

## Press Release

Thursday, 03.02.2022

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**Promod Esports and Shikenso Analytics enter commercial partnership:  
The UK-based esports agency aims to operate on a data-driven basis going forward.**

February 3<sup>rd</sup>, 2022 - Frankfurt am Main (Germany)



Following the announcement of Promod Esports having been awarded a three-year license to operate the VALORANT Regional League for Northern Europe under the moniker Polaris, the UK based esports production company aims to solidify its position in the industry. With the goal of offering players from Denmark, Finland, Iceland, Ireland, Norway, Sweden and the UK the top level of play in the Region, the same benefits are also to be provided through best-in-class services for partners getting involved. Hence, Promod Esports turns to German analytics startup Shikenso to build on their ai-powered sponsorship metrics. The partnership will see Shikenso apply its sponsorship valuation solution through image recognition and object tracking on all of the agency's streaming channels for the VRL NE. The findings will allow Promod to make data-driven decisions that strengthen existing and empower the establishment of new partnerships.

"Our focus is to grow esports by providing players and fans with epic entertaining moments. We're delighted to partner with Shikenso to analyse those upcoming moments during the VRL NE splits. Ensuring our brand partners have a clear understanding of how their support directly contributes to fans enjoyment is invaluable", explains Rob Black, Founder and CEO of Promod Esports.

Arwin Fallah Shirazi, Co-Founder and CEO of Shikenso, believes that "Promod Esports has great ambitions, which we equally share as a growing startup. I'm happy we're able to support Promod's journey through our solution and that we will empower them to take a deep dive into their data."

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

### About Promod Esports

Promod Esports are a specialist esports agency which focuses on creating and enhancing incredible experiences through their activations, broadcasts and tournaments. A tech and innovation led esports agency, Promod thrives on providing platforms for success within the industry at grass roots and international levels. Promod works alongside IP owners such as brands, game developers & rights holders to create engaging live broadcast content around the tournaments they deliver, as well as event management and organised play.

For more information, please visit their [website](#), email [contact@promod.gg](mailto:contact@promod.gg), or follow on [LinkedIn](#) and [Twitter](#).

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