

Numbers you need to know.

Samsung Smart TVs continue to be a content powerhouse, so here are powerful insights about the tremendous activity we observed across all devices on the Samsung Ads platform in the US for July 2018.

30 million

Samsung SmartTVs registered in the US, and 73 million globally!

In the US, more than half a million Smart TVs are newly activated on average per month, with more than 2 million globally.

Newer Smart TV models are the new majority.

In July 2018, Samsung Smart TVs released in 2016-2018, with the new user-friendly Tizen interface officially crossed the halfway point in the US, occupying 51% of Smart TV activity.

Samsung Ads can reach over

200 million devices

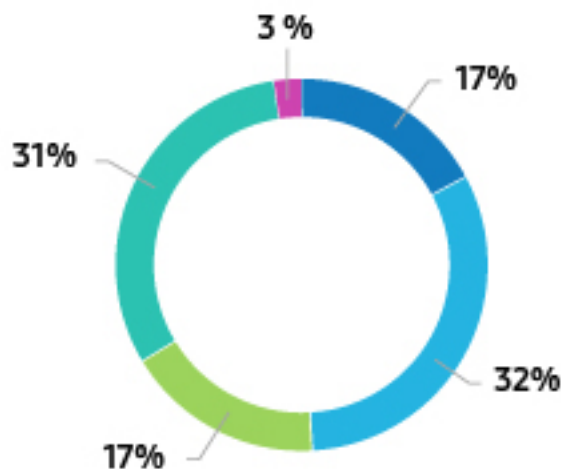
across Smart TV, connected TV devices and cross-media solutions.

1.3 billion

launches of apps on Smart TVs in a month in the US.

Share of Activity

Activity by Samsung TV Model Year



- 2014
- 2015
- 2016
- 2017
- 2018

Quick Stats

14 million Samsung Smart TVs tuned in to TV programming for at least one minute.

64 billion minutes spent watching TV programming on Samsung Smart TVs in one month.

88% of Samsung Smart TVs have at least one HDMI-device connected for additional media consumption.

At present, there are **3202 Smart TV Apps available in the US**. 705 apps actively used globally in July.*

There are **4000+ Smart TV Apps** available globally, 1,367 apps were actively used globally in July.*



**All numbers are based on US Smart TVs unless otherwise noted.