

Samsung Ads

The Power of Connected TV: New Advertising Strategies in Canada

July 2020



The Power of Connected TV

Samsung Ads partners with you today...



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SAMSUNG Ads

Samsung Ads is advanced TV advertising at scale. With over **3M Smart TVs**, and **number one** in market share in Canada, our smart TV advertising solutions are built on the **largest source** of proprietary **first party TV data** in Canada.

Samsung Ads provides the **holistic view** brands and advertisers need, connecting linear, OTT, gaming and more to reach target audiences. Advertisers can leverage these insights to buy media across TV, mobile and desktop.

Agenda

1

The Continuing
Evolution of TV

2

Finding & Reaching The
New Generation of TV
Viewers

3

Viewership Trends

Is it OTT or CTV?

OTT

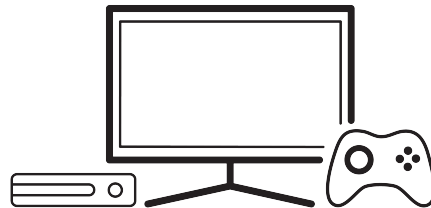
Predominantly talking about **content**, when it doesn't matter which device is used – think **Streaming Services**.



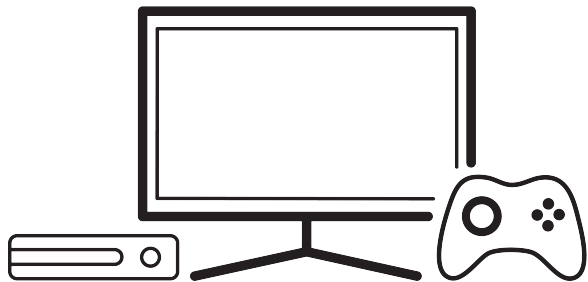
Netflix
Samsung TV Plus

CTV

Predominantly talking about **devices that are connected to TVs**—think Smart TVs, Streaming Devices and Gaming Consoles



The Video Ecosystem

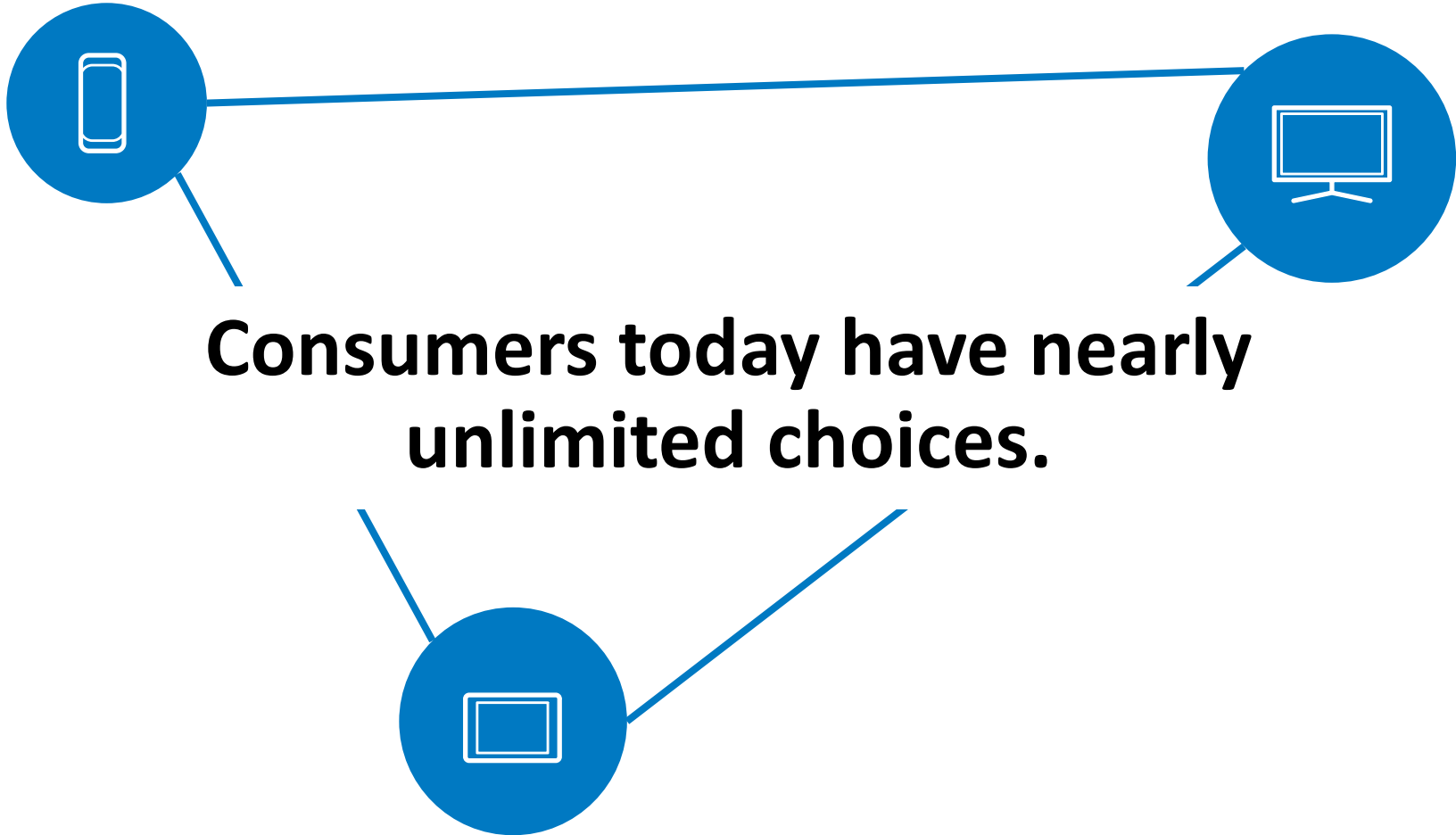


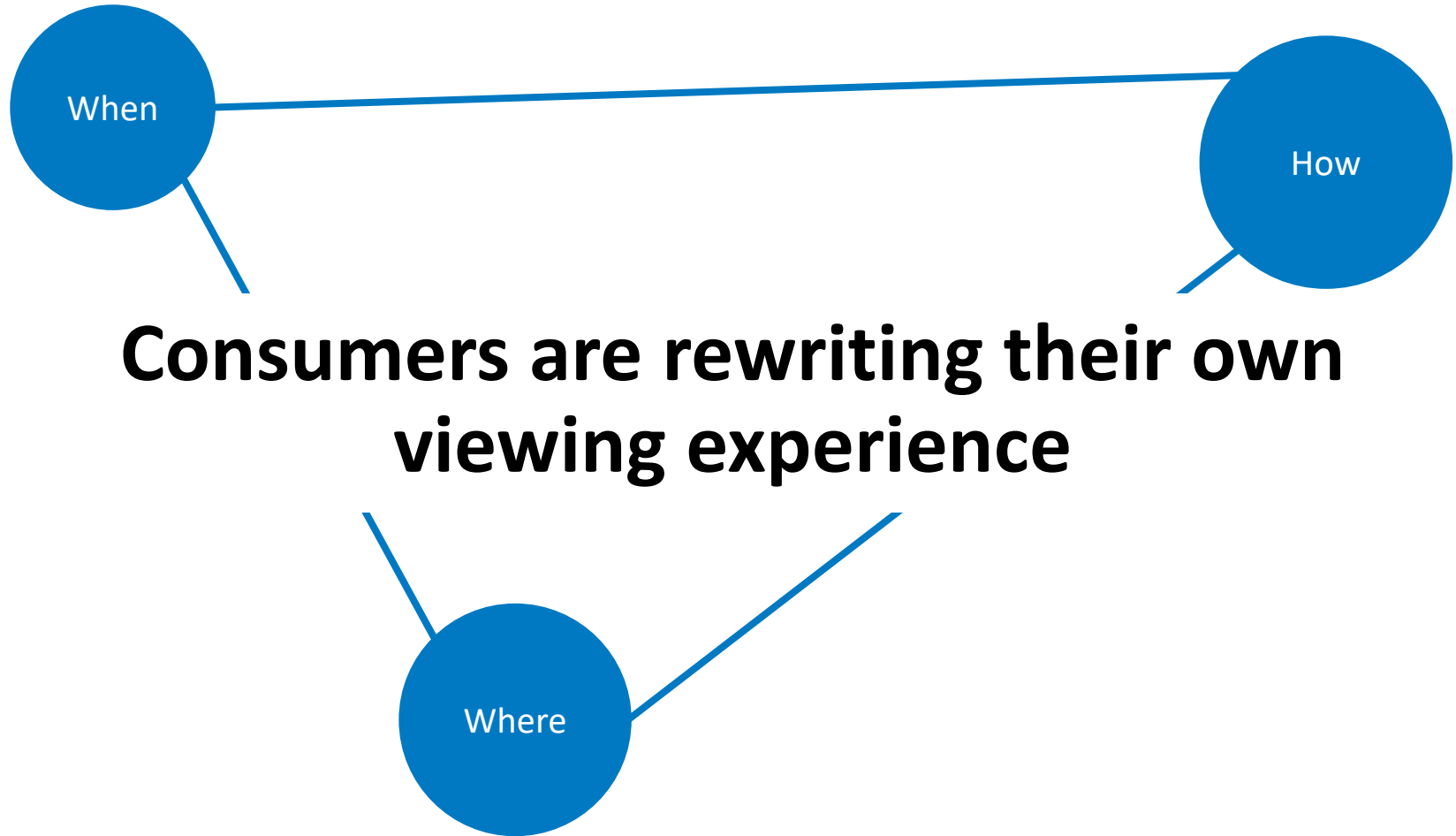
A complete picture of TV viewing.
All content consumption at the household
level, connecting linear, OTT and gaming.

Guiding advertisers to
reach consumers across the video ecosystem.

The continuing evolution of CTV







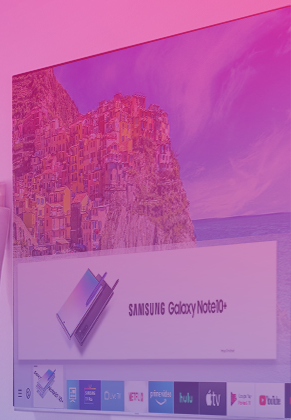


**Marketers are now tasked to rethink
their media strategy.**

Total TV Watchers

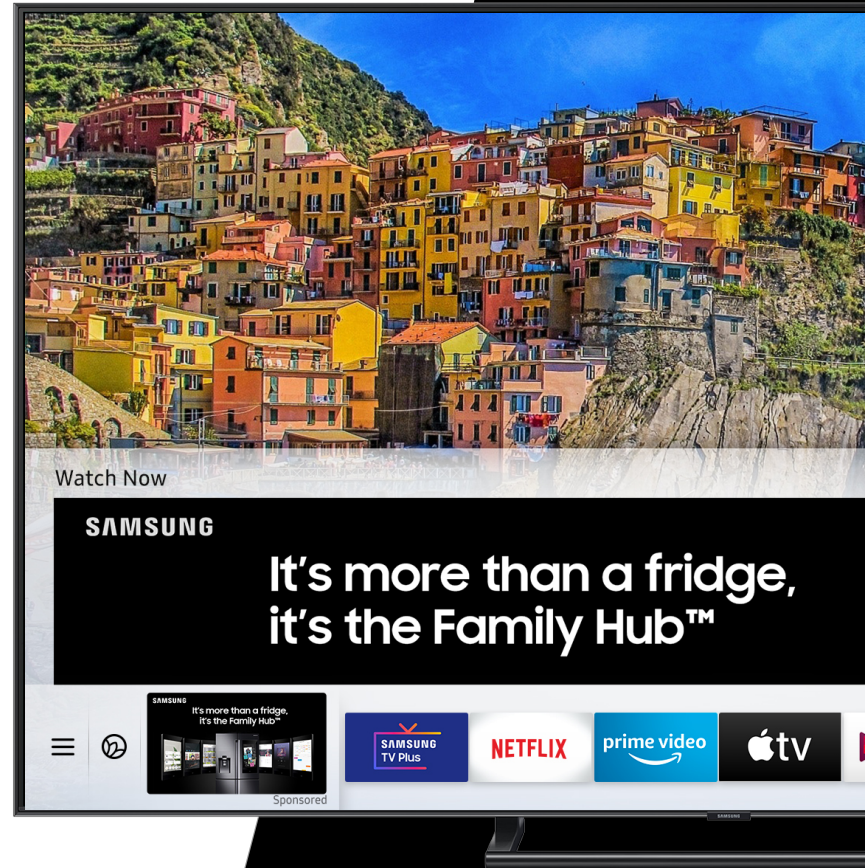
47%

of Samsung Smart TVs both tune-in to
linear TV and use a Smart TV app



SAMSUNG

The New Power of TV



What's great about CTV?

The TV remains the largest screen in the house and the gateway to the majority of video consumption

It's access to the elusive and valuable cord cutters and cord shavers

It's inherently viewable – Ad loads are lighter and Ads are full screen and non-skippable

With a narrow view, advertisers can't win.

- You're investing everywhere – broadcast, cable, full episode digital, OLV, OTT exchanges, publishers and more
- Investments are duplicated, yet its hard to know what's working
- Data is siloed and disconnected, seen through 100's of tiny keyholes

You need the biggest, most robust data source to give you a holistic view and be your guide



Automatic Content Recognition

Largest ACR dataset in the market – covering 43% of the Canadian ACR footprint.

Enables advanced targeting, measurement, and insights based on content viewership.



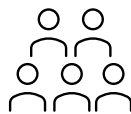
**Channel,
Program,
Shows**



Linear Ads



**Total Time
Watched**



**HH
Rating**

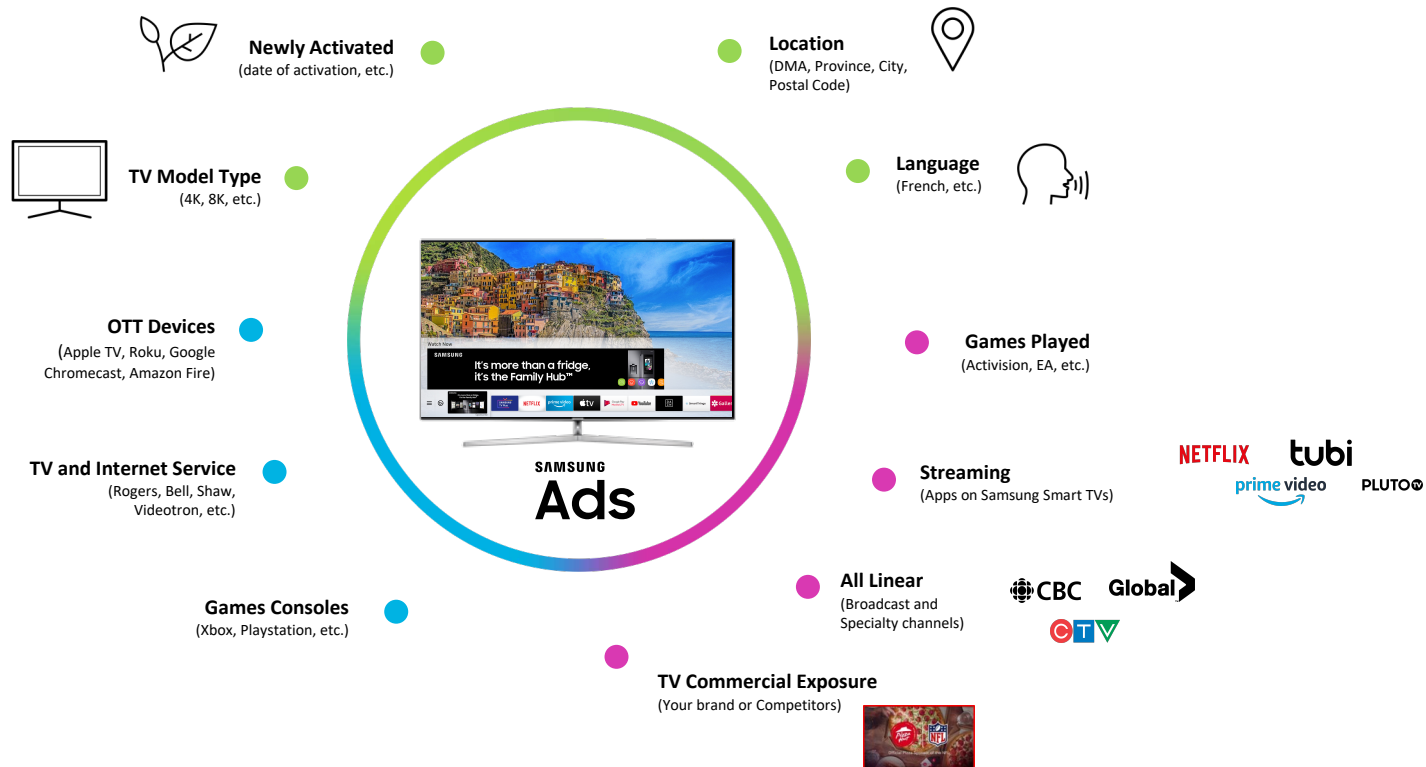


**HH
Share**



**HH
Reach**

One Platform. One Holistic View. One Video Ecosystem.



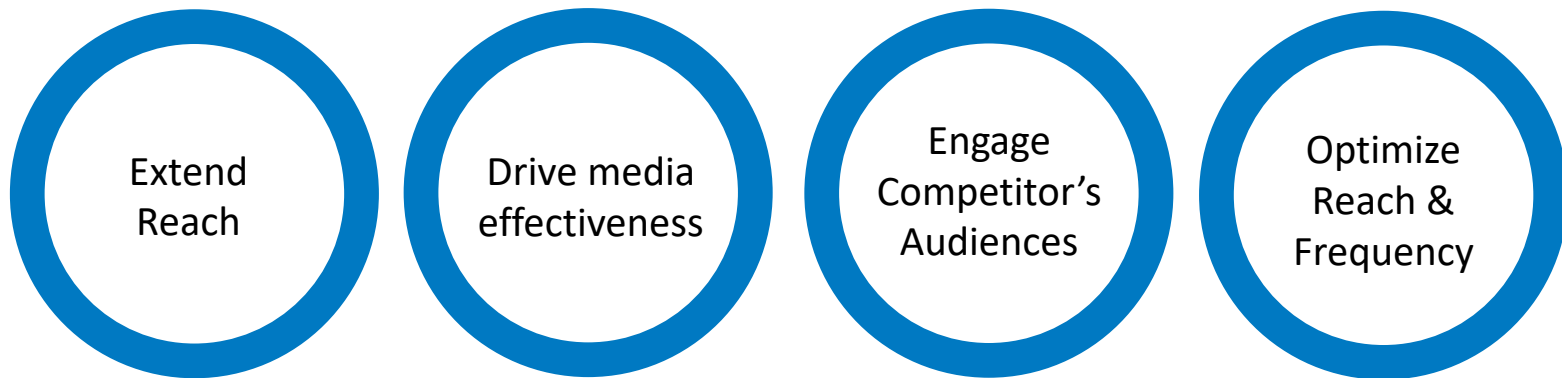


Where does advanced TV fit into the marketing mix?



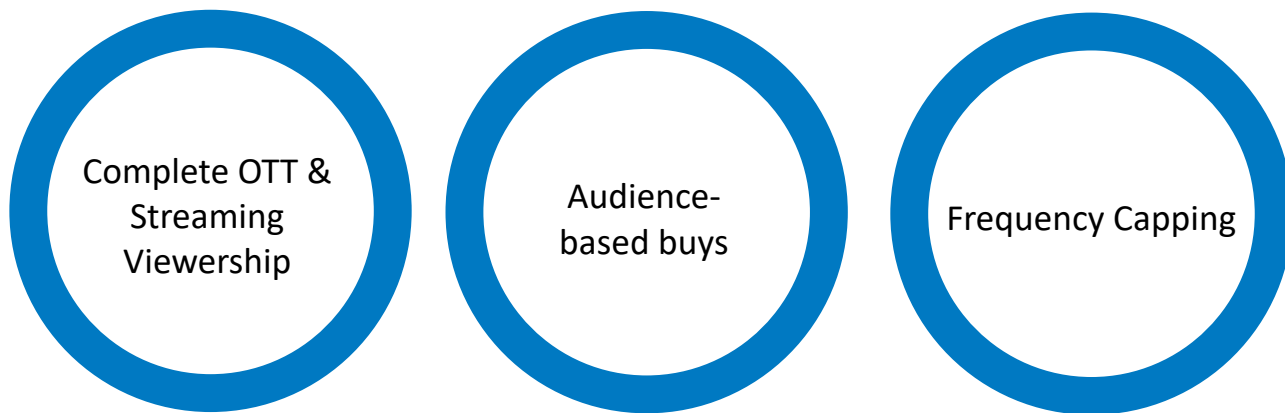
Incremental Audience Reach

Identify audiences who saw or missed your TV spots and engage with them on second screen devices and within Connected TV.



Scale and Frequency

We measure viewership on cable and satellite, antenna, and OTT devices to capture all TV viewing behavior.



Advertising executions and opportunities

Video + Display

Mobile, Tablet & Desktop Video & Display

Video

Connected TV Video

Advertisement 1 of 2

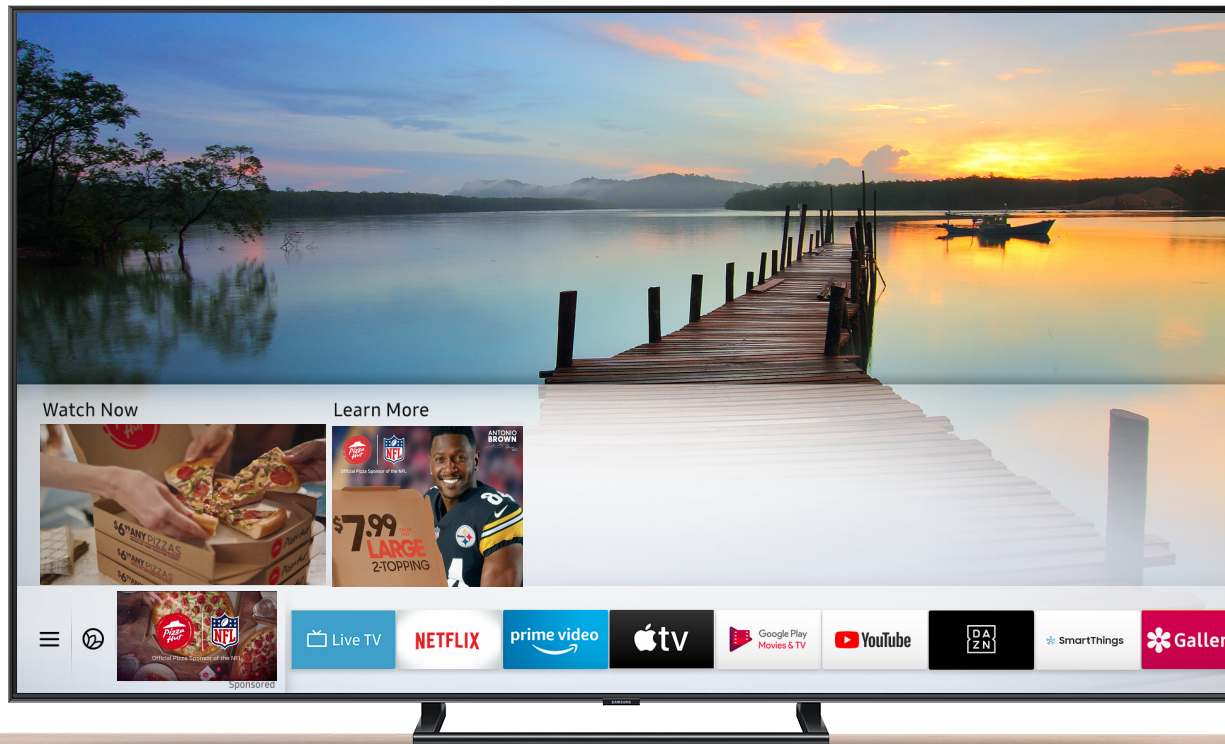


Ads

Samsung Ads Native Offering

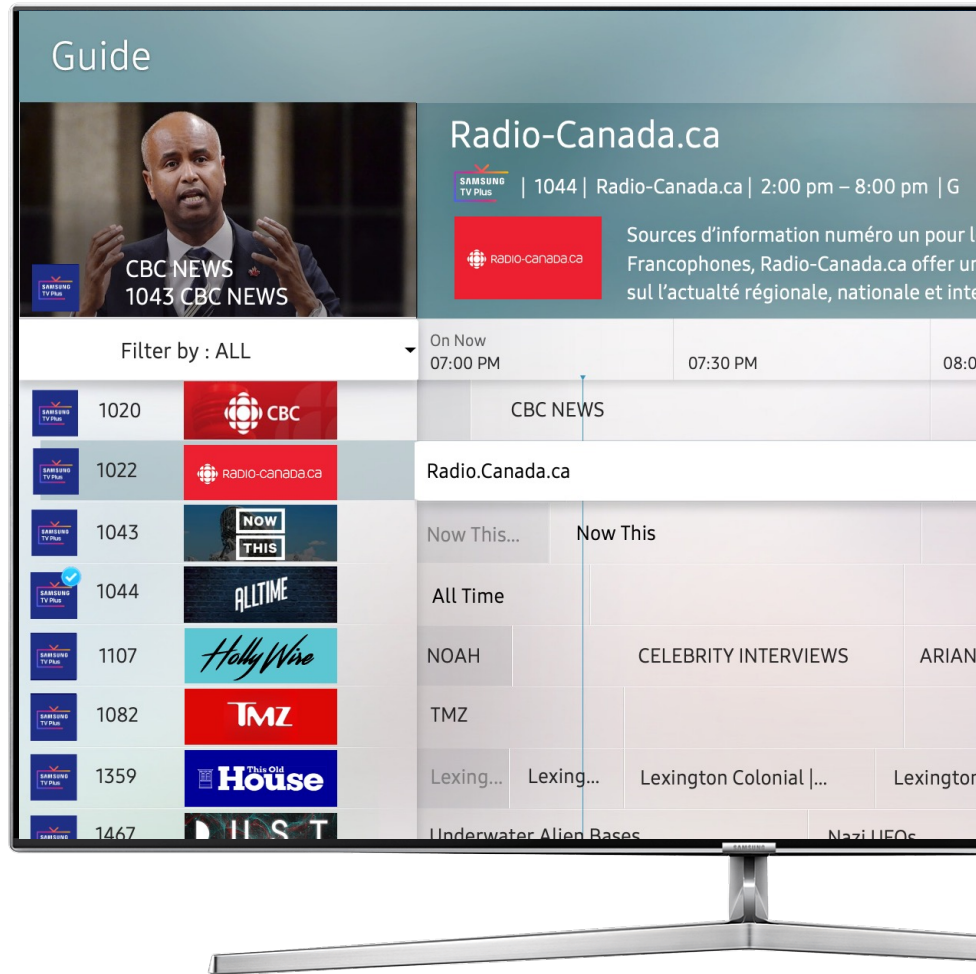
1st Screen

Organically position your brand and content in the home screen when a viewer turns on their Samsung TV or selects the home button on their remote.



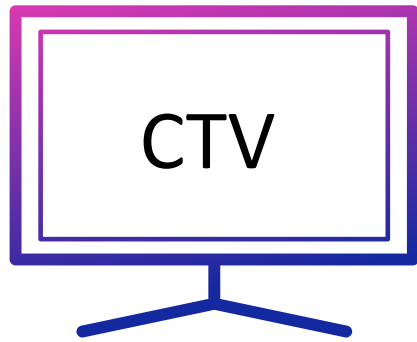
Samsung Ads AVOD Offering

- Free, Ad Supported
- Natively installed on Samsung Smart TVs
- 39 channels and growing
- #2 AVOD App

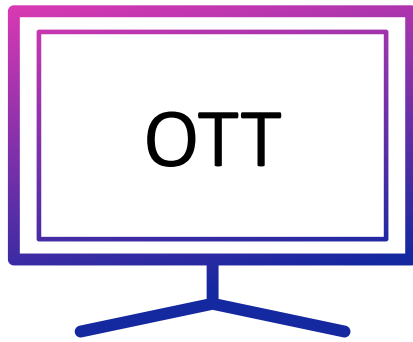


Viewership Trends





Connected TV



Over The Top



Ad-supported Streaming



Subscription Streaming

Data & Methodology

Samsung Smart TV data is the source for time spent on linear and streaming content.

- Streaming viewership is viewership within 1000+ Smart TV apps.
- Linear viewership is defined as Live+7 through a STB, cable or satellite providers. It uses ACR linear matched content to model total linear viewership.
- Smart TV viewers are not projected to a national population.

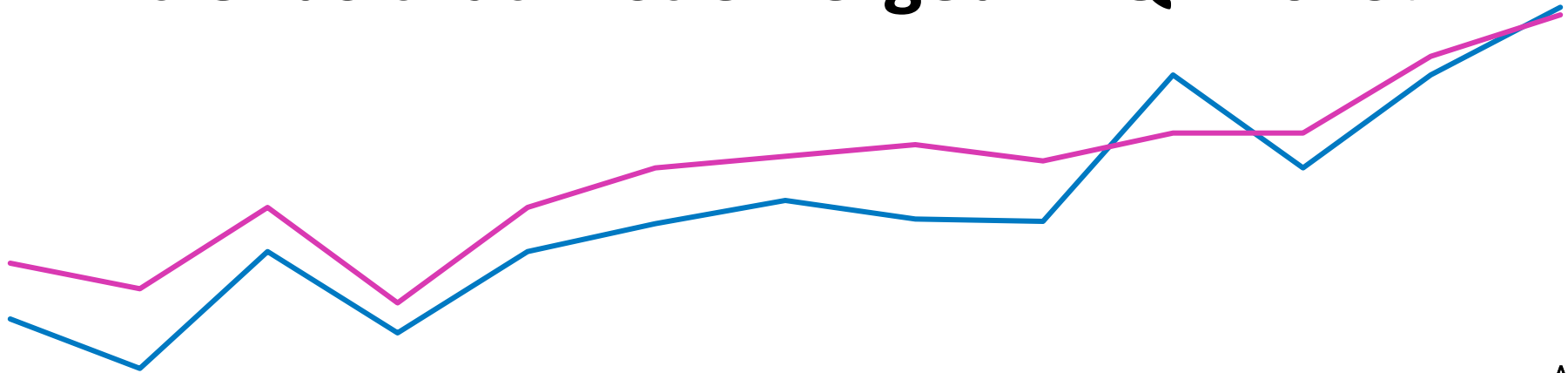
3M

Samsung Smart TVs

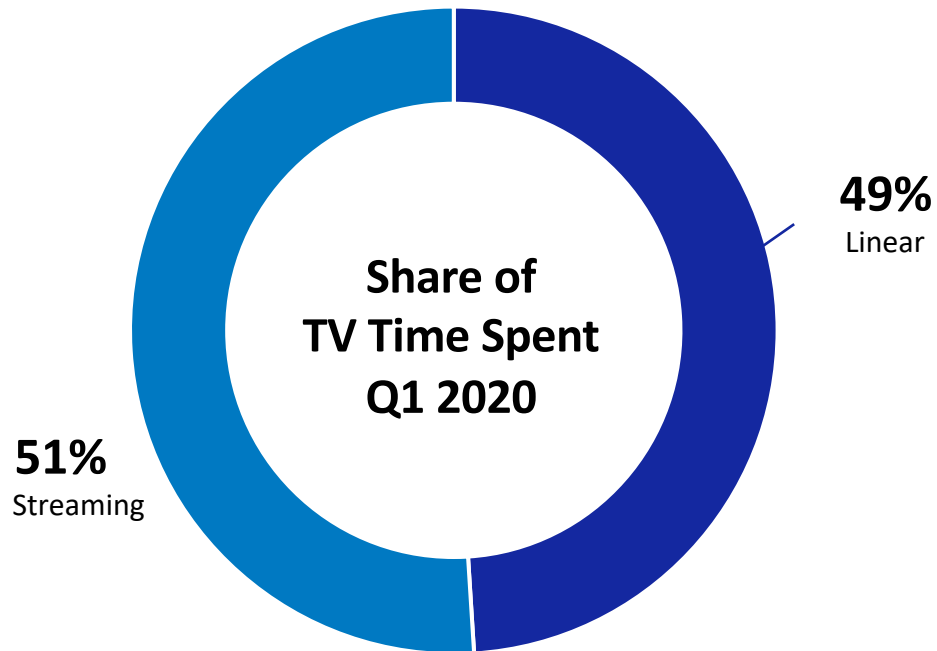
43%

Coverage of
Canada ACR

The events of 2020 have accelerated trends that first emerged in Q4 2019.



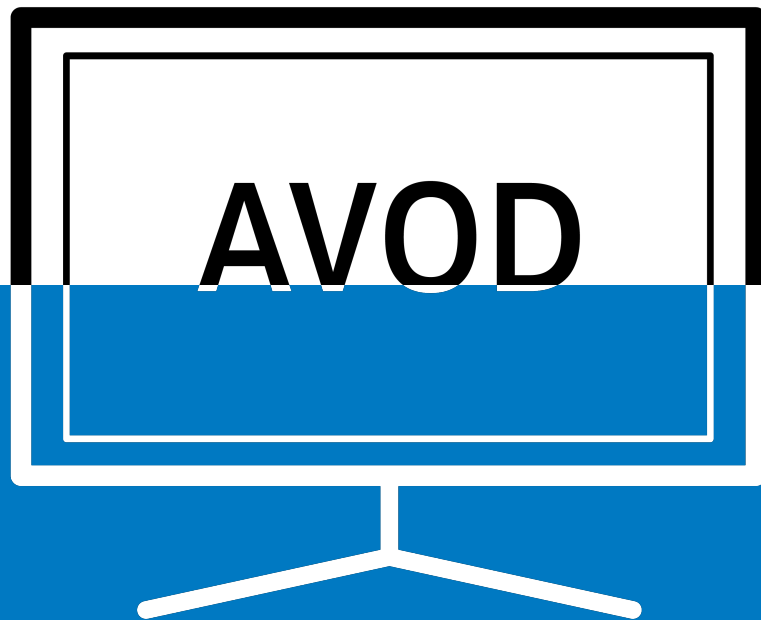
Streaming Now Represents More Than Half of All TV Viewing Minutes



More Audiences Are Streaming Almost Exclusively

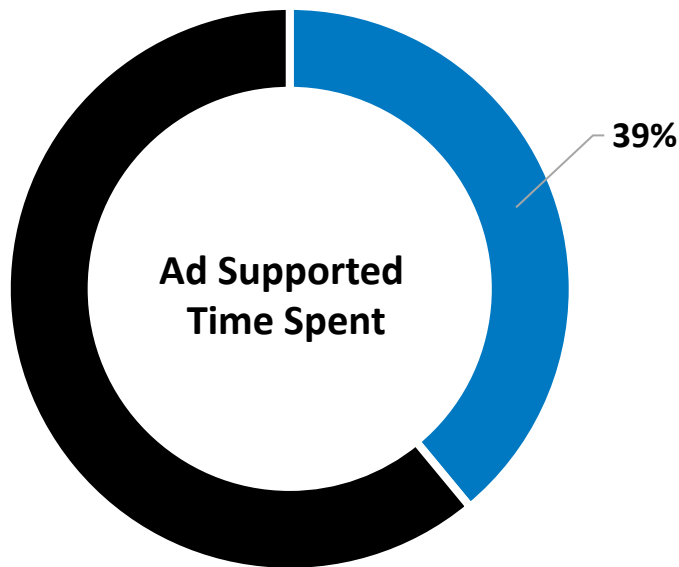


Nearly Half of Streamers Are Now Watching Ad Supported Streaming Services



41%
Q1'2020

More Than One-Third of Streaming Minutes Are Now Available For Advertisers.



Let's Recap

TV's evolution continues

Marketers need to rethink their media strategy

Samsung Ads' advanced TV solution can find and reach the new generation of TV viewers

The events of 2020 have accelerated the trend towards streaming

Thank You.

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Join us on
July 29th for an
in-depth
viewership
trends webinar
hosted by

iab.canada