

Global Samsung TV Retail Stores Play Newest BTS Music Video ‘Dynamite’



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Samsung Electronics announced today that consumers can now enjoy BTS’ “Dynamite” music video, the song that recently topped the Billboard chart, in Samsung TV retail stores around the world.

The music video for ‘Dynamite’ reached 400 million views on YouTube after its release on August 21. The video also amassed 101.1 million views within 24 hours of its launch on YouTube, breaking three Guinness World Records titles: The Most-Viewed YouTube Video in 24 Hours; The Most-Viewed YouTube Music Video in 24 Hours; and The Most-Viewed YouTube Music Video in 24 Hours by a K-Pop Group.

The music video ‘Dynamite’ captured the attention of viewers with its fun energy, vibrant colors and retro vibes. Samsung’s ultra-high-resolution TVs will further accentuate the visual aesthetics of this music video.

“We are very pleased to showcase the new music video by BTS in Samsung TV retail shops,” said Jongsuk Chu, Executive Vice President of Visual Display Business at Samsung Electronics. “We hope that consumers around the world will enjoy the BTS music video with stunning picture quality on Samsung TVs.”

Samsung TVs have ranked number one globally for 14 consecutive years and have continually pushed the boundaries over the years with innovative products.

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