

## Press Release

23.11.2021

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**Mousesports and Shikenso Analytics enter commercial partnership:  
The Hamburg based esports organization will henceforth rely on solid performance data.**

November 23<sup>rd</sup>, 2021 - Frankfurt am Main (Germany)



Data analytics company Shikenso GmbH and esports organization mousesports have entered into an agreement designed to provide deep-data insights into the team's digital inventory. Relying on Shikenso's scalable cross-platform solution, mousesports will evaluate brand partnership activations and sponsorship performance on streaming and social media channels. The agreement is seen not only as a reflection of Shikenso's rapid growth this year, but also stirs feelings of nostalgia, as CEO Arwin Fallah suggests: "I've always rooted for mouse and, looking back, always dreamt of becoming part of their team. Having decided to take the academic path instead of going pro, I am thrilled that our paths eventually come to cross, and we can help the organization with our solutions." In addition, Jan Dominicus, Mouz's Chief Business Development Officer, believes that "Shikenso embodies the same values as us and will be providing us with the best possible data set for our sponsors and ourselves."

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

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