

# SHOWHEROES

## ShowHeroes introduces new video format for Connected TV: Voice Command Branded Player

**ShowHeroes launches Voice Command Branded Player for CTV in Germany and the UK.**

Berlin, 23 May 2023 – ShowHeroes, a global leader in digital video content, tech, and advertising solutions, continues its development of engaging ad formats in the connected TV environment with the launch of [Voice Command Branded Player](#).

Delivered exclusively on the big screen, CTV, a Voice Command Branded Player is an actionable TV ad which includes a text element with a custom audio command. CTV viewers can use this voice command (e.g., "Alexa, open the new summer collection") to activate their smart assistant to access more information about products or services, obtain a voucher or receive a message via their personal phone or email. These commands are implemented through Say It Now and integrated into Amazon's ecosystem. This interaction offers the advertiser hugely valuable real time campaign engagement data .

Initially, this new format will be available in the UK and Germany. The delivery is powered by British ad tech company [Say It Now](#), 'Alexa Cup' winners and market leaders in creating high performing campaigns using the power of voice and verbal interaction.

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“At ShowHeroes, we are leaders in composing sophisticated and innovative ad formats for the CTV screen as seen in our previous releases such as Branded Player with QR codes or Native CTV,” says Sarah Lewis, Global Director CTV “With Voice Command Branded Player we are going one step further by tapping into actionable audio. It complements our solutions for advertisers looking to achieve performance-driven campaign goals through the branding-heavy channel of CTV.”

According to ShowHeroes Group CTV study, "Why CTV Reigns Supreme in the Attention Economy" released last May, UK viewers are open to advertisers using more innovative and interactive formats in their strategies. In Germany, more than 50% of users were found to have scanned a QR code before, raising the prospect that QR-enabled ad solutions could be a preference over more conventional campaigns.

“Actionable TV allows advertisers to engage their customers with a deeper branding experience with and immediately activate by sending links, coupons, recipes, tickets directly to your customers phone. Our technology has been built to maximize consumer comfort and facilitate reaction to an ad campaign. We are excited to team up with ShowHeroes to create meaningful interactions between brands and viewers by combining engaging CTV ad creatives with actionable voice commands,” highlights Maria Cadbury, Global Director of Strategic Partnerships at Say It Now. “Thanks to our innovative format we are seeing high success rates with our clients and look forward to building on that success with ShowHeroes.”

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The market introduction of this ad format caters to the trend of rising smart speaker saturation, with the UK and Germany leading the pack in Europe. In the UK, ownership of voice-activated smart home appliances has grown by [7% last year, reaching a total number of 19.7 million adult smart speaker owners.](#) In Germany, the study "[Smart Speaker & Voice 2021-2022](#)" by the digital agency Beyto revealed the German's preference to use voice commands for simple activities that require little interaction. The number of smart speaker owners has risen [to 18 million.](#)

## **About ShowHeroes**

ShowHeroes is a global leader in digital video, offering content, tech, and advertising solutions.

As a co-publisher to leading online media outlets, the company upholds editorial excellence across a network of over 6500 websites, promoting quality journalism from the most reliable information and entertainment sources.

With a privacy-first approach, ShowHeroes' cookieless solutions, such as contextual and semantic targeting technology, paired with matched video content, drive value and relevance for both users and advertisers.

Founded in 2016 by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner with headquarters in Berlin, the company launched ShowHeroes Group in 2020.

Composed of its core brand ShowHeroes, production entity ShowHeroes Studios, performance marketing solutions provider Agon Digital, SaaS video solution Viralize, and The Digital Distillery, a networking event and content platform, the

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group employs almost 500 people worldwide with operations in 35 strategic hubs throughout Europe, LATAM, the US and Asia.

According to Deloitte, ShowHeroes Group is one of the 50 fastest-growing technology companies in Germany and was awarded the "Technology Fast 50" prize in 2021 and 2022. For the Financial Times' "FT 1000" 2023, which ranks Europe's fastest-growing companies, ShowHeroes Group is in the top 60 companies overall, second in Germany for growth, and third in the Advertising & Marketing sector.

More information on [showheroes.com](https://showheroes.com)

## **About Say It Now**

At Say It Now our mission is to make it possible to engage with every advertising message using your voice. We believe that you should be able to respond to advertising with a natural, spoken engagement. We believe the best way to create a trusted relationship is through conversation.

Say It Now is an advertising technology business. Our platform enables actionable ad campaigns that are proven to deliver deep connection and engagement using the power of voice interaction at scale.

Say It Now is a UK business founded in 2018. Since its inception, Say It Now has demonstrated rapid growth and has successfully delivered campaigns for brands including Pizza Hut, Specsavers, and Berocca. In 2021, Say It Now was selected as the voice partner of choice for Group M, the world's leading media investment company.

In November 2022, Say It Now won an Exchange Wire Award for the 'Best Use of Digital Audio Technology' alongside Xaxis and Wavemaker UK for a campaign with MSC Cruises.

Find out more at <https://sayitnow.ai/>.