

Press Release

Thursday, 12.01.2023

**Team Vitality chooses Shikenso as its partnership data analysis tool:
The leading French esports organization builds on ai-powered metrics.**

Thursday, January 12th, 2023 - Frankfurt am Main (Germany)



Team Vitality, established in Paris in 2013, draws inspiration from the city's vibrant energy and creativity to expand its reach globally. The team, comprising of international fans, athletes, and talents, aims to embody the future of global esports through the principles of "Perform, Support, and Share." With 7 professional teams competing in 6 different games, Vitality has won many titles and gained over 12 million followers since its inception. One of the main goals for Vitality since its foundation has been to cultivate a highly professional environment for its athletes and partners, as evidenced by the establishment of training facilities, performance centers, and unique brand and partner activations. The partnership with Shikenso is a testament to this progress, as the organization is strengthening its strategy by integrating cutting-edge technology solutions. By utilizing Shikenso's proprietary AI-solution to monitor partnerships across streaming and social channels, Vitality is equipped with the tools to measure and evaluate partner performance, thus promoting data-driven decision making.

Arwin Fallah Shirazi, CEO of Shikenso: "Vitality is a prominent player in the esports scene and has firmly established itself in the industry. It is a great privilege for us to collaborate with a powerhouse like Vitality and we are grateful that they have placed their full trust in our abilities and product."

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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 Team Vitality

Team Vitality is a French esports organisation created in 2013 by Fabien "Neo" Devide and Nicolas Maurer. In ten years, the organisation has become a leader in France and Europe and is evolving internationally competing in 6 titles: League of Legends, CS:GO, VALORANT, FIFA, Rocket League and Call of Duty Mobile. Composed of international players with exceptional talent, the organisation is fully dedicated to the identification and development of esports athletes. Team Vitality has three international offices across the world in Paris, Berlin and Mumbai where it trains its athletes and connects with its fans. In total, the Team Vitality community has more than 12 million fans across all social networks, which it also unites on its V.Hive mobile application. Team Vitality is proud to have global partners such as Tezos and hummel.

To learn more, visit the website [Team Vitality](http://TeamVitality.com). Follow Team Vitality on social media: [Instagram](#), [Facebook](#), [Twitter](#), [TikTok](#), [Twitch](#), [YouTube](#), [LinkedIn](#), or download the mobile application [V.Hive](#).

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