

Press Release

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BLAST Premier x Shikenso Analytics

Commercial Data Analysis Partnership

German IT company Shikenso Analytics to provide global esports media network BLAST with commercial brand insight and analytics for the BLAST Premier Counter-Strike 2021 season.



As one of the leading esports tournament organisers in Counter Strike: Global Offensive, BLAST has been organising tournaments since 2017. As of last year, the tournament series is carried out under the BLAST Premier flag and sees the best teams in the world compete against each other. Over the course of the year, the teams compete in the Spring and Fall Seasons, with the World Final being the highlight of the season. Comprising a combined prize pool of \$2.475.000, the stakes are high for everyone participating.

Known for its high value production, BLAST Premier is accompanied and supported by notable and reputable brand partners along the way. To provide partners not only with the best possible broadcasting time, but also with significant added value, creative partner integrations are developed and implemented into the live broadcast of each event. Proving and presenting this added value to their partners is one of the challenges that BLAST addresses through its Commercial Data Analysis Partnership with Shikenso.

Through its state-of-the-art AI solution, Shikenso Analytics is able to process and analyse sponsorship assets in the most efficient and scalable manner. The analysis provides a qualitative and quantitative approach towards the valuation of individual assets (e.g. logo integration, banner placements or creative content pieces) on the most granular level technically possible. With the help of the presented data, BLAST is empowered with significant insights into the performance of the partner assets throughout live streaming and social media platforms to boost strategic planning and data driven decision making for future events and partnerships.

Leo Matlock, VP Commercial, BLAST Premier:

“Creating successful and long-term partnerships with leading brands around the world is hugely important to BLAST and our future ambitions. Being able to provide partners with in-depth reports, showcase the value in partnering with BLAST and help us analyse how to improve our offering goes a

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long way to achieving this. Shikenso's bespoke and innovative approach to brand analysis will help us to continue to provide value to our portfolio of commercial partners and create further brand solutions."

Arwin Fallah, CEO, Shikenso GmbH:

"Being a CS:GO enthusiast myself, I've followed many of BLAST's events in the past. Seeing our solution drive BLAST and its partners forward through well-founded data while watching their events is incredible. We're looking forward to a long lasting and successful partnership."

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 BLAST Premier

BLAST is a global esports media network delivering world class entertainment experiences. In 2020, BLAST saw over 146 million views and 1.5 billion minutes of content consumed across its platforms while expanding its product offering to bring over 500 hours of world-class esports to fans in multiple formats including popular titles CS:GO, VALORANT and DOTA 2. The esports entertainment company has over 1 million subscribers and followers and is enjoyed in over 105 territories. BLAST creates new technology, production, content and platforms in partnership with leading brands, broadcasters and communities across the globe.

Homepage: www.shikenso.com

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