



Samsung Captivates Consumers with Engaging 360-Degree Video Content through Partnerships with BuzzFeed and NowThis

Powered by Samsung technology, BuzzFeed and NowThis transport readers into stories with immersive unframed editorial, inspiring consumers to explore with Gear 360

SEOUL, Korea – June 13, 2017 – Samsung Electronics Co., Ltd. today announced partnerships with BuzzFeed and NowThis, giving consumers access to new and immersive experiences made possible by Samsung's Gear 360. Since early June, BuzzFeed and NowThis have been each creating and publishing engaging videos and photos across social media platforms including Facebook and YouTube. These partnerships will result in more than 140 pieces of content and reach over 300 million consumers.

To inspire a new culture of creating and consuming immersive content, BuzzFeed and NowThis will offer viewers easily snackable content: from simple how-to's to the front lines of live 360-degree moments and breaking news worldwide. BuzzFeed will push virality to new heights by taking viewers on journeys through new cultures with BuzzFeed News around the world, as well as everyday experiences that are true to BuzzFeed's style. NowThis will immerse viewers in 360-degree cityscapes and provide exclusive access to new places and ancient traditions from the comfort of their own home.

"Our 360-degree and virtual reality technologies enable more interactive storytelling to help consumers gain a deeper understanding of the world," said Younghee Lee, CMO and Executive Vice President, Samsung Electronics. "These partnerships are a testament to our dedication to reimagining the way moments are captured and shared, and making these immersive experiences accessible to more consumers."

Samsung builds on its continued efforts to shape a new era of journalism and content consumption by giving viewers access to news and content from all angles. Through partnerships and collaborations, Samsung hopes to inspire Millennials and Generation Z to contribute, create and share their own 360-degree videos and experiences.

"We're excited to partner with Samsung to give our audience engaging, social 360-degree video content," said Matthew Henick, Head of Development, BuzzFeed. "Samsung's 360-degree technology will enable BuzzFeed to use our 'test and learn' strategy to unlock new kinds of shareable content, while learning more about how audiences are consuming and using it."

"We've seen a ton of success with our millennial audience delivering the content they want, on the platforms they want, and in the formats they want," said Christian Tom, Publisher, NowThis. "Integrating Samsung's 360-degree technology allows us to take our storytelling capabilities a step further and give our audience a deeper look into places and experiences they might not otherwise see, through the NowThis lens."

Samsung recently announced its latest Samsung Gear 360, a 4K-resolution-capable 360-degree camera with enhanced features for easier user operation and high-quality content. For more product information, please visit <http://www.samsungmobilepress.com>

Catch a glimpse of some of the immersive experiences that Samsung's Gear 360 partners will have in store via the following link: <http://www.youtube.com/watch?v=t76FGB000zE>

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.