



## **Bayes Secures \$6 Million Investment to Solidify Its Position as The Leading Global Esports Data Provider**

BERLIN, Germany, September 17, 2020 -- Bayes announced the closing of a \$6M USD funding round today, which included participation from the Pohlad Family investment group, Fertitta Capital, Sony Innovation Fund, and other influential sports and media investors. The funding will be used to further expand the data and content offering on its platform and to develop new platform features that benefit both data suppliers and consumers.

Bayes, formerly DOJO Madness, turned profitable in 2020 driven by significant continued revenue growth year over year. In the previous year, Bayes cemented significant data partnerships, including marquee deals with ESL and Riot Games. The substance of the company's activities is formed by Bayes Esports, founded in 2019 in partnership with Sportradar, and Shadow.GG, the leading Professional Esports Analytics and Visualization Suite.

"With our two business units, we are able to provide a never-seen-before depth of data when it comes to professional esports tournaments and matches globally. This provides a great starting point for the creation of new services and products leading to greater entertainment offerings for the esports fans and community," said Jens Hilgers, Co-Founder and Managing Director of Bayes.

"The collection, refinement and distribution of esports leagues' data, combined with the provision of products on top of it, is necessary to further professionalize the esports ecosystem and grow the overall market. We have high conviction in the Bayes team, and believe that Bayes' technology and esports data platform represent the best solution for all stakeholders to advance the industry at large," Bayes investor Charlie Pohlad explains.

### **About Bayes**

Bayes Holding, formerly Dojo Madness, is a company specialized in gaming and esports data, offering market-leading tools and services to business customers. Bayes owns and oversees two Berlin-based business units: Shadow, which develops analytical tools for esports teams and tournaments, and Bayes Esports Solutions, a co-venture with Sportradar, which distributes esports data to customers in the betting, broadcasting, and media space.

### **PR Kontakt**

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