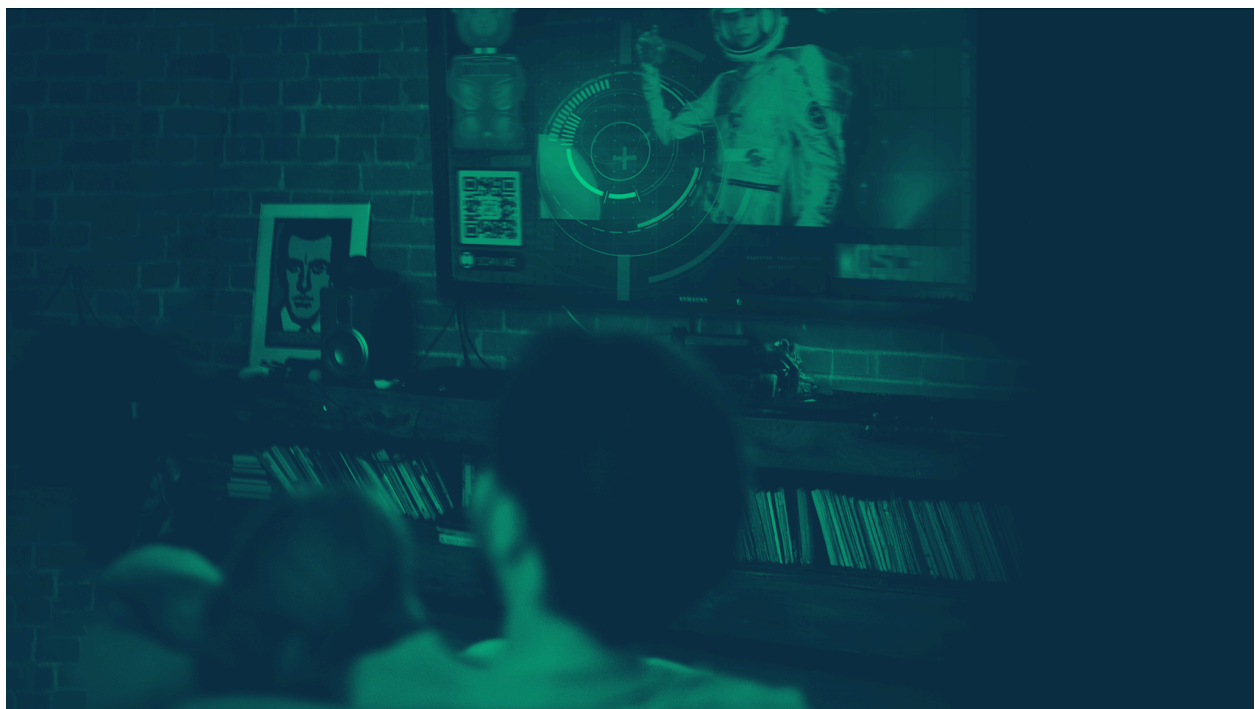


# ShowHeroes Launches Summer Special: Attention Index Now Included as Standard on Direct IO Campaigns for Connected TV and Online Video



*Berlin, Germany, 26 June 2025*

ShowHeroes, a global leader in sustainable and innovative digital video and CTV solutions, today announced a summer special offering: effective immediately, its proprietary **Attention Index** will be included as a **standard feature, free of charge, with every direct IO campaign**. This offer applies exclusively to direct bookings and does not apply to programmatic deals.

The decision comes at a time when advertisers are demanding more transparency and proof of effectiveness, especially in high-impact environments like Connected TV (CTV), where traditional measurement tools often fall short. **Attention Index** delivers real-time insight into how long users are actively paying attention to an ad, unlocking a deeper, more accurate read on campaign performance across platforms. By making this metric a standard feature for direct

deals, ShowHeroes is positioning itself as a **transparency-first player** in a market increasingly defined by signal loss and rising media costs.

“SemanticHero is one of the most advanced contextual AI tools in the market, delivering privacy-first, precision targeting across all screens and devices — entirely cookieless,” said **Ilhan Zengin, CEO of ShowHeroes**. “With Attention Index, we now allow every direct client to verify real user engagement and campaign impact, providing full transparency into the performance of our creative-first video formats, powered by ShowHeroes Studios. It’s a major step forward in transparency and accountability—two things this industry desperately needs.”

Industry observers have long noted the opacity of attention in CTV environments, where viewability is often conflated with effectiveness. **Kay Schneider, ShowHeroes President**, argues that giving advertisers a verified attention signal—without added cost—represents more than just a tactical advantage.

“CTV is one of the most powerful but under-measured video environments,” Schneider said. “With Attention Index now standard for direct campaigns, we’re making premium attention metrics accessible. We’re seeing it in the numbers; our Branded Player format drives a **4.6% higher APM** (*Attention Per Mille*) than non-BP formats. That uplift isn’t just statistical, it’s strategic.”

The release is timely to head off the seasonal slowdown that traditionally faces advertisers. Summer months typically equate to lower user interaction and more constrained budgets, making campaign performance all the harder to uphold. In incorporating the AttentionIndex within all direct IOs, ShowHeroes is not only seeking to enhance advertiser trust but also to reassert its unique positioning at the intersection of AI technology, creative excellence, and brand-safe, cross-device video inventory. The decision is both a strategic response to summer headwinds and a broader statement of intent in a competitive, fast-evolving media landscape.

## 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)