

## Press Release

17.02.2022

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### **Calyx Gaming turns to Shikenso in search of sponsorship metrics: The MENA-based organizer wants to put a high focus on its numbers and data.**

Thursday, February 17<sup>th</sup>, 2022 - Frankfurt am Main (Germany)



It was recently announced that Calyx have partnered with Riot Games to organize the MENA Regional League for the publisher's game VALORANT. The VRL MENA Resilience 2022 will see the highest level of competition in the region battle it out in two stages over the upcoming months. With the commission to produce the league, Calyx is focusing on establishing an infrastructure that the audience will enjoy while at the same time building partnerships that achieve the best possible result for all parties involved. To achieve this, the esports production company is building on a blank space analysis provided by Shikenso to understand the value created by different sponsor areas and assets in their live broadcasts. Image recognition and big data mapping provided by Shikenso allows for a detailed cross-platform analyses of all conceivable possibilities. The data can be used to improve Calyx's product offering and allows commercialization of sponsor areas in the best possible manner.

Aravind Swaminathan, Business Development Director of Calyx said, "We are thrilled to partner with Shikenso Analytics for VRL MENA: Resilience. Analytics and statistics is a metric for growth and the services provided by Shikenso Analytics will ensure that we analyze our market in an efficient manner and will give us insights into how we can further grow our follower base."

Arwin Fallah, CEO of Shikenso "Professionalizing the landscape of sponsorship data in esports through our solutions is one of the main goals for us at Shikenso. By using our solution, Calyx is able to understand its metrics from the ground up to build a sustainable infrastructure for future partners and sponsors and to better market its offering."

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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 Calyx LLC

Founded in 2014, Calyx has been involved in the organization and broadcast of esports tournaments across all genres of games in the Middle East, including but not limited to Valorant, Fortnite, Rocket League, CS: GO, and more. The goal of Calyx is to connect gaming companies and audiences together through their platform consisting of a team of experienced individuals in the fields of organizing, producing, consulting, and more. Calyx has collaborated with top esports organizations like RIOT Games, Tencent, BLAST and many more, serving as their Middle Eastern arm to run qualifiers for their professional esports circuits.

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

LinkedIn: <https://www.linkedin.com/company/shikenso-gmbh>

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