

## CTV'S UNSTOPPABLE RISE: NEW STUDY BY SHOWHEROES GROUP AND KINESSO REVEALS KEY TRENDS IN VIDEO AD ENGAGEMENT ACROSS EUROPE

**Berlin, Germany: September 17, 2024** ShowHeroes Group, a global leader in contextual online video and CTV advertising, and KINESSO, a technology-driven performance marketing agency, have released a sequel to ShowHeroes' acclaimed scientific study of audience behavior when watching CTV advertising.

"The study, titled "Why CTV Reigns Supreme in the Attention Economy: Part 2," is a follow-up to ShowHeroes' acclaimed 2022 research and offers fresh insights into CTV's dominance in the TV space. With 1,000 participants surveyed across six key European markets - Germany, the UK, France, Netherlands, Belgium, Spain - the research combines detailed surveys and cutting-edge eye-tracking technology to explore how viewers engage with CTV advertisements.

"CTV advertising is a rapidly expanding market that demands constant innovation. Innovation demands understanding," says **Sarah Lewis**, Global Director CTV at **ShowHeroes Group**. "Our new study shines a stronger light than ever on user attitudes and behavior to help all of us in the industry deliver CTV advertising people want to see and respond to."

The research was divided into two key parts: in the first, users across all six aforementioned markets were surveyed to understand their attitudes and viewing behavior toward CTV and CTV advertisements. In the second, the same respondents were asked to watch a video and had their behavior recorded by eye-tracking software.

The study uncovered valuable findings, including the fact that enhanced CTV ads with on-screen animations are popular with viewers, and CTV was the most popular OTT screen among respondents.

### **Key Findings:**

- **CTV Viewership Soars:** 86% of viewers are now watching CTV, which represents a 6% increase from 2022
- **Youth Drive CTV Growth:** Younger audiences lead the charge in the switch to CTV with markets like Spain and the UK dominating
- **Content Preferences Differ:** Content is key as Connected TV and Linear TV audiences are engaging with distinct types of content highlighting the importance of tailored ad strategies

“CTV usage and advertising are growing fast, which is why learning more about this medium is so relevant,” said **Stefan Blikendaal**, Head of Data Tech & Insights at **KINESSO**. “We were excited when ShowHeroes asked us to come on board for this essential follow-up research and I’m sure the findings will be valuable for the whole industry.”

“CTV is a leading topic in digital advertising for a reason: it’s popular and extremely effective. We’re proud to be at the forefront of CTV research and innovation,” said **Ilhan Zengin**, CEO at **ShowHeroes Group**. “Our 2022 study was ambitious and sets a bold precedent, pushing the boundaries of what we understood about CTV, and hugely rewarding for us and much of the industry. Since then, CTV has not just grown, it has transformed, making it essential to revisit and deepen our insights. This latest research not only reaffirms our commitment to leading in CTV innovation but also paves the way for the next wave of advancements, both within ShowHeroes and across the entire industry.”

For further details on ShowHeroes Group research, including interview possibilities, insights into the methodology, and a detailed country-by-country analysis of CTV usage and behavior, please get in touch with ShowHeroes Global Director CTV Sarah Lewis at [sarah.lewis@showheroes-group.com](mailto:sarah.lewis@showheroes-group.com).

## **About ShowHeroes Group**

ShowHeroes is a global leader in delivering sustainable and innovative digital video advertising and CTV solutions that create meaningful connections between brands and consumers, ensuring impactful media experiences.

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’ video solutions 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, and The Digital Distillery, a networking event and content platform, the group employs 400 people worldwide with operations in 25 markets throughout Europe, LATAM, the US, and Asia.

For more information, visit [showheroes-group.com](https://showheroes-group.com).

## **About KINESSO**

KINESSO is a tech-driven performance agency that specializes in unifying media, data, audience analytics, and creative strategies to help brands maximize their marketing potential.

By leveraging advanced technology and data-driven insights, KINESSO enhances digital experiences, audience targeting, and advertising effectiveness across platforms such as search, social media, and programmatic advertising. Their solutions also focus on commerce and AI-driven automation, aiming to improve customer engagement and drive business results. KINESSO is part of the IPG Mediabrands network.

For more information, visit [kinesso.com](https://kinesso.com).