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SAMSUNG SMART TV PLATFORM REACHES NEW MILESTONE ATTRACTING 2.5 MILLION WEEKLY VISITORS TO ITS SMART HUB

Landmark user numbers on Samsung Smart TV platform bolstered with top quality entertainment partners

London, 1st February, 2016 – Samsung Electronics today reinforced its position as the number one Smart TV brand in the UK with news that its Smart TV platform has now passed the 2.5 million weekly unique users mark – a 33% increase in users over the past six months.

With a range of high quality content partners working with Samsung to give users access the best entertainment choices possible, Smart TV users can now access stunning Ultra High Definition content from the likes of Netflix as well as enjoying the benefits of the Catch Up TV offering and the best in curated and independent world cinema from MUBI and Curzon Home Cinema. Plus, Samsung Smart TVs offer a fantastic range of family-friendly content including Hopster and Ketchup TV as well as the ability to catch up on shows from popular kid's channels including CBEEBES, Milkshake! and CITV.

Samsung's Smart TV platform content offering compliments the incredible viewing experience of Samsung's award winning SUHD TVs, elevating home entertainment to new levels. The innovative SUHD TVs surpass the limitations of previous displays, delivering superior picture quality with stunning contrast, striking brightness and spectacular colour.

The growing popularity of the Samsung Smart TV platform is not only down to the great content and viewing experience on offer but also due to its simple and easy to use functionality and the fact users can access the apps they want without being locked into a long term contract.

Rhian James, Content Product Manager at Samsung Electronics UK & Ireland, commented: *"2015 was an exciting year for content, we have seen a significant shift in the way people consume content which has been reflected in the remarkable growth in users of the Samsung Smart Hub over the past year."*



People are engaging with the content we have to offer more than ever and as the number one TV brand in the UK, we at Samsung want to ensure that we are offering consumers the widest choice of content possible. We are pleased to be working with an amazing range of partners to extend our quality offering, giving our Smart TV users access to the content they want more of."

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About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.