



+57 316 678 55 81

Arena FEDECOLDE Calle 8 # 6-23 Cali - COLOMBIA

contacto@fedecolde.com www.fedecolde.com

## DIGITAL MEDIA & ONLINE PRESENCE

### Executive Summary 2025

#### Colombian Federation of Electronic Sports (FEDECOLDE)

## 1. OVERVIEW

During 2025, the Colombian Federation of Electronic Sports (FCDDE) consolidated its digital ecosystem as the primary communication and broadcasting channel for national esports activities.

The Federation operates a unified multi-platform strategy to:

- \* Promote official competitions
- \* Broadcast national championships
- \* Engage youth and university communities
- \* Strengthen institutional visibility
- \* Position Colombian esports internationally

Our digital presence integrates social media communication, live streaming, and community engagement under the official brand identity **@fedecolde**.

Con el apoyo de:



Miembros de:





+57 316 678 55 81

contacto@fedecolde.com

Arena FEDECOLDE Calle 8 # 6-23 Cali - COLOMBIA

www.fedecolde.com

## 2. OFFICIAL DIGITAL CHANNELS

The Federation maintains verified and active accounts across major digital platforms:

\* \*\*Facebook:\*\* @fedecolde

\* \*\*Instagram:\*\* @fedecolde

\* \*\*X (formerly Twitter):\*\* @fedecoldenal

\* \*\*TikTok:\*\* @fedecolde

\* \*\*Twitch:\*\* @fedecolde

Each platform fulfills a specific strategic communication function.

## 3. PLATFORM STRATEGY

### 3.1 Facebook – Institutional Communication

Facebook serves as the Federation’s official institutional information channel, publishing:

- Official announcements
- Competition results
- Regulatory updates
- Event coverage
- Partnership communications

This platform primarily reaches adult audiences, institutional stakeholders, and affiliated organizations.

Con el apoyo de:



Miembros de:





+57 316 678 55 81

contacto@fedecolde.com

Arena FEDECOLDE Calle 8 # 6-23 Cali - COLOMBIA

www.fedecolde.com

### 3.2 Instagram – Athlete & Community Engagement

Instagram is the Federation’s primary youth engagement platform.

Content includes:

- Athlete highlights
- Matchday graphics
- Short-form competition clips
- University league coverage
- Female esports promotion campaigns due IESF opportunities

This channel strengthens brand identity and community interaction.

### 3.3 X (@fedecoldenal) – Real-Time Updates

X is used for:

- Live match updates
- Bracket announcements
- Immediate result reporting
- Event reminders
- Public institutional statements

This platform enhances transparency and real-time communication.

Con el apoyo de:



Miembros de:





+57 316 678 55 81

contacto@fedecolde.com

Arena FEDECOLDE Calle 8 # 6-23 Cali - COLOMBIA

www.fedecolde.com

### 3.4 TikTok – Youth & Viral Outreach

TikTok supports:

- Short competition highlights
- Behind-the-scenes content
- Player interviews
- Educational esports content
- Trend-based engagement campaigns

This channel plays a key role in attracting new youth audiences.

### 3.5 Twitch – Official Broadcast Channel

Twitch (@fedecolde) serves as the Federation’s official live broadcasting platform.

All national competitions are streamed through this channel, including:

- Copa Colombia PC (First & Second Semester)
- Copa Colombia Mobile (First & Second Semester)
- University Esports League Finals

Featured competitive titles broadcasted:

- League of Legends
- Valorant
- EA Sports FC 25
- Mobile Legends: Bang Bang
- Free Fire

Con el apoyo de:



Miembros de:





+57 316 678 55 81

contacto@fedecolde.com

Arena FEDECOLDE Calle 8 # 6-23 Cali - COLOMBIA

www.fedecolde.com

The Twitch channel ensures:

- National accessibility
- Professional broadcast standards
- Sponsor integration opportunities
- Match archive storage
- International audience reach

#### 4. DIGITAL IMPACT 2025

Throughout 2025, the Federation's digital strategy achieved:

- Continuous coverage of all Copa Colombia competitions
- Increased youth participation through social media campaigns
- Strong visibility of female esports representation
- Enhanced sponsor exposure through broadcast integration
- National recognition following the sanctioning of the Esports Law

The integration of social media and live streaming has strengthened institutional credibility and community engagement.

#### 5. STRATEGIC VALUE

The Federation's digital presence:

- Acts as the official communication hub for Colombian esports
- Guarantees transparency in competition management

Con el apoyo de:



Miembros de:





+57 316 678 55 81

Arena FEDECOLDE Calle 8 # 6-23 Cali - COLOMBIA

contacto@fedecolde.com

www.fedecolde.com

- Provides equal national access to events
- Supports athlete visibility and talent development
- Facilitates commercial partnerships and sponsorship activation

## 6. FORWARD STRATEGY 2026

- The Federation will focus on:
- Expanding multilingual content
- Increasing broadcast production quality
- Implementing analytics-driven engagement strategies
- Strengthening international audience reach
- Monetization through sponsorship and digital rights

## CONCLUSION

The FEDECOLDE digital ecosystem represents a cornerstone of institutional growth and national esports development. Through coordinated multi-platform communication and official Twitch broadcasts, the Federation ensures visibility, accessibility, and professional standards for all national competitions.

Con el apoyo de:



WIN  
sports

BetPlay

INSTITUCIÓN UNIVERSITARIA  
ESUELA NACIONAL  
DE DEPORTE

vivo  
SMARTPHONE

Miembros de:

WESCO  
WORLD ESPORTS CONSORTIUM

World Experts  
IESF

PAMESCO  
PAN AMERICAN