



GENIUS SPORTS FORMS FACEIT PARTNERSHIP BOOSTING 'ESPORTS CHAMPIONSHIP SERIES' FAN ENGAGEMENT & INTEGRITY SAFEGUARDS

👤 Ted Menmuir 🕒 April 6, 2017 📁 Esports & Fantasy, Europe, Latest News



*Mark Locke,
Genius Sports*

Sports data and media rights supplier **Genius Sports** continues to expand its presence within the burgeoning eSports market, by confirming that it has agreed a partnership with leading **competitive gaming platform FACEIT**.

FACEIT operators of the '**Esports Championship Series**' (**ECS**) will integrate Genius Sports data and analytics platform provisions to monitor ECS fan engagement and interaction and further safeguard its league integrity.

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Simultaneously, fan engagement and betting activity are measured across a vast array of bookmakers, providing the data visibility required to identify suspicious patterns in wagering liquidity, a critical measure for the prevention of match-fixing.

Announcing its ECS partnership, Genius Sports detailed that the new provisions would be live the start of ECS Season 3 beginning on 14 April

"Integrity has always been the core value for FACEIT and ECS," said **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 ground-breaking eSports technology to help increase fan engagement,” said **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.”