

SHOWHEROES

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***** Under Embargo Tuesday, July 28, 9:00am CET *****

ShowHeroes and Whale TV Bring Premium TV Homescreen Advertising to Programmatic Buyers



Berlin, July 2026 – ShowHeroes and Whale TV today announced a global partnership that makes Whale TV's premium Connected TV (CTV) homescreen inventory available programmatically for the first time across key international markets. The integration gives advertisers access to one of the most prominent moments on the TV screen, the instant viewers switch on their TV, through the speed and flexibility of programmatic buying.

With Whale TV opening its homescreen inventory to programmatic demand, advertisers can now access one of CTV's highest-attention environments through automated buying, unlocking greater flexibility, efficiency, and reach. Research from the MediaMento Institute found that CTV homescreen ads achieve a 48% attention rate, 16% higher than skippable pre-roll, with unaided recall at 50% and aided recall reaching 84%. For advertisers, that means a rare combination: a premium, high-attention environment now accessible with the speed and flexibility of programmatic buying.

The partnership is launching across DACH, Benelux, Ireland, the Nordics, France, Italy, Spain, Central & Eastern Europe (CEE) and Latin America (LATAM), further strengthening ShowHeroes' global Connected TV offering.

As Connected TV continues to grow, advertisers are increasingly looking for new ways to reach audiences beyond traditional ad breaks. The TV homescreen has emerged as one of the highest-attention moments in the viewing journey, allowing brands to engage consumers at the gateway of their TV experience.

"Connected TV is evolving rapidly, and advertisers increasingly expect premium inventory to be as easy to access as it is impactful," said Sarah Lewis, Global Vice President, CTV at ShowHeroes. "Our partnership with Whale TV makes one of the most valuable placements in the TV experience programmatically available across multiple markets, giving brands a new way

to engage audiences from the very first screen they see while maintaining the high standards of quality and brand safety both companies are known for."

Chris Hock, VP and Head of Whale TV Ads added: *"The homescreen is the first interaction viewers have with their television, making it a unique opportunity for brands to connect with audiences. Working with ShowHeroes allows us to make this premium inventory available through programmatic buying while preserving the curated experience our users expect and giving advertisers a more efficient way to activate campaigns across our platform."*

The integration is now live across participating markets and available through ShowHeroes' global demand network, giving advertisers and agencies access to premium homescreen inventory at scale as Connected TV continues to redefine the television advertising landscape.

About ShowHeroes

ShowHeroes is a globally leading independent provider of CTV and digital video advertising solutions. As a co-publisher of top-tier online media, the company combines premium publisher partnerships, advanced contextual targeting and innovative ad formats to deliver measurable impact for brands in cookieless environments. The SemanticHero AI platform powers campaigns across all screens with unparalleled relevance and precision.

With the acquisition of Traffactive, ShowHeroes expands into programmatic display and yield optimization, reaching close to 2,000 publisher partners and over 25 billion ad impressions per month - cementing its position as one of Europe's largest independent publisher monetization platforms across CTV, video and display.

For more information visit <https://showheroes.com>

About Whale TV

Whale TV is an independent TV operating system that makes TVs smart and simple to use. Working with over 400 TV brands and enabling more than 47 million monthly active TVs around the world, the platform connects consumers, TV brands, content providers, and advertisers. Whale TV is headquartered in Singapore with teams collaborating across the globe to make TV better for everyone.