

Waiken ILW brought the FIFA World Cup final to Expo Rural and showcased the latest offerings from its leading companies

Waiken ILW, the holding company of Grupo Werthein, broadcast the final World Cup matches on screens throughout the exhibition grounds via its TyC Sports and DSPORTS channels. It also showcased the latest offerings from its companies DIRECTV, DIRECTV Link, DGO, DGO Stream, Torneos, Carburando, and Cachamai.

Buenos Aires, July 27 2026 – Waiken ILW, Grupo Werthein's technomedia holding company, took part in the 138th Exposición de Ganadería, Agricultura e Industria Internacional held at the La Rural exhibition grounds, where it showcased the latest offerings from its leading companies and broadcast the final matches of the 2026 FIFA World Cup.

Waiken ILW shared live coverage of the final matches of the World Cup via its DSPORTS and TYC SPORTS channels on screens throughout the venue and at its booth located in the Green Pavilion.

During this traditional exhibition, the holding company organized multiple activities with its leading companies, including the satellite TV provider DIRECTV; the satellite internet provider DIRECTV Link; the streaming platform DGO; the production company Torneos; the streaming channel DGO Stream; the radio station DSPORTS Radio; the motorsports media outlet Carburando; and the historic beverage and food company Cachamai.

DSPORTS, TyC Sports, Torneos, and DSPORTS Radio enhanced the World Cup experience at the Waiken ILW booth with live broadcasts, displays of replicas of the FIFA World Cup and Copa Argentina trophies, and prize drawings.

Grupo Werthein's booth became a must-visit destination during the exhibition, as it also featured live coverage and special interviews from DGO Stream and Carburando.

The booth also offered exclusive discounts on Cachamai's iconic products and its new offerings, such as traditional yerba mate, fruit bars, and cookies, further solidifying its expansion into the mass-market consumer goods sector.

At the same time, Grupo Werthein once again participated with its heritage of champion cattle that set the standards for international cattle breeding. At this year's event, the company Gregorio, Numo y Noel Werthein S.A. (GNNW) presented Angus cattle from Cabaña La Paz, located in the Buenos Aires town of Vedia and renowned for

its long history of innovation, the genetic quality of its breeding stock, and its ongoing contribution to the development of Argentine livestock farming.

About Waiken ILW

WAIKEN ILW is a technomedia holding company comprising firms that offer solutions to consumers (B2C) and businesses (B2B) in Argentina, Barbados, Brazil, Chile, Colombia, Curaçao, Ecuador, Peru, Trinidad and Tobago, Mexico, and Uruguay. Its business structure includes verticals in fiber-optic and satellite connectivity, mobile telephony, subscription television, streaming, OTT, production, proprietary content and channels, technology, and insurance. For more information, visit:

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