



Inside MLBB M6

# How MOONTON Games levels up its partnerships with industry-leading sponsorship data

*powered by Shikenso*

CASE STUDY



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As Mobile Legends: Bang Bang (MLBB) continues to expand in popularity and scale, MOONTON Games prioritized a data-driven approach to maximize sponsorship value and performance for the MLBB M6 World Championship. While the event set new records in esports with unprecedented viewership and sponsor engagement, partnering with Shikens provided precise insights into media value, brand visibility, and ROI. This collaboration empowered MOONTON Games to refine sponsorship strategies, optimize partner entitlements, and enhance reporting efficiency.

### IMPACT HIGHLIGHTS

- Exclusive sponsorship assets drive higher value with up to 70% increase in media value.
- The introduction of sponsor branding on LED stage screens contributed up to 5% of total media value.
- Non-broadcast channels provided strong brand visibility, prompting a shift toward more branded content opportunities beyond traditional coverage.



*"The M Series World Championship has been at the heart of MLBB Esports' growth, accounting for nearly a fifth of our 476 million watch hours in 2024. With each edition, we've continued to elevate partnership opportunities with increased ownership of high impact moments that our fans love, like the Opening Ceremony presented by Qiddiya, whilst simulatenously ensuring multi-channel visibility across live broadcasts, digital content, and on-ground experiences.*

***However, this growth needs to be continuously nurtured and refined. We need to ensure that what we deliver is truly making an impact, as well as the ability to measure its success.***

*Working with Shikenso has given us valuable insights into audience engagement and brand visibility. Their data-driven approach provides transparent in-depth metrics, allowing us to optimise partnership opportunities and enhance audience engagement across platforms. These insights help us identify opportunities for partners to participate in tailored activations that create more immersive experiences for our global MLBB community."*

Adrian Cher, Head of Global Sales, MLBB Esports







→ Mobile Legends: Bang Bang is one of the most popular mobile Multiplayer Online Battle Arena (MOBA) games worldwide that brings communities together through teamwork and strategy.

→ Established in 2017, Mobile Legends: Bang Bang Esports serves as a platform for players to pursue their dreams of becoming esports athletes and illuminate opportunities within the international esports ecosystem.

110 MILLION  
active monthly users

THE TOP  
10  
most played game

139 COUNTRIES  
with an expansive global  
esports presence



THE FIRST ESPORTS EVENT SERIES

OVER 1 BILLION HOURS  
of watch time globally





MOONTON

- MOONTON Games is a global video game company dedicated to gaming development, publication, and esports. It has successfully launched several high-profile mobile games globally. Mobile Legends: Bang Bang is its current star game and the leading mobile multiplayer online battle arena (MOBA) game worldwide.



- The M6 World Championship (M6), the sixth edition of the M Series, took place in Kuala Lumpur, Malaysia – the city that hosted the inaugural M1 World Championship. As the flagship international tournament for Mobile Legends: Bang Bang (MLBB), the M Series represents the pinnacle of MLBB esports, bringing together the world's top teams to compete for the prestigious title.



THE M6 SET A HISTORIC MILESTONE, BECOMING THE MOST-WATCHED M SERIES TOURNAMENT TO DATE.

THE EVENT ALSO RECORDED 4.129 MILLION PEAK CONCURRENT VIEWERS (PCV), MAKING IT THE THIRD MOST-POPULAR M SERIES EDITION IN HISTORY.



+ 1600  
employees worldwide

+ 30  
countries around the world in which  
built long-term relationships with  
governments and esports organizations

OVER 85 MILLION  
watch hours

↑ 66%  
increase in average viewers

OVER 4 MILLION  
peak concurrent viewers





PARTNERS



\* Partners not considered in this study



## MOONTON GAMES CHALLENGES

SPONSOR MEDIA VALUE ANALYSIS

OPTIMIZE SPONSOR IMPACT

PROVE SPONSORSHIP ROI

## SHIKENSO AS DATA PARTNER

LEADING SPONSORSHIP ANALYTICS

FLEXIBLE, MULTI-USE DATA ACCESS

INTUITIVE UI & PROVEN VALUE

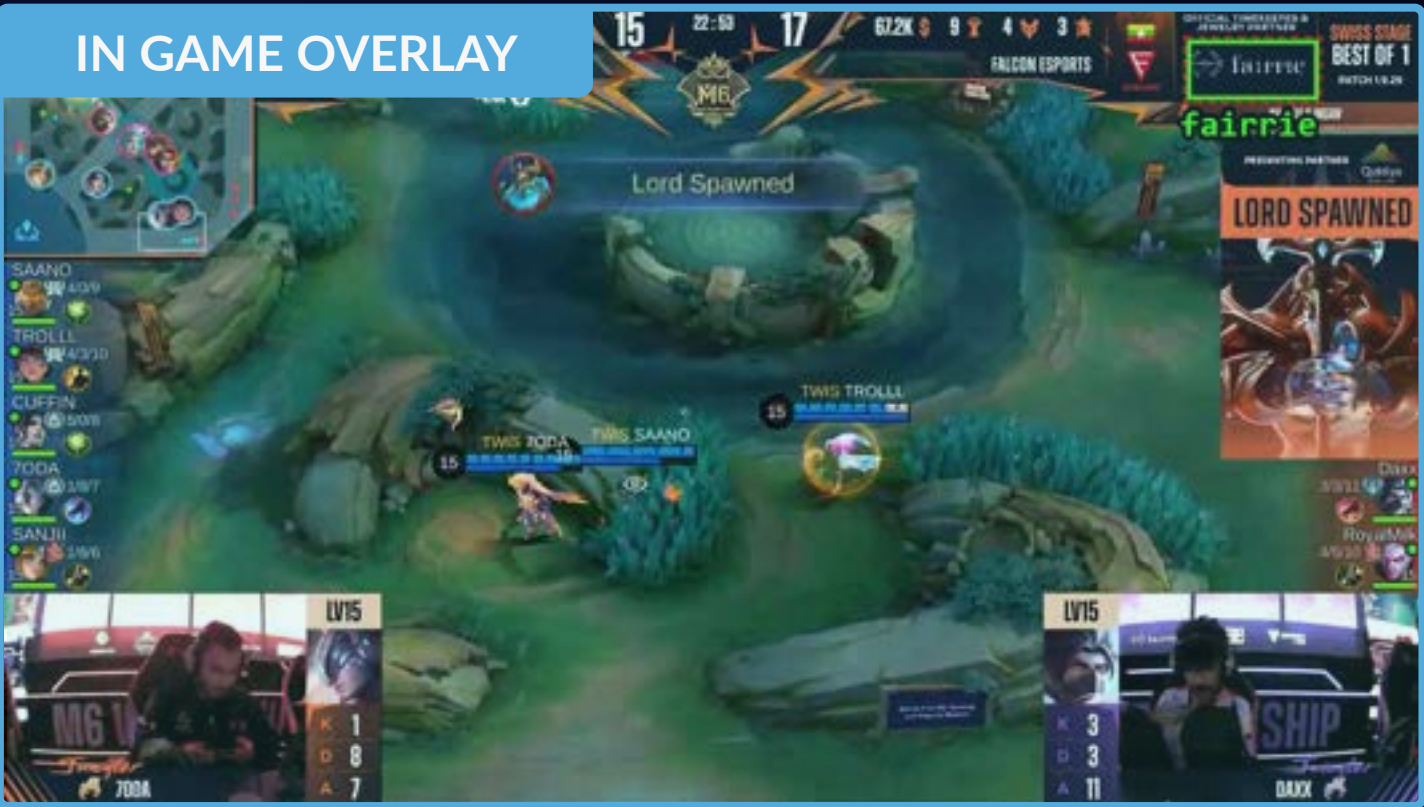
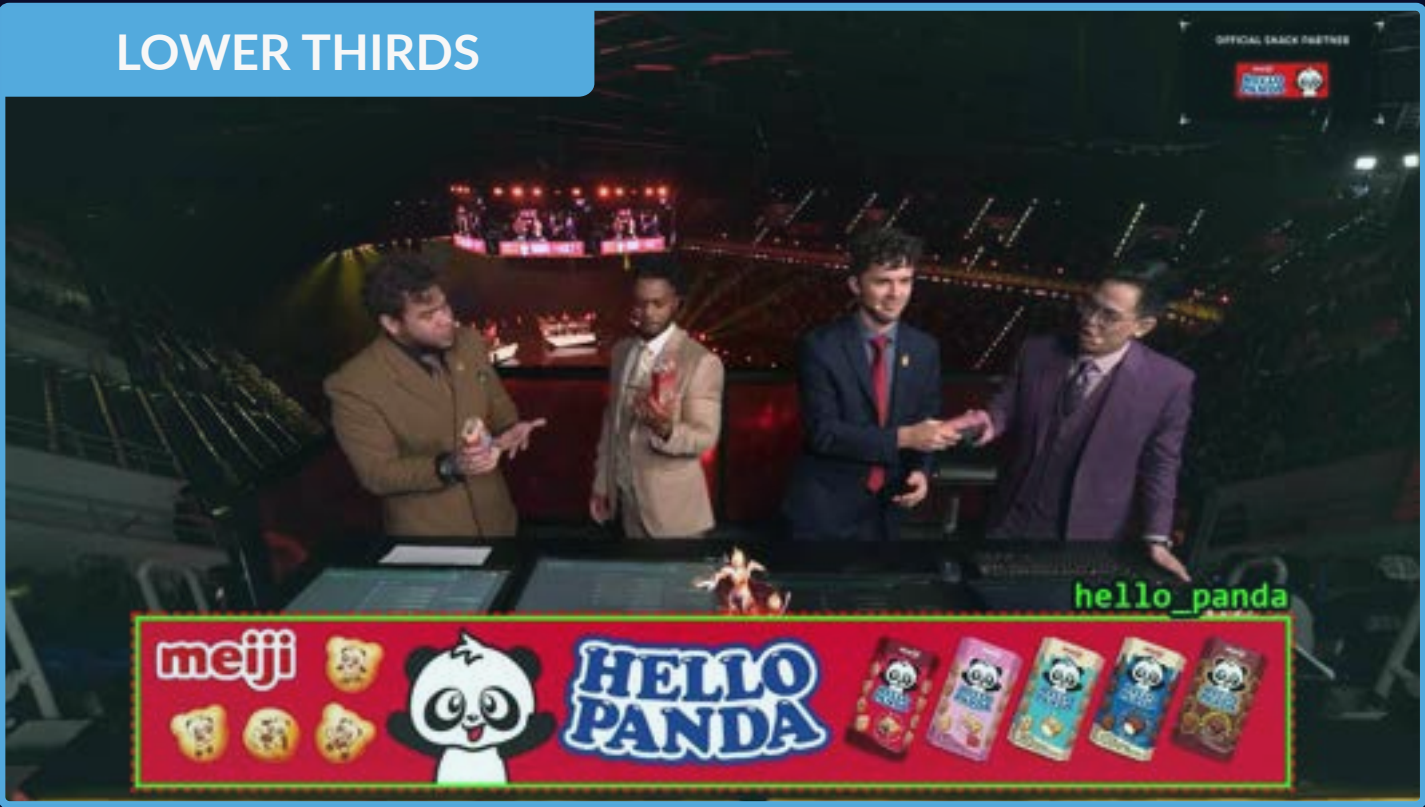
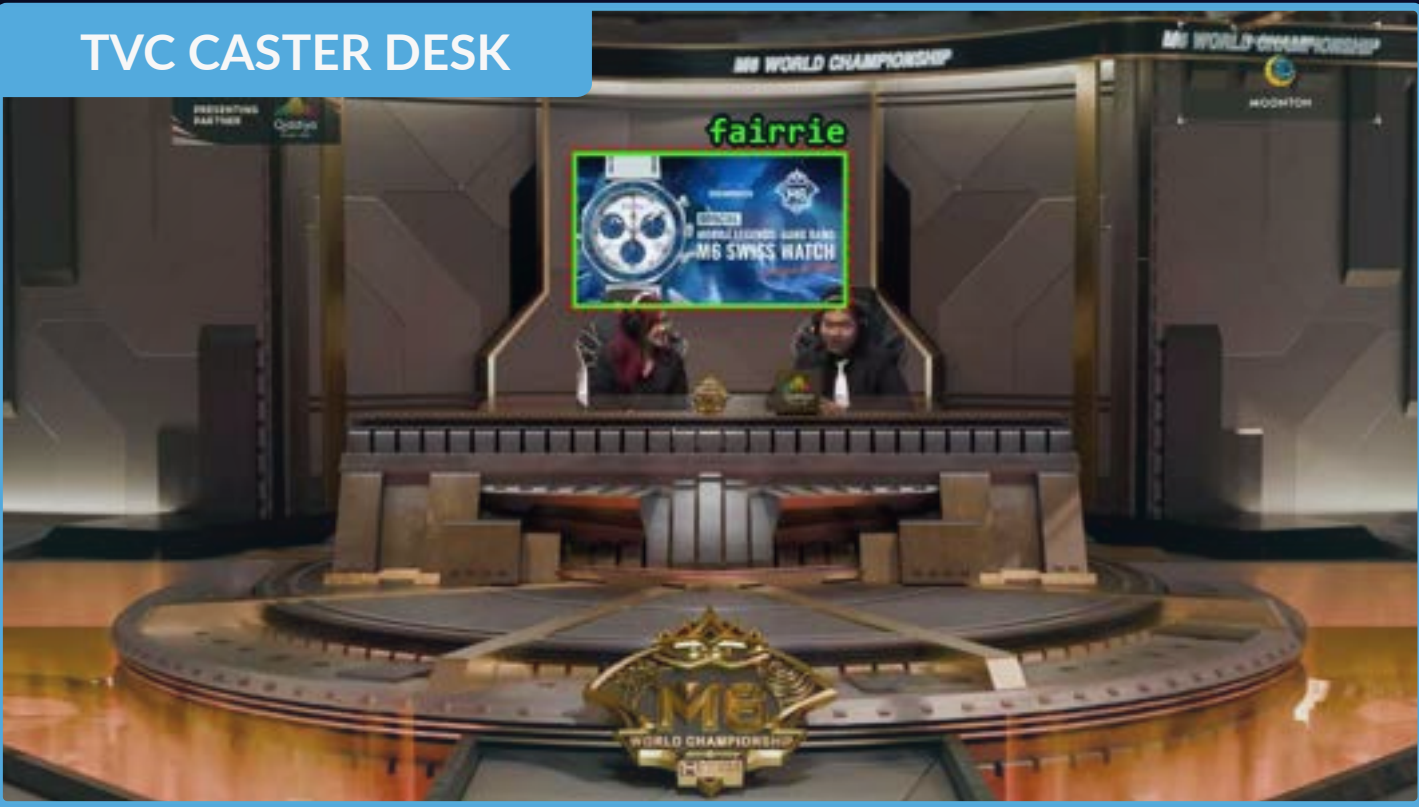
TRACK RECORD

- Assess the overall value proposition delivered to sponsors, including media value and brand impressions across broadcast and social, to inform their commercial strategy and pricing.
  - Demonstrate the ROI and value generated by sponsorships for partners and prospects using tangible, sponsor-specific data from a reputable third-party source.
  - Analyze the frequency and visibility of sponsor placements and their impact to optimize partnership deliverables, identifying high-performing placements for expansion and underperforming ones for improvement.
- 
- Strength of sponsorship analytics within the Esports space and ability to work with a large volume of broadcast assets.
  - Flexible access to data sets that can be used in multiple ways, from deep dives across dates/times/asset groupings to high level dashboards that can effectively summarise data.
  - Intuitive, easy-to-use UI that ensured a easy adoption process for users.
  - Track record of delivering value for Esports orgs.



STRATEGIC SPONSORSHIP INTEGRATION

Before the MLBB M6 World Championship, MOONTON Games planned strategic partnerships to maximize brand visibility and engagement, integrating 14 distinct brand assets seamlessly into event broadcasts.





## COMPREHENSIVE DATA TRACKING

Shikenso analyzed all broadcast data in real time, tracking every frame and second to ensure comprehensive insights and precise measurement of brand visibility and impact.

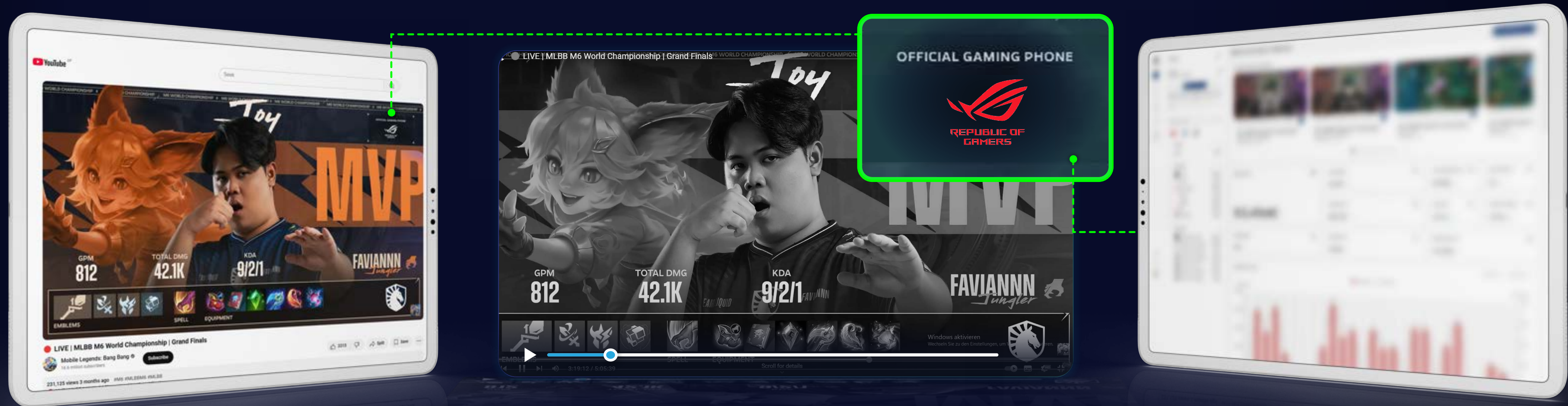
## CONTENT MONITORING



## EXPOSURE EVALUATION



## DATA DELIVERY





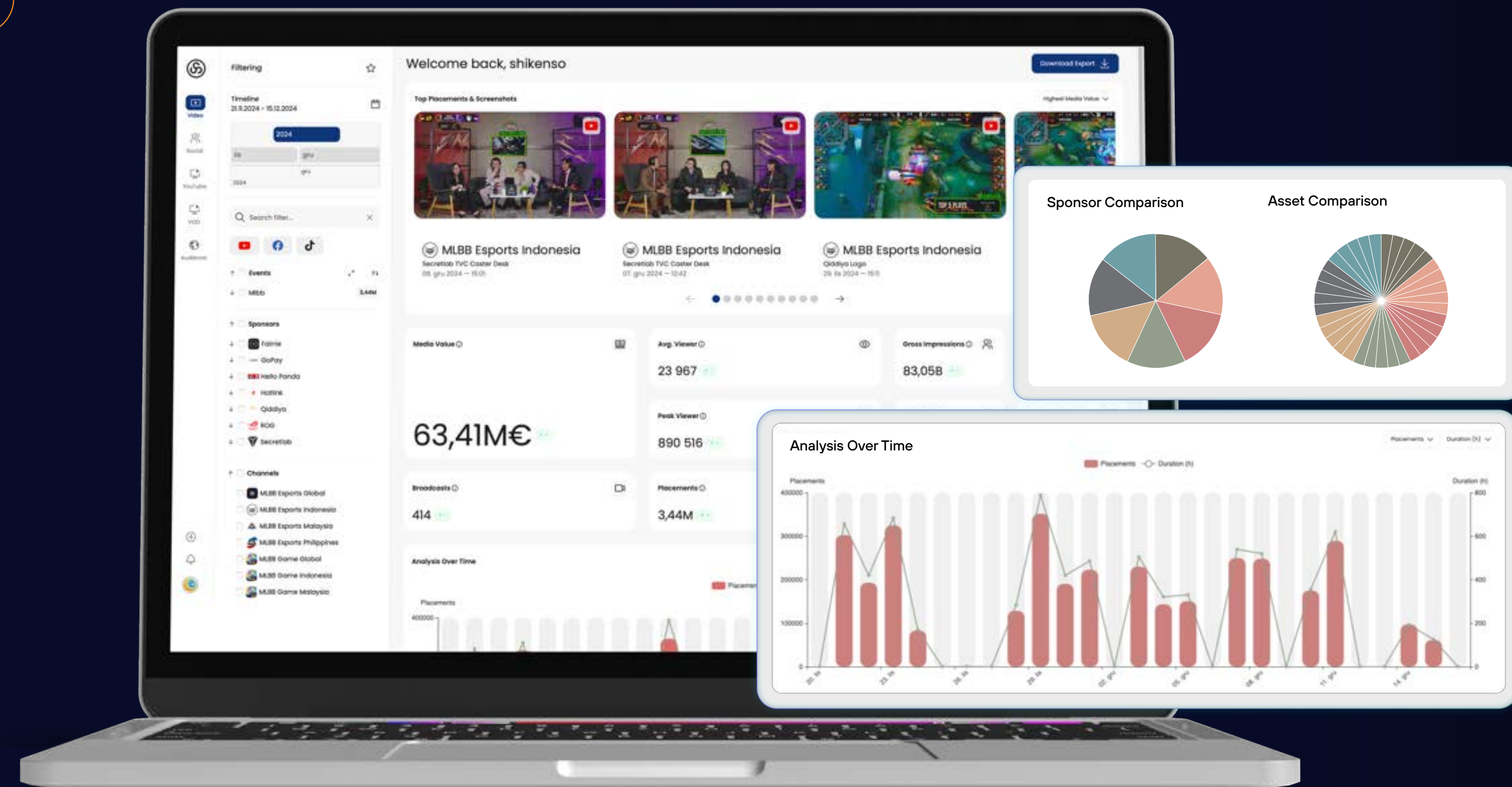
## ACTIONABLE INSIGHTS &amp; TRANSPARENCY

IDENTIFY BEST PERFORMING ASSETS

BENCHMARK PARTNER SUCCESS

ANALYSE DAILY PERFORMANCE

Shikens's always-on dashboard provided MOONTON Games with transparent, granular data on sponsorship value, media exposure, and ROI across broadcast and social channels. This enabled optimized partnership strategies and refined deliverables for maximum impact.





## KEY FACTS

MOONTON Games relied on Shikenso to measure the overall brand visibility and media value of the MLBB M6 World Championship. Some key facts about the event:

**63.4€** MILLION  
total value generated for all brands  
on streaming platforms

**51.8€** MILLION  
total value generated for all brands  
on social media



**3.4** MILLION  
total number of times all brands  
were visible

**7400** HOURS  
total number of hours all brands  
were visible

**85** BILLION  
total amount of gross impressions  
across all brands

**170** MILLION  
total number of hours the audience spent  
viewing brand assets



## MOST VALUABLE ASSETS

This highly granular analysis allowed MOONTON Games to track each sponsorship asset individually, helping them pinpoint the value for each of their activations separately. This way, MOONTON Games identified that:

82%

share of media value generated by  
the top 4 sponsorship assets

TVC CASTER DESK



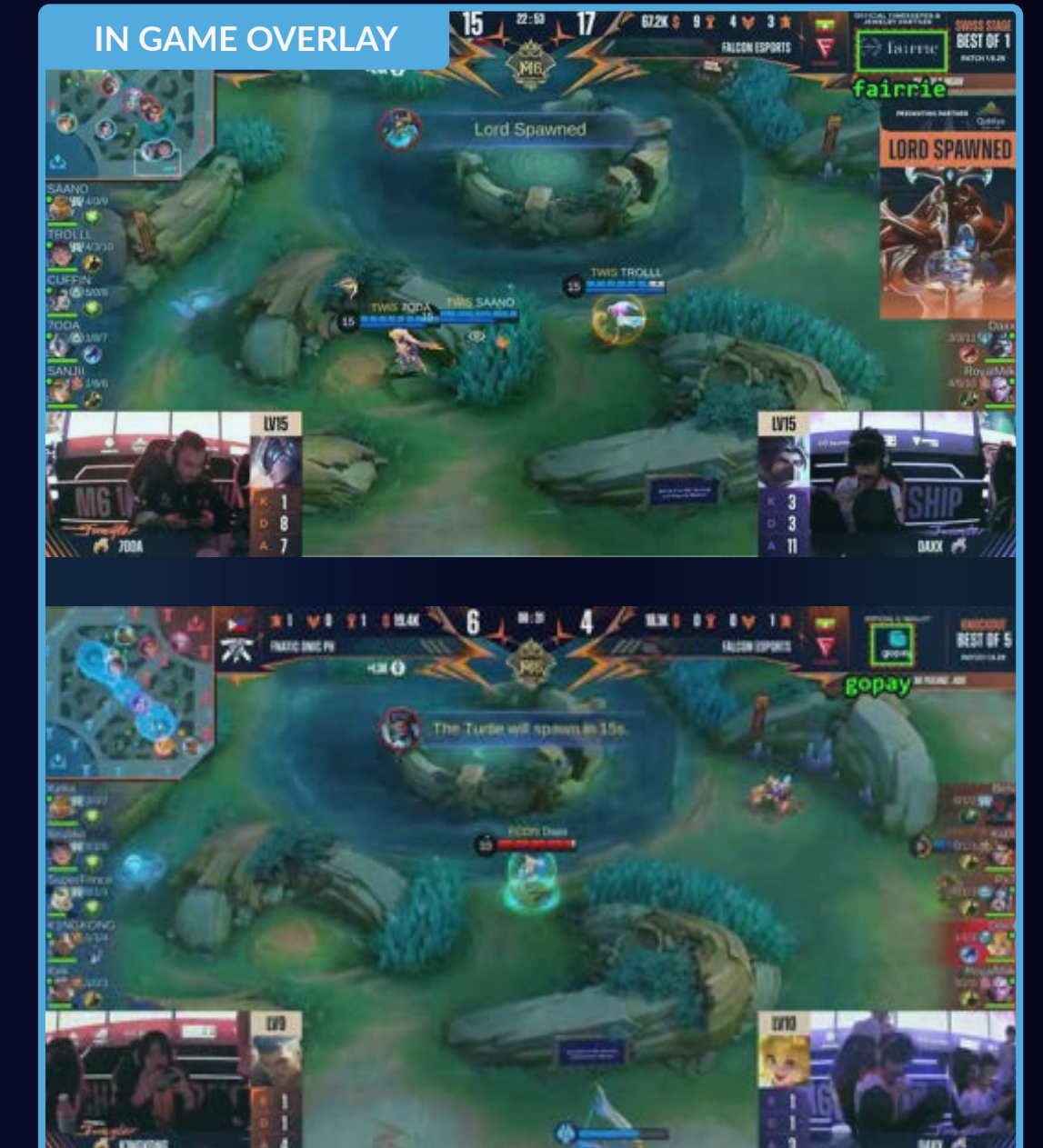
STAGE ASSET



EXCLUSIVE BRAND PLACEMENT



IN GAME OVERLAY





## TOP BRAND ASSET

## USED IN AN ENGAGING SETTING

## GOOD CAMERA ANGLES

## GOOD POSITIONING

Branding on the caster desk emerged as the best-performing brand asset during the event, generating nearly one-third of the total media value for brand partners. MOONTON Games executed strong partner integrations, ensuring high visibility throughout the broadcast. Several key factors contributed to its success:

- The caster desk served as a focal point for discussions, analysis, and commentary, keeping viewers engaged and naturally drawing attention to the sponsor branding.
- Camera framing consistently captured the branding, maximizing exposure and ensuring that logos were clearly visible to the audience.
- The caster desk was strategically placed in a high-visibility area, ensuring that branding remained prominent throughout the event.





IMPACT **SHIKENSO'S INSIGHTS SIGNIFICANTLY EMPOWERED MOONTON GAMES IN VARIOUS ASPECTS OF THEIR WORK, ENHANCING BOTH COMMERCIAL AND OPERATIONAL EFFORTS.**

- Uplifted partnership reporting and new business pitches by providing tangible, sponsor-specific data sets (media value, impressions) that could be tracked against clients' other media spend.
- Optimized sponsorship offerings and entitlements, ensuring that high value was consistently delivered to partners.
- Streamlined operations by offering easy access to data and clips, allowing for faster, more efficient generation of partner reports.

These improvements not only bolstered their ability to negotiate and present sponsor value but also saved valuable time, enabling a more productive approach to sponsor relations.



## KEY LEARNINGS

## EXCLUSIVE ASSETS IMPACT

## STAGE BRANDING UPLIFT

## SOCIAL MEDIA ROI

Shikenso's always-on dashboard provided MOONTON Games with transparent, granular data on sponsorship value, media exposure, and ROI across broadcast and social channels. This enabled optimized partnership strategies and refined deliverables for maximum impact.

- Key differences between shared sponsor placements and exclusive segments were revealed, showing that partners with exclusive assets experienced over a 70% increase in media value.
- Permanent branding on stage assets led to a notable uplift in media value. At M6, the introduction of sponsor branding on stage LED screens for global sponsors resulted in a 5% increase in total media value.
- Social media-driven media value generated exceptionally high ROI, especially through logo placements, highlighting the ongoing value of 'always-on' exposure.



+70%

exclusive sponsorship assets drive a 70%+  
media value increase



↑ 5%

stage branding adds up to 5%  
to total media value



## CONCLUSION

Looking ahead, MOONTON Games plans to further enhance its events building on Shikenso's data-driven insights, building on the success of previous initiatives to create even more impactful sponsor opportunities.

- Based on this success, MOONTON Games will continue utilizing these assets in future events, optimizing their placement for even greater impact.
- For M7, the focus will be on developing additional exclusive segments that brand partners can fully own.
- MOONTON Games will create more branded content opportunities on social platforms, allowing partners to extend their brand narratives beyond traditional broadcast coverage.



“Our vision is to continually evolve our analytics solutions, empowering partners like MOONTON Games to lead the way in data-driven sponsorships.”

Arwin Fallah Shirazi, Co-CEO & Co-Founder, Shikenso Analytics



## SHIKENSO ANALYTICS

# Your Pathway to Data-Driven Sponsorship Success

In the world of sports, esports and entertainment, understanding the true impact of sponsorships is crucial. That's where we, Shikenso Analytics, come in. Founded in Germany in 2017, we are driven by the ambition of transforming intuition-based decisions into data-backed strategies. Leveraging industry leading AI technology, we make sponsorships quantifiable in real time, measuring generated media and brand values for a granular assessment of your sponsorship ROI.

Shikenso's comprehensive toolkit ranges from image recognition, audience analysis, audio and voice tracking to text sentiment analysis, all designed for understanding and enhancing brand visibility and engagement across various channels such as broadcasts, OTT, live streams, online media and social media.

Our approach simplifies the complex, making actionable insights accessible for rights holders and brands. With Shikenso, you're not just guessing; you're knowing. Let's navigate the future of sponsorship together, backed by data you can trust.

## MOONTON GAMES

# A new chapter begins

Established in 2014, MOONTON Games is a global video game company dedicated to gaming development, publication, and esports. With more than 1,600 employees worldwide, the company operates offices in Indonesia, Malaysia, Singapore, the Philippines, Latin America, and China. It has successfully launched several high-profile mobile games globally and has built long-term relationships with governments and esports organizations in more than 30 countries around the world.





Get in touch



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