

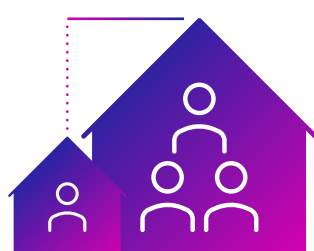
# Behind the Screens / SAMSUNG Ads

Canada Only  
Q2 2020

The unsettled events of 2020 have driven an explosion of video viewing. Trends that emerged at the end of 2019 have accelerated during the first half of 2020, and will have an impact on brands currently resetting strategy on their 2020 objectives. The following key trends come from our analysis of 3M Smart TVs across Canada.

## Tipping point between Linear and Streaming reached

Viewership trends first emerging in Q4 2019 accelerated during the first half of 2020



TV viewership nearly doubled<sup>1</sup> with shelter in place rolling out across the country.

53%

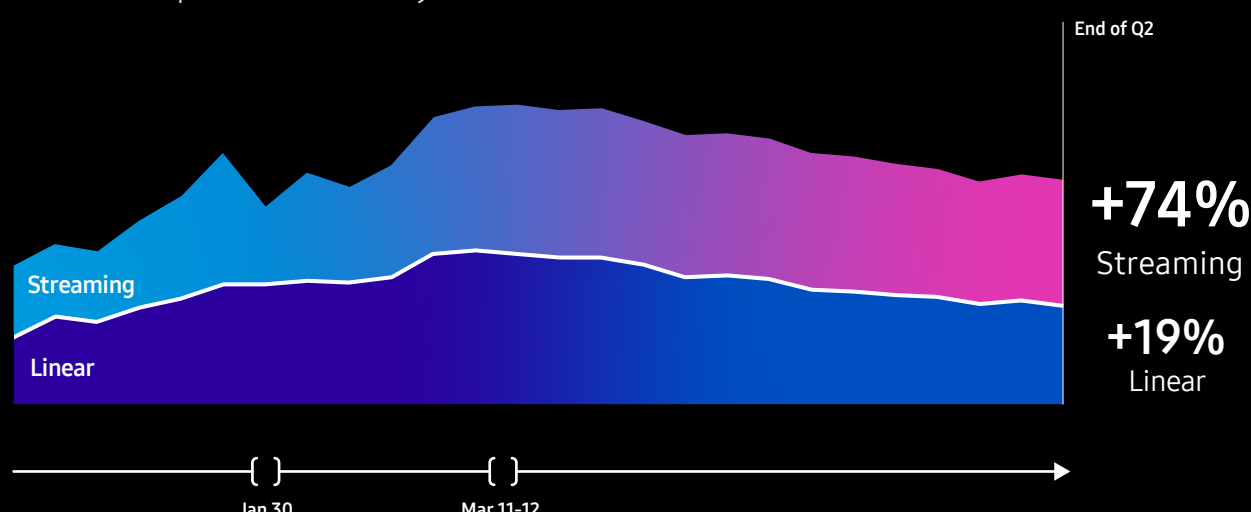
of TV viewing time is streaming.

+10pts<sup>2</sup>

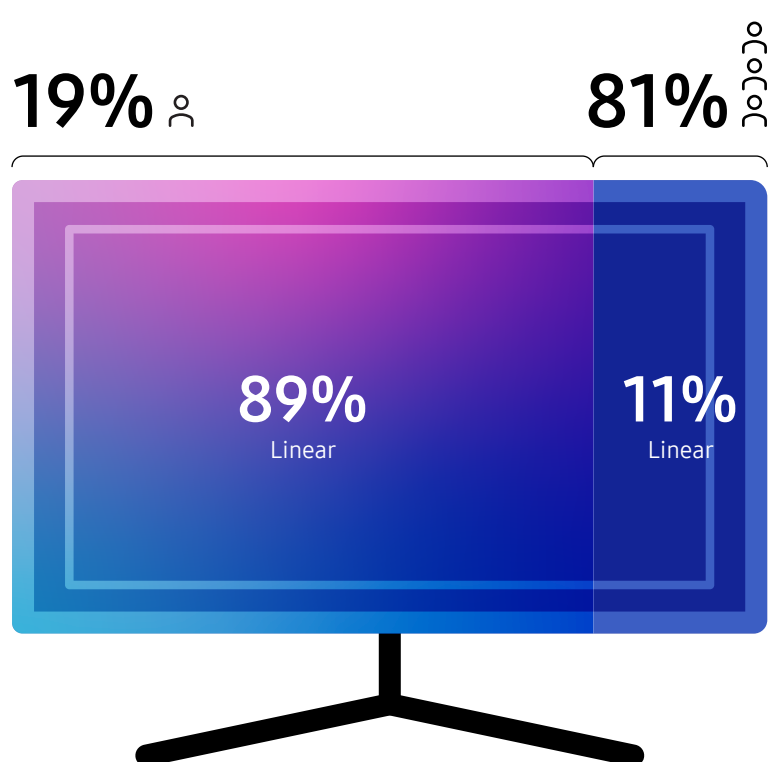
Streaming explodes in share gain in prime time, now exceeding linear.

## Streaming has emerged and the audience is continuing to engage

Video Time Spent 2020 – Weekly Hours



Streaming has increased its share throughout the first half of 2020. By the end of Q2, streaming's growth compared to early January was more than 3 times that of linear.



## The bifurcation of video viewing

The lion share of linear viewership is consumed by 19% of the total TV audience. The remaining 81% is only watching 11% of linear and are spending nearly all their time in streaming.

## AVOD is making its move

76%

of all streamers are now watching ad supported streaming services

38%

of all streaming time is now spent with AVOD

Get in touch to find out more!

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Source: Samsung Smart TV Universe, Canada Only. Q2 2020, unless otherwise noted.

<sup>1</sup> Week of 3/22 - 3/29, 2020 compared to 1/6 - 1/12, 2020

<sup>2</sup> Week of 5/4 - 5/10, 2020 compared to 1/13 - 1/19, 2020

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