Press Release

Wednesday, 14.10.2020

Freaks 4U Gaming X Shikenso Analytics

Data Partnership

Shikenso Analytics and Freaks 4U Gaming opt into a partnership around the Prime League and aim to further evolve the German esports scene together.

Freaks 4U Gaming GmbH is one of the leading agencies for marketing and media production in the gaming and esports industry. With almost two decades of industry experience and more than 190 employees in Europe, the USA and Asia, the company offers its customers first-class services in this field.

Since 2019, Freaks 4U Gaming has been operating the Prime League in cooperation with Riot Games, offering the highest class of play for German-speaking League of Legends teams. The Prime League provides a tense and entertaining competition for German-speaking League of Legends enthusiasts and gives young talented players an opportunity to lift their career up onto the next level. The best teams of the league participate in the European Masters twice a year, where they get the chance to prove themselves against the strongest representatives from other European national leagues.

Many well-known partners are supporting the tournament and are integrated through the organizer Freaks 4U Gaming. The partners, primarily consisting of non-endemic brands, are placed within the tournament via creative content formats during the live broadcast, to provide them with e.g. brand reach and activation.

The partnership of the data analysis company Shikenso and Freaks 4U Gaming enables the involved partners the best possible integration into the esports and gaming industry. Targeted analysis of the sponsored content will provide reliable figures for the validation of the ecosystem as well as a qualitative and quantitative evaluation of the individual assets. The analysis solution provides significant insights into sponsorship activities on the streaming platforms and social media networks of the Prime League, empowering data-driven decision-making.

Marco Niemann, Vice President Commercial, Freaks 4U Gaming GmbH:

"Trust and transparency are vital components of building and maintaining relationships with our high class brand partners. With the ongoing success of Prime League and more major brands joining our vision in building a sustainable eco-system within the German-speaking region it is clearly our goal to show the value of our partnerships. With Shikenso we found an independent partner who will support this with reliable and data driven analyses and identify how best to engage with our passionate fan base."

Franz Streckhardt, ERL Lead, Riot Games:

"The Prime League already managed to level up the competition and the live production during the first year. By doing so, the league attracted more viewers and teams and established itself within the German-speaking and European League of Legends esports. This growth extends our expectations and needs to be re-evaluated from every possible angle. Shikenso offers an innovative and cooperative approach that will be crucial to define the worth of the Prime League inventory."

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Arwin Fallah, CEO, Shikenso GmbH:

"As professionalisation in the esports and gaming industry is rapidly progressing, keeping ahead of the game is more important than ever. Making an impactful contribution to this complex space by providing meaningful and reliable numbers is at the heart of what we do. Partnering with Freaks 4U Gaming allows us to share the vision of the Prime League and all parties involved by applying our solution to evaluate and improve brand performance. "

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.

About Freaks 4U Gaming

Freaks 4U Gaming GmbH is a 360°-marketing agency, specializing in targeting competition-driven PC and console gamers. Founded in March 2011, Freaks 4U Gaming currently employs more than 150 people at its headquarters in Berlin and branch offices in Ivry-sur-Seine (France), Cologne (Germany), Taipei (Taiwan), Irivine (USA) and Niš (Serbia).

Apart from the agency business, Freaks 4U Gaming also manages its original web services catering to several gaming titles and produces new video content each day. In 2017 the company produced its own TV show, which was broadcast weekly on the renowned German TV channels ProSieben and ProSieben MAXX. The web services currently reach ca. 1 million users per month, with the TV shows attracting about 8% of all German TV consumers aged 14 to 49.

According to a ranking published at the end of 2017 by the German print magazine FOCUS, Freaks 4U Gaming is among the top 500 fastest growing German companies, being awarded the title of 'Growth Champion 2017'. In the Germany-wide Top 500 Index, Freaks 4U Gaming is ranked 137. In the category "Advertising, Marketing and Media" the company claims 13th position.
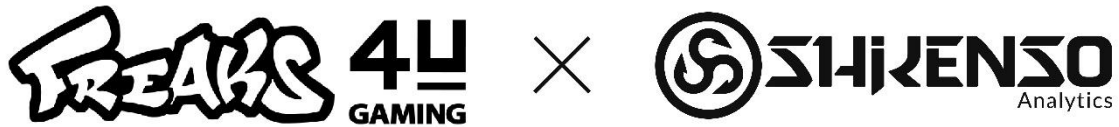
The Freaks 4U Gaming GmbH staff consists of experts from a variety of gaming-related market sectors united by their passion for gaming.

 For further information about us or our portfolio, please visitwww.freaks4u.com.

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