

Viewing starts with streaming

The Rule of 40 evolved



Introduction

With our industry-leading in sights, Samsung Ads is in a unique position help advertisers navigate the evolving landscape. Several years ago, we first demonstrated the need to move TV budgets to CTV with our "Rule of 40," which called for shifting 40% of budgets to CTV to achieve total reach of US viewers. Since then, we've helped countless advertisers understand that TV advertising requires a strategic share of budgets across linear and streaming.

Yet, viewing behaviors continue to shift and for most Americans, streaming is now the first choice when they turn on the TV. It's time for advertisers to rethink their media strategy. Linear advertising is now insufficient to reach this Streaming-Centric audience or achieve significant scale. CTV should be the foundation of an efficient and effective reach strategy for TV advertisers.

Even at 1,000 GRPs,

Linear TV
misses 80%+
of the
Streaming-
Centric
audience

Translating to 52%
of all TV households.

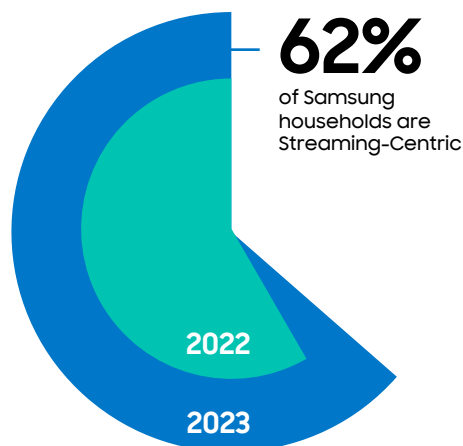


Key takeaways

1 More Americans are making streaming their first choice

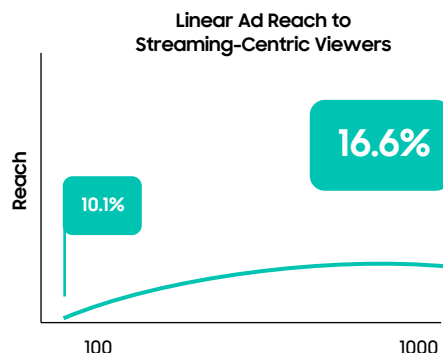
Between 2022 and 2023, the proportion of Samsung households that spend more than half of their time with streaming grew by 5 percentage points.

Nearly two-thirds of viewers make streaming their go-to viewing option.



2 We need a new planning playbook for the Streaming-Centric era

Using the delivery of 15 ad campaigns based on our linear TV ACR data, we calculated reach curves to Streaming-Centric viewers. The results demonstrate that even at 1,000 GRPs, linear media plans reach fewer than 20% of this audience.



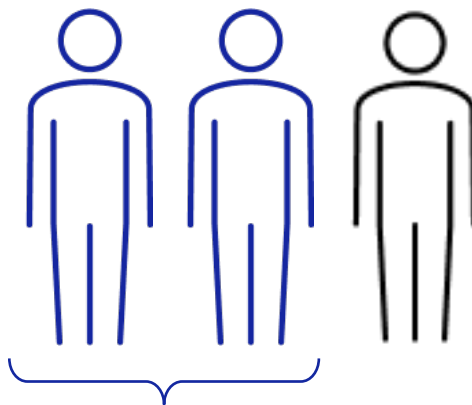
Key takeaways

3

Start with streaming

CTV, with its multiple ad formats, reaches both ad avoiders and acceptors to help you reach your audience quickly and efficiently.

Start your media planning with CTV to ensure you reach the **2/3rds of TV viewers** that are Streaming-Centric



Get in touch today

Learn more about how Samsung Ads can help you craft a more effective meaning strategy that starts with streaming.