Press Release

06.07.2021

**Drone Champions League and Shikenso Analytics enter commercial partnership:
The league operator is building on artificial intelligence to evaluate its digital inventory.**

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

The partnership between the data analysis company Shikenso and the Drone Champions League (DCL) aims towards providing the league operator with deep-data insights for its digital inventory and brand partners. The analysis solution provides qualitative and quantitative insights into sponsorship activities and activations on streaming platforms and social media networks.

Operating an innovative race series that blurs the lines between virtual and reality, the DCL also wants to build on an innovative approach when it comes to measuring their partner integrations during live stream broadcasts. "By partnering with Shikenso, the leading data analytics partner in the space, we look forward to using the insights to further develop and better our offering to our audience", says Benedikt Brandmeier, Head of Business Development at DCL. Arwin Fallah, CEO of Shikenso is sure that "having reliable figures to validate the esports ecosystem creates a competitive edge and can foster long lasting brand partnerships".

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.

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About the Drone Champions League

The Drone Champions League (DCL) is the recognised world championship for professional drone racing teams: an innovative race series that blurs the lines between virtual and reality to serve up a new era of sports entertainment. Since 2016 DCL has drawn the world's best drone pilots, who qualify for each race in DCL – The Game and then go on to compete in seven international teams at some of the world's most spectacular real-life and virtual settings, from buzzing global capitals to surreal natural wonders and landscapes of the imagination.

Each DCL race is broadcast live, worldwide on TV and also online. From the Great Wall of China to the Champs-Elysées – where 180,000 spectators lined the boulevard – the LED-lit racing drones dart through the custom tracks head-to-head, flashing by fans at speeds of more than 160 km/h as the pilots fly them using virtual reality goggles. First to the finish wins, and with margins breathtakingly tight, contact happens. The daring manoeuvres of bold pilots can boost drones to victory or send them tumbling.

DCL – The Game offers complete engagement with the sport and a high-speed experience in your own home. Pilots of all experience levels fly 85 drone racing tracks (and counting) based off real-life locations, including 1:1 virtual replicas of the original DCL tracks, with contenders in the highest racing mode battling for places in the actual DCL Draft Selection, allowing pilots from the game to be recruited by teams to fly in the real-life series.

On top of producing our own events, we are experts in moving image production for live events, using our vast network of drone pilots to create unique, exciting content. DCL also has a dedicated education department that works with organisations around the world to teach drone flying.

DCL partners include Red Bull, Breitling, IQONIQ, and sW Operations. For more information: www.dcl.aero.

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