

SAMSUNG Ads

2024 NewFront Highlights

In case you missed it, Samsung Ads held our 2024 NewFront presentation on Tuesday, April 30th at Lavan Midtown in New York City.

Our massive connected universe and unrivaled engagement uniquely enables us to reach leaned-in consumers at the right time, with the right message, on the right screen.

We lead where it matters most for advertisers:

Reach

#1

Brand in Smart TVs, Mobile Phones & Digital Signage worldwide

Engagement

#1

Most engaging ad-supported streaming app: Samsung TV Plus

Insights

#1

Proprietary TV data set worldwide



Here are the big announcements from our presentation:

Expanded Samsung TV Plus Content & Partnerships

We're continuing to invest in our industry-leading AVOD and FAST service with the genres that matter most to our viewers and advertisers:



**Samsung
TV Plus**

Sports

We're betting big on sports with new partnerships from top partners including MLB, the PGA Tour, F1, ONE Championship MMA, and more.

Multi-cultural

We're expanding our content offering with partners like CJ Entertainment, Televisa Univision, and Estrella to bring more Korean and Latino programming to viewers with exclusive and first-to-FAST titles.

Kids

We're growing our family-friendly content library with Mattel's first-ever FAST channels: Barbie & Friends, Hot Wheels Action, and Mattel Jr, plus a new and exclusive Blippi-branded FAST linear channel.

Music

A suite of exclusive programming from the Warner Music Group is coming to Samsung TV Plus, including two playlists, The Drop and Artist Odyssey, plus a music channel featuring artists across multiple genres, artists and decades.

Creator Content

We're launching Animation+, a new channel featuring fan-favorites from premium YouTube creators with over 600 hours of adult animation content.

News

We have the most comprehensive news offering of any FAST service, with over 20 national and international news channels and more than 130 local channels, with more launching every month.



New Gaming Innovations for TV & Mobile

We're taking the power of our gaming innovation to advertising breaks with **Game Breaks**, a suite of solutions that transform the ad break into an interactive experience, providing deeper engagement. The first Game Break available is **The Six**: a game of six trivia questions, playable directly on your TV through your Samsung remote. Advertisers can co-brand the entire experience, including the questions themselves.

We're also launching **Rivals Arena**, a cinematic card game that players can exclusively access from the Samsung home screen or Gaming Hub using their mobile devices. Advertisers can run creative as interstitials in between gameplay, and for endemic brands, we can customize the entire game experience with custom branded backgrounds.

Full-Funnel Solutions to Solve Your Biggest Challenges

We're excited to share a new and updated suite of solutions designed to address the industry's biggest challenges in a way that only Samsung can.

For top-funnel objectives, we're launching **Optimal Reach**, a first-of-its-kind solution that expands on our leading ACR footprint and data signals to provide you with unmatched insight into your overall audience reach across linear and in-app streaming viewership, helping to drive effective incrementality.

To address lower funnel objectives, we're expanding **Smart Outcomes**—our AI-powered suite of performance solutions. Our new **Smart Acquisition** solution continually optimizes to deliver the highest likelihood of conversion with your target audience. Smart Acquisition is now scaled beyond streaming app advertisers and can target a conversion activity to happen on a TV, but also to mobile, web, or all three destinations.

We're also launching two new Content Discovery solutions: **Samsung Spotlight** and **Samsung Beacon** to put your content front and center when viewing behavior is most likely to be influenced.

“By combining the power of our insights with our scale, audiences, and ecosystem, Samsung Ads uniquely stands out from the crowd as a partner positioned to deliver better business outcomes for your brand.”

Michael Scott,
VP of Ad Sales & Operations,
Samsung Ads