

ShowHeroes Group and DER SPIEGEL expand video advertising partnership

DER SPIEGEL, one of Europe's largest publishers, is increasing its ongoing collaboration with ShowHeroes Group following a 34% increase in video ad revenues

Berlin, 12 October 2022 - ShowHeroes Group, a global leader in digital video content, technology and advertising solutions, and DER SPIEGEL are intensifying their long-standing commercial video content partnership on SPIEGEL.de.

As part of the extended cooperation, ShowHeroes Group will take over content exclusivity for video advertising in the first outstream ad slot on Germany's leading news site with immediate effect. All in-stream video ad spots with in-text placement on SPIEGEL.de will now also originate from ShowHeroes Group.

ShowHeroes Group optimised its own video player to make it compatible with SPIEGEL.de's new floating video function, which was launched in June as part of the site's revamped ad space. Thanks to the floating functionality, the video player remains visible for the user for a significantly longer time and, compared to the old static player, increased the average viewability by an impressive 11 percentage points in the first month of its launch.

SPIEGEL.de has access to ShowHeroes' extensive video library, with a pool of over 150,000 video clips, offering further monetisation opportunities in addition to an improved user experience. Revenues from video marketing on SPIEGEL.de were already increased by 34 per cent in the first half of 2022 compared to 2021, significantly outpacing the market.

"After more than five years of successful cooperation, we are very excited to drive the next step in SPIEGEL's monetisation efforts as a reliable and trusted partner," said Dustin Puschmann, Global Director Business Development Supply & Partnerships at ShowHeroes Group. "Our common goal is to provide SPIEGEL with an even more efficient approach to monetisation and campaign management, including reporting with maximum transparency, based on our industry-leading online video platform. The impressive KPI uplifts SPIEGEL experienced in H1 show how successful we already are with this."

"The cooperation with ShowHeroes is characterised by mutual trust, a high degree of flexibility and a very good technical setup," says Nabil Moghib, Lead Brand Marketing / Video at SPIEGEL Media. "In the past five years, with ShowHeroes' help we have managed to significantly improve the user experience on SPIEGEL.de. Based on a transparent exchange, ShowHeroes has repeatedly produced content videos for the ad slot that offer added value to our users in particular. We are now looking forward to further deepening and expanding our successful partnership with ShowHeroes Group."

As the world's leading provider of digital video content, technology and advertising solutions, ShowHeroes Group successfully supports SPIEGEL in generating additional advertising revenue in editorial environments with high quality video content. At the heart of video

integration and marketing are the ShowHeroes Monetize and ShowHeroes Play solutions, which cover all the publisher's business needs - from pure monetisation setups to sophisticated content strategies.

Thanks to ShowHeroes' leading semantic matching solution, SemanticHero, the video content on SPIEGEL.de is played exclusively in contextually appropriate environments and thus achieves a high level of relevance among users. The result: The content playlists curated by SemanticHero generated a 15 per cent higher view-through rate (VTR) and a revenue increase of more than 10 per cent with the embedded mid-roll campaigns in June 2022. Overall, ShowHeroes Group has managed to establish a monetisable instream video reach of 24.4 million unique users per month on SPIEGEL.de on average over the past five years.

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About ShowHeroes

ShowHeroes is a global leader in digital video content, technology and advertising solutions. Founded in 2016 by Ilhan Zengin, Mario Tiedemann and Dennis Kirschner, the company is headquartered in Berlin and employs more than 400 people across 28 locations in Europe, Latin America and the US.

Since its founding, ShowHeroes Group has grown both organically and through M&A-driven expansion and is one of the 50 fastest-growing technology companies in Germany according to Deloitte. For this, the group was awarded the "Technology Fast 50" award in 2021. Further information at showheroes-group.com/en

About SPIEGEL Media

SPIEGEL Media combines the competences of the SPIEGEL Group for marketing and marketing-related business models and manages the cooperation with a large number of partners in this field.

SPIEGEL Media develops individual solutions with real added value for its customers in the areas of partner management, programmatic advertising, sales solutions and manufacture. Outstanding journalistic quality forms the core of all brands marketed by SPIEGEL Media. This claim ensures the titles of the SPIEGEL Group the consistent loyalty of their user base and is thus the key to the sustainable success of SPIEGEL Media.