

ESPORTS

Genius Sports and FACEIT partner up

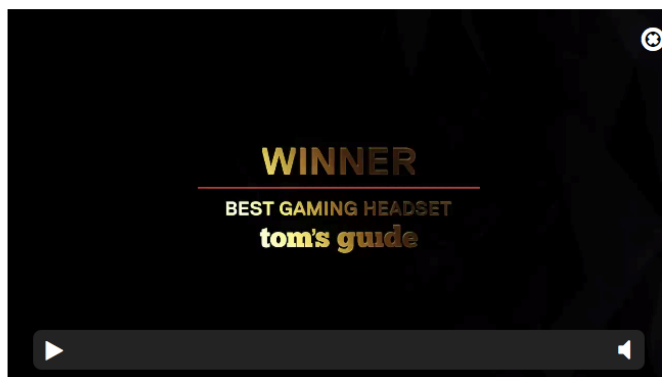
Their goals are to regulate betting, and increase fan engagement.

Text: Sam Bishop

Published the 6th of Apr 2017 at 11



Genius Sports and FACEIT have entered a partnership, with the former using its sports data technology and integrity services in an effort the help the latter use data and statistics to enhance engagement with fans of the Esports Championship Series, or ECS, which is [returning to Wembley's SSE Arena this year](#).



Genius Sports is partnered with traditional sports establishments like the English Premier League, and has developed analytics tailored specifically to Counter-Strike: Global Offensive, providing real-time predictions which ECS can then use, especially the esports Bet Monitoring System, developed in response to match fixing and skins betting concerns, which tracks betting markets and alerts ECS to any unusual patterns.

"Integrity has always been the core value for FACEIT and ECS," commented Michele Attisani, Chief Business Officer and Co-founder of FACEIT. "We are very aware of the challenges all leagues face as the industry grows and we felt this was a logical next step to safeguard our fans and stakeholders. Genius Sports is the trusted and go-to platform for all major sports leagues, their unrivalled experience in this sector alongside the newly developed technology specifically designed for CS:GO makes them an integral partner for ECS as the league continues to grow."

"We are incredibly excited to partner with FACEIT and ECS with our groundbreaking esports technology to help increase fan engagement," added Mark Locke, CEO Genius Sports "as well as help ensure players and fans are treated to a fair and transparent game, and ECS league representatives are equipped with information and tools necessary to maintain a clean, honest and exhilarating contest."

Is this kind of data management key for stomping out match fixing and increasing integrity?



Photo: Genius Sports

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