

SAMSUNG Ads

U.S. Only

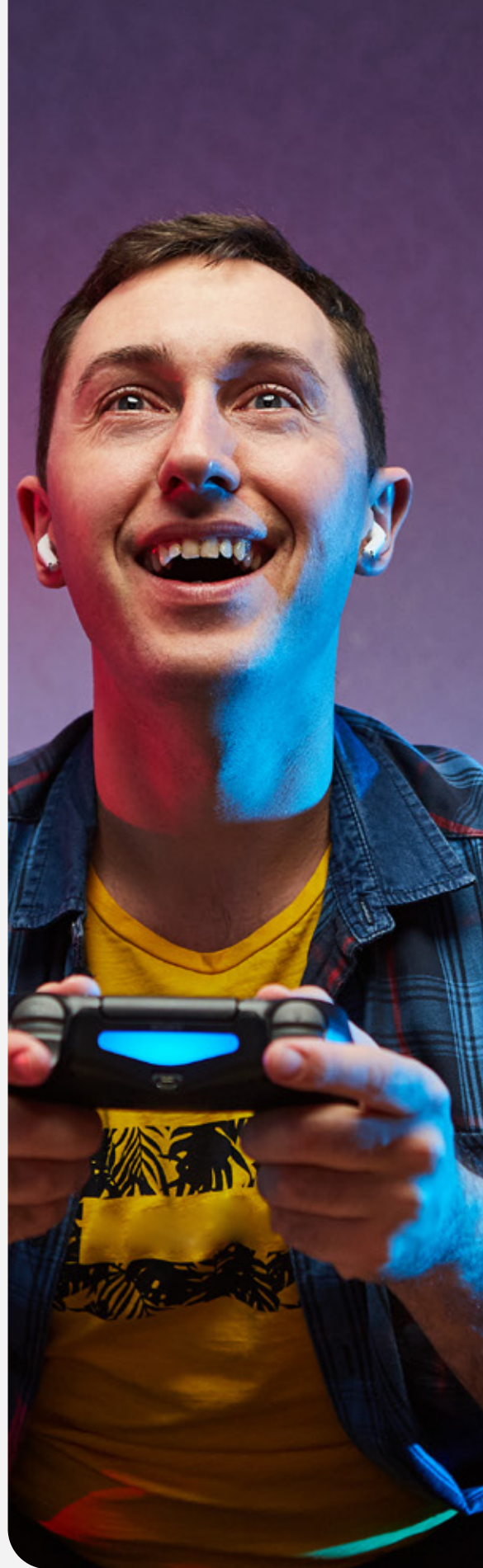
Behind the Screens

Gamers in the age of streaming



Streaming has been embraced by gamers and there's no going back

As the TV landscape continues to shift to a streaming-first environment, gamers are leading the charge and not looking back. The advanced capabilities of gaming consoles and gamers' adoption of ad-supported streaming mean new opportunities for marketers and game studios.



Methodology



Samsung Ads' data is not modeled or based on aggregated panels. It is one-to-one, deterministic data. Samsung Ads' first party data is powered by Automatic Content Recognition (ACR) technology which recognizes content viewership, across linear TV, OTT, and gaming environments. We can measure whatever is happening on the TV device.

Our Smart TVs offer consumers the choice to opt in to receive Interest-Based Ads and the ability to customize their Smart TV viewing experience. We employ industry-standard security safeguards and practices to protect information. For more information on how Samsung protects consumer privacy please see our U.S. Privacy Policy at <https://www.samsung.com/us/account/privacy-policy/samsungads/>

We measure gaming by presence and duration of play on a game console connected to a Samsung TV in the household. In order to be included in this analysis, play duration must be a minimum of 3 minutes during the time period. In the U.S., Samsung Smart TVs had a universe of 19M+ connected game consoles in 2021.

The insights within were taken from the analysis of Samsung Ads proprietary ACR data throughout 2021 with an emphasis on the 4th Quarter and with comparisons to 2020 in some cases. We supplemented insights from Samsung Smart TVs with an attitudinal survey of one thousand owners of Samsung Smart TVs in the U.S. who are also heavy gamers (gaming a few times per week or more), to shed light on gamer motivations and behaviors. This data was collected in March 2022.

Samsung: Engineered for gaming

As the number one TV manufacturer globally, Samsung is dedicated to creating a premium experience for the gaming audience. From screen size and quality to gaming mode on 4K QLED, Samsung Smart TVs are engineered for gaming.

We understand the gaming audience from both a hardware and behavioral perspective. Our unique data allows us to understand how gamers spend time on their Samsung Smart TV, whether watching linear TV or streaming content, and how they engage with their game consoles.

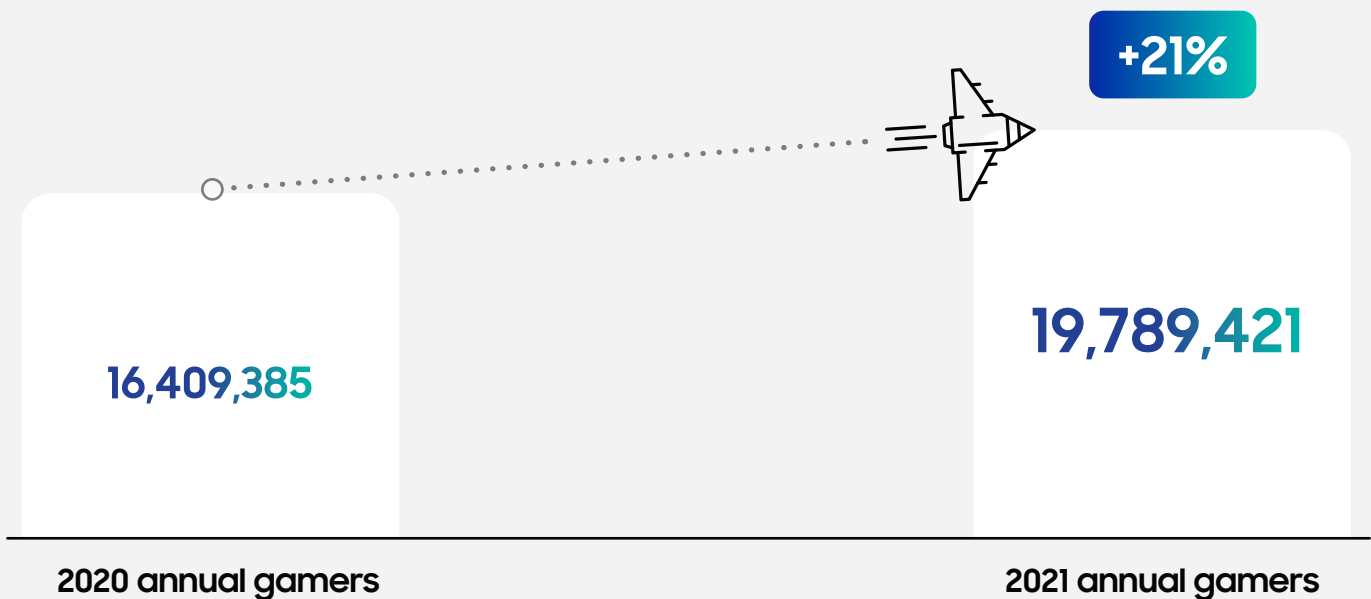
Samsung Ads' ACR data recognizes hundreds of the most popular game titles in the U.S. and identifies gaming sessions as separate from viewing sessions. This data helps us understand details about game devices and games, enabling us to help brands reach players of specific consoles, games and genres. Our robust reporting allows us to report on engagement and lift on users exposed to your ads.

Brands can reach gamers and drive high visibility with a premium ad placement in the Game Console Launcher on Samsung TVs. This means that marketers can reach the highly-engaged, hard-to-reach gaming audiences just as they start their games.



Gamers on Samsung Smart TVs

The number of gamers in the Samsung TV Universe increased significantly in 2021 to nearly 20 million.



Despite the significant growth in the number of gamers, gaming behavior remains consistent. Gamers spend an average of just over 2 hours per day gaming on their Samsung TVs.

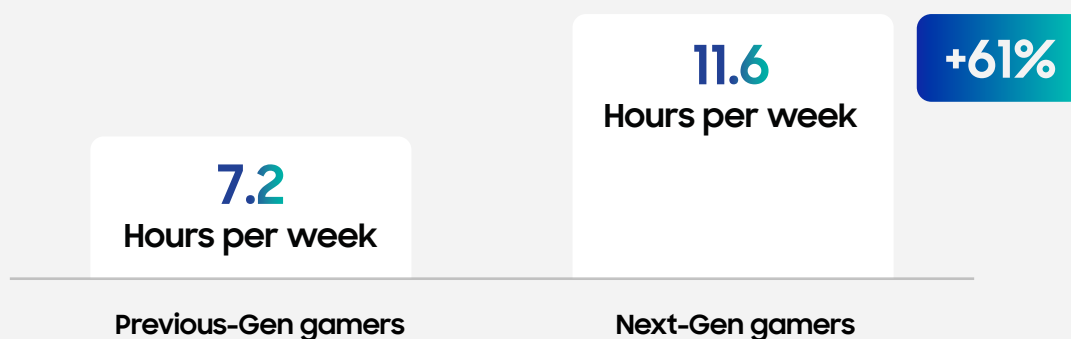
Average Daily Hours Gaming/Day



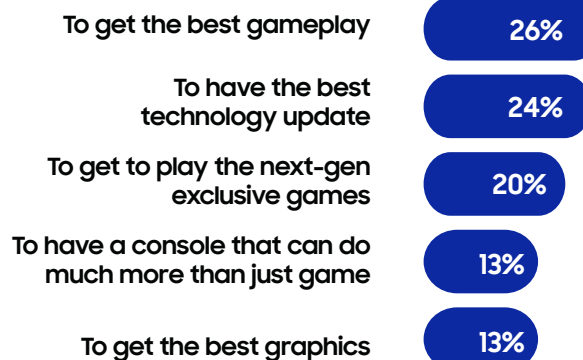
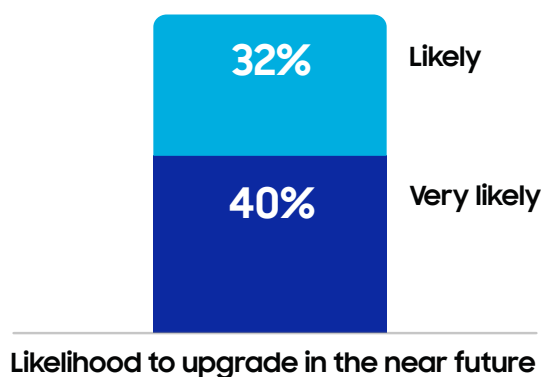
Next-Gen gamers are raising the bar

Both Microsoft and Sony launched next-gen gaming consoles in 2020 with the Xbox Series X and PS5. To understand how those consoles change gaming behavior, we looked at how their usage affects gamers' engagement. On average, Next-Gen gamers (those playing these next-gen consoles) spend over 60% more time with their consoles than Previous-Gen gamers. Higher engagement means that advertisers looking to reach gamers face stiffer competition for Next-Gen gamers' attention. Advertisers need to find new and different methods to reach and engage Next-Gen gamers.

And Next-Gen gaming is set to increase – making this audience even harder to reach via linear TV advertising. Seven in ten gamers with previous generation consoles plan to upgrade to a next generation console in the near future. Gamers are tech-forward consumers and cite the best gameplay and technology available as reasons to upgrade.



Previous-Gen gamers upgrading to Next-Gen consoles



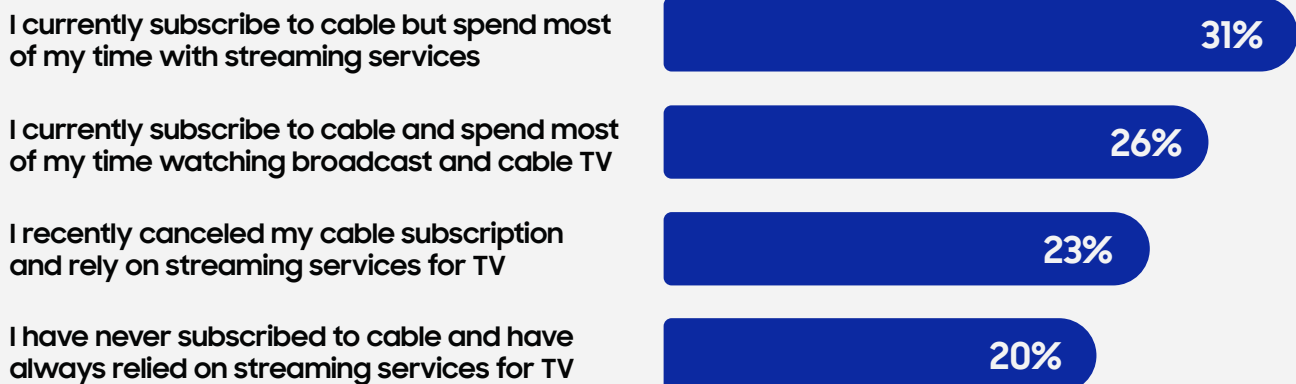
How are gamers spending their TV time?

Of course, gamers are viewers too. But across 80% of all the time that gamers spend with their TV, they are unreachable by traditional TV advertising. In 2021, gamers spent more than half of their TV time streaming and just over a quarter of TV time gaming.

Compared to the Samsung Universe, gamers are only slightly more likely to stream, but they are much **less likely** to watch linear. Gamers spend 42% less time with linear compared to other viewers. In fact, 74% of gamers rely mostly or entirely on streaming services for their TV viewing. 43% of gamers don't have a Pay TV subscription and another 31% have a cable subscription but spend most of their time streaming.



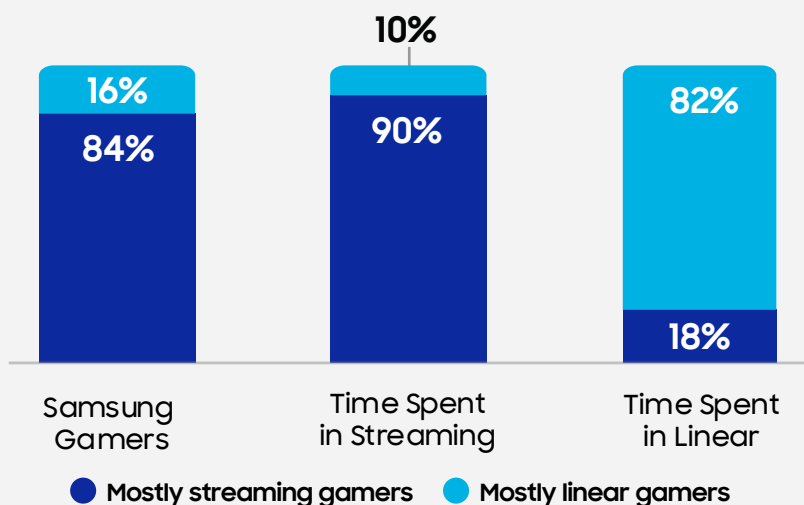
How gamers access TV content



Gamers are streamers

To reach the Gamer audience, advertisers must shift linear budgets to CTV. 84% of gamers fall into our “Mostly Streamer” bucket of viewers who spend more time with streaming services than with linear TV, an even greater proportion than the overall Samsung Smart TV Universe, 74% of whom are “Mostly Streamers.”

This 84% of gamers spend so much time with streaming that they consume just 18% of the total linear minutes watched by all gamers in the Samsung Universe, making them virtually impossible to reach through linear. Linear advertising is more likely to hit a small proportion of gamers – just 16% – who consume over 80% of the total linear minutes watched by the group.



Gamers are also movie buffs. The content genres they report viewing most often are movies (both traditional and streaming originals) and crime dramas. Many are also regularly streaming gaming video content (GVC) such as video gameplay by streamers, competitions among amateur gamers or influencers, as well as professional esports competitions.

Top genres of content gamers stream on a regular basis

Theatrical release movies

50%

Streaming originals (series & movies)

49%

Crime dramas

41%

Gaming video content

37%

Reality

32%

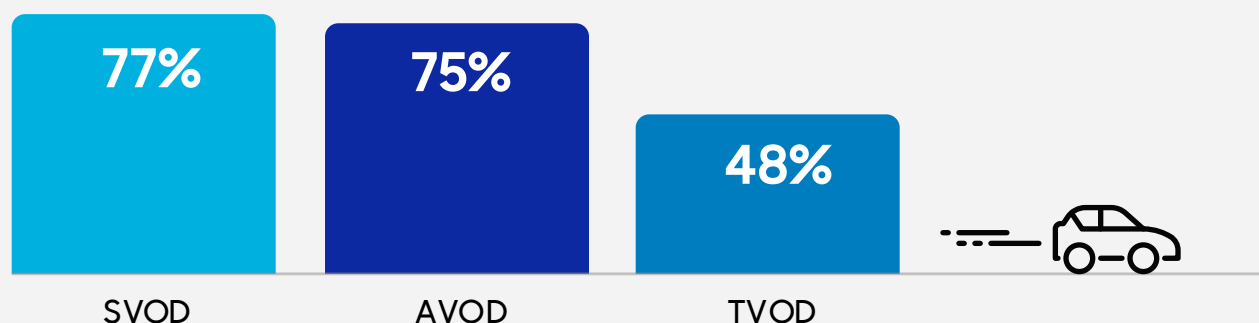
Documentaries

29%

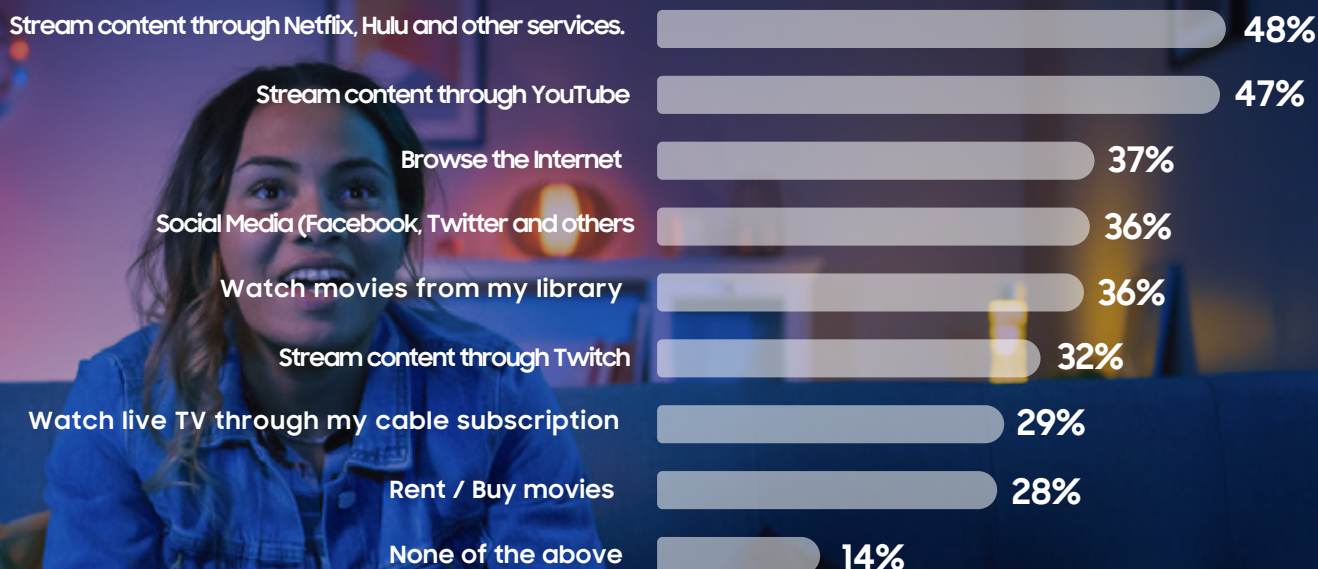
Ways to reach gamers when they break from gaming

Gamers are embracing ad-supported VOD and just are as likely to use AVOD as ad-free SVOD services. Advertisers can reach gamers when they're not gaming with both in-stream ads and home-screen tile ads

Gamers Who Use Video Subscription and Ad Supported Video Services



Gaming Consoles are being used for more than gaming and are offering advertisers more opportunities to connect with gamers outside their gaming sessions. Nearly half of gamers are using their consoles to stream content through Netflix, Hulu and other services—making home screen tile ads a prime opportunity to reach gamers before they enter a non-ad-supported streaming environment.



Focusing in on gaming audiences

Key Samsung gaming audience segments

New gamers

Gamers who are using a game that they haven't played previously.

Lapsed gamers

Gamers who have played a title within the past 3 months but haven't returned. This lapsed segment is key to game publishers because beyond a 3-month window, a gamer is unlikely to return as an active player.

Churned gamers

Gamers who played a title 4 months prior but haven't returned.

Just as streamers are competing for gamers' attention, so too are game studios. There are only so many hours for game play in a day so making games sticky to ensure extended engagement is of primary importance. What follows is an analysis of our Samsung Ads ACR data describing three key gaming audience segments: New, Lapsed, and Churned.

Understanding these gaming audiences is critical. We have created benchmarks for these audiences against gamers of the top 10 game titles within the Samsung ecosystem during the 4th quarter of 2021. Because Lapsed and Churned gamers have been inactive for 3 months or more, the benchmarks for these segments represent the opportunity for game studios over and above the active user base during the quarter. Across the top 10 games, re-engaging Lapsed gamers would increase the active user base of a game by 69%. Re-activating Churned gamers would add an additional 65% of the active user base. Targeting these users with the appropriate message represents an enormous opportunity.

Opportunistic audiences by segment across top 10 games

New gamers as a % of quarterly active gamers

48.7%

Increase to active user base by re-engaging Lapsed gamers

69.4%

Increase to active user base by re-activating Churned gamers

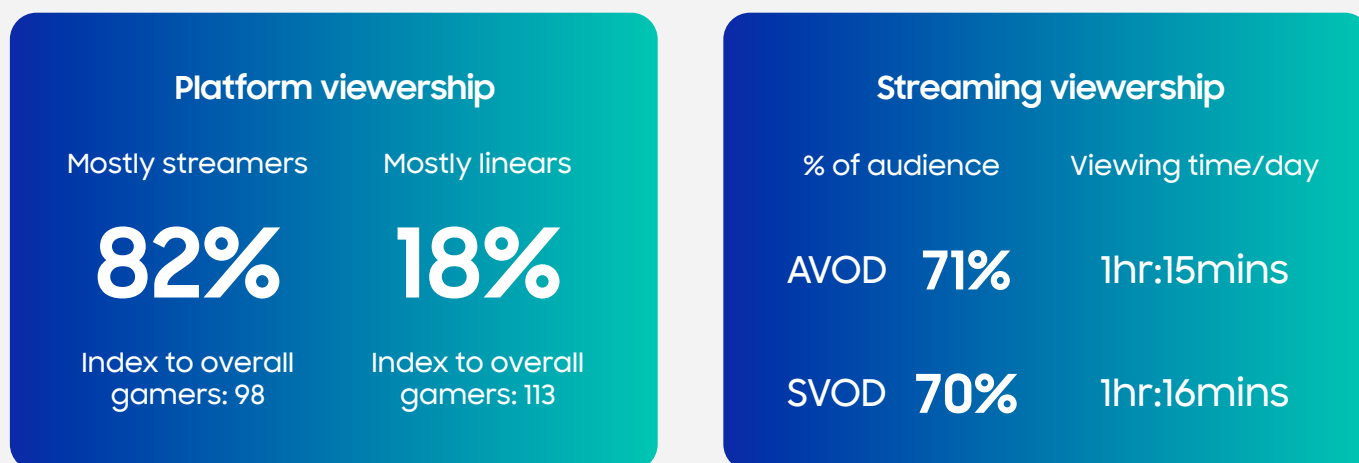
65.2%

Reaching these gaming audiences effectively requires an understanding of their TV viewership. We used our data to detail viewership of each of these segments across some of the top 10 game titles in our analysis.

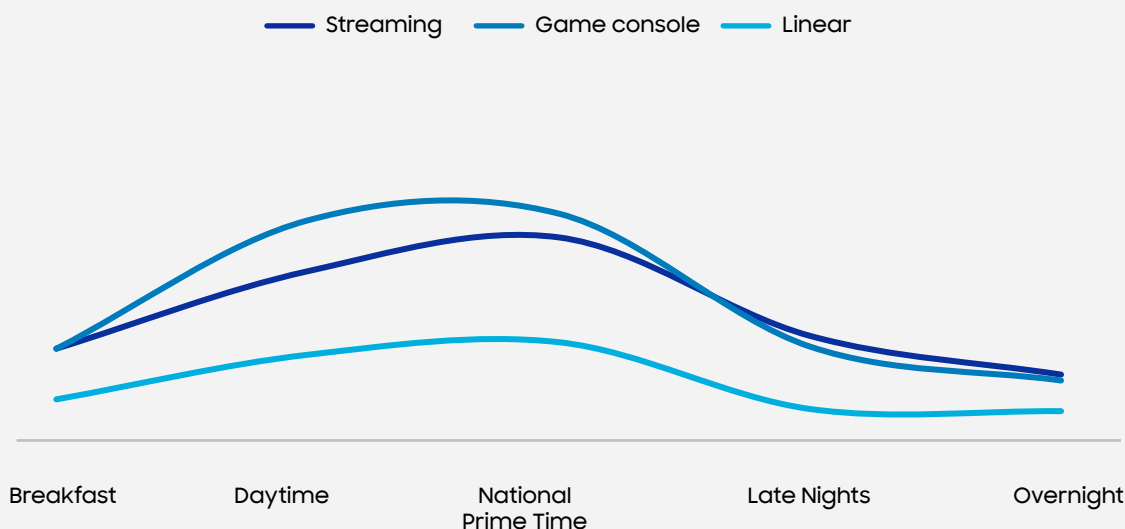
New gamers – sports genre

New gamers become heavily involved in gaming and spend more of their time with their game console than with other TV content, particularly during daytime and Primetime hours.

These gamers are an important segment who have just started their experience. Messaging should be frequent in order to keep the gamer engaged.



TV usage time by daypart



Lapsed gamers— first person shooter genre (A)

Lapsed gamers of this first-person shooter title shift more of their viewing to linear compared to overall gamers but are more likely to be found streaming across all dayparts. These gamers are at risk of churning. Messaging should focus on new game features and updated game content.

Platform viewership

Mostly streamers

77%

Index to overall
gamers: 92

Mostly linears

23%

Index to overall
gamers: 144

Streaming viewership

% of audience

Viewing time/day

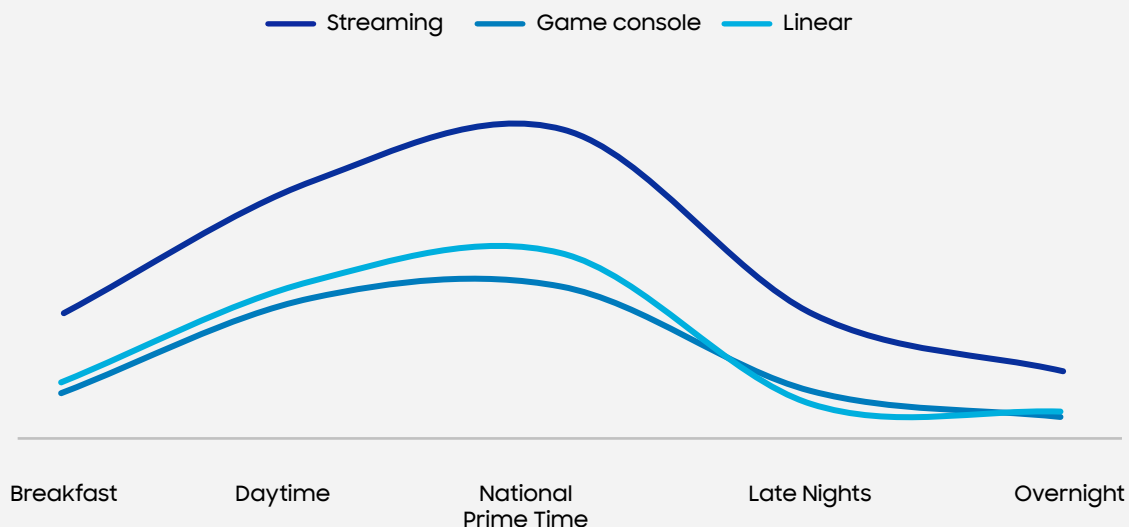
AVOD **70%**

1hr:16mins

SVOD **71%**

1hr:21mins

TV usage time by daypart



Churned gamers— first person shooter genre (B)

Those that have churned from this first-person shooter title split their TV time consistently throughout the day with streaming and game play clearly a preference over linear. These gamers have moved on to other titles or activities. Messaging should focus on win-back strategies highlighting what engaged these gamers initially.

Platform viewership

Mostly streamers

83%

Index to overall
gamers: 99

Mostly linears

17%

Index to overall
gamers: 106

Streaming viewership

% of audience

AVOD **73%**

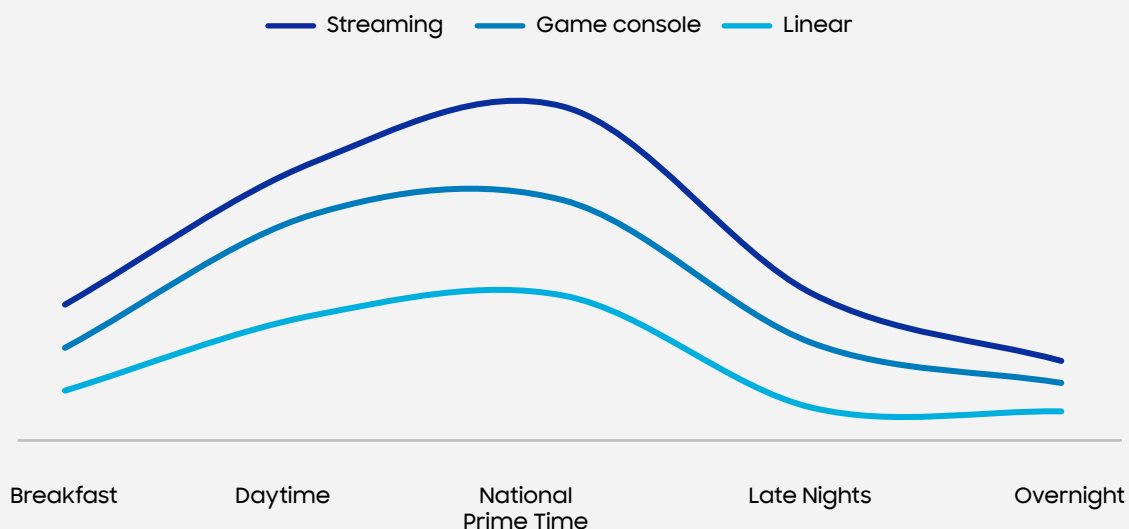
SVOD **73%**

Viewing time/day

1hr:22mins

1hr:25mins

TV usage time by daypart



What you need to know



Gamer behavior

Implications

Next-Gen Console gamers are spending notably more time with their consoles than previous generations.

Marketers must adjust their strategies and look for innovative solutions to reach gamers in and out of the gaming console environment. Home screen tile ads are an ideal way to reach gamers just before and after their game play.

Gamers are more likely to stream than the overall Samsung universe.

Marketers must balance their plans across both linear and streaming to capture gamers where they are viewing content.

Gamers are embracing ad-supported streaming (AVOD).

Marketers must include video ads in AVOD environments to effectively reach gamers when they take a break from gaming.

Gamers who have not engaged with a particular title in 3+ months have moved on and rarely return.

Game publishers must understand the mix of new, lapsed, and churned gamers to tailor messaging to each segment and maximize their active gamer base.

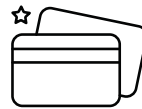
Gamers on the Samsung platform

Audience Profile



29%

more likely to be the decision maker for an auto purchase or lease in the last 12-months



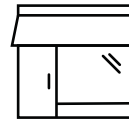
43%

more likely to have 4 credit cards



38%

more likely to travel domestically with friends



23%

more likely to dine 12+ times at fast food or drive-in restaurants in the last 30 days



93%

more likely to be a New Technology Super Influencer



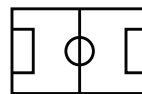
44%

more likely to completely agree with the statement "I think of my cell phone as a source of entertainment"



11%

more likely to agree with the statement "Getting exactly what I want is more important than the price of an item"



66%

more likely to be a sports enthusiast

How Samsung Ads can help reach gamers

We work with partners to leverage our exclusive Samsung data, insights, and advertising solutions to reach the right audience and measure attribution for your media investments.

Advanced Gamer Targeting

We can target by console, by genre and by franchise. We can reach new, active, lapsed, and churned Gamers throughout a game's lifecycle. We can suppress and re-target exposed players. We can do this from the moment someone turns on their TV and as they enter their gaming session.

Enhanced Audience Targeting

With our ability to capture real-time TV and Gaming behaviors from Smart TVs, mobile, and connected devices, we can combine additional targeting layers based on viewership, device and app usage, and CRM customer data.

Samsung Advertising Solutions

We work with partners to reach gamers through brand-safe advertising solutions across CTV, mobile, PC, and Samsung's exclusive native ad experiences on Smart TV & Galaxy devices. This enables advertisers to reach gamers in streaming and contextually relevant environments within AVOD apps including our FAST service, Samsung TV Plus, and throughout the Samsung household as consumers consider their next gaming experience.

Exclusive Analytics & Insights

Unique insights are derived from Samsung's deterministic data at the device level so we can measure engagement and gameplay attribution for advertising campaigns. We utilize this to complement your existing linear TV and OTT strategy to drive incremental reach and gameplay conversions as well as provide insights into your audiences' cross device behaviors.

Samsung Cloud Gaming on Smart TV

In Summer 2022, Samsung launched the first ever Gaming Hub on all new Samsung Smart TVs. Samsung Gaming Hub is the new home for gaming on your Samsung Smart TV. It offers consumers the ability to play the biggest games from your preferred gaming platform – consoles or other top cloud gaming services such as Xbox Game Pass. The Samsung Gaming Hub is a new exclusive opportunity for advertisers to reach gamers in a premium environment on Samsung Smart TVs.



About Samsung Ads

Samsung Ads is an advertising ecosystem spanning hundreds of millions of smart devices across TV, mobile, and desktop. With the largest single source of TV data in the market, we not only have more, we have double the TV data scale of the next largest competitor. Our unrivaled understanding of consumers, powered by exclusive Samsung data and insights, drives more engagement and delivers more results. With Samsung Ads, advertisers can achieve reach, scale, and precision in every connected moment.