

ShowHeroes Launches Custom Audio: AI-Driven Solution for Dynamic CTV Ads

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ShowHeroes, a global leader in digital video and connected TV (CTV) solutions, today announces the launch of [Custom Audio Ads for CTV](#), a groundbreaking AI-powered product that enhances CTV advertising by personalizing messages based on key contextual factors. This latest addition to the ShowHeroes portfolio is powered by a strategic integration with [AudioStack](#)—an end-to-end, AI-driven audio production platform that fully automates content creation. By harnessing this leading AI-driven technology, ShowHeroes brings an unprecedented level of customization and engagement to all global markets, further expanding its advanced CTV solutions worldwide.

Custom Audio Ads for CTV allows advertisers to integrate a custom **AI-generated audio segment** within their CTV advertisements where the audio can be dynamically adapted in real-time to reflect specific parameters, including geographic location. This level of personalization helps brands deliver more targeted and contextually relevant messages.

Silke Zetsche, Commercial Director at AudioStack, explains: “AudioStack’s unique selling proposition lies in its ability to deliver fully automated, scalable, and high-quality AI audio production solutions. By connecting various AI-powered media creation tools, AudioStack enables enterprises to build complex audio workflows rapidly, achieving significant time and cost efficiencies.”

The importance of audio in digital advertising is reinforced by industry insights. Research from [ShowHeroes’ latest Connected TV study with KINESSO](#) reveals that while ad reach is vital, **audio is a key factor in message recall**. This underscores the power of combining video and sound to maximize engagement and opens up new avenues for integrating voice commands and audio-driven messages into CTV campaigns.

Commenting on market sentiment around emerging tech, **Dennis Kirschner, CMO at ShowHeroes Group**, notes: “According to a survey by IAB and Sonata Insights, [80%](#) of advertisers expressed at least some level of positivity towards using generative AI in ad creation, which reflects the importance and tremendous opportunities of tailoring creative content to users’ interests and preferences: Over 71% of consumers prefer this approach, as it creates a unique brand experience that is measurable and results in boosted attribution metrics by 17% vs other ad formats. By personalizing content, companies can forge stronger

connections with their audience, leading to more memorable interactions and increased brand loyalty.”

Sarah Lewis, Global CTV Director at ShowHeroes Group, highlights the significance of the new product launch: “With CTV set to continue to be one of the largest growth platforms for 2025, personalized and interactive ad experiences are becoming more valuable than ever. We’re thrilled to expand our range of solutions with Custom Audio as it joins other standout offerings in our CTV portfolio—from Custom Animations, which recently earned high commendation at The Wires Awards, to the Voice Command Branded Player, winner of The Wires Awards 2024 in the Regional Americas category.”

ShowHeroes remains at the forefront of CTV and digital video innovation, delivering solutions that enhance both advertiser impact and audience engagement. Custom Audio marks yet another milestone in the company’s mission to redefine the future of digital advertising through AI-driven advancements.

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

About AudioStack

AudioStack is an AI-driven audio technology platform that empowers businesses to create, manage, and scale dynamic audio experiences. By uniting multiple AI-powered media creation tools within a single, unified environment, AudioStack delivers high-quality, fully automated audio production workflows. With solutions designed for rapid deployment and seamless scalability, AudioStack helps enterprises achieve significant efficiencies in both time and cost, redefining how brands integrate voice and sound into their marketing and communications strategies.

More information on <https://audiostack.ai/en/>