

Planet V announces Samsung Ads as first platform partner for 2021

Published Thu 10 Dec 2020



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ITV's advanced advertising service Planet V has confirmed that Samsung TV Plus will become the platform's first 3rd party publisher partner in early 2021.

The transformative new agreement reached between ITV and Samsung Ads will enable Planet V buyers to access Samsung TV Plus inventory for planning and buying via the Planet V workflow.

With a launch planned for early '21, both parties are actively working on integration requirements with Samsung Ads via their programmatic partners SpotX and Publica.

The deal marks a notable extension of a longstanding relationship between ITV and Samsung, with the ITV Hub and Hub plus currently available through Samsung's Smart TV range.

Having launched to market in October 2020, Planet V contains new addressable audience products and data-driven features, built upon ITV's first party data and select premium data partners. Powered by the ITV Hub's 32 million users, Planet V has also announced a data partnership with leading identity infrastructure provider InfoSum.

Planet V is now being rolled out across all major agencies, with 100% of ITV's VOD orders set to be executed via Planet V by the end of the year.

Kelly Williams, Managing Director, Commercial at ITV said "This collaboration marks another significant milestone for our aspirations for Planet V as a platform for all premium video. Samsung plays a critical role in the modern TV ecosystem, which makes them a perfect strategic partner for this initiative. We're delighted that they too see the power in the consolidation of technology solutions for premium video, and we look forward to coming together to drive the future of advanced advertising."

Alex Hole, Vice President at Samsung Ads, said "We are delighted to partner with one of the UK's leading broadcasters on this exciting and transformative initiative. Our partnership with ITV reflects the appetite from advertisers, who can now access directly via Planet V, brilliant content from both ITV and Samsung TV Plus, our free, ad-supported streaming service. As the TV continues to take centre stage in our homes, it's crucial advertisers can reach every type of viewer. This partnership allows just that."

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Viewer enquiries

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