



Prohibited Messaging Content

Guidelines

Samsung reserves the right to approve/deny advertising creative and content at its discretion. These guidelines apply to both the ad content (image and any text) as well as the subsequent ad experience post-click (video/app/microsite/ etc.):

Prohibited Content

- Adult content (including provocative or sexually suggestive content)
- Derogatory statements against any race, gender, ethnicity, nationality, religion, disability, or specific persons
- Profane, obscene, or vulgar language (including any related slang)
- Depiction or promotion of the underage use of alcohol, smoking, or drugs
- Depiction or promotion of violence or abuse against humans or animals
- Depiction or promotion of illegal gambling or any illegal activity
- False or misleading information or unclear messaging
- Mimicking of functionality or warnings of the operating system or other apps
- All Marijuana & Marijuana derivatives (Including where legal)
- All Tobacco or tobacco related products including vapes.



Prohibited Messaging Samsung TV Plus

Guidelines

Samsung reserves the right to approve/deny advertising creative and content at its discretion. These guidelines apply to both the ad content (image and any text) as well as the subsequent ad experience post-click (video/app/microsite/ etc.):

Prohibited Messaging - Samsung TV Plus

- Any type of advertisement or promotion for products or services of other smart TV manufacturers.
- Illegal activity, including (i) any form of illegal activity or the promotion thereof (g., how to build a bomb, stealing, robbing, hacking, freaking, software piracy), (ii) any type of illegal substance, or (iii) any website containing illegal, false or deceptive investment advice or money-making opportunity.
- Violence, including (i) obscene or vulgar language (g., excessive swearing), (ii) assault or rape, (iii) injury to human beings or animals, (iv) blood or dismemberment of human beings or animals, (v) torture or killing of human beings or animals, or (vi) bullying.
- Religious or occultist content, imagery or symbols.
- Alcohol advertising, marketing or promotional content promoting excessive consumption of alcoholic beverages is prohibited.
- Firearms, including (i) guns, (ii) ammunition, and (iii) fireworks.
- Any Type of advertisement or promotion for products or services of Samsung competitors: Soundbars, Monitors, Speakers, Pico Projector and their accessories (Earphones, Headphones), Smartphones, Tablets, Wearables (Watches), PCs and their accessories (Earphones, Headphones), Refrigerators, Ovens & Microwaves, Dishwashers, Air-Conditioners, Washers, Dryers, Air Dressers, Vacuums, Air purifiers and Printers.
- Obscene or sexual material, including (i) nudity (g., exposed breasts, visible genitalia, exposed buttocks), (ii) obscured or implied sexual acts, (iii) explicit sexual language, (iv) explicit sexual acts, or (v) visible sexual touching.
- Content promoting violence or advocating against a particular group, including groups identified by their (i) race or ethnic origin, (ii) religion, (iii) color, (iv) national origin, (v) disability, (vi) age, (vii) veteran status, or (viii) sexual orientation or gender identity.
- The use of drugs and drug paraphernalia, including (i) illegal drugs, (ii) drug accessories, and (iii) herbal drugs (g., salvia and “magic mushrooms”).
- Tobacco or tobacco-related products including Vapes.



Prohibited Messaging O&O Native Ads

Guidelines (continued)

Samsung reserves the right to approve/deny advertising creative and content at its discretion. These guidelines apply to both the ad content (image and any text) as well as the subsequent ad experience post-click (video/app/microsite/ etc.):

Prohibited Messaging for O&O Native Ads

- Any type of advertisement or promotion for products or services of other smart TV manufacturers.
- Illegal activity, including (i) any form of illegal activity or the promotion thereof (g., how to build a bomb, stealing, robbing, hacking, freaking, software piracy), (ii) any type of illegal substance, or (iii) any website containing illegal, false or deceptive investment advice or money-making opportunity.
- Violence, including (i) obscene or vulgar language (g., excessive swearing), (ii) assault or rape, (iii) injury to human beings or animals, (iv) blood or dismemberment of human beings or animals, (v) torture or killing of human beings or animals, or (vi) bullying.
- Religious or occultist content, imagery or symbols.
- Alcohol advertising, marketing or promotional content promoting excessive consumption of alcoholic beverages is prohibited.
- Firearms, including (i) guns, (ii) ammunition, and (iii) fireworks.
- Any Type of advertisement or promotion for products or services of Samsung competitors: Soundbars, Monitors, Speakers, Pico Projector and their accessories (Earphones, Headphones), Smartphones, Tablets, Wearables (Watches), PCs and their accessories (Earphones, Headphones), Refrigerators, Ovens & Microwaves, Dishwashers, Air-Conditioners, Washers, Dryers, Air Dressers, Vacuums, Air purifiers and Printers.
- Obscene or sexual material, including (i) nudity (g., exposed breasts, visible genitalia, exposed buttocks), (ii) obscured or implied sexual acts, (iii) explicit sexual language, (iv) explicit sexual acts, or (v) visible sexual touching.
- Content promoting violence or advocating against a particular group, including groups identified by their (i) race or ethnic origin, (ii) religion, (iii) color, (iv) national origin, (v) disability, (vi) age, (vii) veteran status, or (viii) sexual orientation or gender identity.
- The use of drugs and drug paraphernalia, including (i) illegal drugs, (ii) drug accessories, and (iii) herbal drugs (g., salvia and “magic mushrooms”).
- Tobacco or tobacco-related products including Vapes.



Prohibited Messaging Mobile Ads

Guidelines (continued)

Samsung reserves the right to approve/deny advertising creative and content at its discretion. These guidelines apply to both the ad content (image and any text) as well as the subsequent ad experience post-click (video/app/microsite/ etc.):

Prohibited Messaging for Mobile Ads

- Any type of advertisement or promotion for products or services of other mobile competitors and manufacturers.
- Illegal activity, including (i) any form of illegal activity or the promotion thereof (g., how to build a bomb, stealing, robbing, hacking, freaking, software piracy), (ii) any type of illegal substance, or (iii) any website containing illegal, false or deceptive investment advice or money-making opportunity.
- Violence, including (i) obscene or vulgar language (g., excessive swearing), (ii) assault or rape, (iii) injury to human beings or animals, (iv) blood or dismemberment of human beings or animals, (v) torture or killing of human beings or animals, or (vi) bullying.
- Religious or occultist content, imagery or symbols.
- Alcohol advertising, marketing or promotional content promoting excessive consumption of alcoholic beverages is prohibited.
- Any type of advertisement or promotion for products or services of other mobile competitors and manufacturers.
- Illegal activity, including (i) any form of illegal activity or the promotion thereof (g., how to build a bomb, stealing, robbing, hacking, freaking, software piracy), (ii) any type of illegal substance, or (iii) any website containing illegal, false or deceptive investment advice or money-making opportunity.
- Violence, including (i) obscene or vulgar language (g., excessive swearing), (ii) assault or rape, (iii) injury to human beings or animals, (iv) blood or dismemberment of human beings or animals, (v) torture or killing of human beings or animals, or (vi) bullying.
- Religious or occultist content, imagery or symbols.
- Alcohol advertising, marketing or promotional content promoting excessive consumption of alcoholic beverages is prohibited.