



Atresmedia signs a strategic alliance with CABAL esports to enter the esports and gaming world, with the creation of the company CTK, an international organizer of tournaments and gaming experiences.

With this strategic alliance, CTK has the union of the largest media and communications group in Spain together with the knowledge and experience of one of the pioneering Spanish companies in the creation and management of esports competitions.

With this union, these two companies have become a benchmark company in the creation and management of esports tournaments. It thus consolidates its position as a key player in all services related to esports and gaming products and experiences.

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Atresmedia and [CABAL esports productions](#) join forces in a strategic alliance to generate and develop joint business in the gaming and esports sectors. [CTK](#) was created with the aim of becoming a benchmark and leading company in both sectors. The leading communications media group in Spain and the independent esports production company will combine talent and resources through the creation of CTK, a company specializing in the organization of esports tournaments, as well as experiences related to gaming and esports. It will also support its own brands and publishers through actions with influencers, events, fairs and video game campaign launches, among other services.

For Juanjo Boronat, CEO and founder of CABAL esports, CTK is the result of "*the perfect union, the best media and communications group with the best independent esports production company in Spain. Today a new international tournament organizer is born*".

With the creation of CTK, Atresmedia, the only national audiovisual company that is key in all the sectors in which it operates, opens a new line of business and thus enters the world of gaming and esports, which has been growing notably in recent years, and which has great potential for development and expansion. Atresmedia brings to CTK all its experience in communication, events and marketing, as well as its reputation in the markets as a brand of quality and innovation.



Victor Martínez Monge, Director of Audit and Digitalization of Processes of the Atresmedia group, said that *"At Atresmedia we are in a process of permanent transformation and adaptation in line with the constant evolution of the media and entertainment sector in which we operate. In this regard, we are constantly looking for new corporate opportunities to enter new sectors and businesses, as well as to approach new territories where our users are located"*.

For its part, CABAL esports contributes with its experience in the esports and gaming production sector at national and international level. They have extensive knowledge in audiovisual production for digital and terrestrial platforms, as well as developing esports products and managing competitions for publishers and other players in the sector.

Juanjo Boronat defends that *"CTK maintains the same values we have always practiced: to help in the development of the sector and to continue contributing so that, collectively, Spain continues to be an international benchmark in the management and production of esports. Thanks to the contribution of Atresmedia in this strategic alliance, we are able to develop more ambitious entertainment projects with a production quality never seen before. While maintaining, at the same time, our vision and values"*.

CTK, aims to become a leading player in the gaming industry

The contributions of Atresmedia and CABAL esports are key to culminate in the alliance that has resulted in the creation of CTK, a leading company in the esports and gaming sectors, mainly focused on young audiences but with the capacity to connect with anyone interested in video games and competitions. Thanks to the synergies of both companies, it amplifies its actions through digital media and native platforms.

Victor Martinez Monge assures that *"after a reflection and strategic analysis of the esports and gaming sector, we were convinced that we had to play a relevant role in these industries and that we should ally ourselves with a leading company with great experience in these areas. Therefore, our alliance with Cabal, which is one of the leading companies in the production and creation of esports and gaming experiences, allows us to combine the strengths of both companies to try to be a leading player in the esports and gaming sectors, both nationally and internationally. We have many plans and projects under development in these sectors, and in the coming months we will be launching them for the entire community of players and users. Therefore, this is a strategic project that fits perfectly with Atresmedia's philosophy of constant transformation and evolution, of entering into new emerging businesses, as well as allying with the best in each sector in which we are operating"*

Through CTK we provide strategic consultancy and production services for both our own brands and those of others who want to enter the gaming and esports sector. The company can also offer its services in content related to the world of gaming, such as actions with influencers to support different brands and events, presence at fairs and markets to promote new products, support in different video game launch campaigns or incursions into the world of streaming.

In short, the company offers specific solutions for any need arising from the creation, promotion or organization of content related to gaming and esports, offering customized proposals to guarantee success.

**About Atresmedia**

Atresmedia is the leading Communications Group in Spain, the only audiovisual company with key positions in all the sectors in which it operates -television, radio, internet, cinema, production for third parties and education, etc.- through its flagship brands: Antena 3, laSexta, Onda Cero, Europa FM.... In this way, Atresmedia has developed its strategy in different divisions such as Atresmedia Televisión (Antena 3, laSexta, Neox, Nova, Mega, Atreseries and the Atresplayer and Atresplayer Premium platforms), Atresmedia Radio (Onda Cero, Europa FM, Melodía FM), Atresmedia Advertising, Smartclip and H2H (dedicated to advertising and commercial exploitation), Atresmedia Diversification (activities and businesses not dependent on advertising) and Buendía Estudios, a production company of audiovisual content in Spanish for the national and international market, 50% owned by Atresmedia and Telefónica.

About CABAL esports productions

CABAL esports productions is an independent esports production company. During its professional trajectory, the company has organized more than 200 events, which consolidates it as a benchmark in the industry. CABAL esports has specialized in the production and execution of national and international esports tournaments, being a pioneer in audiovisual production for broadcasting on digital and terrestrial platforms. In addition, CABAL esports offers different services such as the development of esports and gaming products, competition management, software development for esports and the broadcasting of different events and tournaments with broadcast quality.