

PlayAd Media by ShowHeroes Group Will Now Operate as Premium Brand ShowHeroes

Berlin, February 16, 2022 - ShowHeroes Group has completed its post-merger integration with PlayAd Media Group, the largest independent leader of digital and online video solutions in the Nordics. PlayAd will now officially operate as the premium brand ShowHeroes with its in-house video platform, YouPlay, as well as all other creative formats, being offered in the ShowHeroes product portfolio, and rolled out into more than 20 global markets in the upcoming weeks.

PlayAd Media Group was acquired by ShowHeroes Group, a European leader for digital video solutions for publishers and advertisers, in November 2021. Incorporating PlayAd within ShowHeroes Group and operating under the company's premium brand ShowHeroes marks the next important step of the integration process.

Reciprocally, the Nordic markets will get access to ShowHeroes portfolio of contextual instream video and CTV solutions, thereby opening new global revenue streams. Through the merger, ShowHeroes will be able to offer the most effective and reliable video solutions in the Nordics, both in terms of visibility and format innovation, as well as continue to provide a trusted, brand-safe environment.

As part of the post-merger integration efforts, the design departments of both companies have merged and are led by former PlayAd Media Group co-founder, Patrik Andren, now Global Creative Director of ShowHeroes Group. Andren and his team have taken the first important steps to lead the redesign of the entire ShowHeroes Group portfolio which is also launching today, and will be rolled out across all communication channels in the next weeks.

Marc Schäfer, SVP Nordics says, "Transitioning into ShowHeroes, as well as the rebranding of the whole Group, just felt like the next natural step to roll out our products on a global level and to extend our portfolio throughout our local markets. This marks an important step for our market position in the Nordics and for ShowHeroes Group at the same time, striving to become the global leader in video solutions for digital advertisers and publishers. As ShowHeroes, we provide publishers with valuable content, innovative technology and sustainable monetization solutions whilst creating a brand boosting and engaging environment for advertisers."

ShowHeroes Group CEO Ilhan Zengin comments, “The acquisition of PlayAd was a strategically important step for us and the missing piece of the puzzle to become the European leader for video solutions in our industry. The expertise that the team in the Nordics brings to the table will be a critical asset to further roll-out ShowHeroes as our premium brand on a global scale. Moreover, we are excited to wrap the company in new robes, being properly dressed for our continuous journey across the globe.”

About ShowHeroes Group

[ShowHeroes Group](#) is a leading global, independent provider of video solutions for digital publishers and advertisers. The company was founded by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner in 2016 with headquarters in Berlin and employs more than 300 people worldwide in 28 strategic hubs throughout Europe, the Nordics, LATAM, and the US.

Since its inception, ShowHeroes Group has grown both organically and through mergers and acquisitions. According to Deloitte, it is one of the 50 fastest-growing technology companies in Germany and was awarded the "Technology Fast 50" prize in 2021. More information on showheroes-group.com.