

# SHOWHEROES EXPANDS IN-HOUSE ATTENTION INDEX MODEL TO CONNECTED TV, PARTNERING WITH TVISION

*Berlin, Germany - November 27, 2024:* ShowHeroes, a global leader in delivering sustainable and innovative digital video advertising and CTV solutions, announces the expansion of its proprietary **Attention Index** model to **connected TV** (CTV). This latest innovation is achieved through a groundbreaking collaboration with [TVision](#), a leader in television measurement and audience attention data. This alliance broadens the global reach of ShowHeroes' attention measurement offerings and complements its existing partnership with [Adelaide](#), which was introduced earlier this year.

The Attention Index for CTV will leverage TVision's advanced measurement panel, renowned for its passive, in-home technology that captures real-time, second-by-second data on audience engagement. Unlike traditional measurement systems, TVision's approach is both comprehensive and unobtrusive, tracking viewer attention and interaction across both linear and streaming TV platforms without the need for active panelist participation. The system accurately identifies who is in the room, what content is being viewed, and a crucial element, whether the viewers are truly engaged. This detailed view of audience behavior empowers advertisers to reach and retain attention in the dynamic CTV environment.

"We're excited to partner with ShowHeroes Group to bring the power of attention measurement to their worldwide customers," said **Hassan Babajane**, Chief Revenue Officer at TVision Insights. "Our passive, in-home measurement panel provides unmatched precision in understanding how viewers interact with content on the screen. By integrating our attention data with ShowHeroes' innovative Attention Index, we're equipping advertisers with deeper insights that help them reach audiences in meaningful, impactful ways across the expanding CTV ecosystem."

"Attention has become one of the most critical KPIs for brands aiming to cut through the clutter in a fragmented media landscape," said **Kay Schneider**, SVP of Global Product & Business Development at ShowHeroes Group. "By expanding our Attention Index to CTV in

partnership with TVision, we're setting a new standard for how advertisers measure and optimize their media investments on a global scale."

The emphasis on attention metrics is rapidly growing. A recent study by IAS reveals that 88% of media experts currently incorporate attention measurement in some form. High-attention impressions drive a 130% increase in conversion rates, demonstrating the direct impact attention can have on campaign performance. As advertisers look to maximize the effectiveness of their media spend, attention metrics like ShowHeroes' Attention Index provide a tangible measure of viewer engagement and ad impact.

"This advancement marks a crucial milestone for ShowHeroes, providing our clients around the world with cutting-edge tools to measure audience engagement in the fast-evolving CTV landscape," says **Sarah Lewis**, Global CTV Director at ShowHeroes.

Discover more information on [ShowHeroes' Attention Index for CTV](#), or contact [ctv@showheroes-group.com](mailto:ctv@showheroes-group.com).

## **About ShowHeroes**

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.

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 on [showheroes.com](https://showheroes.com).

### **About TVision Insight**

TVision is a leader in TV performance metrics, offering second-by-second, person-level data on how viewers watch TV. Utilizing cutting-edge computer vision technology, TVision measures real-world attention to both programming and advertising across linear and connected TV platforms. This enables brands, agencies, and media companies to make informed decisions to optimize media planning and content creation. TVision's insights are trusted by industry leaders to enhance audience engagement and maximize the impact of their television investments.

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