

# COMPANY DECK



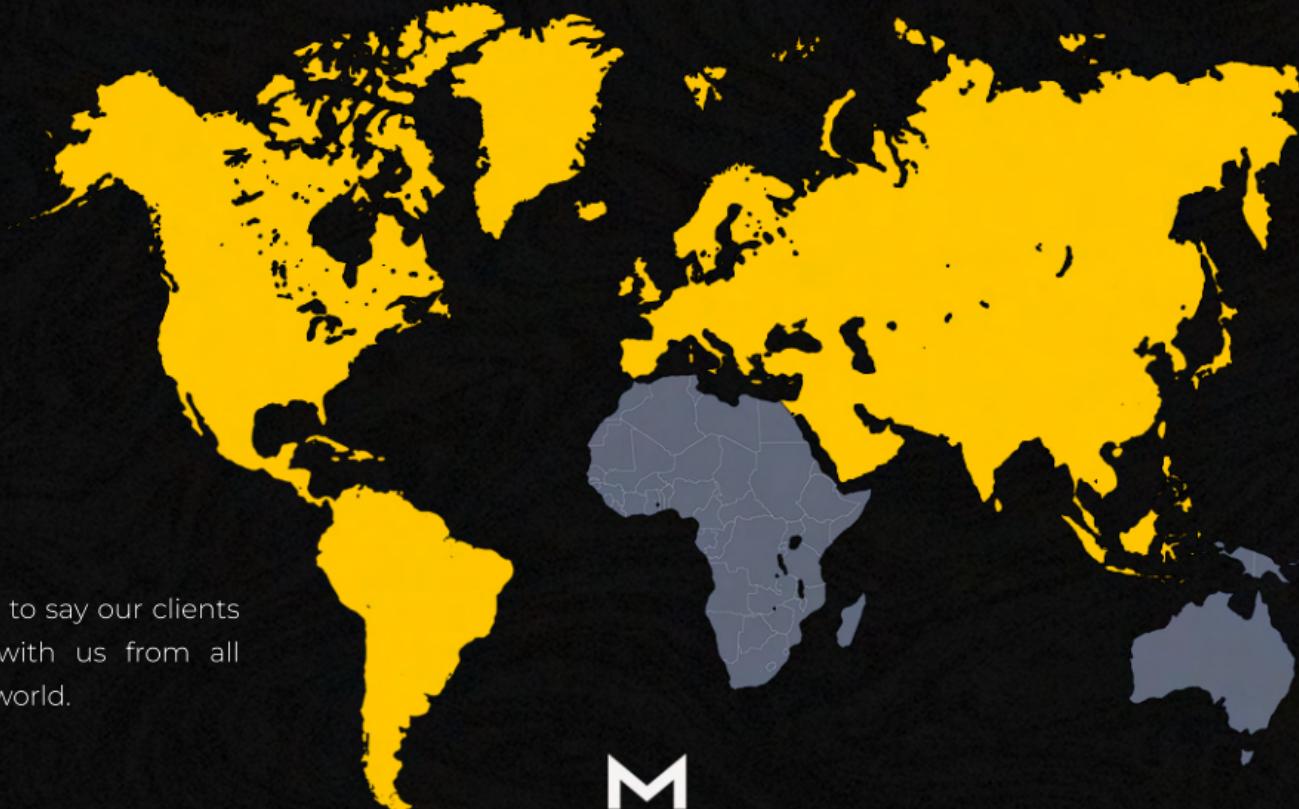
# WHY CHOOSE MIELA DIGITAL?



Miela Digital, born as a video game agency, evolved by seamlessly merging user acquisition skills with the dynamic gaming industry, resulting in rapid growth and earning the trust of industry leaders. Our strength lies in our diverse, global team, promoting inclusivity and integrating unique perspectives into our strategic decisions. With 'Professionalizing Content Creation' as our daily mantra, we are committed to enhancing content and delivering results in every project.



# PRESENCE



We're proud to say our clients connected with us from all around the world.

# WHAT WE DO

## We Professionalize Content Creation



### Online Event Production

We leverage various technologies and platforms to create engaging and interactive experiences for participants who are attending the event remotely.



### Influencer Management

We identify, engage, and collaborate with influencers within the online gaming industry to promote your brand or services.



### Event Production

We innovate on all the logistical aspects required to bring an event to life, including venue selection, ticketing, marketing and promotion, and overall event management.



### Social Media Management

We enhance brand presence, engage with the audience, and achieve marketing objectives through effective and strategic use of social media platforms.



### Paid Media

We target specific demographics, setting budgets, and optimizing ad placements for maximum reach and effectiveness.



### Esports Consulting

We provide expert advice, guidance, and strategic support to individuals, organizations, teams, or businesses involved in the esports industry.



# INVENTORY

# ATHEN'S LEAGUE



Athen's League is a Miela initiative to support the inclusion of the female gamers into the esports ecosystem.

A yearly league with four different seasons where sponsors have different packages available to show their support to the gaming community.



GEO: Spanish Speakers

The screenshot shows the GGPEDIA interface for a Dota 2 match. At the top, it displays the series name "Series ESL One Kuala Lumpur Qualifiers powered by Intel". Below this, the teams are listed as "1NF" (NoPing Esports) and "Qhall". The match format is "10 - 50 BO2". The "Mapa de juego" (Game Map) shows the standard Dota 2 map with various lanes and structures. On the right side, there's a "GGBET" section with icons for betting and cashbacks. The "Estadísticas del juego" (Game Statistics) chart tracks EXP and Gold over time, from 0:00 to 28:00. A callout box highlights a point at 4:00 where Radiant Exp: 562 and Radiant Gold: 1113. The chart also shows that the Dire team has significantly more negative gold than the Radiant team throughout the game.

Time	Radiant EXP	Radiant Gold	Dire EXP	Dire Gold
0:00	0	0	0	0
4:00	562	1113	0	0
16:00	~1000	~1000	~-10000	~-10000
28:00	~-30000	~-30000	~-30000	~-30000

GGPedia is a site where you can find everything you need from the Dota 2 esports competitions. You can watch your favourite team, check their schedule and scores, analyze their games and much more. All you need for the ultimate esports experience.

# AI INFLUENCERS

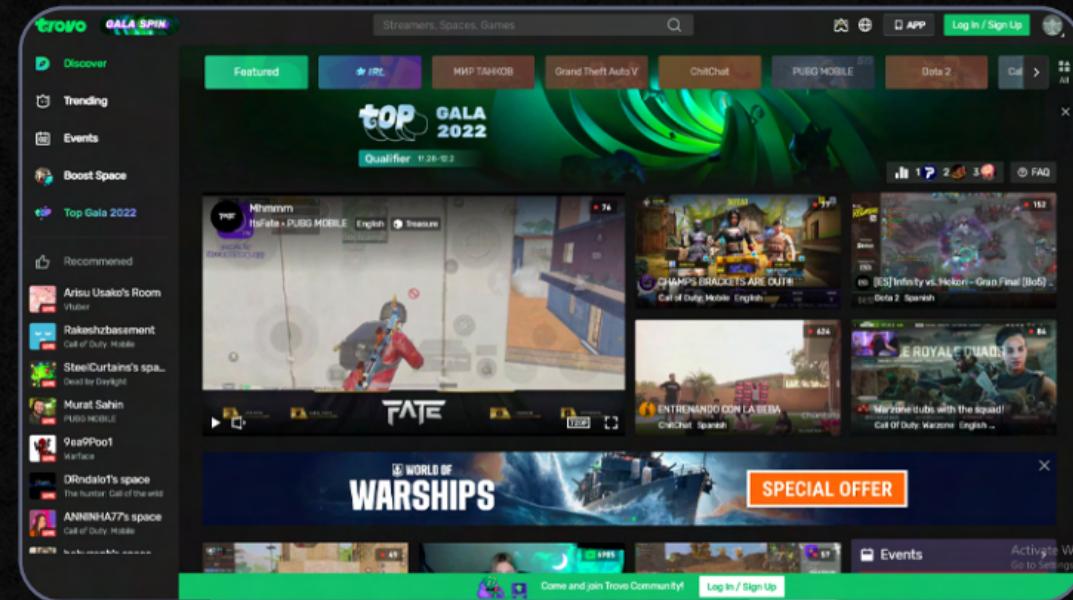


The future is here! Support your marketing campaigns with our AI Influencers. Every one of them are living their unique life with their own interests! From sports and travel, to gaming and video games.



GEO: Spanish Speakers, English Speakers

# TROVO



Be part of the gaming community by joining Trovo live streaming platform! With almost 300,000 streamers and 10 million watched hours as a monthly average, you can also connect with non-gaming streamers and communities from chatting, travelling and more.



GEO: Spanish Speakers, Portuguese Speakers (Betting), Global (Non - Betting)

# PRIVATE GROUPS

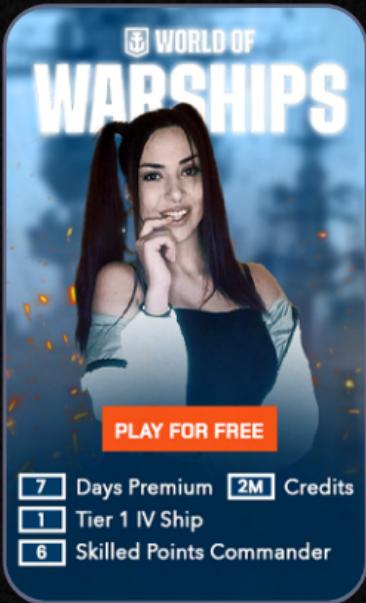


Private groups is the best place for the community to engage directly with your brand. Users have a higher reception for interaction and promotions, and community content grows organically very quickly. It can be done either on Discord, Telegram, Whatsapp or Instagram. The best platform will depend on your target audience.

# SERVICES



# INFLUENCER MANAGEMENT

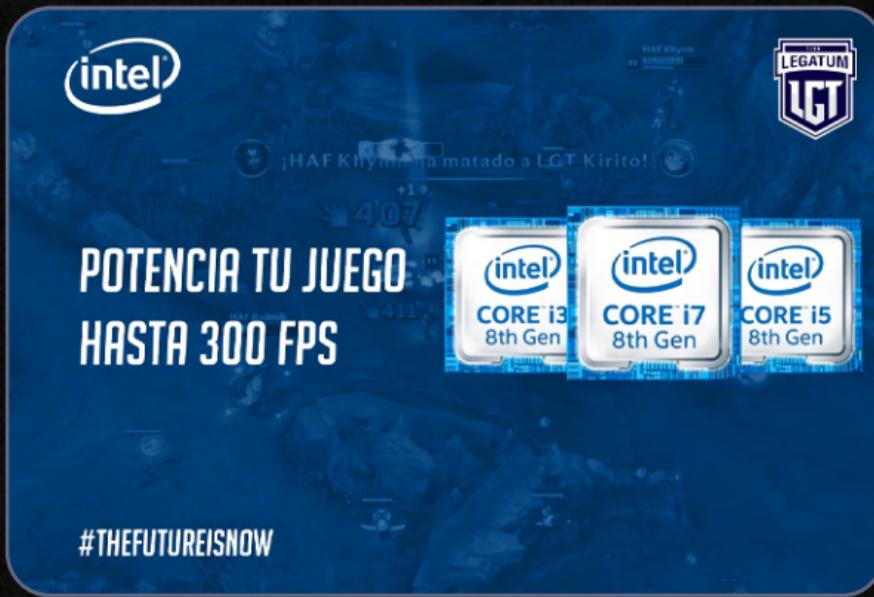


We harness the potential of influencers by enhancing their reach through dynamic graphics. Our expertise lies in managing both gaming and non-gaming influencers across various regions, strategically leveraging their fanbase to drive conversions for your brand.



GEO: Global

# SOCIAL MEDIA MANAGEMENT



We develop a tailored social media strategy that aligns with your brand's values and target audience. By conducting in-depth research on your industry, competitors, and audience preferences, we identify the most effective platforms to focus on and determine the type of content that will resonate with your target market.

# ONLINE EVENTS



**GANAR JUNTO A LGT**

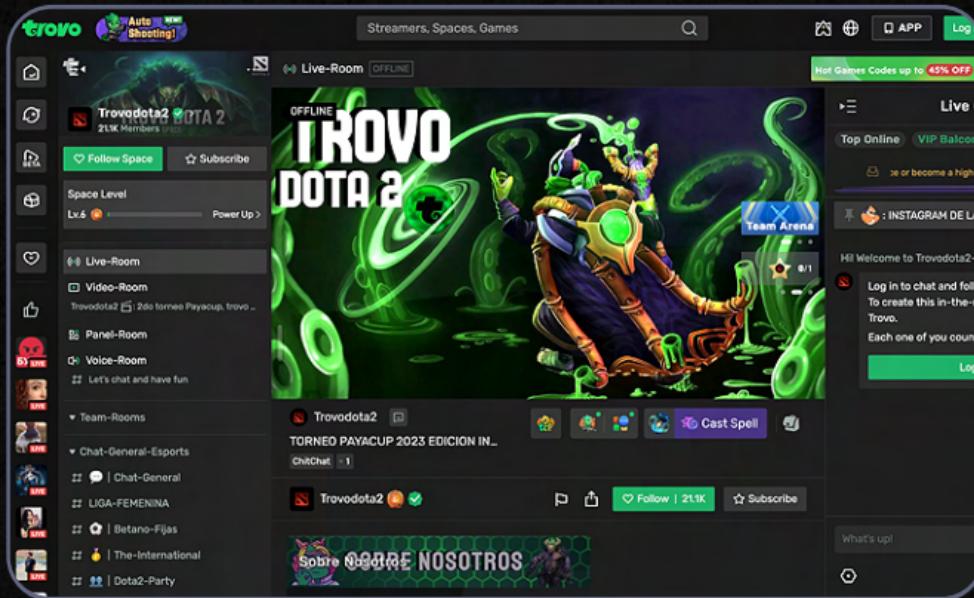
**PARTICIPA POR LA SKIN DE PIZZIVIR Y KIKIRI GALIO**

**SORTEO JUEVES 26 DE ABRIL**

We harness a diverse range of technologies and platforms to craft captivating and interactive experiences for attendees who are participating in the event from remote locations. Our goal is to provide participants an immersive and dynamic event experiences regardless of their location.



# MEDIA BUYING



We specialize in pinpointing specific audiences to significantly amplify brand awareness, fostering a surge of website traffic that translates into high-quality leads. This strategic approach culminates in a tangible boost in sales and revenue, propelling your business toward greater success.



GEO: Global

# EVENT PRODUCTION



Our event production not only captivates audiences but also leaves behind enduring memories that resonate for years to come. With meticulous attention to detail, and flawless execution, we open the door for remarkable in-person interactions that create truly unforgettable experiences.



# ESPORTS CONSULTING



With an impressive track record spanning over a decade in the esports industry, we take pride in our extensive expertise. Our proficiency extends to securing lucrative sponsorship agreements, fine-tuning marketing campaigns for optimal results, and orchestrating engaging and successful tournaments.



# THEY TRUSTED US



JUGA BET



Tencent 腾讯

GG.BET

WD Western  
Digital®

WARGAMING.NET  
LET'S BATTLE

trovo

PARI  
MATCH

thermaltake

Tencent  
Games

twitch

M  
DIGITAL

# CONTACT US

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Miela Digital



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