

For UK Only

# Behind the Screens

SAMSUNG

# Ads

SAMSUNG  
Galaxy Z-fold2 5G

Changing the shape of the future



## Accelerating Viewership Trends—UK What You Need to Know Now.





## Methodology

The insights and trends contained within this paper are derived from proprietary data gathered by Samsung ACR technology and additional proprietary data in Europe to understand linear viewership, connected device and app usage behaviours.

Samsung Ads compared changes in the first half of 2020. The period is between the second full week of 2020 (06/01/20 – 12/01/20) and the last week of June (22/06/20 – 28/06/20).

It's important to note that Samsung Ads Smart TV viewer data is deterministic. It is not projected to a national population, but it represents behaviour from 30M+ Smart TV's in Europe.

# A historic shift

**Streaming accounts for more TV time than Linear: 59% of all TV viewing time.**

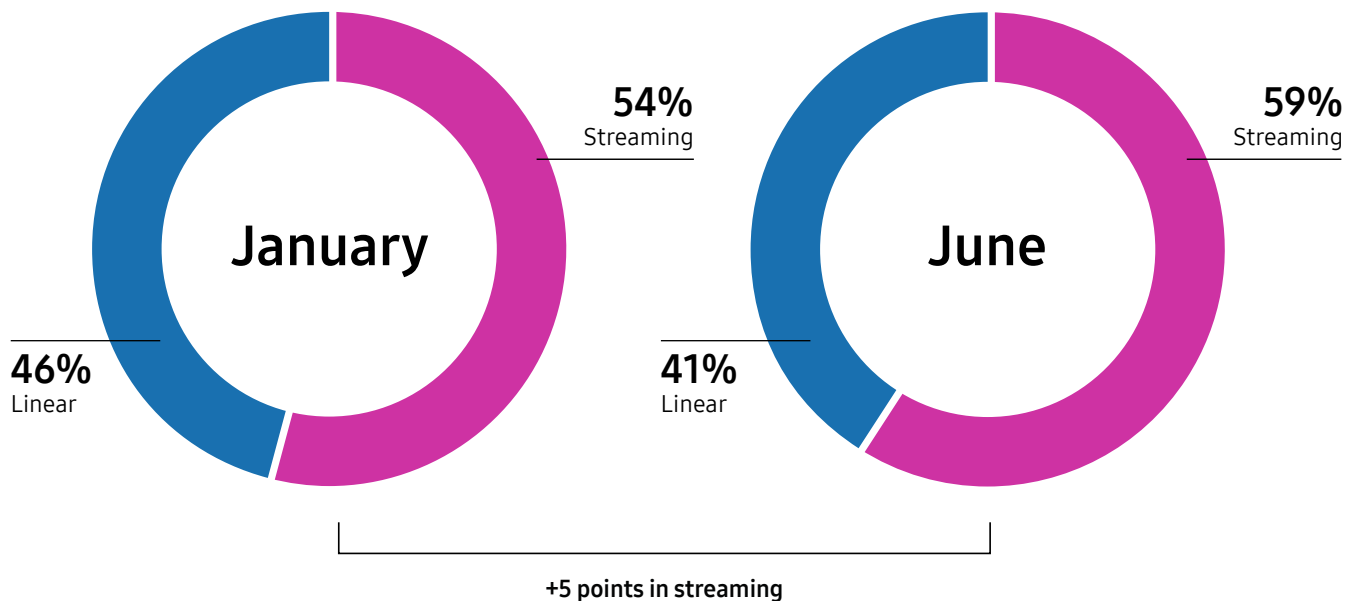
Since January 2020 — in what seems like an entirely different lifetime — streaming time reached the tipping point and surpassed linear viewing time for the first time ever.

Video viewing (linear & streaming) increased by nearly a third in the first half of the year versus January. This accelerated the trend toward streaming. In fact, by the end of the first half 2020, streaming accounted for 59% of all TV viewing time.

This represents an increase of 36% of streaming hours per TV equating to 38 minutes more viewing time per day.

**Streaming is even stronger than linear in the first half of 2020.**

**UK Trends: Streaming vs Linear  
Total hours/TV**





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