

Press Release

10.02.2021

META X Shikenso

Data Partnership

Shikenso Analytics and META have established a partnership that will help determine the value of the league operator's inventory.

The Belgian company META has become one of the leading agencies when it comes to creating effective campaigns that highlight a company's strength in the world of esports. Working together with brands such as Audi, Red Bull, Logitech and many more, the team uses its skillset and experience to connect the technologically advanced gaming industry with the business interests of their clients.

As a tournament organizer, META is operating the official regional European Leagues for Belgium and the Netherlands in cooperation with Riot Games. The Belgian & Dutch League contribute significantly to the professionalization of the regional League of Legends scene, as the best Team of each league will also compete with the strongest representatives of all national leagues in the European Masters. META has also been chosen to manage Ubisoft's Rainbow Six Siege regional Benelux League as well as the CS:GO Elite Series.

Across all separate leagues and tournaments, META is supported in the process by many well-known brand partners as sponsors and suppliers of the events. By integrating creative activations and content pieces into the live streaming broadcasts and social media work to generate e.g. brand reach or brand awareness for their partners, the maximum value is created for all parties involved.

To measure this specific value, META has assigned Shikenso Analytics with the task of providing an analytical approach to quantifying the outcome of all partnerships. This approach will see Shikenso perform a targeted analysis of all sponsor assets being displayed on broadcasted video footage as well as all content posted on various social media channels to help validate the ecosystem towards the partners with reliable and well-founded data. With prior experience of working together with league operators such as Freaks 4U Gaming and the Prime League, Shikenso knows exactly which specific key figures and frameworks are important and need to be applied for the evaluation of META's assets.

Steven Leunens, Director of Operations, META BV:

„META is always looking for ways to improve its products and having the right tools to do so is essential. As data becomes more and more important in today's world, we are delighted to enter into a partnership with Shikenso. Together we hope to understand our content and engagement with our fans better which in turns allows us to service our partners even better. We are looking forward to a fruitful partnership.”

Arwin Fallah, CEO, Shikenso GmbH:

„Having the opportunity to further promote our company philosophy of contributing to the professionalization of the esports scene by providing our analysis to META and all of its tournaments is terrific. We are pleased to be able to offer META exactly what they need through our sponsorship and media value analysis and are looking forward to a successful partnership.”

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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.

About META BV

META BV (formerly 4Entertainment BV) is a Belgium based 360 degree esports and gaming agency. With an extensive network spread across the thrilling world of esports, the technologically advanced gaming industry, the innovative hardware sector and many more, META has become the market leader for creatively effective campaigns that highlight a company's strengths. META organises Belgium's largest gaming convention, as well as the Benelux' premier esports competitions in the mainstream esports titles.

For more information, please visit www.teammeta.eu



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