BAYES ESPORTS SOLUTIONS AND RIOT GAMES TEAM UP FOR EXCLUSIVE WORLDWIDE DISTRIBUTION OF ESPORTS LIVE DATA
Bayes receives exclusive data distribution rights for
League of Legends Esports

Berlin, 09.08.2019 - Berlin-based Bayes Esports Solutions today announced that it has acquired exclusive worldwide data distribution rights of League of Legends esports competitions operated by Riot Games. At launch, live data from three regional leagues LCK (Korea), LEC (Europe), and LCS (North America), as well as the League of Legends World Championship and Mid-Season Invitational will be included in the deal. Expansion to further regional leagues is being evaluated for 2020 and beyond.

Bayes Esports Solutions was established this year as a joint venture between Sportradar and DOJO Madness. The Berlin organization with its Managing Director Martin Dachselt, combines strong media rights acquisition and sports data expertise from Sportradar and sophisticated technical expertise in the world of esports from DOJO Madness. Bayes aims to improve and standardize the data ecosystem in the multi-million-dollar esports industry through its data services. Through this partnership, game data from League of Legends esports competitions will be transformed into a common format and delivered to media customers and data consumers. This partnership will increase access to League of Legends esports data, enabling the community and third-party operators to create a wide array of services, bolstering the sport.

One of the reasons why Riot Games is granting the newly found start-up, Bayes, their esports data of some of its most successful leagues is due to the strong industry relationships of Sportradar. "Sportradar sets the standard in the sports data industry and is an expert in providing crucial services to its customers and federation partners," said Martin Dachselt. "Working together with Sportradar, Bayes aims to help League of Legends esports strengthen its ecosystem by creating additional value that will contribute to the sport's sustainability. "

The deal will expand the data and analytics offering for League of Legends esports. With access to Bayes' analytical expertise, esports broadcasters and general media will have the ability to share pre-match, real-time, and post-match insights about the competitions they're covering. Bayes also will receive productization rights, which will allow additional fan engagement products such as gamified widgets and match trackers.

"Riot Games aims to bolster our community engagement and continue to grow the sport," said Doug Watson, Head of Esports Insights at Riot Games. "We have the most engaged audience in

the entire global esports ecosystem, and we want to continue to provide them with new and evolving ways to interact with our game."

Mark Balch, Bayes' Head of Product and Partnerships, adds: "The esports industry is growing rapidly, which presents challenges and opportunities. This partnership will help grow League of Legends esports while helping maintain the sports competitive integrity so that it remains the world's most premier esports scene for generations to come."

About Bayes Esports Solutions
With its cutting-edge technology-driven products Bayes Esports Solutions aims to improve the data ecosystem of the global esports industry. The Berlin-based organization provides media customers, betting companies, esports organizers and teams from a single source with reliable raw data, analytics, probabilities and visualizations – backed up by very own machine learning algorithms.
Bayes was founded in 2019 as a joint venture of Sportradar and DOJO Madness.

About Sportradar
Sportradar is the leading global provider of sports data intelligence. Established in 2000, the company occupies a unique position at the intersection of the sports, media and betting industries, providing sports federations, news media, consumer platforms and sports betting operators with a range of solutions to help grow their business. Sportradar employs over 2,000 people in more than 30 locations around the world. It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 1,000 companies in over 80 countries and official partner of the NBA, NFL, NHL, MLB, NASCAR, FIFA and UEFA. We monitor, analyze and deliver insights from more than 400,000 matches annually across 60 sports. With deep industry relationships, Sportradar is not just redefining the sports fan experience; it also safeguards the sports themselves through its Integrity Services division and advocacy for an integrity-driven environment for all involved.

About League of Legends Esports
League of Legends Esports is a premier global sport that attracts the attention of millions of fans around the world. There are currently over 800 professional players on more than 100 professional LoL Esports teams competing across 13 leagues globally. Each regional league is comprised of approximately 10 teams that compete against one another year-round over the course of two seasonal splits. Teams earn championship points in order to qualify for the two major international competitions: the Mid-Season Invitational and the World Championship, which in 2018 saw 99.6 million unique viewers tune into the Finals. For more information, please go to www.lolesports.com

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