

Samsung Ads Redefines Advanced TV Advertising

Here at Samsung, Smart TVs are designed around your life. We re-imagined how consumers control their devices and discover new content – and it begins the moment you take the TV out of the box!

Samsung continues to see tremendous growth of activated Smart TVs, rapid year-over-year growth and greater usage. Anchored in TV insights, Samsung Ads delivers a connected audience and allows marketers to deliver meaningful experiences across any screen.

Greater Scale

28

Million TVs activated
as of December 2017

Rapid Growth

3.7x

More TVs activated than average
during Black Friday weekend

Of all new Ad-enabled TVs
Signed Up During Holiday 2017

30%

17

Million TVs Active per Week

Increased Usage

2x+

More TVs Download a Smart TV app
(8.1MM TVs per month)

Growth in Samsung Smart TV
usage in 2017 vs 2016

25%

Learn more at Samsung.com/SamsungAds

Source: Samsung Proprietary Smart TV ACR Analytics, December 2017

Note:
Activations consist of TVs that were sold and opted-in by the user for Smart TV and marketing capabilities.
Active TVs consist of TVs that show at least a single broadcast/cable tune and/or Smart Hub usage during the period.