



GUILHERME COELHO · SÃO PAULO, BRAZIL

ANALYSIS EDITION

NYANG READS THE ROUND BEFORE IT HAPPENS.

Point Blank world champion, First Strike Brazil winner and official VALORANT analyst. Nyang brings a former pro's eye to live commentary, direct opinions and video analysis.

 Twitch

138.9K

followers

@nyang

 YouTube

81.8K

subscribers

@NYANGd11

PUBLIC COUNTS · SEPTEMBER 7, 2026

Work with Nyang

2018

Point Blank world champion

[ESPN profile](#) ↗

2020

First Strike Brazil champion

[VLR player record](#) ↗

SINCE 2022

Player knowledge, broadcast voice

[Liquipedia broadcast log](#) ↗

FROM THE SERVER TO
THE ANALYST DESK

He played for titles. Now he explains what decides the match.

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uilherme "Nyang" Coelho started competing in FPS games as a teenager. He spent years in Point Blank, won a world title in 2018, then helped Gamelanders win First Strike Brazil when VALORANT's competitive scene was still being built.

That experience shapes the way he covers the game today. Nyang can explain a tactical choice, react to a roster move and keep the conversation accessible to people who just want to enjoy the match.

CURRENT PUBLIC SIGNALS

Live on Twitch. Analysis and news on YouTube.

On Twitch, Nyang follows matches and talks with chat. On YouTube, he turns what happened in the scene into analysis, reactions and NYNEWS.

249 AVERAGE TWITCH VIEWERS, LAST 30 DAYS	16.7K HOURS WATCHED ON TWITCH, LAST 30 DAYS	67h 10m STREAMED ON TWITCH, LAST 30 DAYS	1.5K PUBLIC VIDEOS ON YOUTUBE
 Twitch @nyang 138.9K FOLLOWERS Watch parties, match analysis and an active conversation with chat. METRIC SOURCE · STREAMS CHARTS VISIT TWITCH 01		 YouTube @NYANGdLL 81.8K SUBSCRIBERS Match analysis, reactions, interviews and the recurring NYNEWS format. METRIC SOURCE · OFFICIAL CHANNEL WATCH ON YOUTUBE 02	
 x @nyangdLL 70K FOLLOWERS Fast, opinionated commentary while the competitive scene is moving. METRIC SOURCE · VIVAZ ROSTER SNAPSHOT OPEN X 03	 Instagram @nyangdLL 40.2K FOLLOWERS A closer look at Nyang, plus short-form videos and campaign work. METRIC SOURCE · VIVAZ ROSTER SNAPSHOT OPEN INSTAGRAM 04	 TikTok @nyangdLL 14.4K FOLLOWERS Short clips and immediate reactions built for discovery. METRIC SOURCE · VIVAZ ROSTER SNAPSHOT OPEN TIKTOK 05	

Three recurring formats: analysis, reactions and NYNEWS.

Recent uploads show the channel at its best: quick match analysis, longer reactions with the community and a recurring roundup of scene news.



01 • MATCH ANALYSIS 49K PUBLIC VIEWS • 1 DAY AFTER PUBLISHING

LOUD secures the grand final

A fast post-match read while the result is still the conversation.



02 • REACTION 34K PUBLIC VIEWS • 4 DAYS AFTER PUBLISHING

Inside the comms

Longer reactions let viewers watch team content alongside Nyang.



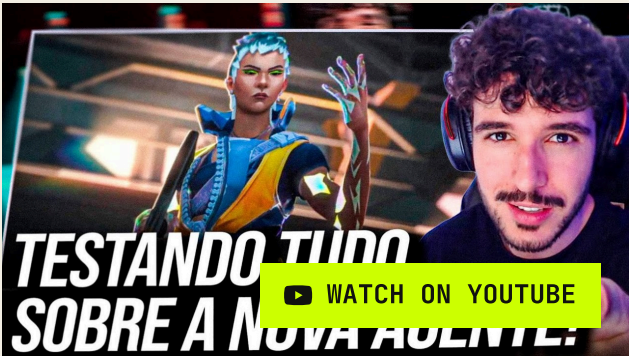
03 • RECURRING FORMAT 31K PUBLIC VIEWS • 6 DAYS AFTER PUBLISHING

NYNEWS

A scene roundup where transfers, results and opinion meet in one format.



Campaigns grounded in Nyang's analysis and commentary.



01
RIOT GAMES

Nyang tests a new agent and explains how she changes the game.

Nyang tested Waylay alongside Tixinha and Coreano. The format let viewers see the agent in play while hearing immediate competitive context.

CAMPAIGN	Waylay launch
FORMAT	Launch livestream and long-form agent test

WATCH SPONSORED VIDEO ON YOUTUBE

02
BONOXS

BONOXS joins NYNEWS, a format viewers already follow.

The integration ran inside Nyang's recurring scene-news roundup, pairing a Champions promotion with current roster and tournament conversation.

CAMPAIGN	Champions skins, September
FORMAT	YouTube integration inside NYNEWS

WATCH SPONSORED VIDEO ON YOUTUBE



03
MANUAL

A short, direct offer inside a match-analysis video.

The insert sat inside an eight-minute analysis of the VCT Americas meta. It stayed concise and left the editorial subject intact.

CAMPAIGN	April integration
FORMAT	60-second YouTube insert

WATCH SPONSORED VIDEO ON YOUTUBE



More brand work	RIOT GAMES Tejo launch Mechanics-led YouTube video WATCH ON YOUTUBE	BONOXS BONOXS integrations on Nyang's channel Recurring YouTube integrations WATCH ON YOUTUBE
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WAYS TO WORK

Games, matches and stories for Nyang to unpack.

The subject stays in Nyang's own voice, whether he is testing a game or analyzing a match. The brand has a clear place in the format.

01

Game and agent launches

Hands-on play, mechanics explained and a competitive read on where the release fits.

TWITCH • YOUTUBE • SHORTS

02

Sponsored live analysis

Watch parties and tournament coverage with room for a clear brand integration.

TWITCH • EVENT BROADCAST

03

YouTube integrations

Clear, host-read integrations inside match analysis, reaction or NYNEWS.

YOUTUBE • RECURRING FORMATS

04

Interviews and event coverage

On-site interviews and commentary led by a former professional player.

LIVE • SOCIAL • ON-SITE

WHAT HELPS US ASSESS FIT

A clear subject, access to the game or campaign material, and room to explain why it matters to VALORANT and FPS viewers.

WANT TO DISCUSS A CAMPAIGN WITH NYANG?

Work with Nyang

nyang@vivaz.gg

