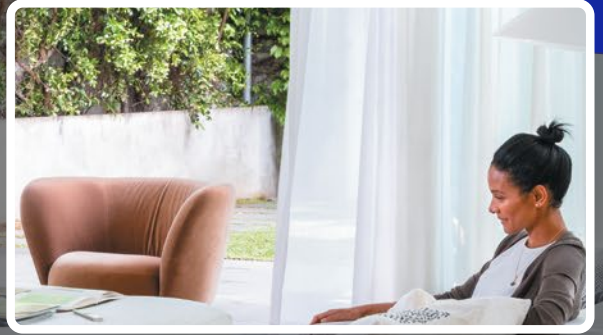


Behind the Screens / **SAMSUNG Ads**

Samsung Ads Audience Advisor

Audience Advisor provides clients with planning insights about their opportunities in ad-supported streaming — customized to their target audience.



What is Audience Advisor?

Audience Advisor uses exclusive Samsung TV viewing data to help advertisers understand how their audience watches linear TV and ad-supported streaming, or AVOD. Advertisers can then craft an effective and informed campaign strategy for AVOD. Samsung's "Rule of 40" helps advertisers allocate budget to AVOD; Audience Advisor helps them spend that budget wisely.

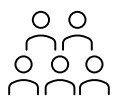
The Rule of 40:

When 40% of the media budget allocated to AVOD, advertisers will achieve balance between reaching linear-only homes and streaming-enabled homes.

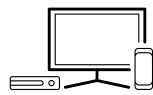
How is it different?

Audience Advisor leverages Samsung Ads proprietary first-party data to deliver custom insights and customized media plans that maximize reach to streamers across Samsung's ecosystem. Want to leverage your own first-party data? Audience Advisor can optimize that too!

What Audience Advisor reveals about high-value audiences:



How many viewers you can reach on Samsung's platform



How they watch — especially on streaming and AVOD



How to balance your budget to maximize reach



Audience Advisor helps you understand the way audiences actually watch AVOD, to reach audiences where they are most engaged and most likely to take action.

Audience Advisor in Action

Reaching Millennial Moms



7.1M
Millennial Moms

Life Runs Through Us

Millennial Moms live their lives through Samsung devices.

Audience Advisor leverages Samsung's device-driven first-party data to determine how this high value audience views TV content. With insights across linear and streaming, Audience Advisor finally opens the door to accurate, actionable information about AVOD.

Life runs through us.
Your advertising should, too.

Audience advice starts here

Reach the Millennial Moms, and every high-value audience you need, with Samsung Ads.

Samsung Ads is an advertising ecosystem, spanning hundreds of millions of devices across smart TVs, mobile, desktop—at every connected moment in the Samsung household. Advertisers can achieve reach, scale, and precision across their entire media spend. With premium brand-safe inventory fueled by exclusive Samsung data and insights, advertisers gain unmatched power to engage consumers as they discover new content, products, and experiences.

Samsung Ads. Life Runs Through Us.

How Millennial
Moms watch

72%

Of Samsung Millennial
Moms stream AVOD

1.2 hrs

Average daily
AVOD time spent

86%

Share of time spent is in
streaming; only 14% of
time spent is in linear



SAMSUNG
Ads