

Press Release

10.05.2021

MateCrate x Shikenso Analytics



Strategic Data Partnership

With the aim of achieving the best possible data analysis for Ubisoft's R6 GSA League 2021, Shikenso Analytics and MateCrate have established a strategic data partnership.

GSA League 2021

As one of the largest game manufacturers in the world, Ubisoft organizes a Europe-wide network of Tom Clancy's Rainbow Six Siege tournaments, which Ubisoft and MateCrate implement for the GSA region. Rainbow Six Siege is currently one of the Top 5 most watched esports titles on the streaming platform Twitch. With the GSA League, Ubisoft and MateCrate are co-organizing the most relevant tournament in the German-speaking Rainbow Six scene. Over 21 weeks, the eight best teams compete against each other in 62 games to secure prize money totaling EUR 40,000.

About the Partnership

MateCrate GmbH is a startup from Hamburg with exceptional expertise in esports. MateCrate was founded in 2017 and has since helped lots of companies and newcomers to find their way into esports. With a large TV-scale studio, control room and crew they are able to produce big leagues, small tournaments and everything in between.

Producing and operating the Rainbow Six Siege league for the German speaking community under the *R6 GSA League* tag, the publisher Ubisoft and MateCrate cooperate closely. With multiple brand partners supporting the league, assets such as clips, logos, banners, and products are being integrated into the live streams to provide the partners with onscreen visibility.

The strategic partnership between Shikenso and MateCrate will highlight the value of the leagues brand partnerships. By providing insights into the current sponsorship assets as well as their performance on the streaming channels Twitch and YouTube, MateCrate is given the opportunity to monitor and verify all integrations as well as to comprehend data-based correlations.

Press Release

10.05.2021

Alexander Steiner, Esport Manager GSA, Ubisoft Germany:

“With the first GSA League season we established a new and exciting brand for the highest level of Rainbow Six esports in the German-speaking region in 2020. Up-and-rising talents competing against well-acquainted teams like G2 Esports, Rogue and Team Secret allow us to level up our competition and put on a great show for esports fans on each playday. Our ambition to become a benchmark for local esports productions led us to Shikenso, evaluating and improving the value of the GSA League 2021 as a platform for our partners to drive their brand performance even further.”

Marcel Dressler, Sales Manager Esports, MateCrate GmbH:

“We want to offer an outstanding experience to our viewers and partners and that is why we decided to work with Shikenso for the Rainbow 6 GSA League. Their software provides us insights and metrics which bring valuable detail to the reports for our partners. This in turn allows us to further develop and improve our integrations with our partners.”

Fabian Kerngast, Business Development Manager, Shikenso GmbH:

“Last year we ran a pilot project together with MateCrate around the United Pro Series - today they have decided to choose us for another one of their projects. We are excited to power up Ubisoft & MateCrate through our solution once again and to help their businesses grow and are looking forward to working together on many more projects in the future!”

About Ubisoft

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin’s Creed®, Far Cry®, For Honor®, Just Dance®, Watch Dogs®, Tom Clancy’s video game series including Ghost Recon®, Rainbow Six and The Division®. The teams throughout Ubisoft’s worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs. For the 2019-20 fiscal year, Ubisoft generated net bookings of €1,534 million.

To learn more, please visit: www.ubisoftgroup.com.

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 MateCrate

MateCrate is the expert in esports and guides companies on their way into the rapidly growing scene. Their inhouse developed tournament software is the framework that helps to efficiently execute competitions. And with the fully equipped studio on more than 2,000 square meters including a TV-level control room as well as the internal marketing department, which successfully implements online and offline campaigns, MateCrate covers all areas in and around esports tournaments. In a very demanding market, MateCrate functions as a reliable full-service provider.

With the City Masters and the UNITED Pro Series, MateCrate not only supports customers, but has also been implementing its own professional esports leagues and tournaments in German-speaking countries.

For more information visit: matecrate.gg

Press Release

10.05.2021

Homepage: www.shikenso.com

LinkedIn: <https://www.linkedin.com/company/shikenso-gmbh>

Twitter: <https://twitter.com/ShikensoMedia>

Press contact

Karsten Schonauer

Shikenso GmbH

Sebastian-Kneipp-Straße 41

60439 Frankfurt am Main (Germany)

karsten.schonauer@shikenso.com