



Samsung Ads Blog

The Samsung Ads blog is your one stop shop for insights, inspiration and streaming advertising industry best practices.

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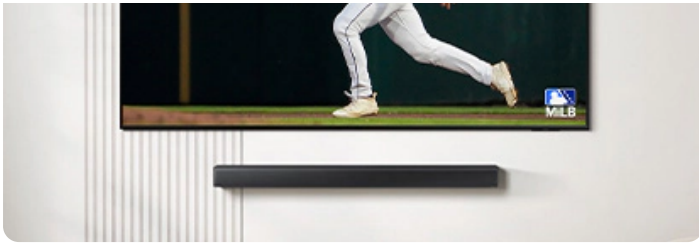
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What to watch on Samsung TV Plus: September round up

See what's streaming free on Samsung TV Plus this September, from action classics and horror favorites to live MotoAmerica racing, MiLB baseball, and the Savannah Bananas.

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#NYNTK: Streaming viewing time hits a record in Q2

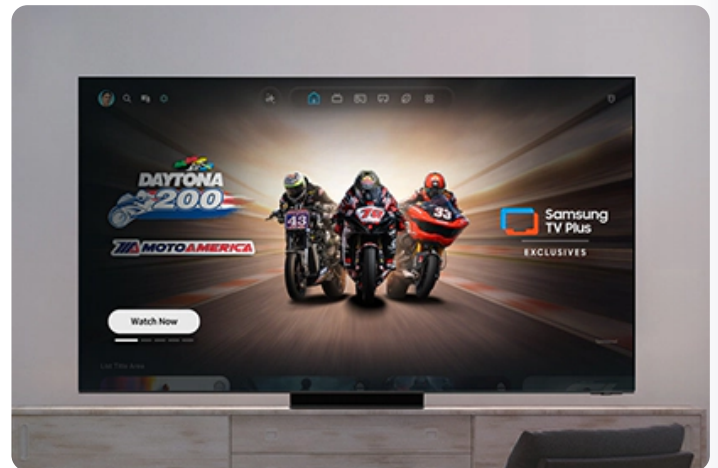
Streaming hit its highest-ever share of TV time in Q2 — 78%, up 4 points year over year. Uncover the data behind the shift, Samsung's leading scale in ad-supported streaming, and what it means for advertisers.

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THOUGHT LEADERSHIP

Halfway to Holidays: The most expensive holiday strategy is waiting

The biggest cost of holiday advertising isn't rising CPMs—it's waiting too long to act. Learn why early planning secures better inventory, stronger audience reach, and greater campaign flexibility before premium opportunities disappear.



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What to watch on Samsung TV Plus: August round up

From the complete Twilight Saga to 40+ A24 films and live MotoAmerica racing - here's everything to watch on Samsung TV Plus this August, no subscription required.



CASE STUDY

Playtika unlocks scalable performance growth on CTV with Samsung Ads

Inside the approach that took Playtika's Bingo Blitz from a cautious CTV test to an always-on growth channel, proving performance and scale don't have to be a trade-off.

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Halfway to Holidays: The FAST inventory myth

FAST audiences are growing, but premium attention remains limited. Explore why streaming inventory doesn't scale like digital advertising, how demand is reshaping availability, and why early planning is key to securing high-value audiences and placements.

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Halfway to Holidays: The holiday audience everyone is fighting



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Winning the game: why CTV is the ultimate play for sports

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CTV isn't just growing - it's changing how growth happens

Today's consumers don't just watch TV, they act on it. See how CTV is driving performance beyond awareness and turn attention into measurable results.

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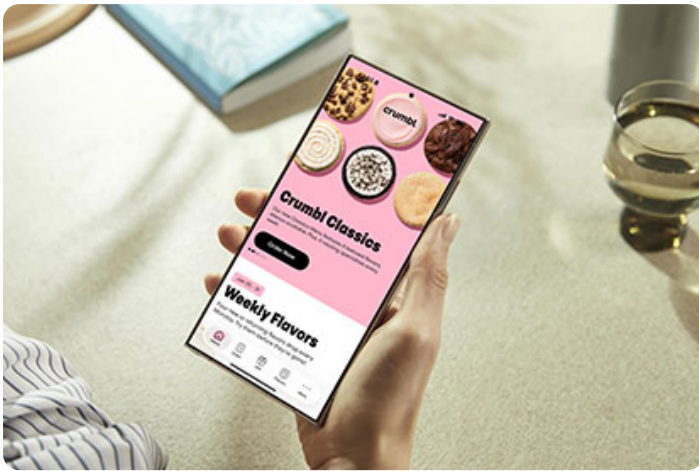
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FAST Isn't the Future of TV Anymore. It's Becoming the Default.

FAST isn't just growing, it's changing the rules of streaming. Explore how free-ad supported TV is evolving from reach play into a performance-driven channel, and what it means for brands, viewers, and the future of CTV.

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Holiday success is increasingly determined by who influences consideration first, not who activates closest to purchase. Read more to see why reaching shoppers earlier is becoming the key to winning the holiday season.

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CASE STUDY

Crumbl and Samsung Ads: How a CTV test became a high-value acquisition engine

Inside the demand-gen strategy that delivered guaranteed installs, real revenue, and new confidence in CTV.

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At our 2026 NewFront, we redefined the future of advertising with Performance TV. Explore the key announcements and highlights, and what they mean for your marketing strategy.

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Navigating the shift from cable to FAST: Insights from agency leaders

How agencies are approaching FAST today and what marketers need to know to make it a results-driving part of their media mix.

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The World Cup run-up: How performance marketers win before the first whistle

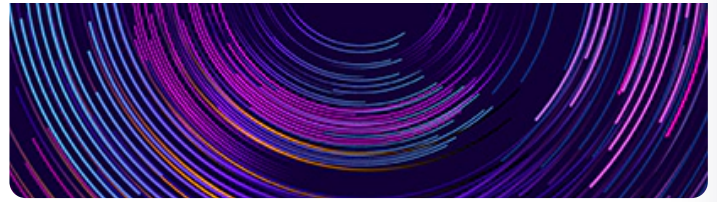
Discover how performance marketers score big before the World Cup even kicks off, turning the



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Samsung Ads at CES 2026: 4 key takeaways for advertisers

At CES 2026, the conversation moved from possibilities to priorities, with four clear signals standing out. Read more on how advertisers can put them to work.

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Winning in 2026: Why smart agencies will bet on efficiency, integration, and creativity

In 2026, agencies will enter a new era of uncharted territory. Agencies that thrive will be



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Samsung Ads and Snowflake partner to answer advertiser demand

Unlock the power of Samsung audience, linear and CTV campaign data in a secure data clean room for better advertiser insights, planning and measurement efficiency.

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