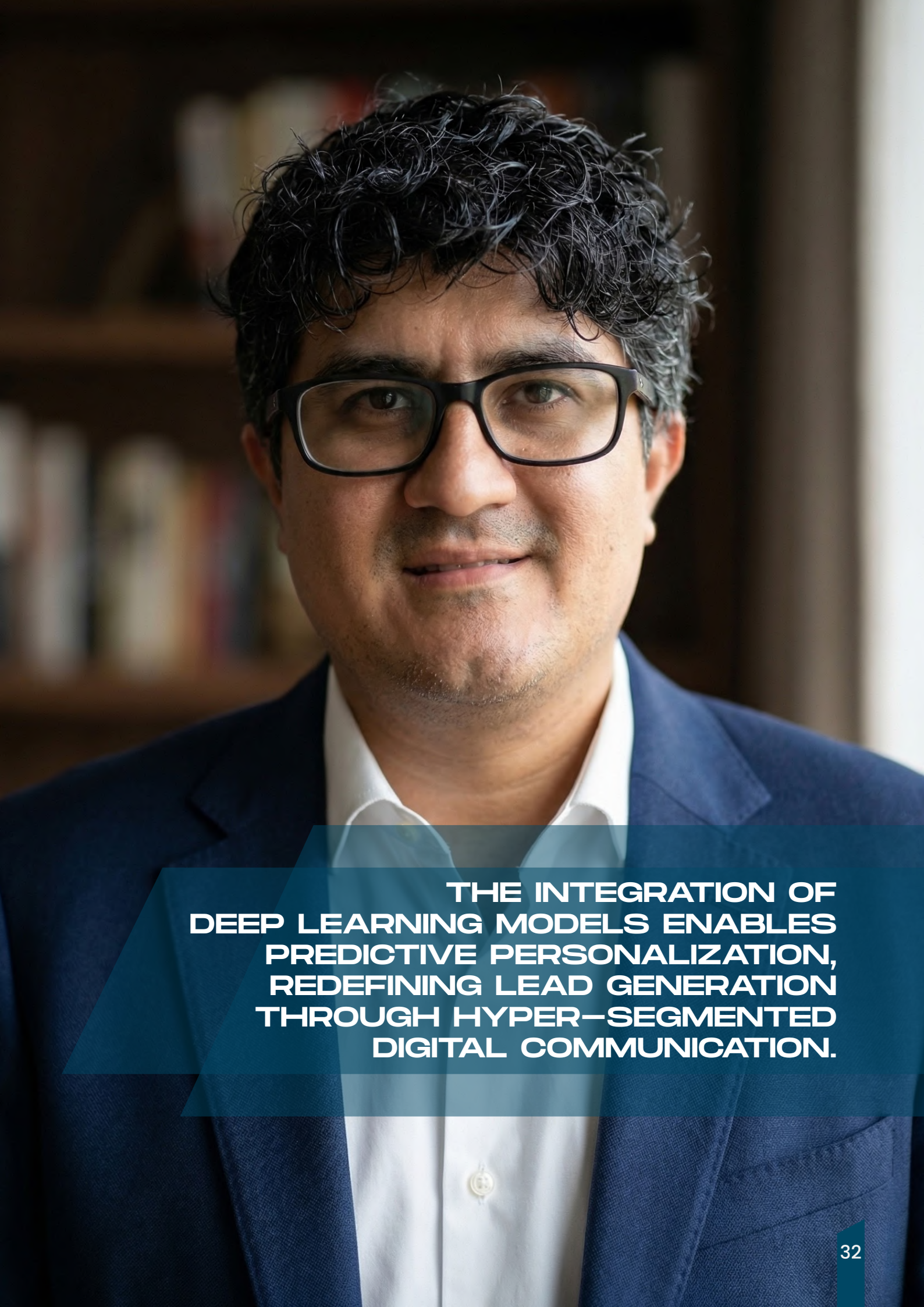
curricula is essential for it to become a practical, everyday problem-solving tool. In doing so, institutions position themselves as forward-thinking environments aligned with market demands.

The synergy between education and gaming fosters the development of advanced algorithmic thinking through the creation of virtual environments and complex game mechanics. This practical approach enhances the learning experience by connecting theory with projects applied to digital entertainment and iGaming.

Ultimately, the sector's operational evolution depends on its ability to integrate technological demands through strategic partnerships with global leaders. The implementation of innovation labs and official certifications strengthens employability, preparing professionals to lead digital transformation.

Juan Gonzales

Brand Projects and Campaign Manager
TECHNOLOGICAL UNIVERSITY OF PERU
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**THE INTEGRATION OF
DEEP LEARNING MODELS ENABLES
PREDICTIVE PERSONALIZATION,
REDEFINING LEAD GENERATION
THROUGH HYPER-SEGMENTED
DIGITAL COMMUNICATION.**

Special Note

How AI and Emerging Technologies Are Expanding Gaming's Role in the Digital Economy

In the post-pandemic period, the digital ecosystem has experienced significant economic growth, largely driven by video game sales. According to Newzoo, in 2025, global video game sales through e-commerce platforms reached USD 196 billion, including mobile, console, and PC segments. This figure is expected to double by 2026, reinforcing the dominance of digital channels as the primary way players purchase content such as DLCs, games, in-game currency, and other items. In fact, 98% of purchase transactions in 2025 were made through e-shops, marketplaces, and live cloud platforms.

This exponential growth in digital sales channels has been directly fueled by the strategic integration of artificial intelligence (AI) and related technologies. These tools have significantly enhanced user interaction, driving increases in both average spend and customer retention. Below are key AI-driven solutions recommended to maximize transaction value:



- **Personalization:** AI enables the development of recommendation systems that tailor game offers—DLCs, currencies, and items—boosting relevance and, consequently, sales.
- **Payment Optimization and Experience:** Emerging technologies ensure faster, smoother digital transactions, reducing friction in the purchasing process while offering diverse payment methods such as e-wallets and crypto apps.
- **Security in Digital Transactions:** Strengthening transaction security is essential to building trust and supporting the expansion of virtual economies.

More broadly, automating daily operational processes in e-commerce—such as returns management and inventory updates—is critical. This capability not only ensures smoother regional expansion but also lays the foundation for sustainable global growth.

Digital platforms such as Wing Store have successfully driven acquisition, retention, and loyalty through a superior shopping experience. This is achieved through intuitive navigation, a broad and relevant product offering, localized customer support, and loyalty programs such as Wings Points and Wings Credits. Reliable payment methods further reinforce this strategy.

This success is the direct result of strong execution, supported by the strategic implementation of AI and emerging technologies. Wing Store has connected with millions of gamers worldwide, fostering communities built around shared interests—an approach validated by growth exceeding 600% over the past four years.

Looking ahead to 2026, Wing Store's expansion strategy across the Americas is led by Deneb Castillo, who assumed regional leadership in March. Her vision focuses on consolidating presence in key markets—North, Central, Caribbean, and South America—while expanding into new territories. This will be achieved through strategic partnerships, talent development, advanced catalog personalization, and new monetization models, all powered by AI and emerging technologies.

Ultimately, AI and emerging technologies act as key catalysts in transforming the gaming



experience into a seamless and personalized digital commerce model. This approach not only drives revenue growth across platforms, but also establishes the foundation for the future evolution of commerce within the gaming ecosystem.

Nombre: Deneb Castillo
Cargo: Directora de las Américas
Empresa: Wings Store
Sitio web: <https://www.wngstore.es/>



Artificial intelligence has become part of our lives in the blink of an eye. As streamers, it allows us to create content faster and more easily. But beyond the technology, there's something that doesn't change: HUMAN CONNECTION.

Today, anyone can rely on tools to grow, but not everyone manages to build something authentic. In an environment where so much can be automated, personality, judgment, and authenticity are what truly make the difference.

I believe the key is to use AI as an ally, not a replacement. The content that truly resonates isn't the most polished—it's the most real. Finding that balance between technology and authenticity is what we should aim for.

Flocss | Content Creator
Instagram: flocsss_



Between gamers and competitive sports, there's always something in common: we often focus on winning, but sometimes losing helps us correct our mistakes and weaknesses. Don't be afraid to keep trying—consistency is what makes champions.

Cirilo | Content Creator
Instagram: cirilotv.official



In eSports, a team's performance goes far beyond what happens in-game. Behind every match, there's a structure that supports everything: time management, daily coordination, and constant decision-making that allow the team to perform consistently. It's about navigating schedules, scrims, and ongoing tasks to keep everything running smoothly—solving issues quickly and anticipating what's needed. It's ensuring everything is aligned while players focus on improving. It's a rhythm without fixed hours, where each day brings something new: paying attention to details, even the ones no one notices. And it's also about seeing the team grow, build confidence, and improve—and feeling proud of every achievement. Because in eSports, there is also commitment, and a team that supports each other to make everything work.

Aysel | eSports Manager
Instagram: myaysel

Ruth Elena Foundation

Turning Solidarity into Action



In 2025, the Ruth Elena Foundation consolidated its first outreach initiatives with the goal of supporting cancer patients and their families beyond medical treatment. Among the most significant milestones was a campaign carried out in collaboration with the National Institute of Child Health San Borja. The end of the year was also marked by a special December campaign alongside Aldimi, a shelter that hosts children with cancer and their families who travel from different regions of the country to receive treatment in Lima. In these spaces, human connection, recreational activities, and community support demonstrated that collective action can make a real difference in difficult moments.

In 2026, we begin the year by expanding our reach through a donation campaign benefiting the Arequipa Public Welfare Society, reinforcing our commitment to supporting more communities

and organizations that work directly with vulnerable populations.

The mission of the Ruth Elena Foundation is clear: to generate real impact in the fight against cancer, with a special focus on children and older adults. To achieve this, we not only drive outreach initiatives, but also create spaces for coaching and emotional support for patients and their families—fostering environments of listening, resilience, and well-being.

However, this effort requires more hands and more voices. We invite our community, partners, and readers to join the initiatives we will carry out throughout 2026, whether through donations or by participating in our volunteer programs. Every contribution, no matter how small it may seem, can become a moment of hope for those who need it most.

¿CÓMO SUMARTE A LAS CAMPAÑAS DE RUTH ELENA FOUNDATION?

1:

VOLUNTARIADO

2:

SÚMATE CON ALIANZAS
O DONACIONES



ESCANEA AHORA Y
FORMA PARTE
DEL CAMBIO



Ruth Elena
Foundation

VISIT PERU!



Manu National Park – Peru

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