CASE STUDY

How *Freaks 4U Gaming* overcomes deep data challenges of the Prime League using Shikenso's state of the art artificial intelligence.

SHiKENSO
Analytics

LEAGUE OF LEGENDS
PRIME
LEAGUE

FREAKS 4U
GAMING

01

INTRODUCTION

The year 2020 is expected to be associated by many economic entities in a negative context. In the course of these volatile times, many companies faced the abyss and were hoping for their economic survival. Consolidating one's position as part of an industry in a crisis like this seemed even more so an unprecedented task – a task that Freaks 4U Gaming was able to master with great success. Operating in the gaming and esports industry with almost two decades of experience, Freaks 4U Gaming is one of the leading agencies for marketing and media productions. In cooperation with Riot Games, the company has been operating the League of Legends Prime League (formerly known as Premier Tour) since 2019, offering the highest class of play for German-speaking League of Legends teams. Going into 2020, a total of 10 professional teams were ready to compete for

a total prize pool of 189.000€ over the course of the Spring and Summer Split, highlighting in the Season Finals. The best teams of the League would furthermore participate in the European Masters Spring and Summer Tournament, where they would get the chance to prove themselves against the strongest representatives from other European national leagues. Throughout the 2020 season, the Prime League has been supported by numerous well-known partners, both endemic and non-endemic to the esports & gaming industry. To provide the partners with brand reach, awareness and popularity to achieve a return on their sponsorship investment, the partners were placed within the tournament via creative content formats during the live broadcasts on the streaming platforms Twitch and YouTube.

Solving deep data challenges through AI

BROADCAST INSIGHTS

24.000
Peak Concurrent Viewer

586
Games Played

10.700.000
Total Views

6.300.000
Unique Viewers

3.200.000
Hours Watched

6.900
Average Minute Audience

02 CHALLENGE

With the integration of brand partners into the tournament structures and broadcasts, Freaks 4U Gaming was faced with the challenge of achieving the best possible results for them during live stream exposure as well as providing the brands with cogent data to verify their efforts and the sponsorship outcome. Firstly, solutions to present the brand partners to the target group in a meaningful manner had to be found. Through creative and individual activations, the sponsors were provided with on air exposure in addition to traditional logo placements (for examples see page 5). Secondly, the impact of the sponsorships needed to be measured. Using data driven solutions to assess such activations with sponsorship metrics is increasingly becoming part of daily practices throughout the gaming and esports industry. Given that non-endemic brands enter the market with no historical insights at hand, measuring the outcome and validation of their engagements within the industry is ever so important. From a business perspective, profound findings through data analysis are fundamental for the evaluation of set business objectives as well as for strategic planning of future engagements. Partners of the Prime League, as well as Freaks 4U Gaming themselves, therefore heavily depend on solid data to measure the economic impact of their campaigns in order to fuel data driven decision making.

SELECTED PARTNERS*

Main Partner: Dr.Oetker la MIA GRANDE

Official Supplier: BARMER · T · · R+V · Tchibo

*for 2020

„We were looking for a solution to provide our partners with a transparent feedback on their involvement, but also to improve the Prime League itself and to make it an even more entertaining experience for our community. Shikenso, with their flexible AI based evaluation technology, is able to offer us this solution and is now constantly providing us with relevant and insightful data from all Prime League channels."

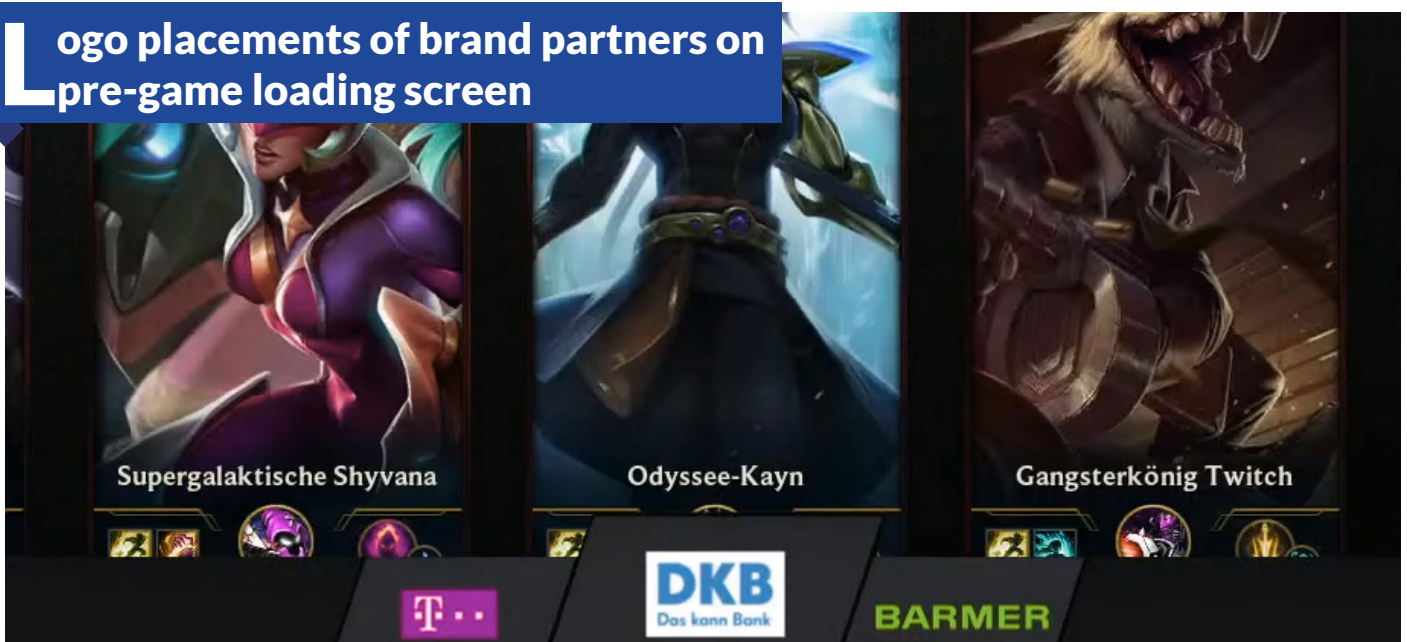Patrick Hoffmann, Head of Commercial Operations & Strategy, Freaks 4U Gaming GmbH

Banner overlay for a bank that displays the gold comparison between teams

Interview content piece with Prime League staff, players and a pizza brand

Logo placements of brand partners on pre-game loading screen

BIG DATA
ADVANCED ANALYTICS

03
SOLUTION

To build on a competitive advantage and to deliver fitting insights to its partners, Freaks 4U Gaming defined a framework that a data analytics company had to meet (see right). The company that fulfilled all the requirements was the digital startup Shikenso Analytics. The German IT company processes the analysis of media values in live broadcasts and social media networks in a scalable manner using a specially developed artificial intelligence. Shikenso's innovative approach to valuating sponsorship assets on streaming platforms takes into consideration that a classical CPM calculation for the media value used in online marketing does not cover the real media value of partner integrations during a live broadcast. Instead, other factors play an important role in calculating the media value on streaming platforms. Parameters such as the asset quality and the comparison between different kind of brand exposures must be considered. The quality of the visual appearance can thereby be influenced by different factors. In order to draw well-founded conclusions on the performance of sponsorship assets and to determinate the overall media value, specific KPI's such as the size of logo integrations, the total amount of impressions or the total duration of branded content on screen are necessary. A holistic view of all factors, which Shikenso Analytics provides through its metrics, is indispensable for data analyses to fuel data-driven decision making.

Requirements for a data partner

- **Data Preparation:**
  Visual and graphical presentation of the data and analysis content in an easily accessible online dashboard

- **Transparency:**
  Traceability and disclosure of all collected data without fining or shortening

- **Industry Expertise:**
  Extensive knowledge of the esports landscape from a customer and business point of view

- **Coverage:**
  Conducting of cross platform analysis for social and video content

- **Flexibility:**
  Simple and quick adjustments of the scope as well as an individually designed dashboard for specific needs

- **Delivery:**
  Time efficient supply of data to allow measures for action in a timely manner

- **Essential Data:**
  Gross contacts, number of impressions, length of impressions, logo size, timestamps, media value

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BENEFITS

Since working together with Shikenso, Freaks 4U Gaming has been able to rely on a high-performance artificial intelligence, constant retrievability of all data and scalability of all processes. The solution allows the tracing of smallest changes and shows their immediate impact. Going into the 2021 Prime League Season, the flexibility and adaptability of the service also allows for a quick reaction to the change of league partners and their activations without losing any important data. As a result, Freaks 4U Gaming has every possibility to improve its own product and increase its attractiveness through data-supported evaluation.

ADVANTAGES

Comprehensible Media Value
By tracking and evaluating all relevant KPI's and distinguishing between different kind of sponsor assets, the media value calculation is carried out on the most transparent and granular level possible.
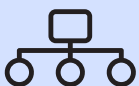
Autonomous System
The solution offers the most time efficient way to engage with data in the 21st century. The user has the smallest possible amount of work on his side and does not have to fill in sheets, tables and schedules continuously.

Speed & Scalability
Through the state-of-the-art and inhouse developed AI solution, all tracking and evaluation processes become scalable, resulting in the shortening of the provision time of all data to allow short-term controlling and monitoring.

Technical Know-How
The highly skilled development team is extensively trained in machine learning and pushes constant improvement of the algorithm, development of up-to-date features as well as the individualization of the solution for the users' needs.

Esports Expertise
Being able to communicate knowledge within the gaming and esports industry resonates in the credibility of the work. From top to bottom and vice versa, everyone is entrenched in the gaming culture one way or another.

SHIKENSO
Analytics

Shikenso GmbH

Sebastian-Kneipp-Str. 41 • 60439 Frankfurt am Main (Germany) • www.shikenso.de
District Court: Frankfurt a. M. (Germany) • HRB109463 • CEO: Tarik Amhamdi & Arwin Fallah Shirazi