

ShowHeroes Group Acquires Vidds, Strengthening AI-Driven Video Creation Capabilities

Berlin, 8 Oct 2024 – ShowHeroes Group, a global leader in digital video advertising and CTV solutions, today announces the acquisition of **Vidds**, an AI-powered video creation and editing platform, for an undisclosed sum. Founded in 2020 by Ed Thomas and Andrew Walters, Vidds has gained recognition for simplifying and accelerating the video creation process, empowering creators with advanced AI tools that enhance both efficiency and quality.

Vidds has already been integrated into **ShowHeroes Studios**, playing a key role in the production of in-house editorial video content and contributing to ShowHeroes' expansive library of over 150,000 video clips. This acquisition brings further synergy to ShowHeroes' operations, enhancing its ability to deliver premium video solutions to its global network of publishers and advertisers.

“**Vidds** has been an integral part of our video production workflow, helping our editorial teams streamline content creation without sacrificing quality,” says **Ilhan Zengin**, CEO and Co-Founder of ShowHeroes Group. “As AI continues to transform the media and advertising landscapes, adding Vidds to our internal suite of tools strengthens our position at the forefront of video innovation. This move ensures we can keep pushing the boundaries of what’s possible, producing premium content at greater scale and efficiency, while continuing to elevate the creative possibilities for our partners and clients worldwide.”

Hanne Li-Lundmark, Global Director Studios at ShowHeroes Group, adds: “From the moment we started working with Vidds, we saw the impact it had on our workflow, enabling our team to produce top-quality editorial video content faster and more effectively. Vidds has been customized to meet our specific needs, and bringing it fully into the ShowHeroes ecosystem allows us to further optimize our creative processes. As we continue to grow our video library and deliver more tailored content to our publishers and clients, Vidds will play a crucial role in maintaining the high standards that set us apart.”

Vidds offers ShowHeroes Studios the ability to generate, edit, and optimize video content with AI-driven precision—tailored specifically to the needs of its digital publishing and advertising partners around the world. By automating key production processes, Vidds enables content creators to focus on creativity, storytelling, and strategic impact.

Ed Thomas, Co-Founder of Vidds, comments: "It's been an exciting journey building Vidds, and we're proud of the value it has brought to ShowHeroes' video production. Now that the platform is in ShowHeroes' hands, Andrew and I are confident their team will continue to push the product forward, unlocking even more potential for their editorial and creative teams."

Andrew Walters, Vidds' Co-Founder and former Google engineer, adds: "Vidds was built on the belief that video editing should be intuitive, fast, and high-quality. ShowHeroes' tech team is well-positioned to continue evolving the platform, while we step back from daily involvement, knowing it's in capable hands."

About ShowHeroes Group

ShowHeroes Group is a global leader in contextual video and CTV advertising solutions, offering content and sustainable technology that create relevant and meaningful connections between brands and consumers.

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.

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.

More information at showheroes-group.com.