

## Press Release

06.08.2021

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**OG Esports and Shikenso Analytics enter commercial partnership:  
The organization is seeking the strength in their numbers.**

August 6th, 2021 - Frankfurt am Main (Germany)



OG Esports have entered an agreement with Shikenso to provide scalable sponsorship analysis across all major media channels. This partnership allows OG to take a deep dive into the analysis around our social media and in-turn provide our current partners a premium reporting on their activations across all channels.

### **Romane Sorine, Head of Partnerships, OG Esports:**

We're excited by the Shikenso platform and impressed with the value we believe it brings to our partners. In the time we've used the tool, Shikenso has been quite capable of building a platform to suit the requirement for both internal use within OG and for us to build presentations based on specific requests from our partners

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

To have the opportunity to work with a team of the calibre of "two-time TI winner" is, in the truest sense of the word, unique. OG Esports validates our development through our collaboration and empowers us through their insights to create an unparalleled product for the industry. We are proud to be able to present ourselves as OG's data provider.

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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 OG Esports

OG Esports is a premier esport organization fostering top tier teams in Dota 2, CS:GO and Valorant and the second highest earnings in esport history despite its' young age. Founded as Team OG (originally just a Dota 2 team) in 2015 they quickly found success by winning 4 consecutive Valve's official Majors and then later claimed the title of world champions (back-to-back) between 2018 and 2019.

The next big leap for the company was in late 2019 when OG Esports acquired star players to form a team in CS:GO following the same team philosophy as in Dota 2, player centric. Following the entry of CS:GO in 2019, OG Esports announced their acquisition of a Valorant team consisting of former top tier OWL players in early 2021.

As an innovative and modern esport organisation, OG Esports mission is to redefine the way that esports teams operate through sustainability of operations, nurturing players into celebrities, and introducing opportunities for success the industry has never seen before.

For more information, please visit <https://ogs.gg/>.

### Press contact

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