

ShowHeroes presents MAX: a new, one-stop-shop video solution for global publishers and advertisers

- *MAX features over 150,000 premium videos produced in-house in 14 languages, with advanced cookieless, contextual targeting, and monetization technology.*
- *The launch partners include Berliner Verlag in Germany, a leading publisher that publishes titles such as the Berliner Zeitung and the Berliner Kurier. The Berlin publisher combines MAX's content and technology with its own advertising solutions.*
- *Max is a key component of ShowHeroes' Better Media strategy, helping publishers and advertisers deliver more efficient, transparent, and sustainable video campaigns*

Berlin, 7 May 2024: [ShowHeroes](#), a global leader in digital video content, tech, and advertising solutions, today unveils ShowHeroes MAX: a new powerhouse platform designed to produce and monetize online video content using advanced cookieless tech.

MAX offers publishers and advertisers worldwide access to a vast library of over 150,000 premium videos in 14 languages. These can be used to maximize revenue using [SemanticHero](#), ShowHeroes' cutting-edge contextual targeting tool, for a privacy-first and brand-safe approach to consumer targeting.

One of the MAX solution's first adopters is [Berliner Verlag](#), an innovative partner alongside ShowHeroes for many years with its wide-reaching titles [berliner-zeitung.de](#) and [berliner-kurier.de](#).

"Publishers are faced with the challenge of producing convincing video content, distributing it in a targeted manner and marketing it in the best possible way," says **Edzard Maske**, **Managing Director** and responsible for marketing at Berliner Verlag. "Using ShowHeroes' new MAX service, we have access to an impressive pool of tailored video content and privacy-preserving contextual targeting. MAX was easy to integrate into our advertising solutions and offers extensive access to data and reporting. With this combination, we want to achieve our goals in a competitive and cookie-free future."

[MAX](#) showcases the newly rebuilt predecessors, **ShowHeroes Play** – the company's content management and online video player (OVP) – and its advertising platform, **ShowHeroes Monetize**, together with various dynamic new features. These include a Live Chat support hub and **SiteLoop**, a content unit featuring slideshows of the publisher's article recommendations to enhance audience engagement.

Media companies can use the MAX portfolio of bespoke video content to scale their reach in a cost-effective way, with real-time content recommendations tailored to audience preferences. Publishers can also take advantage of additional MAX player features including a "keep watching" content call to action and **ClipChoice**, a unit that allows playback on multiple videos within a single player, boosting dwell time and attention rates.

Meanwhile, ShowHeroes' proprietary semantic tech enables optimal results, and a sleek user experience, without having to rely on problematic personal data.

For the demand side, MAX delivers a trusted source for increased view-through rates (VTRs) and time-on-site, via machine-learning semantic matching technology. SemanticHero makes the most of high-value video inventory by reading a combination of source signals, including metadata and EPG data, to understand and match context with brand messaging. This ensures the most relevant and impactful editorial environments for video ad alignment, complete with built-in brand safety and suitability measures.

ShowHeroes' advertising clients will also benefit from detailed campaign reports, a fresh portfolio of brand-lift studies, and new, wide-ranging contextual targeting segments.

"MAX empowers digital media players by combining OVP functionality and monetization in one great place," says Kay Schneider, Senior Vice President at ShowHeroes Group. "It represents the culmination of years of development and testing for our company, as we strive to continuously improve performance for our publisher and advertiser partners, utilizing the very best in machine learning technologies and creative excellence in video content."

The Max platform has also been optimized to ensure a lower CO2 footprint, with advanced tools for more efficient data usage, as well as attention measurement tech for delivering more effective campaigns that cut unnecessary impressions and waste. These capabilities reflect ShowHeroes' commitment to balance people, planet, and profit through its [Better Media](#) framework, designed to help publishers and advertisers deliver more efficient, transparent, and sustainable video campaigns.

"Over the last five years, ShowHeroes has made a series of key M&A and organic investments, as we look to grow our capabilities and build a fully integrated video solution for the cookieless age," says Ilhan Zengin, CEO of ShowHeroes Group. "Max is the pinnacle of that journey, and we're so proud to unveil it today. From privacy-safe targeting that steers clear of third-party cookies, to a massive repertoire of creative content, MAX has all the elements needed to help publishers and advertisers execute a successful and sustainable video strategy."

Alongside its support for publishers, MAX caters to smaller content creators as well, via the increased visibility and revenue opportunities that come with the platform's large, integrated archive.

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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 400 people worldwide with operations in 24 markets 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, 2022, and 2023. 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 and marketing sector.