

Samsung TV Plus Expands to 12 Countries With Over 740 Channels Worldwide



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Samsung Electronics announced that Samsung TV Plus,¹ Samsung's free Smart TV video service, which delivers instant access to news, sports, entertainment and more, has now expanded to 12 countries and 742 channels worldwide, bringing access to over 60 million Samsung Smart TVs.

Since launching in 2015, Samsung TV Plus has become one of the most popular OTT streaming services with more than 15 million active users. Integrated into Samsung's Smart TV platform, TV Plus is 100% free, no subscriptions or credit cards needed. The service comes pre-installed on Samsung Smart TVs dating back to 2016 and has recently launched the service on select Samsung Galaxy devices² in the U.S., making it even easier to watch live and on-demand TV anytime, anywhere.

TV Plus now partners with around 300 of the world's leading broadcast networks, content platforms and digital creators to provide Samsung Smart TV owners a premium at-home viewing experience. With the new expansion, Samsung continues to add top tier channels and content familiar with TV viewers.

"Throughout the pandemic, we have seen how consumers spend time at home and how much they value access to great media content," said Seline Sangsook Han, Senior Vice President of the Visual Display Business at Samsung Electronics. "We have seen TVs become the center of entertainment - from being a source of news to a streaming on-demand partner. With our latest expansion into new markets and content line-up, we hope that TV Plus continues to be a premium at-home destination for Samsung Smart TV

users all over the world.”

Recent platform expansions have brought the total market presence to 12, with new additions that include Australia and Brazil; existing markets include the U.S., Canada, U.K., France, Germany, Italy, Spain, Austria, Switzerland and Korea.

In 2021, Samsung will continue to expand TV Plus to other markets, with plans to launch in Mexico, India, Sweden and more European countries. Samsung Galaxy device users can also expect added functionality and additional devices to become available in the coming months.

Earlier this month, the Consumer Technology Association awarded Samsung 44 new product and service innovations, with TV Plus honored as a CES 2021 Innovation Award Honoree for Streaming.

For more information on Samsung TV Plus, please visit www.samsungtvplus.com.

1 Samsung TV Plus is currently available in select regions including the U.S., Canada, U.K., Germany, France, Italy, Spain, Switzerland, Austria, Korea, Australia, and Brazil. Service availability may vary by region and product.

2 Galaxy users in the U.S. who own a smartphone from the Galaxy S9, S10, S20, Note 9, Note 10, Note 20, Fold, Z Flip, Xcover, A51, and A71 devices are able to enjoy free TV.

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