

## Press Release

Friday, 10.06.2022

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**Echo Esports and Shikenso establish exclusive data partnership:**

**The “Race to World First” champions are strengthening their portfolio through AI-solutions.**

Friday, June 10<sup>th</sup>, 2022 - Frankfurt am Main (Germany)



Data analytics company Shikenso GmbH and esports organization Echo Esports have entered into an exclusive sponsorship data partnership following its success earlier this year. With over 15.4 Million hours watched on Twitch during the World of Warcraft “Race to World First”, the back-to-back champions at Echo Esports aim to enhance the marketability of their by providing solid proof and validation of their partnership with partners such as Displate, Secretlab and Curseforge. The organization will benefit from Shikenso’s bespoke deep-data insights and cross-platform media evaluation tools to make brand partnerships quantifiable and allow insights into the team’s digital inventory.

**Jasmin Pötzelberger**, Head of Partnerships, Echo Esports: “With Shikenso and its innovative technology we can perfectly monitor and showcase the impact of our brand and creative campaigns. With in-depth reports and analyses about our daily activities including our in-house events like “Race to World First” in World of Warcraft and our “Blind Progression” in Final Fantasy, we will be able to further increase the value in partnering with Echo Esports and expand our partnership assets.”

**Arwin Fallah**, CEO of Shikenso: “World of Warcraft has a special place in my heart and still seeing it on the big stage is thrilling. Partnering with the two-time World First winner Echo Esports lifts this feeling to a whole new level, and I’m more than excited we can put our solution to good use and empower the organization with our data in 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 Echo Esports

Over 1.1 billion minutes watched and over 17.1 thousand hours of broadcasting in 2021. Echo Esports is the very essence of grassroots Esports and gaming competition - tied to one of the best-known video games of the 21st century.

Founded in 2020 and built from some of the most talented players in the WoW Esport scene, Echo Esports is a leading MMO powerhouse with strong focus on World of Warcraft. The widely known in-house event "Race to World First" is one of the largest and most watched events on Twitch. In 2021 an expansion into another MMO Title - Final Fantasy - took place to establish even more events during the year which are owned and fully in-house produced to expand the MMO community of Echo Esports further.

Twitter: @EchoGuild

Twitch: <https://www.twitch.tv/team/echo>

YouTube: <https://www.youtube.com/c/EchoEsports>

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