

EU

Behind the Screens / **SAMSUNG** Ads

Trends Report: Gaming on Samsung TVs

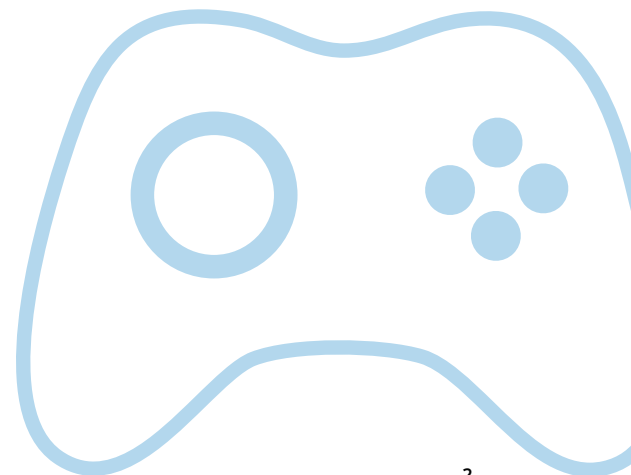
January–June, 2021, United Kingdom

Methodology



The insights and trends contained within this document are derived from proprietary, deterministic Samsung TV device data, powered by Samsung ACR (Automatic Content Recognition) technology in Europe.

Gamers are measured by the presence and play on a game console that is connected to Samsung TV in the household. Play must include one or more games, for a minimum of three consecutive minutes during the time period. Time period used in this study is between 1 January 2020–1 July 2021. Samsung TVs with a connected, active game console have been measured across EU5 countries in this report, which consists of the UK, Germany, France, Spain and Italy.



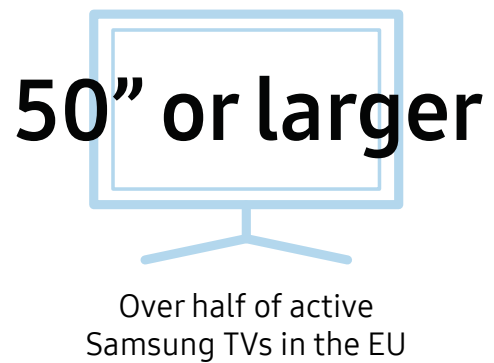
Samsung Engineered for Gaming

Samsung is the number one TV manufacturer globally and we know that the size and quality of the screen are paramount to premium gaming experience. Gaming Mode is a key feature in the 4k QLED range of Samsung Smart TVs!

We understand the gaming audience from both hardware and behaviour perspectives. Samsung Ads' unique data provides insights into how gamers spend time on their Samsung Smart TV, whether they watch linear TV or stream, the type of games they play on their game consoles and for how long.

Samsung TV owners take their home entertainment seriously—**over half of active Samsung TVs in the UK are 50 inches or bigger and 80% of Samsung TV owners use Samsung TV as the main TV in their home.**

Samsung TVs are designed with privacy at the heart of everything we do. Samsung Smart TV users are asked to choose whether to opt in or out of the Smart TV's 'Privacy Notice' and 'Terms and Conditions' - which include clauses on Interest-Based Advertising ("IBA") - and of the collection of viewing and consumption patterns for Smart TV data. These choices can easily be re-accessed and modified by the user at any time. We employ industry-standard security safeguards and practices to protect information.



Gamers are on the rise, and so is their play time

According to the Economist, one of the biggest media habits to be formed during the pandemic appears to be gaming and unlike many other lockdown activities, is showing no sign of going away as life gets back to normal.

Samsung Ads data reflects this view. The number of gaming TVs and hours spent gaming on Samsung TVs has been growing YoY and stayed relatively consistent throughout subsequent lockdowns and easements in the first half of 2021. Most notable dips in gaming activity coincided with announcements on further lifting of restrictions in the UK in April (week 15) and May (week 21), however once the initial excitement has faded, gamers have returned to their usual level of activity in the following weeks.

Whilst the majority of gaming hours are spent by users of older generation console, TVs that are connected to a newer console spend more time gaming, especially since the launch of two next-gen consoles in Q4 2020. We expect the adoption rate of newer consoles to continue increasing amongst Samsung TV owners.

Samsung Gaming TVs in the UK, January–June 2021

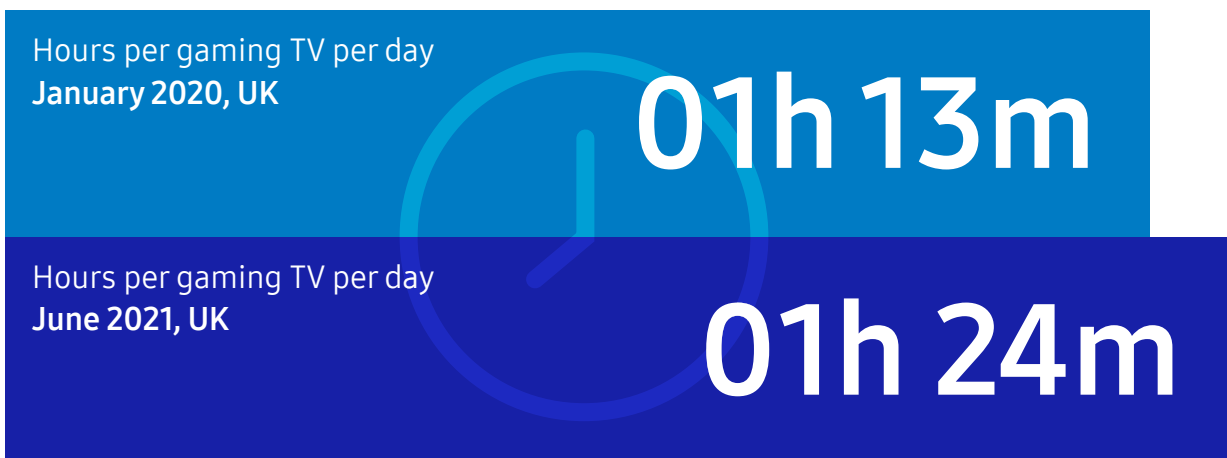


Average hours spent gaming on Samsung TVs rose by +15% in the UK since January 2020

Hours per TV per day, January 2020 – June 2021

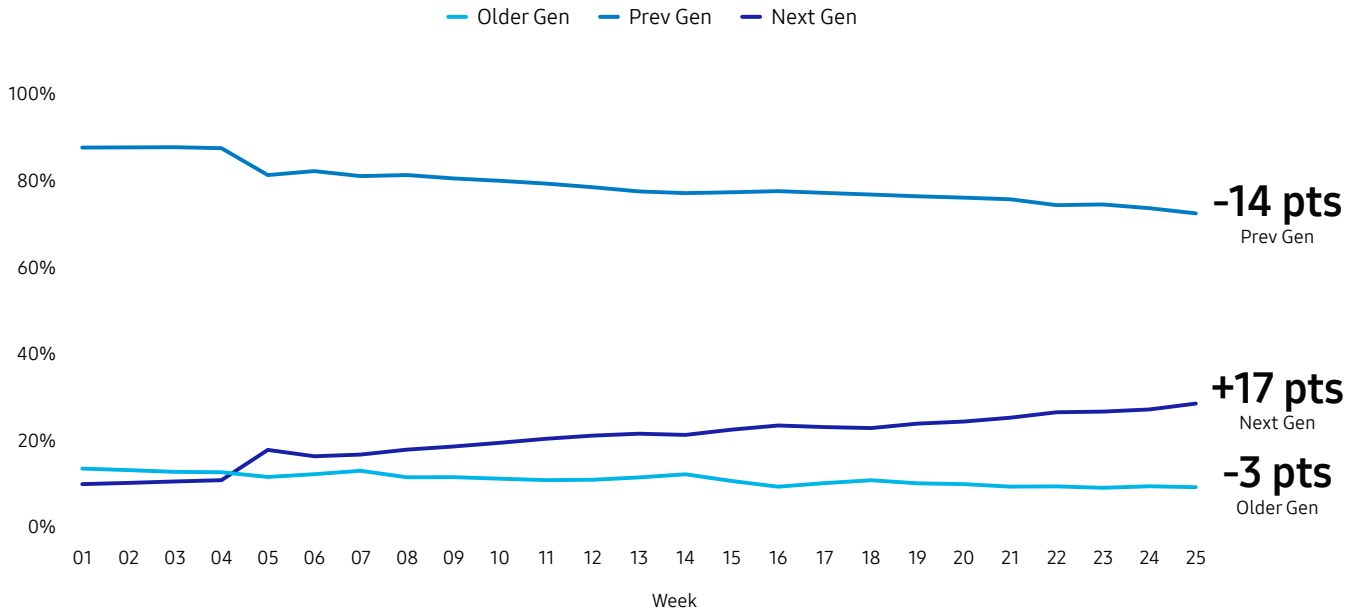


Average daily gaming hours in the UK grew by +15% in the UK since January 2020. They peaked in the second quarter of last year due to the pandemic-related restrictions and have still remained high with average daily gaming time of 1h 24m in June 2021.



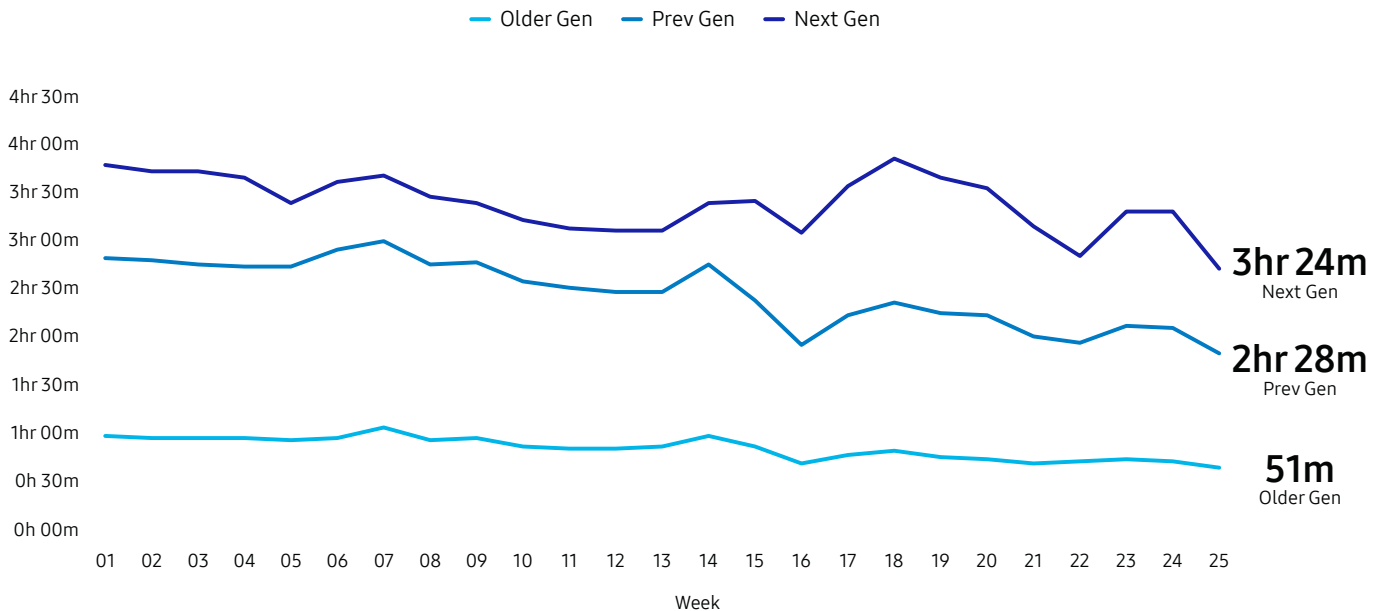
Samsung TVs are increasingly upgrading their consoles with the next generation consoles

Share of active consoles on Samsung TVs, January–June 2021, UK.



Next-gen gamers spend more time gaming than owners of older generation consoles

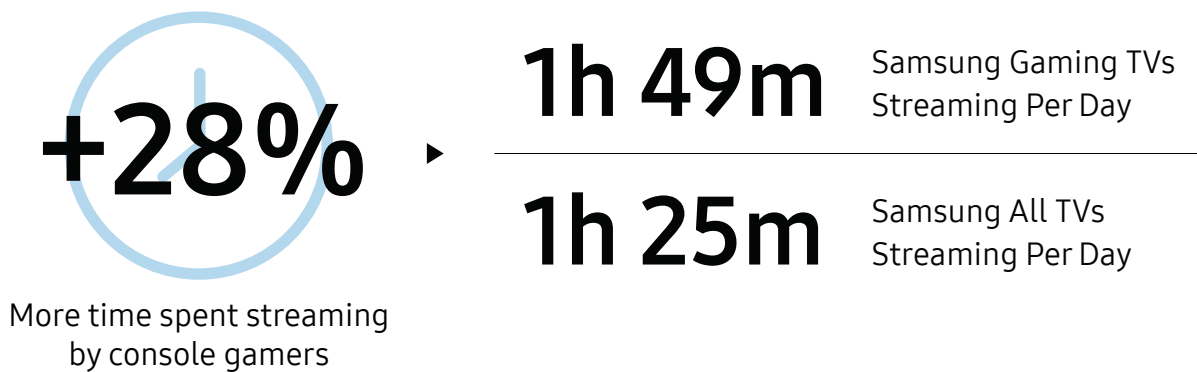
Average hours per TV per day, January–June 2021, UK.



Source: Samsung Consumer Electronics Proprietary Business Intelligence. Minimum session length of 3 min. Tizen OS TVs 2016-2021. Next-gen consoles consist of Xbox Series X & S, PS5. Previous generation: PS4, Xbox One. Older generation: PS3, PSTV, Switch, Wii U, Xbox 360.

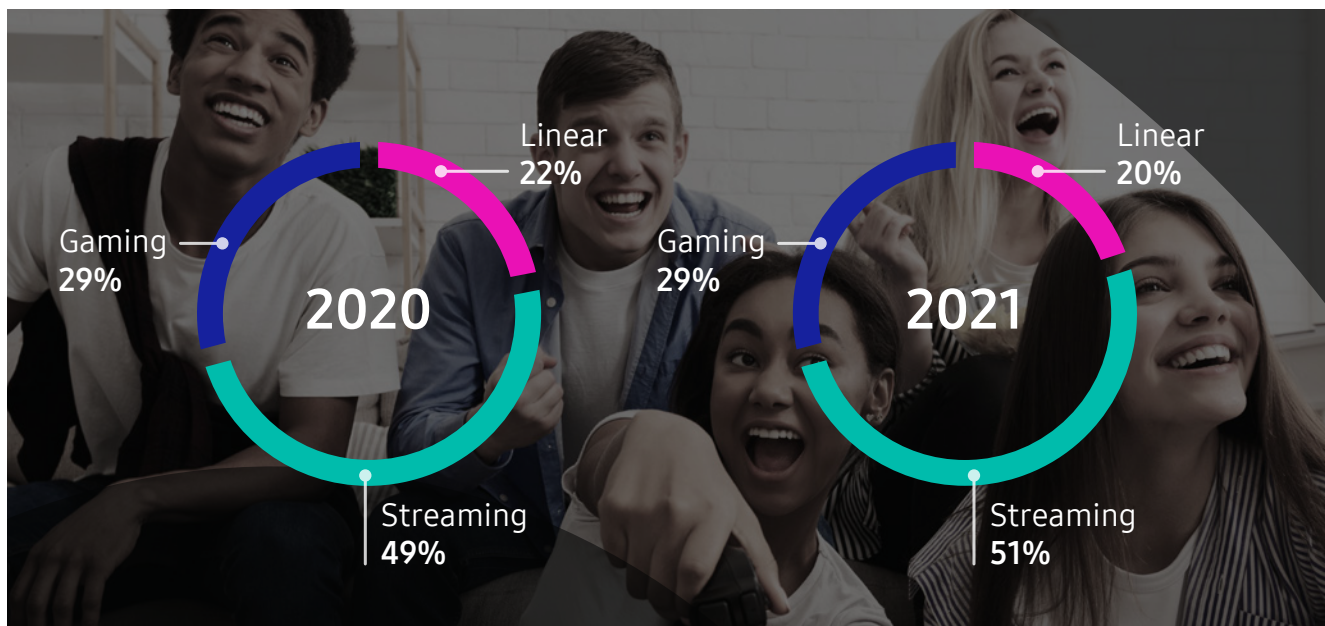
How are gamers spending their TV time?

People that game on Samsung TVs also stream a lot on their Samsung TVs! 80% of their TV time is spent in either streaming or gaming environments. Weekends are the most popular days for gaming on Samsung TVs. While gaming activity peaks at dinner time on weekdays, it remains high throughout the day on weekends.



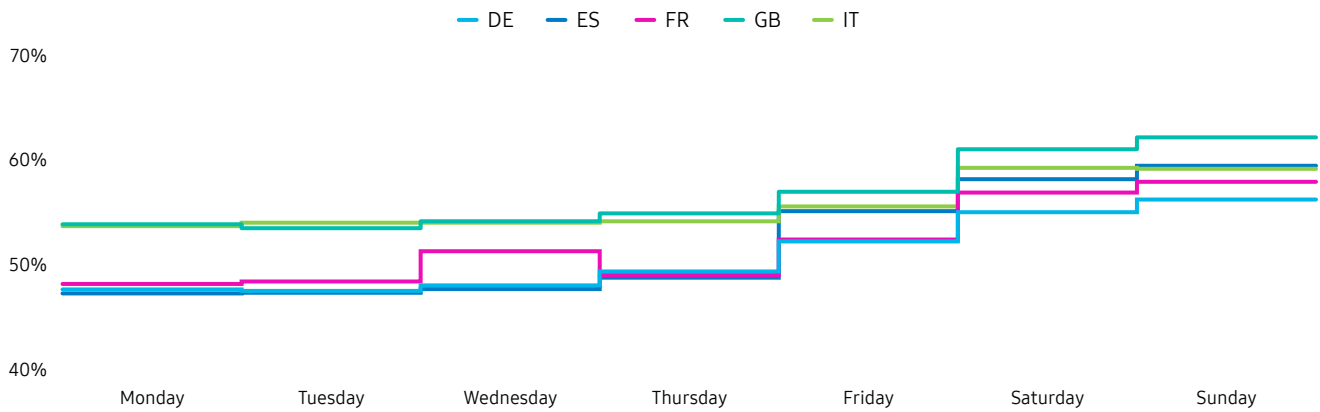
Samsung TV gamers spend 80% of their TV time in streaming and gaming environments

Change in TV Share Time, UK, January–June 2020 vs same period in 2021



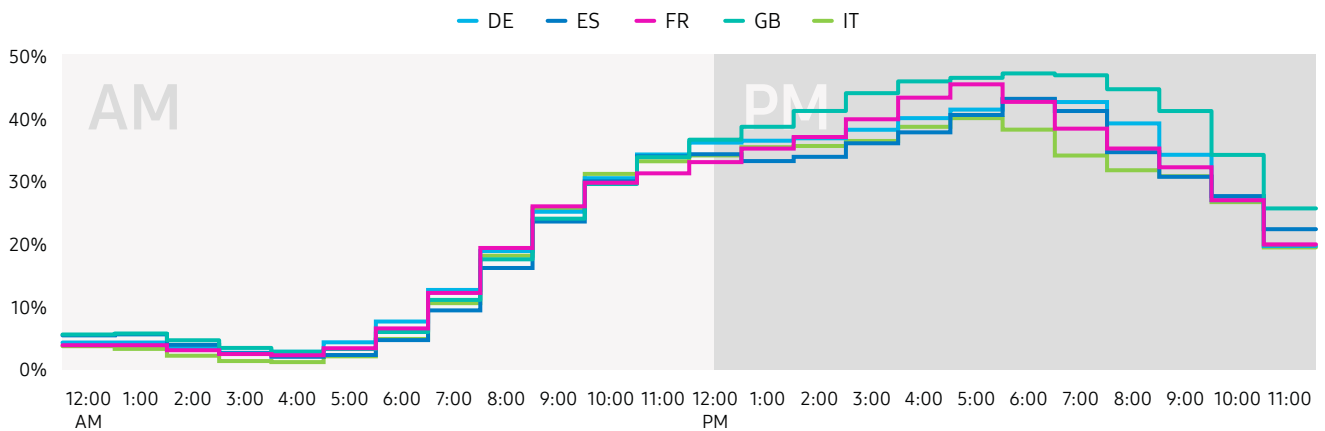
Weekends are the most popular days for gaming

Average percentage of gaming TVs that game on a particular day, EU5, January–June, 2021



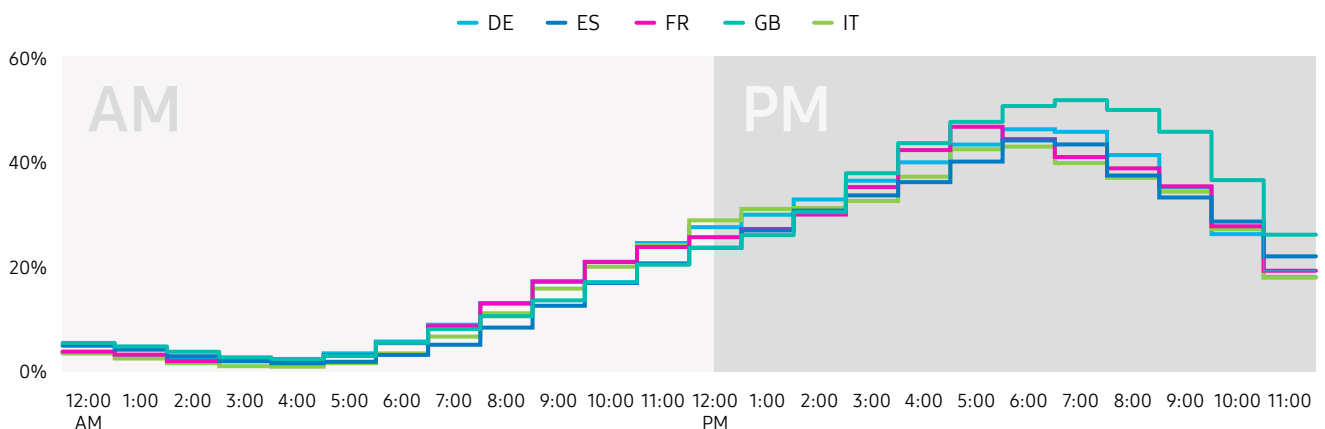
Weekend gaming activity is high from early afternoon all the way to the evening

Average percentage of gaming TVs that game in a particular hour, EU5, January–June, 2021



Weekday gaming activity peaks around dinner time

Average percentage of gaming TVs that game in a particular hour, EU5, January–June, 2021



Key takeaways for advertisers



Gamer Behavior

Gaming is here to stay.

As the number of active gaming TVs has grown in the last year despite lockdown easements, gaming appears to have become a long-term habit for Samsung TV audiences.

Gamers are Streamers.

Gamers on Samsung TVs are increasingly spending more of their TV time streaming on those same devices.

Main TV in a household.

The majority of Samsung TV owners use their Samsung TV as the main TV in their home.

Gaming behaviours vary throughout the week.

While weekends are the most popular days to game, weekday evenings also show strong engagement on Samsung TVs.

Implications for Advertisers

CTVs presents an opportunity for marketers to reach a highly engaged, growing gaming audience in and out of gaming console environment.

Balancing media plans across both linear and streaming will help brands reach gamers where they are most often engaging with content.

Samsung TVs are truly the hub of entertainment for UK households. Samsung Ads ACR data and insights allows advertisers to understand the total TV viewer.

Gaining in-depth understanding of gaming behaviors allows advertisers to optimise their reach and engagement.

How can Samsung Ads help you reach Gamers?

Gaming Brands can reach gamers and drive high impact ad placement within the Game Console Launcher on Samsung TVs. This means that brands can reach highly engaged gaming audiences just before they start up their console.

Utilising Samsung's ACR technology, we empower brands to reach players of specific games consoles, games and genres, whilst providing analysis on engagement and lift on users exposed to advertising.

- Advanced Gamer Targeting
- Real-time TV and Gaming Behaviour Insights
- No Wasteful Impressions
- Incremental Reach in Streaming & Contextually Relevant Environments Within AVOD
- Complimentary to Your Linear & OTT Strategy For a Holistic Reach
- Advanced Analytics & Gameplay Attribution Against Exposed vs. Unexposed Audiences
- Advanced First-Party Insights Available Only With Samsung Ads, to Help Optimise Your Media Plan



About Samsung Ads

Samsung Ads delivers Advanced TV advertising at scale. Our smart TV advertising solutions are built on a unique source of TV data from more than 46M+ Smart TVs across Europe. Samsung Ads provides the holistic view advertisers need, connecting linear, OTT, and gaming to help brands see the total advanced TV picture.

Brands turn to our managed service and programmatic offerings to achieve incremental reach, compliment linear TV campaigns, manage frequency, find difficult-to-reach audiences and most importantly, measure outcomes.

Launched in 2015, Samsung Ads has offices in the U.S., UK, Germany, Australia, India, Brazil & Mexico and South Korea. Samsung Ads is a division of Samsung Electronics and is the #1 TV manufacturer globally.