

# E-SPORTS

Content production with engagement and entertainment. The audience phenomenon from the perspective of great media, editorial and event professionals.

Chair: **Gui Barbosa, Head of Business, nØline culture**

## • WHY E-SPORTS IS THE NEXT BIG BUSINESS?

Speaker: **Moacyr A. Alves Junior, Sócio / Diretor da Talent Experts**

Brazil today is the third largest audience in electronic sports in the world, losing only to China and the US, How has this market reached so fast that number of audience and what is certain and uncertain in this market today in Brazil? In this presentation we will discuss the behavior of the brands on this new modality and the challenges of this sector.

## • E-SPORTS

Speaker: **Felipe Santana Felix - Product Manager - ESPN Brasil**

Speaker: **Bernardo Mendes - Gaming @ Cheil, CHEIL Worldwide**



### Chair: **Gui Barbosa, Head of Business, nØline culture**

Currently, Gui Barbosa is the Head of Business at nØline culture, agency focused in the creation of strategy and content for brands that want to communicate with the geek and gamer target. Before that, he held the Head of Sales & Partnerships position at BBL, entertainment holding that administers ESL in Brazil. Previously, he founded LGZn Marketing Consulting and also occupied prominent and lead roles on multinationals such as Cerner, Universal Music Publishing and Deloitte.



### **Moacyr A. Alves Junior, Sócio / Diretor da Talent Experts**

Director of Talent Experts company in the eSports business and the creation of audio and video content aimed at young audiences. Worked in companies such as Germany's ESL, 1080partners from USA and Halo Digit from China and was adviser to the federal government in the audio visual secretariat for 6 years for the gaming industry. He is also president of ACIGAMES (Industrial and cultural trade association of Brazilian electronic games) with subsidiaries in Italy, USA and Argentina.



### **Felipe Santana Felix - Product Manager - ESPN Brasil**

Communicator passionate about video games, has already rolled the world and Brazil covering competitions and games events. Founder of the defunct portal Selector, he was a reasearch player for Riot Games North America for the Legends Rising documentary, helped Editora Europa in its eSports magazine and is currently one of the responsible for eSports as a product on ESPN Brasil.



**Bernardo Mendes - Gaming @ Cheil, CHEIL Worldwide**

Prior to joining Cheil's team, Bernardo worked at Turtle Entertainment, owner of ESL (Electronic Sports League), managing the company's business areas and collaborating in the development of the local e-sports market with the national league "ESL Brazil". Premier League "and major event productions such as" Clash Royale Crown Championship ", " ESL Pro League Finals São Paulo "and" ESL One Belo Horizonte ". He also served at Futura Networks (owner of Campus Party) and MCI Group. Throughout his career, Bernardo also records work performed for clients such as Facebook, Paypal, Submarine, Alive, Sound, 3 Hearts, Outback, Uber, Safe Harbor, Otima, IBM, Riot, Activision Blizzard, Tencent Games, Intel and RedBull. Gamer Specialist brings to his first spell at an advertising agency his broad vision and understanding of the uniqueness and great potential of the gaming market in Brazil, thus contributing to the community and translating what such a scenario means to " non-gamers. "Its trajectory makes it even more possible to connect the market tips while maintaining a good tone for different campaign lines, whether those with professional potential, in the case of e-sports, or those related to Pop Cult trends.