

Titan OS and ShowHeroes Strike Strategic Retail Media Deal Across the UK, Germany, and Brazil



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ShowHeroes, a global leader in sustainable and innovative digital video and CTV solutions, announces a strategic **partnership with Titan OS, the Barcelona-based technology, entertainment, and advertising company, to bring retail data-powered CTV campaigns** to market across the United Kingdom, Germany, and Brazil.

Under the agreement, ShowHeroes becomes Titan OS's strategic partner for Retail Media activations in these markets - working alongside Titan OS's own sales team - to offer advertisers access to premium CTV video and display inventory enriched with first-party retailer audience segments from **leading retailer brands in Germany, UK and Brazil, including Currys and Casas Bahia.**

This first-party retail data element is at the heart of the collaboration, **enabling advertisers to reach verified, in-market shoppers and customize campaigns** to specific product interests or purchase intent. Combined with ShowHeroes' creative enhancement capabilities, local market expertise, and Titan OS's extensive reach across connected TV households, the partnership unlocks a powerful route for brands to turn TV viewership into measurable actions.

"Partnering with ShowHeroes in these strategic markets enables us to combine Titan OS's scale and premium content ecosystem with ShowHeroes' expertise in CTV innovation," says **Joe Evea, SVP of Advertising and Retail Media EMEA at Titan OS**. "Together, we are delivering Retail Media solutions that maximize audience reach, targeting precision, and measurable outcomes."

The agreement arrives at a time when **CTV is experiencing unprecedented growth**: in Europe, 46% of all premium video views now occur on CTV, representing a 31% year-on-year increase in the first half of 2024. Brazil stands out as the largest CTV market outside the United States, with over 89 million connected TV users — a powerful opportunity for brands seeking impact at scale.

"This partnership is a strategic milestone for ShowHeroes," says **Sarah Lewis, Global Director CTV at ShowHeroes**. "As CTV adoption accelerates in the UK, Germany, and Brazil, we can now bring brands closer to their audiences with high-impact campaigns powered by the unique combination of Titan OS's premium reach and first-party retailer data as well as our creative expertise. It's about turning attention to the big screen into meaningful consumer action."

Available from now on, the Titan OS–ShowHeroes Retail Media solution empowers advertisers to deliver **precisely targeted, creatively optimized** campaigns that drive measurable results.

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 Titan OS S.L

Titan OS S.L. is a technology company headquartered in Barcelona. The company specialises in developing software and solutions to unleash the full potential of Connected TV. We are re-thinking TV to change the way people discover content and how brands connect with audiences, making content discovery easier. Our aim is to foster collaborations across the entire TV ecosystem to grow business together with TV manufacturers, retailers, media companies, content creators, publishers, and brands. Our independent operating system powers smart TV devices from world-class manufacturers across Europe and Latin America, offering millions of viewers a personalised experience from the moment they switch on their TV. With tailored recommendations, we seamlessly integrate all the content on the homepage, from streaming subscription services, free and paid movies, series and TV shows to linear channels.

More information on www.titanos.tv