



THE MEDIA PERSONALITY AND POP CULTURE EXPERT

POP CULTURE - PASSION - CURIOSITY

Hero is a media dedicated to pop culture and music that believes that being curious about the world around us is key to understanding the world we live in.

It offers authentic content that showcases the people who embody today's culture.

From urban culture to gaming, via sport and music, Hero is a team of enthusiasts who share their favourite artistic and cinematic discoveries, ranging from mainstream to emerging talent.

SOCIAL

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Sources: Kolsquare october 2026