**Mineski announced a rebrand and also upgrades its services.**

Mineski is a Southeast Asian programming agency that builds Esports scenes providing events and coverage within the regions of the Philippines. Mineski revealed a rebrand recently and looks forwards to upgrade the range of its Esports services and ensure wider portfolio coverage with the same.

The identity of Mineski is to operate under Mineski Global from now. Mineski Global further splits into the subparts based on the operating regions of the company, and these parts are Mineski Philippines, Thailand, and Indonesia.

They made an official announcement regarding the same which states that Mineski Global represents the company’s ability to partner with trendy and popular brands at a country level, as well as an international level, and it also represents their coordinated regional operations.

There are 4 primary verticals operated by Mineski, these are as follows:

* Mineski Infinity – This is a chain of around 100+ cafes for gaming, setup across SEA.
* Mineski.net – An Esports portal of content focusing on Southeast Asia.
* Mineski Pro Team – This is the organization’s competitive arm rostering the popular titles like Dota 2, Counter-Strike, and League of Legends.
* MET Events – This focuses on the organizing and operation of the broadcasts and tournaments.

With the new rebrand, Mineski also aims to expand its territories and increase the range of services offered to cover the other areas beyond the organizing of tournaments and offering solutions to the brands for entering Esports. Apart from the broadcast services, it also includes team management services on a professional level, strategic partnerships with the engagement platforms, and marketing services.