



Attention Results

Samsung Ads | CTV Home Screen Native Ads (1st Screen)
2025 Study

Glossary

Attention Seconds

Attention is split into 3 different types;

Active Attention - eyes on screen, eyes on ad

Passive Attention - eyes on screen, not on ad

Non-attention - eyes not on screen, not on ad

Total attention is calculated by adding active and passive together.

All attention types are reflected in seconds.

Attention Decay

The rate at which attention decays over time. This is presented as the proportion of the audience that is paying a form of attention (y-axis) across the duration of the ad (x-axis).

Active% Viewed

The proportion of the ad that is watched actively. This is calculated by dividing the active attention seconds by the length of the ad.

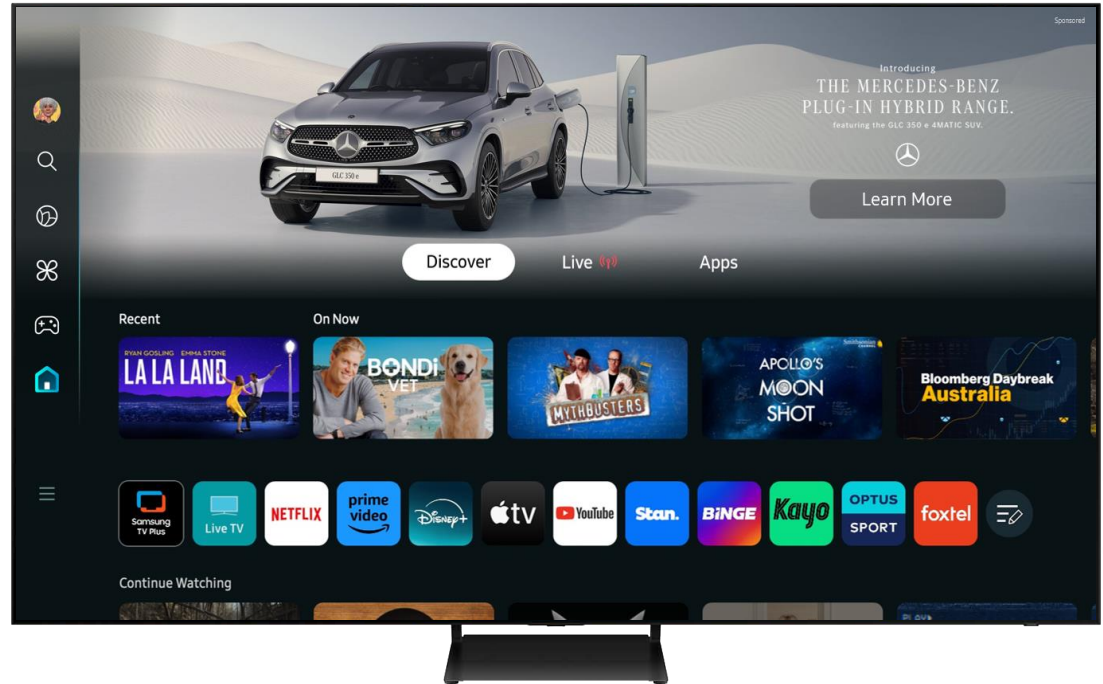
In-Room Viewing

Those that were exposed to the ad, paying attention either actively or passively for some or all of the ad. This viewing type excludes anyone who paid zero attention.

Ad Format

Note: The study covered all Samsung TV model years (2016+)

Samsung Ads – 1st Screen Native Ad (example)

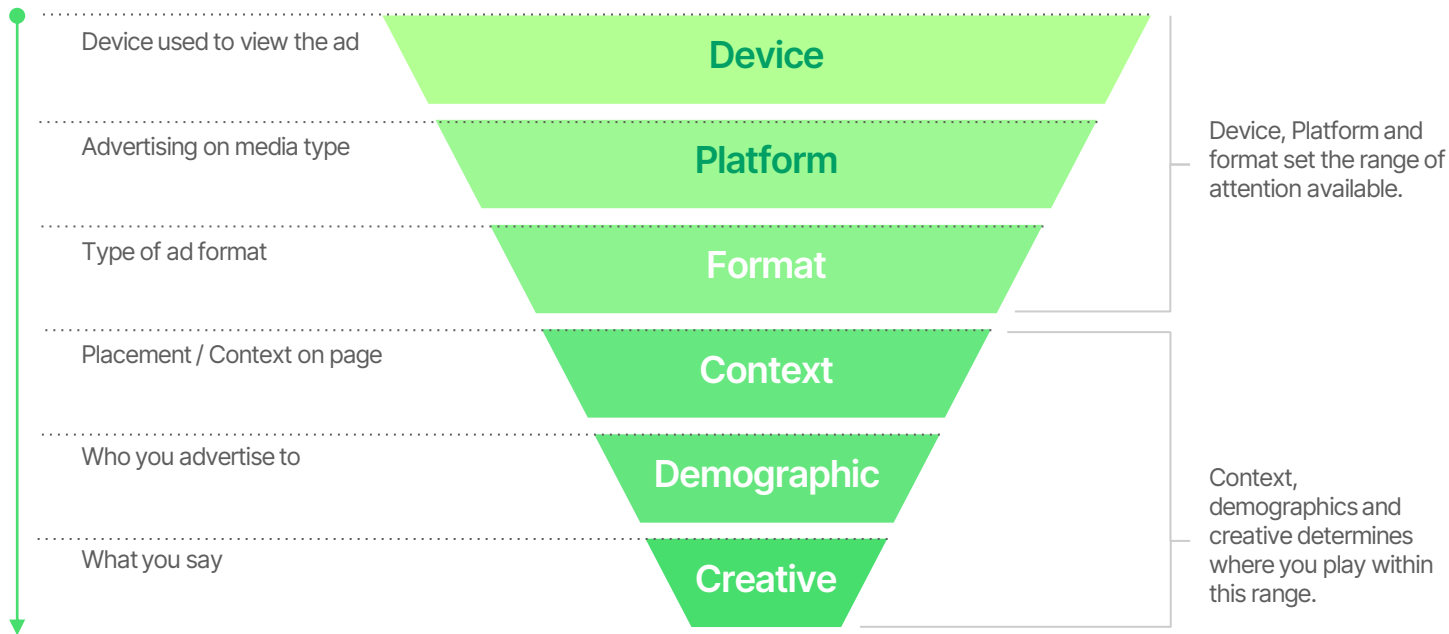


What we found

Hierarchy of Attention



The order in which different elements impact the range of attention you can achieve. This pattern holds across every data collection we have done to date.



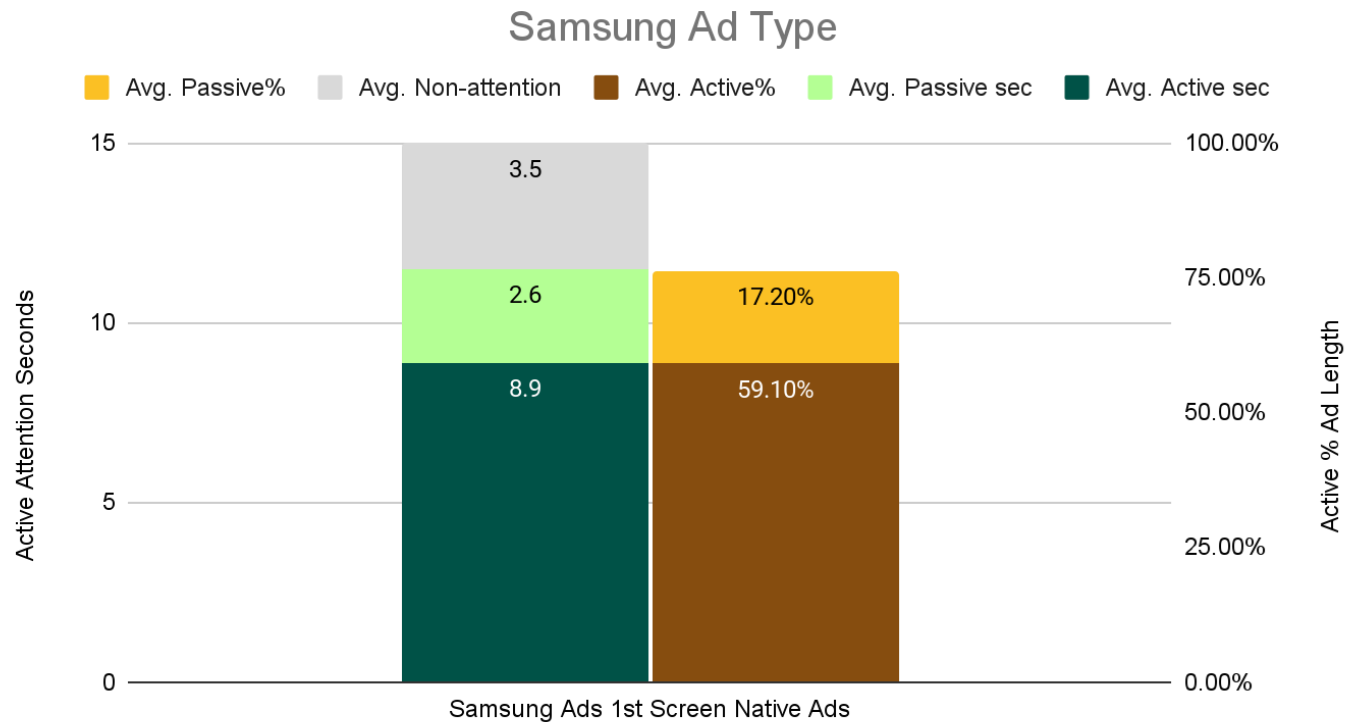


Key Findings

A summary of Home Screen Native Ad performance on Samsung TVs

What we found

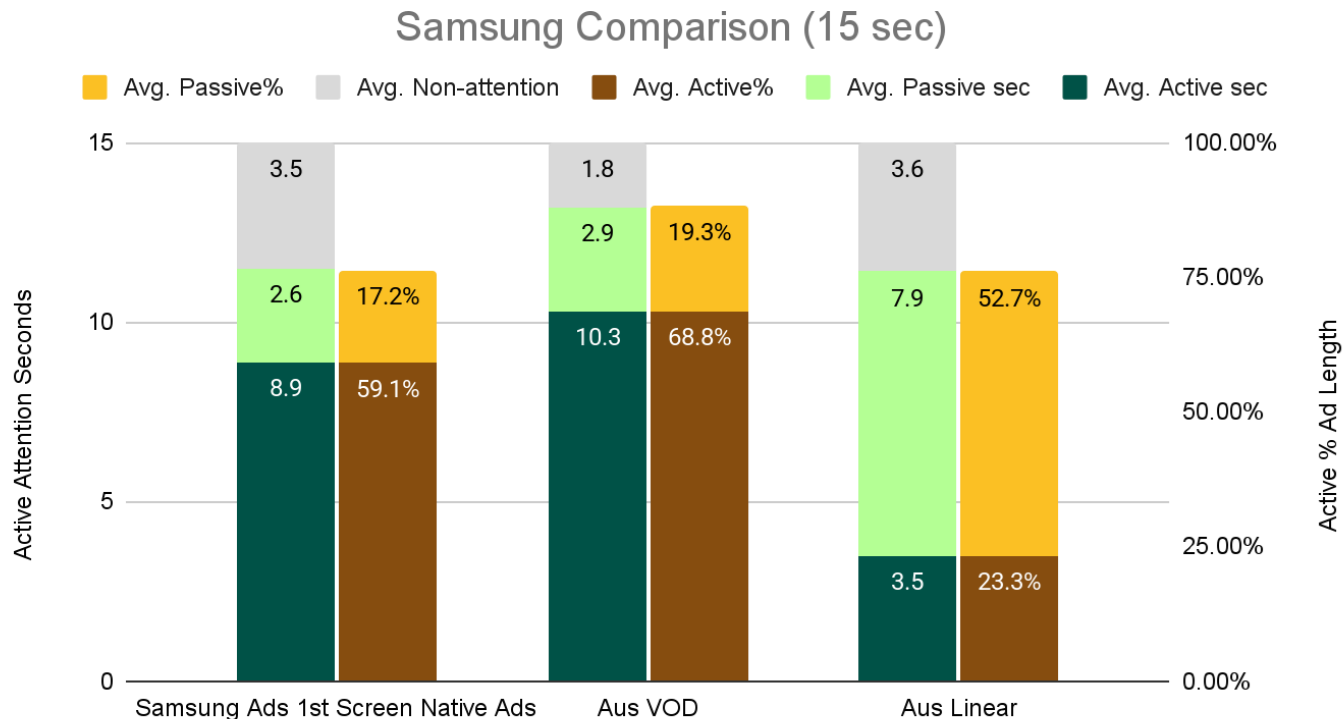
Over 75% of a home screen ad is viewed on Samsung TVs.



59% of the ad is actively viewed, with a further 17% passively viewed - delivering over 75% of the ad viewed across Samsung Ads 1st Screen inventory.

What we found

And delivers 2.5x more active attention than on Linear TV.

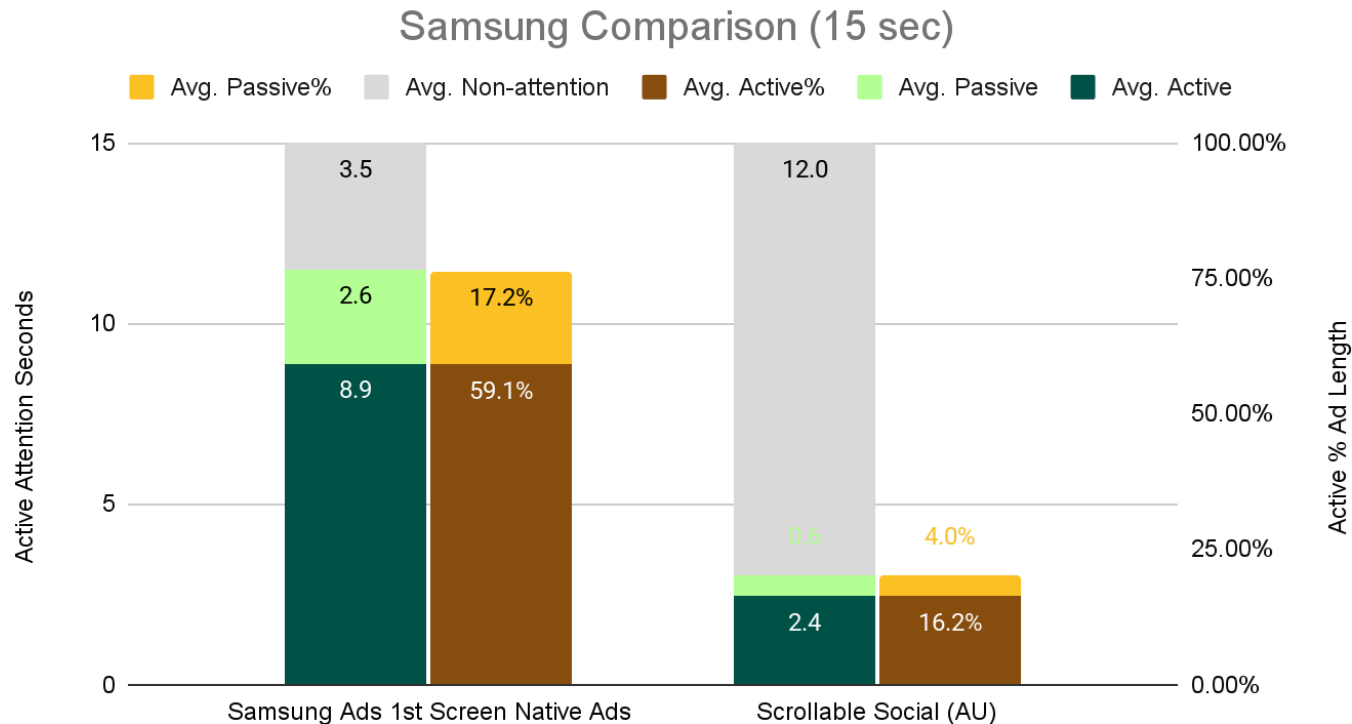


When compared to Australian Linear TV benchmarks, Samsung Ads 1st Screen inventory sees 35pp more of the ad actively viewed, with Linear TV favouring significantly higher passive attention.

VOD (video streaming, **including Samsung TV Plus**) delivers slightly higher attention for 15s, this is largely driven by the impact programming has on attention.

What we found

And ~60pp less wastage than on scrollable socials.



On scrollable socials, only 16% of an ad is watched actively and a further 4% passively - that's 80% of your ad that remains unseen.

It's the inverse of this with Samsung Ads 1st Screen Native Ads. 76% is seen and only 24% is unseen.

What we found

Active Attention Comparison

Platform (Australia only, 15s)	Comparison to Samsung Ads 1st Screen
Cinema (AU)	-20.2%
Snapchat (AU)	-16.5%
YouTube Mobile (AU)	52.5%
Large Format OOH (AU)	61.8%
Linear (AU)	87.1%
TikTok (AU)	99.2%
Instagram (AU)	120.7%
Facebook (AU)	123.6%
Web (AU)	156.0%

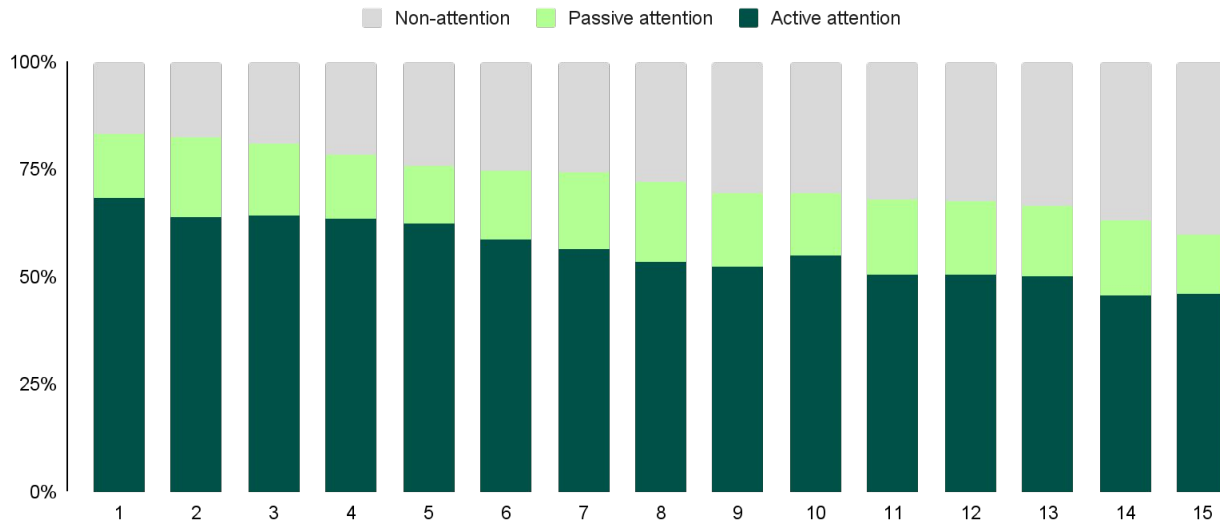
Samsung Ads 1st Screen is not just performing well in the TV space.

When compared to large format OOH and digital platforms, we see significant gains in active attention across the board.

What we found

Attention remains consistently high across the ad view

Samsung Ads 1st Screen Native Ads (In-Room Viewing)



There is a very slow and slight decline in attention across the duration of the view.

Our hypothesis is that this is linked to the functionality of the homepage - in that people are there to work out what they want to watch so as the length of time increases, the audience begins to drop off as they move on to the main event.



Amplified

Look Beyond.

