

11:00 – 11:30

## Press conference

Aitor Goyenechea - Director de Publicidad, Marca y Patrocinios Telefónica/Movistar España

Fernando Piquer - Chief Strategy Officer OverActive Media

Adam Adamou - Co-Founder and CEO of OverActive Media Corp

Luis Filgueira - Resett Director Deportivo Movistar KOI

MWC2024

100 Years  
Leading Change





**Aitor Goyenechea**  
Director de Publicidad,  
Marca y Patrocinios  
Telefónica/Movistar España



**Fernando Piquer**  
Chief Strategy Officer  
OverActive Media



**Adam Adamou**  
Co-Founder and CEO of  
OverActive Media Corp



**Luis Filgueira - Resett**  
Director Deportivo  
Movistar KOI



Los esports son las azules

2017



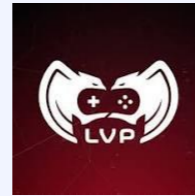
## Clubes



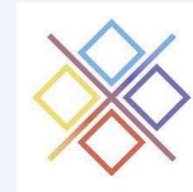
## Medios



## Ligas / competiciones



## Eventos



## Industria





# MOVISTAR RIDERS

BLADE

movistar  
RIDERS

DHL DROP

betway

coinbase









**League of Legends Superliga**  
**CSGO**  
**Valorant VCT**  
**Pokemon**  
**FIFA**



**League of Legends LEC**  
**Valorant Game Changers**

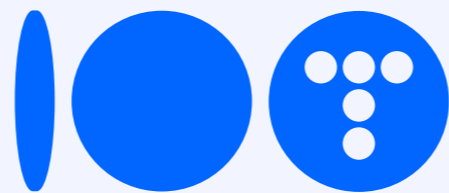
2017 – 2027



**Tres años más de ilusión de Movistar KOI  
y una década dedicada a los eSports**

# Preguntas





**Telefónica**  
since 1924