



ESL Gaming and Bayes Esports extend their exclusive partnership - Striving to professionalize the esports data ecosystem beyond global data distribution

Berlin, 22.02.2022 - ESL Gaming, the world's leading esports company, and Bayes Esports, the central hub of the esports data industry, have once again extended their strategic partnership until 2023. Since the start of their cooperation in 2019, the two companies have built the world's largest and most diverse network in the esports data industry. In 2021, more than 150 partners have used data products from ESL leagues and tournaments provided to them by Bayes Esports for use cases such as analytics, media, distribution and integrity.

In 2022, ESL Gaming and Bayes Esports will focus on the extension of content by adding additional game titles, as well as the optimization of coverage by achieving nearly 24/7 content availability. Furthermore, they will explore possibilities for generating data-driven content and marketing solutions for existing and new partners of ESL Gaming.

Despite the great interest in existing esports leagues and tournaments, what remained missing was the necessary infrastructure and professionalism that could help also lesser-known esports titles get established as more mainstream. By expanding their partnership, ESL Gaming and Bayes Esports are looking towards the potential of filling in those gaps. With ESL Gaming's experience in building, broadcasting, and commercializing premium esports ecosystems, and Bayes' position as the world's leading esports data provider using the most advanced technology in the industry, the two partners are primed to professionalize these less-explored areas of the esports industry and to continue to drive esports integrity forward.

"Esports is a lot more complex than traditional sports. With it being digitally native and any sort of standard often not existing across leagues and game titles, traditional market participants often struggle with handling and fully understanding esports. Offering official game data means bringing structure to any content offering in esports and allows for standards to be established. We are excited to continue to work on new services and products that will lead to better fan experiences and the continuous growth of esports as a whole", says Bayes Esports COO & Managing Director Amir Mirzaee.

"We are very happy to extend our partnership with Bayes Esports, the most experienced, but also the most committed data company to set uniform industry standards. Especially in regards to the diverse and ever-increasing interest in official match data, we will continue to be on the forefront to preserve and promote integrity across all our competitions," adds Bernhard Mogk, SVP Global Business Development, ESL Gaming.