

SAMSUNG

DoubleVerify's CTV Viewability Measurement Solution Revealed Exceptionally High Viewability Rates on Samsung TV Plus

Background:

Samsung Ads Europe, the advertising division of Samsung Electronics, wanted to validate their media quality with viewability measurement on Samsung TV Plus. Viewability is not always a guarantee within CTV environments. In fact, DV found that more than one in three impressions serve into environments that may fire ads when the TV is turned off, creating the risk of wasted ad spend. That's why when DV launched the industry's first scaled viewability measurement solution, Samsung Ads Europe wanted to be among the first publishers to use our solution to verify the viewability of their inventory.

Solution:

DV's CTV viewability measurement solution offers publishers and advertisers exclusive access to direct viewability measurement on CTV at scale. The solution leverages the power of DV's MRC-accredited Fully On-Screen certification and quartile measurement metrics. This addresses the unique challenges in CTV verification — including a TV being turned off when an ad fires — and allows publishers and advertisers to achieve viewability measurement parity, using the same metrics across devices.

“ At Samsung we are excited to help lead the industry towards increased transparency. DoubleVerify is a real market leader in taking on media quality challenges, providing data insights into which inventory offers advertisers the highest quality media. We are pleased to partner with them to help validate that our advertisers are not only given a great environment for their content, but are able to accurately track their success.

– **Alex Hole**

Vice President and General Manager
Samsung Electronics Europe

Result:

Samsung's free, ad-supported streaming TV (FAST) and video-on-demand service achieved a 92 percent viewability rate, 48 percent higher than DV's CTV viewability average. These results exemplify the high-quality and premium ad solution offered by Samsung on its FAST service.

92%

Viewability Rate

48%

Above Average

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