

## Press Release

22.12.2020

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### **FATE Esports and Shikenso Analytics enter data partnership**

Jordanian esports organisation FATE Esports will see German analytics company Shikenso as its new data provider for measurement of sponsorship assets.

Following the newly established partnerships with HyperX and Orange earlier this year, FATE Esports continues the growth of its organization. Competing in several different game titles such as Counter-Strike: Global Offensive, PUBG Mobile, and Tekken, the organisation is strengthening its position going into 2021. With brands of the likes of HyperX and Orange now on board, the need for sponsorship data to fuel data-driven decision making has been identified as one of FATE's biggest needs.

The partnership between Shikenso and FATE Esports will highlight the potential for sponsors in working together with a growing esports organization. The analysis will provide insights into the current sponsorship assets as well as their performance on social media and streaming channels, allowing FATE to make strategic decisions and further enhance and demonstrate their brand value towards existing and potential sponsors.

#### **Mohammad Majali, Founding Partner, FATE Esports**

“Shikenso's AI technology enables us to gain deep insights into our online live audience and maximize visibility for our sponsors. If you take June/July 2020 for example, the FATE Counter Strike: Global Offensive team competed in over sixty official matches (150 individual maps), with each map streaming live for around 45 minutes and an estimated audience of 2,500 (lowest) to 28,000 (highest) concurrent viewers. Today with Shikenso, we are able to delve deep into metrics like these and maximize visibility for our sponsors during live-broadcast matches. We're looking forward to this partnership.”

#### **Arwin Fallah, CEO, Shikenso GmbH:**

“As one of our missions is to further professionalize the esports and gaming industry, we are excited to see that the need of our solution is not only applied top down but even more so necessary for striving and growing organisations. With FATE as our very first partner from the MENA region, we are happy to be applying our solution for their specific needs and helping them manage and analyse their sponsorship assets.”

#### **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 analysed 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 <https://shikenso.com>

#### **About Fate Esports**

FATE is an Esports team and organization with a deep-rooted global network and knowledge of the competitive gaming industry. Founded in early 2017, FATE specializes in Esports team management, player scouting, Esports event organization, live broadcast, and talent management with the aim of pioneering the world of competitive gaming and nurturing the environment worldwide. FATE currently fields a top 100 CS:GO team, Tekken 7 Grand Finalist team, and top 3 PUBG Mobile MENA team reaching millions of fans every month.

For more information, please visit <https://fateesports.com/>

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