**Gamers on Smart TVs Difficult To Reach with Traditional Ads: Samsung Study**

Gamers are much less likely to watch traditional linear compared to other viewers according to a new study by Samsung Ads. Compared to all Samsung smart TV users, gamers spend 42% less time with linear compared to other viewers. Samsung said that 74% of gamers rely mostly on streaming services for TV viewing, while 43% of those gamers don't have a pay-TV subscription. Another 31% have a cable subscription but spend most of their time streaming.

***Next TV 7.12.22***

[*https://www.nexttv.com/news/gamers-on-smart-tvs-difficult-to-reach-with-traditional-ads-samsung-study?utm\_source=SmartBrief&utm\_medium=email&utm\_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm\_content=9E616A12-DE81-4CF7-ACED-2A8C9A40CA5F&utm\_term=a25693a1-51b6-4112-bde4-56bd420e983f*](https://www.nexttv.com/news/gamers-on-smart-tvs-difficult-to-reach-with-traditional-ads-samsung-study?utm_source=SmartBrief&utm_medium=email&utm_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm_content=9E616A12-DE81-4CF7-ACED-2A8C9A40CA5F&utm_term=a25693a1-51b6-4112-bde4-56bd420e983f)

*Image credit:*

[*https://oregonsportsnews.com/wp-content/uploads/2018/09/VideoGamer.jpg*](https://oregonsportsnews.com/wp-content/uploads/2018/09/VideoGamer.jpg)