

# ShowHeroes Group Drops the Last Pin on the Western European Map by Launching in the Belgium Market

**Berlin, 1 June 2022 – ShowHeroes Group, a global leader in digital video content, tech, and advertising solutions, is opening its first office in Belgium with Ruben Geeraerts leading the operations.**

After successfully acquiring smartclip LATAM and launching in the US market at the beginning of 2022, ShowHeroes Group is taking the next step with its organic, growth-driven approach by expanding its operations in Western Europe. ShowHeroes Group is introducing its brand portfolio to the Belgian market.

Even though Belgium is considered a smaller market, it offers huge potential for the industry. The country boasts an internet penetration rate of 94 percent as of 2022, with video advertising spend counting for over 30% of online advertising. [Average ad spend per internet user is predicted to increase 28% between 2022 and 2026 while mobile ad spend will grow 6% over the same period.](#) Couple this advancement with a big push in CTV spend and the fact that 28% of Belgians have expressed they would be interested in AVOD services.

By opening its doors in Belgium, ShowHeroes is building an important bridge between two of its key markets: the Netherlands and France. The market has a multilingual approach while media planning and buying is done separately for the French and Dutch markets. This makes it an interesting yet complex market which is why it is crucial to operate with a local team.

Ruben Geeraerts will be leading the expansion as Director Belgium. Geeraerts brings 12 years of experience in the industry working for companies like Havas, Mindshare and dentsu. He will directly report to Erik Dubbeldeman and Olivier Barger former Country Managers for the Netherlands, now building the Regional Management team for the BeNeLux area.

**Erik Dubbeldeman, Regional Manager BeNeLux:**

"The Belgium market has always been on our roadmap for expanding, so it was just a matter of time to make our move. After two successful years of ShowHeroes operating in the Netherlands, we are

the biggest independent video vendor in the market following Google and Meta (Facebook). Opening an office in Belgium just felt like the next natural step, and we are more than excited to bring our innovative platform and suite to the market. With Ruben, we found the perfect candidate to establish the brand benefiting from his experience and network especially on the vendor, agency and client side.”

**Ruben Geeraerts, Director Belgium adds:**

“It’s great to be part of the team and to enable the launch of ShowHeroes Group in Belgium. I am convinced that ShowHeroes’ semantic targeting technology and video solutions across all channels are of huge relevance for the Belgium market, as we see ad spend for video advertising and, in particular, CTV, is increasing year over year. After 12 years in the industry I am looking forward to starting the next adventure together with ShowHeroes.”

**About ShowHeroes Group**

ShowHeroes is a global leader in digital video content, tech, and advertising solutions. The company was founded by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner in 2016 with headquarters in Berlin and employs more than 350 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](https://showheroes-group.com)