

SAMSUNG

Ads

How Consumers are Really Watching TV.

TV is alive and well. It just looks different than it did a few years ago. It's the combination of the "traditional" and the "new" that presents a powerful mix, and together, make up the new definition of "TV".



81%

Traditional linear TV is still at the core of consumption while OTT viewership is on the rise.

81% of Samsung Smart TV households still tune-in to linear TV*

That totals **over 75 hours** (or 3 straight days) of **linear TV viewing per month**

The **set-top-box is still the #1 most popular HDMI connected device**, followed by game consoles and DVD / Blu-ray players

200%

OTT Viewership is on the rise. Number of apps opened each month has grown 200% since 2011.

14 Days

Consumers launch a Smart TV app 14 days each month – that’s nearly every other day!

Total TV Watchers

Consumers who use both linear and OTT don’t cut down on their viewing habits – they add to it! They make up a powerful group of “Total TV Watchers” who are truly in charge of their media consumption.

75 Hours of Linear TV Viewing per month

140 Smart TV app launches per month

11% more OTT consumption than your average viewer

For more information, contact adsales@samsung.com
or visit samsung.com/samsungads.

* All numbers are based on US Samsung Smart TVs unless otherwise noted.

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