

Waiken ILW celebrates historic World Cup coverage with a heartfelt tribute to its production teams

Grupo Werthein's Technomedia holding company brought together more than 400 journalists, public figures, and collaborators at the Museo Nacional de Arte Decorativo to celebrate the unprecedented broadcast, which reached more than 200 million viewers in Latin America.

Buenos Aires, August 10, 2026. In a celebratory atmosphere, Waiken ILW recognized the effort, technical precision, and personal commitment of the more than 1,000 professionals who made the comprehensive broadcast of the 2026 FIFA World Cup possible. The gathering, held at the Museo Nacional de Arte Decorativo in Buenos Aires, brought together leading figures in sports journalism, prominent personalities, and the production, engineering, support, technology development, and customer service teams that drove the most comprehensive coverage in the region's history.

The operational deployment of WAIKEN ILW's Technomedia holding company — comprising broadcasters and companies such as Torneos, DSPORTS, TyC Sports, El Gráfico, DSPORTS Radio, DGO Stream, DNews, DIRECTV, DGO, Illumia, Overlabs, and the Fundación Norma y Leo Werthein, among others— made it possible to bring the tournament's 104 matches to the most distant corners of the continent. The broadcast connected locations as different as Esperanza Station in Antarctica and La Guajira in the far north of Colombia, traversing jungles, mountain ranges, and isolated communities to which antennas and infrastructure were transported via special operations carried out by mule.

The holding company shipped more than three metric tons of equipment and a team of 250 professionals to the United States, Mexico, and Canada, setting up four of its own studios on U.S. soil. Simultaneously, more than 750 professionals worked in direct coordination from Argentina, Chile, Colombia, Ecuador, Peru, and Uruguay, producing more than 1,000 hours of original content delivered via television, streaming, digital platforms, and radio.

This achievement was accompanied by a historic milestone: Torneos was selected to produce the official feed of the group stage at the Kansas City venue for international broadcast worldwide, solidifying the leadership of Latin American talent in global audiovisual production. Additionally, numerous professionals from Waiken ILW's ecosystem of companies played strategic roles at the International Broadcasting Center (IBC).

During the event, Waiken ILW President Darío Werthein stated: "It was hard work, but we were able to pull it off thanks to teamwork, coordination, and empathy. The success of our coverage is all thanks to you. And the passion and heart you put into

it managed to touch people's emotions from Argentine Antarctica to the jungles of Peru and Colombia, where we transported antennas by mule to ensure everyone could watch the World Cup. I can only express my gratitude. As Scaloni said: 'How great our players are,'" he concluded before the more than 400 people in attendance.

Adrián Werthein, shareholder of Grupo Werthein, noted that Lionel Scaloni's leadership and Leonel Messi's role as captain fostered a sense of unity that was exemplary and unforgettable. "Over those nearly 50 days, the national team embodied everything we Argentines hope for our country and aspire to be. And within Waiken ILW, we've achieved something extraordinary: building a shared spirit to bring the World Cup to everyone," he added.

Lucas Werthein, vice president of Waiken ILW, spoke about the importance of conveying emotion throughout the World Cup: "Through coordinated efforts and synergies, we've reached millions of people across Latin America. Congratulations," he said.

Similarly, Gustavo Isaack, president of Torneos, highlighted that "audiences chose Waiken ILW across all platforms" (television, radio, streaming, and digital media). "Without a doubt, we created a unique content offering to experience the World Cup at its very best."

The evening featured a live broadcast on DSPORTS Radio and was attended by prominent figures in journalism such as Enrique Macaya Márquez, Sergio Goycochea, Gonzalo Bonadeo, Pablo Giralt, Marcelo Benedetto, Gastón Recondo, Daniel Arcucci, Gastón Edul, Ariel Senosiaín, Narela Senra, Hernán Feler, Julián Fernández, Pablo Ladaga, Joaquín Bruno, Matías Pelliccioni, "El Chavo" Fucks, Andy Kusnetzoff, Carolina "Pampita" Ardohain, Zaira Nara, Joaquín "El Pollo" Álvarez, and Lola Latorre.