

## Press Release

Thursday, 28.07.2022

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### **Berlin International Gaming and Shikenso establish sponsorship data partnership: The German esports organization builds on AI solutions going forward.**

Thursday, July 28<sup>th</sup>, 2022 - Frankfurt am Main (Germany)



Founded in January 2017 with the goal of becoming the leaders of the German Esports scene and competing with the international elite, BIG quickly established itself as one of the best CS:GO teams in the world. Today, the organization builds on a broad portfolio of professional teams across various game titles, content creators and streamers. Creating a highly professional environment for athletes and partners has been a main objective for BIG since its foundation. The partnership with Shikenso is testimony of this progress, as the organization is solidifying its strategy by introducing best-in-class technology solutions. Using Shikenso's proprietary AI-solution to monitor partnerships across streaming and social channels equips BIG with the right tools to measure and benchmark partner performance and create an environment that fosters data-driven decision making.

**Balázs Lengyel**, CDO of Berlin International Gaming: "At Berlin International Gaming, value creation and transparency with our partners is of the highest priority. We pride ourselves on delivering regular and accurate reporting on all our promotional activities, and the success of our approach reflects in the long-standing partnerships we have built over the years. As we continue to find ways to enhance our operations, we are delighted to start working together with Shikenso Analytics. Bolstering us in our reporting capacities as well as helping evaluate our campaigns, Shikenso will be our partner for esports data and analytics moving forward. I look forward to the partnership and using the platform to quantify the value we create together with our partners."

**Arwin Fallah Shirazi**, CEO of Shikenso: "BIG has established itself as a 100% force in the Esports market over the last few years and is pursuing a vigorous strategy. The fact that we know one of the largest and most successful German CS:GO teams in our ranks fills us with pride and brings great excitement for the future."

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### About Shikenso GmbH

Shikenso GmbH is a Germany based analytics company working in the esports and gaming industry. By using artificial intelligence, the company enables representatives of the industry to evaluate and control their investments, sponsorships, and marketing activities in a sustainable way and furthermore creates a more transparent ecosystem towards endemic and non-endemic brands. Branded content or sponsorship assets are analyzed throughout live-streaming and social media platforms to exploit the full potential of every engagement and boost performance with reliable data.

For more information, please visit [www.shikenso.com](http://www.shikenso.com)

### About Berlin International Gaming

Berlin International Gaming, worldwide known as BIG, is one of the most successful European esports organizations. Currently, the German organization employs professional teams and players in eight different titles, including League of Legends, Counter-Strike: Global Offensive, Quake Champions, Trackmania, Valorant, StarCraft 2 and PUBG Mobile, each of which are among the best in Germany and Europe. The organization's flagship is the distinguished CS:GO team built around team captain Johannes "tabseN" Wodarz. With millions of spectators and crowded arenas, Counter-Strike is one of the hottest and most prestigious titles in the sport. Since 2017, the German team has established itself among the world's top teams and celebrates numerous respectable successes.

Besides acquiring a BLAST Premier Partner Slot in January 2021, BIG was able to purchase a partner slot within the elite ESL Pro League in October 2021 after a competitive bidding process in a multi-million dollar deal. Most recently, the team qualified as "Legends" to the PGL Antwerp Major, which booked them a ticket directly to the main stage of the most prestigious CS:GO event and finished 4th at IEM Dallas 2022, after a strong performance at the main event. In total, BIG's professional teams have won over USD 2,217,000 in prize money to date.

Homepage: [www.shikenso.com](http://www.shikenso.com)

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