

Everysport Group and ShowHeroes expand video advertising partnership

Stockholm, March 31st, 2023 – ShowHeroes, a global leader in digital video that offers content, tech, and advertising solutions announces the extension of their strategic partnership with Everysport Group, the leading sports media company in the Nordics. The partnership foresees an exchange on three fronts: technology via a white-label player and the ShowHeroes Play platform, personalized sports video content, and demand integration with global sales.

With over 30 years of experience in sports media and sports data, Everysport Group is a highly renowned and credible news source when it comes to sports. It has both a strong geographical spread as well as coverage on a broad array of sports disciplines. Over 30 sports journalists and analysts within the group report on everything from [hockey](#), [football](#), [golf](#), floorball to padel and trotting. The bundle of +40 sports brands reaches over 2,000,000 unique visitors every week. It is managed by over 130 employees of the group in 9 offices around the world.

Carl Magnus Hellsten Head and Publisher Sweden of ShowHeroes Group:

“We are more than happy to extend our partnership with Everysport Group. It comes as a well phased next step to strengthen our foothold in the Swedish market, specifically in the sports segment of our diverse publisher network. Our cooperation was initiated in 2018 with a focus on outstream placements.

This year – kicking it off on SvenskaFans.com – we will be adding custom-produced editorial video content to the site. The video pieces will be served through our video player directly embedded on related articles to enrich the written content. Thanks to our video content combined with sophisticated ad tech we are able to convert about 80% of website traffic in our global network into video impressions with ideal monetization prerequisites.”

Joining forces on the creation of timeless sports clips and live broadcasts

The ShowHeroes offering is threefold. With a light, white-label player and ShowHeroes Play - the online video platform - the tech stack meets the editorial and commercial needs of any modern publisher, from single publications to large media groups or networks. Added value comes from local video content and editorial services as well as seamless demand integration with global sales.

Hanne-Li Lundmark, Global Editorial Director of ShowHeroes Group:

“A joint team of Everysport Group’s editors and ShowHeroes’ video producers will attend and cover multiple sports events throughout the year to produce both evergreen and daily news content. I am excited to see significant growth of our video content offering in the sports vertical. As a co-publisher, we enrich our partner’s sites and articles with premium editorial video content.

To date, our growing global library hosts +150k content pieces in a wide variety of genres. This extended partnership with Everysport Group shows that we can find sustainable solutions for every publisher out there.”

Aldijana Talic, Editor-in-chief for SvenskaFans.com:

“With the recent addition of video content to SvenskaFans such as highlights from European football leagues and the NHL we are able to provide added value to our text-based content. Now, we are taking the next step and starting a collaboration with ShowHeroes on timeless sports clips and live broadcasts from our own gala Guldkölden and the kick-off meetings for Allsvenskan and Superettan, among others.

The cooperation also means that our writers will have the opportunity to easily work with their own video material directly from where they are and cover their team, with ShowHeroes' help and established functions. We are seeing an increased interest in online video from both visitors and those who fill our channels with content. In addition to the benefits for our writers and our content, we see how strongly videos contribute to increasing dwell time on our page. This opens very attractive growth opportunities for us as a publishing company.”

What is planned in 2023

Everysport Group and ShowHeroes are looking to scale up with adding video content to more sites. Over the coming year, while covering a multitude of key sports events, the content collaboration will deepen. The joint event calendar will kick off with the production of football evergreens during meetings for the two top divisions in Swedish football Allsvenskan and Superettan in March.

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About Everysport Group

Everysport Group is a group within sports. The business is divided into two business areas: Everysport Media and Every Padel. Within Everysport Media, digital platforms and services in sports are owned and developed, and within the business area of Every Padel, operations are conducted within the fast-growing sport of padel. The group has a total of approx. 130 employees. The head office is in Stockholm, the company also has offices in Norway and the USA. Everysport Group AB (publ) is listed on Spotlight Stock Market (EVERY).

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

Deloitte recognizes ShowHeroes Group as one of the 50 fastest-growing technology companies in Germany, winning the "Technology Fast 50" prize in 2021 and 2022.

More information on showheroes-group.com