

FACEIT, Genius Sports Partner To Track Integrity Of Esports Betting



Competitive gaming platform FACEIT and creators of the Esports Championship Series (ECS) have formed a partnership with Genius Sports on sports data technology and integrity services to enhance the data and statistics used to engage with ECS fans.

Genius Sports has developed a CS:GO analytics platform that provides real-time data driven predictions. The new platform will be integrated with the league ahead of Season 3, which begins April 14.

ECS will also benefit from using Genius Sports' eSports Bet Monitoring System to monitor bettering markets in real-time and alert ECS to any unusual market patterns in addition to educational workshops conducted by the Genius Sports team.

The technology used in this system is the first of its kind to be applied to an esports league. It can transform in-game data into split-second predictive outcomes and performance assessments of teams and players.

"We are incredibly excited to partner with FACEIT and ECS with our groundbreaking esports technology to help increase fan engagement, 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," Genius Sports CEO Mark Locke said in a statement Wednesday.

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This solution was in part developed in response to concerns about match fixing and skin betting (<https://www.bloomberg.com/news/articles/2016-07-29/e-sports-gambling-site-took-13-2-million-in-bets-post-crackdown>) – the use of virtual goods for betting – which remains an unregulated environment in esports.

Fan engagement and betting activity are simultaneously measured, providing the data visibility required to identify suspicious patterns in wagering liquidity, a critical measure for the prevention of match fixing.

"Integrity has always been the core value for FACEIT and ECS," Michele Attisani, Chief Business Officer and Co-founder of FACEIT, said in a statement. "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."



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