

## Press Release

02.03.2022

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**ReKTGlobal and Shikenso Analytics establish sponsorship data partnership:  
The entertainment organization will build on metrics for their digitally native brands.**

Wednesday, March 2<sup>nd</sup>, 2022 - Frankfurt am Main (Germany)



The US-based esports conglomerate and parent company of esports teams *Rogue Esports* and the *London Royal Ravens* continues to advance in the industry. With its broad business strategy and leadership team of proven business experts, ReKTGlobal's ambition is to give endemic and non-endemic brands a gateway to gamers around the world through authentic activations. At the same time, these activations need to be professionally and thoroughly audited, monitored, and verified. A service, that ReKTGlobal now receives from Shikenso Analytics and its AI-powered sponsorship measurement solutions.

"At ReKTGlobal, we are living up to our pioneering role and leverage cutting-edge technology as a pillar of our business strategy" commented **Brad Sive, Chief Revenue Officer at ReKT Global**. "With Shikenso, we have found a partner that provides us with best-in-class monitoring for all our partnership activities and helps us understand all levels of sponsorship data. Shikenso will allow ReKTGlobal to optimize sponsorship placements for our partners, and to provide 3rd party, attributable data to show the efficiency and efficacy of our brand partnerships. Shikenso provides an additional layer of accountability for our partners, ensuring that our partnership dollars are working as hard as possible for our sponsors."

**Arwin Fallah Shirazi, CEO of Shikenso** commented that "ReKTGlobal's strategy is very unique and beneficial, looking at the success the organization is having with its endeavor. Our companies share the same thoughts on how partnerships should be approached and managed, which ultimately underlines the importance of our solution for them. As a result, we are happy to help ReKTGlobal shed light on their performance data and media values."

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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 ReKT Global

ReKTGlobal is a cutting-edge digital entertainment organization that helps connect brands with what's now and what's next, from traditional sports and esports to social media, music, and more. With its in-house teams of tech experts designing innovative proprietary platforms, transforming streams into content and ads, and generating analytics – all in real-time – ReKTGlobal is at the forefront of what matters most to Gen Z audiences.

ReKT is the parent company to digitally-native brands including championship esports organizations Rogue and the London Royal Ravens, content creator collectives SwayLA and MADGMR, and the creator economy/NIL monetization app, Fullcube. ReKT is also home to the esports industry's most robust media and marketing agency business, consulting brands, properties, and influencers.

For more information visit [www.rektglobal.com](http://www.rektglobal.com)

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

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