

## Press Release

26.10.2021

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**PGL ESPORTS and Shikenso Analytics enter commercial partnership:  
The tournament organizer is building on reliable metrics to evaluate the Stockholm Major.**

October 26th, 2021 - Frankfurt am Main (Germany)



The partnership between the data analytics company Shikenso GmbH and the esports event organizer & video production company PGL aims towards providing deep-data insights for the digital inventory of the PGL Stockholm CS:GO Major. The analysis solution provides qualitative and quantitative cross-platform insights into sponsorship activities and activations on the organizers streaming and social media channels. Having used the solution on previous terms, PGL CEO Silviu Stroeie recognizes the added value Shikenso provides: “We have a close relationship with our partners, and we believe in full transparency when it comes to reports. That's why we decided to collaborate with Shikenso Analytics”. Arwin Fallah, CEO of Shikenso is “extremely excited to work together with PGL for the Stockholm Major” and is sure, that “the analysis will support them in the best possible way in the evaluation and reporting to partners.”

### 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)

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### About PGL

Founded in 2002, PGL handles event organization, studio and video production, as well as TV and online streaming for international esports tournaments. Our success rides on our commitment of highlighting the beauty of competitive gaming and bringing innovation to the biggest esports franchises through production features.

Located in Bucharest, Romania, the PGL Studios caters to the needs of competitive gamers, on-screen talent and broadcast crew members. Our headquarters combine the eye-catching design of a modern esports arena with the functionality of an open space office.

For more information about PGL visit: [www.pglesports.com](http://www.pglesports.com)

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

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

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