

# SAMSUNG Ads

## The best of TV. All for free.

All the entertainment you want at zero cost. Choose from 250+ live TV channels, and 1000s of movies and shows on demand, all for free.

Reach viewers anytime, anywhere with Samsung TV Plus on Samsung TVs, mobile devices, Samsung Free, and web.

### The Samsung TV Plus Difference



#### Samsung Audiences

- Targeting backed by Samsung proprietary data
- 2X more data scale than the closest competitor
- Only found on Samsung



#### Premium Content

- 250+ channels of editorially-curated entertainment
- Brand-safe, non-UGC content
- Human-verified



#### Engaged Viewers

- +64% YoY increase in monthly time spent
- #1 FAST app on Samsung TVs
- Nearly 5X more time spent per day vs. FAST apps

### Streaming TV Solutions

Connect with your audience and drive results with Samsung Ads



#### Broad Reach

- Demo
- Linear TV Viewers
- Samsung TV Plus RON
- Channel Bundle Targeting



#### Targeted Reach

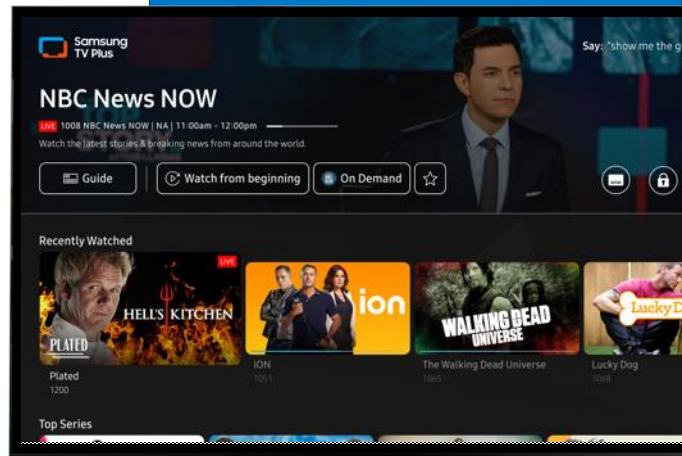
- Samsung Proprietary Audiences
- Samsung Smart Audiences
- Advertiser Audiences
- Partner Audiences

### Impactful Advertising Opportunities



- Tentpole solutions, programming stunts and O&O channel sponsorships now available year-round

Get in touch at [adsales@samsung.com](mailto:adsales@samsung.com)



# 250+

Channels and growing, including 30 O&O

# +64%

YoY Growth in Time Spent

# #1

FAST app on Samsung TVs

[samsungads.com](http://samsungads.com)