

SAMSUNG Ads

1st Screen Ad

Be seen by all Samsung Smart TV viewers, no matter how they watch TV.

The 1st Screen is the most visited space on Samsung TVs: the first thing viewers see when they turn on their TV or click the home button on the remote. Position your brand in the 1st Screen ad to reach viewers as they navigate to live TV, streaming apps, and gaming.

Serve the last ad viewers see before they stream

The 1st Screen ad is the last opportunity to reach viewers before they launch a non ad-supported app.

Influence viewing at the perfect moment

The 1st Screen ad appears only when viewers are using their remote and searching for what's next.

Drive incremental reach for your linear TV buy

Engage viewers who missed your linear buy, or don't watch any linear TV at all.

Drive engagement with strong creative

Run branded auto play video and display ads, or take up the entire width of the screen with the Extra Wide Ad.

How to Buy

- **Targeted 1st Screen Ad** – Reach the audiences you want most, using Samsung's proprietary viewership data
- **Audience Takeover** – Get 100% ownership of 1st Screen ads among your target audience
- **Roadblock** – Buy a Roadblock and get 100% ownership of 1st Screen ad impressions across all Samsung TVs



1st Screen Extra Wide Ad
on Samsung Smart TVs

400

Visits Per Month Per TV



100%
Viewable



Audience
Targeted



Auto Play
Video Enabled

samsungads.com

Get in touch at adsales@samsung.com