

Press Release

Tuesday, 25.01.2022

Freaks 4U Gaming and Shikenso Analytics deepen data partnership: The esports agency doubles down on AI tools after expanding its portfolio.

January 25th, 2022 - Frankfurt am Main (Germany)



Freaks 4U Gaming is intensifying data analytics for the production of new publisher-licensed leagues and tournaments over the course of 2022. This comes after the close of an eventful year, which saw the esports leader welcome ProGaming Italia and secure an investment of 15€ million to accelerate its global expansion. Shikenso Analytics has now been selected to lead data processing for an expanded range of esports formats, following the successful implementation of Freaks 4U Gaming's popular League of Legends Prime League for the DACH region in 2020 and 2021.

The extended partnership will see Shikenso apply its AI analytics not only to the 2022 Strauss Prime League season, but also new ecosystems operated by Freaks 4U Gaming starting in 2022, including the Northern League of Legends Championship (NLC), the VALORANT Champions Tour (VCT) and German & French VALORANT regional leagues, as well as the ESL German & French national championships. With image recognition, object tracking and big data mapping at the core of the analysis to measure the media values generated through the partnerships, Shikenso will provide cross-platform insights into all sponsorship activities and activations of Freaks 4U Gaming and its operated leagues.

“As a leading esports agency and operator, Freaks 4U Gaming attributes our success to best-in-class services and solutions. Our performance is validated by reliable, data-driven analysis by Shikenso Analytics, their transparency and expertise have proven to be valuable as we expand our global footprint” underlines Marco Niemann, VP Commercial at Freaks 4U Gaming. “Shikenso has been a trusted partner since 2020, we are excited to leverage their AI analytics in other leagues and tournaments within our product portfolio which differentiates and adds to the Freaks value proposition.”

Arwin Fallah Shirazi, CEO of Shikenso is certain, that “the cooperation is an exceptional example of how a joint goal can redefine the analytics standard within the industry. Together, Freaks 4U and we will push the limits of German esports and achieve a new level of professionalization second to none. As the first

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German startup of its kind, we are grateful to be working alongside an industry giant like Freaks 4U Gaming.”

About Shikenso GmbH

Shikenso GmbH is a Germany based analytics company working in the gaming and esports industry. By using artificial intelligence, the company empowers representatives of the industry to evaluate and control their investments, sponsorships, and marketing activities in a sustainable way. Shikenso’s mission is the creation of a more transparent ecosystem for endemic and non-endemic brands. Branded content and sponsorship assets are analyzed across 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 is a global full-service agency specializing in esports and gaming. Headquartered in Berlin with regional offices across Europe, Asia, and North America, the company offers unparalleled industry insights and a multitude of client-centric solutions since 2011. From strategic consultancy to online and offline activations, Freaks 4U Gaming also delivers state-of-the-art broadcast productions as one of the most prominent esports content creators worldwide.

Deeply rooted at the heart of the community, Freaks 4U Gaming has built some of the most successful communities through its proprietary platforms including [99Damage](#), [Summoner's Inn](#), [Agent's Range](#), [1pv](#) and [joinDOTA](#).

For more information visit www.freaks4u.com.

Homepage: www.shikenso.com

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