



Interview with the co-founders of Five Media Clan ▶ The three young Andorrans continue fighting

## Roger Espuga Dani Lorenzo Sergi Martí

Co-founders of Five Media Clan

«We are looking to energize the country, but they have given us a constant refusal»



Lorenzo, Martí and Espuga, following a competition in which their team participates.

FIVE MEDIA CLAN

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Five Media Clan is an eSports, entertainment and lifestyle club that was born in 2021 by three young Andorrans: Roger Espuga, Dani Lorenzo and Sergi Martí. With almost two years of history, the club moves a social mass close to 20 million followers thanks to the different personalities of digital entertainment who have associated with the team, apart from their role in the competition of electronic sports. But, despite the company's good progress, they feel that in Andorra, neither public institutions nor private companies have yet understood the value of their club or the areas in which it develops.

**-This week a collaboration agreement was formalized between the Government and the ACA to consolidate its eSports section. What do you think of this news?**

Sergi Martí - All the support that is promoted in the field of eSports is welcome and we congratulate the ACA for having achieved this. It is true that we have been non-stop for two years now, and that is why I would say, with all humility, that we are the benchmark in eSports in Andorran territory. We move a global mass, with all our content creators, of around 20 million people.

And it is true that with us there has been a lack of communication and support from all the public institutions, because we have tried to establish contact assiduously and no agreement has ever been reached. I don't know if the generational difference influences it or whatever, but of course, we understand that the Government is providing all the tools to regulate and for Andorra to be a pioneering and leading country in the field of digital sports, for example with the Plan strategic, but we have not received any feedback from our club. So it's true that it never ceases to surprise us.

**-Since you founded the team, have they received any collaboration of these characteristics and dimensions?**

S.M.-We, with Andorra Business, have worked very punctually. But in terms of financial amounts, it is insignificant compared to these 20,000 euros. We understand that we are young people, that we started from scratch, and that we did not have any financial resources or a backup like other private companies or institutions can have. And it is true, however, that we had been told that no subsidies or support were given to private companies related to this area. In any case, we want to make it clear that we are happy because everything adds up and we are pleased

that they have opted for the ACA. But it is true that we are surprised because on several occasions we have been told no, when we think that our project is also a country project.

Roger Espuga - To make a similar point, FC Andorra competes in a Spanish division and has received support. In our case, it is in Spain where we have the most impact and where we also compete, and it is thanks to this that we have obtained the sponsorship of JBL as well as other collaborations, whether specific or in the longer term. In the case of the Principality, for example, a few months ago we organized an in-person event for which we did receive the support of the Municipality of Andorra la Vella, to which we are very grateful. In the end, we are people from here, Andorrans, and we have some of the strongest profiles in the country in the team. Therefore, we also seek to energize the country and increase its exposure abroad. It is in this sense that we have offered and made proposals several times to public institutions, but they have given us a constant refusal and have shown little interest. That's why we adopted a more cautious stance and waited for everything to unfold and evolve. But now we come across it and it surprises us.

**- In fact, in the presentation of the**

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«They already know us from the administrations, and we are sorry that they come out with the speech and distinction of «people from home»

«Things have changed a lot in the field of marketing and advertising, but the wave is catching up late in Andorra»

**agreement, Minister Jordi Gallardo mentioned that they were clear that this agreement had to be «with a home entity, with home people». But you are also Andorrans. Are you shocked by these kinds of statements?**

S.M.-Our organizational chart is made up of people from home, as the minister refers. At Five Media Clan, the promoters and owners are people from Andorra. And it is the same as I said a moment ago: we have done country projects, like the one we promoted together with the Municipality of Andorra la Vella and its Consul Major, Conxita Marsol, who was very willing and that's why she came out everything very well and they were happy. We try to build as much as we can, and we believe that we have a strength in terms of networks, in the country and in the world of Andorran eSports. We are very satisfied with how things are developing, but it is true that within Andorra we find very little help, especially from public institutions.

R.E.-This statement is what struck us most. We have had personal meetings both with Minister Gallardo and with several members of Andorra Business. We have also offered talks in both La Massana and Sant Julià de Lòria. In other words, public administrations already know us and know what Five Media Clan is like. That's why, in front of the public, they come out with this kind of speech making the distinction of «people from home»... We are Andorrans and for two years we've been fighting with almost no resources, so we're sorry.

**–And what has happened since January, when in an interview with this media they highlighted the good relationship with Andorra Business and the Government itself?**

R.E.–For people to get an idea, during the year, we have been thinking about and promoting different face-to-face events, with the streamers who reside here and who are willing to collaborate with Andorran institutions so that they feel part, or even inviting people from outside to do activities with the young people here. Either from a meet and greet for them to sign autographs to a DJ session in the center of Andorra la Vella. All these projects, normally, we also transfer them to Andorra Turisme, Andorra Business, and other organizations that we think may be interested because the metrics both on networks and on face-to-face attendees are very interesting. We share it with them without any intention, simply so that they know and so that, if they want to collaborate, they can do so. But since approximately December we have not even received a response to any proposal we have made to them, and they have supported themselves with the statement that they would not give subsidies or aid. There has been no return.

Dani Lorenzo – Our complaint in this regard is that, if in the Strategic Plan, one of the main branches is eSports, and one of the teams that is growing the most, not only in Andorra because we are the only one, but also in Spain; so take advantage of it. Help them because they are carrying out a very nice project and these 20,000 euros, for example, would have been very good.

**–And with regard to the private sector and private companies, do they**

**find that due to the fact that it is still an innovative field, it is respectful of them to contribute with their project?**

S.M.–Yes, totally. I find that there is a certain lack of awareness within the private sector and I guess they see it as a reputational risk. But of course, things have changed a lot in the field of marketing and advertising, because it is one of the fastest and cheapest ways to reach a potential customer audience. Above all, we think it is because this wave that has reached everywhere, is catching us late in Andorra, and because of this, marketing teams or those responsible for making decisions still look to the more traditional side of advertising and dissemination.

D.L.–Throughout all this time, only one private company in the country has collaborated with us. And we see that there are a lot of businesses that depend on tourism here in Andorra, and often tourism motivated by children who encourage their parents to come to the country because of YouTubers. Well, we could take advantage of this opportunity together with the Andorran team and make a focus of incredible attraction in Spain. All in all, it doesn't suit us because, in fact, there is a company that is collaborating with a smaller Spanish eSports team than

ours. So that saying that is often defended in the country of working together in Andorra, is not being applied in this case. It is said a lot, but then, not everyone applies it.

R.E.–Returning to the reference to FC Andorra, it has companies that sponsor it because they are interested in its exposure outside, because that is what we offer. And finally, I would also like to point out that

**–Do you think that your age also becomes a handicap when establishing these business relationships?**

R.E. – Surely. But hey, that's not so bad for us. I insist on what Sergi and Dani have said: in the end, things evolve, and right now, if you need a community manager, he must be under 30 years old, and nothing happens. The three of us have studies, we have completed careers and we have done masters, so we are sufficiently qualified to do our work, and also to help grow from this area that we dominate other companies in Andorra.

**–To learn more about Five Media Clan, what is the current status of the club and the projects you are developing?**

R.E.–Five Media Clan is an eSports, entertainment and lifestyle club. eSports embraces the competitive side of electronic sports, but we also work with content creators, or famous YouTubers, as everyone knows them. So we group the two sides. Currently, we are competing in the second Spanish division of Valorant, which is the most booming eSport, and with firm and future plans to move up to the first division. And with reference to content and entertainment creators, we have several projects in terms of face-to-face events that are being cooked up, as well as different profiles that we may be inte-

rested in inviting to join the club. The creators we have right now are very attractive commercially and fit perfectly into the club, so with them we have several events planned here in Andorra for the next few months and also something in Madrid. Basically, we work day by day to evolve the brand: we are attentive to take advantage of new market and fashion opportunities, and to be present in new forms of communication.

D.L.–One of the events that we are quite clear that we want to do is a content week, which is the week of content, and what we want to do is to bring the majority of content creators from our club, both those we have residing in Andorra and those who live abroad, to generate content within the country. Either visiting the ski slopes and the mountains, or in short, passing through all the emblematic places of the country.

S.M.–We are also developing everything that has to do with merchandising. So far, we've released some exclusive drops and we want to try to separate it a little bit from the merchandising concept, in order to create a clothing line with a face and eyes, always in this limited drops format. In short, we want to professionalize everything to do with clothes.

R.E.–And hopefully we can see the completion of the infrastructures that are apparently being built for the field of eSports, because they will allow us to centralize the events in Andorra a little more and not have to depend on going to Barcelona, where there are better equipment. But we'll see all that in time, I guess. ≡



►► The Five Media Clan logo.

when we talk about visiting families for the youtuber appeal, we are not only talking about 10-year-old boys and girls, since 90 or 95% of the Five Media Clan fan base and its streamers are over 17 and 18 years old. So they are not so much children.

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