

## ShowHeroes Launches Attention Measurement for CTV with Adelaide

*1 Feb 2024, Berlin:* **ShowHeroes, a global leader in digital video content, technology, and sustainable advertising solutions, announces its attention measurement solution for Connected TV video advertising in partnership with [Adelaide](#).**

The innovation marks a step forward for effective digital advertising on the industry's most engaging screens.

With ShowHeroes attention measurement offerings now including CTV, advertisers have a fully integrated approach with cross-device insights to strategically plan, activate, and optimize campaigns to capture consumer attention. Paired with ShowHeroes' creative formats, e.g. with QR codes, personalized media curation, and measurement, brands can understand the true return on media investment while gaining unique insights into every audience's on-screen attention.

Advertising on Connected TV is an increasingly lucrative strategy in every global market. Advertising-supported TV streaming in the US [is predicted](#) to rise by 16 million users compared to paid TV streaming's predicted fall of 10 million in the same period. In Latin America, the second most penetrated digital video market in the world, a majority of the region's streaming hours occur on CTV with 85% of users preferring content on CTV rather than via linear, according to [Insider Intelligence](#).

The increased viability of attention measurement across all channels marks a paradigm shift in digital advertising as it provides a far more revealing perspective of audience engagement compared to impressions or viewability.

To generate attention ratings for ShowHeroes' CTV campaigns, Adelaide's model utilizes panel-based eye-tracking data from [TVision](#)—a leading TV measurement company—along with full-funnel outcome data and other media quality indicators. Attention data can then be leveraged programmatically to target supply based on the likelihood of attention and impact. Furthermore,

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advertisers can directly compare Adelaide's attention ratings of CTV placements with those across other ad formats and channels.

"Adelaide has been exciting to work with – the future of CTV advertising couldn't be shaped with more expertise," says **Sarah Lewis, Global Director CTV at ShowHeroes**. "At ShowHeroes, we've been innovating and building new solutions to take CTV advertising even further over the years, proving in our groundbreaking 2022 study that it's one of the most engaging mediums available to advertisers. By offering attention metrics, we're taking the next big step."

"Our partnership with ShowHeroes addresses the need for increased media quality transparency in CTV," said **Marc Guldemann, CEO of Adelaide**. "Through this collaboration, advertisers gain a deeper understanding of CTV advertising effectiveness, anchored in brand outcomes and platform-specific quality signals. We are excited to work with ShowHeroes to improve CTV media buying and help advertisers maximize the channel's inherent value."

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## ABOUT SHOWHEROES

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

As a co-publisher to leading online media outlets, the company upholds editorial excellence across a network of close to 2 bln unique users and almost 80 bln views per month (total/ across all channels), 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.

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'

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"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 and marketing sector. More information on [showheroes-group.com](https://showheroes-group.com).

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## **ABOUT ADELAIDE**

Adelaide is the leader in attention-based media quality measurement. Our mission is to bring increased transparency and fairness to advertising by supplying the market with a precise, omnichannel media quality metric connected to business outcomes. Adweek has called Adelaide's AU "the attention economy's most widely recognized metric." Proven to predict full-funnel outcomes more accurately than any existing metric, AU helps the world's largest brands make smarter investment decisions, activate attention data programmatically, and drive better performance. Adelaide is named after the global epicenter of evidence-based marketing in southern Australia and is headquartered in New York City. For more information, visit [adelaidemetrics.com](https://adelaidemetrics.com).