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AI-Driven TVs: Samsung and LG lead the charge at CES 2025

Article

The news: **Samsung** and **LG** are betting that on-device AI capabilities can enhance picture quality and performance on their connected TVs (CTV). They're also integrating **Microsoft Copilot** or generative AI (genAI) features on TVs. It's the latest expansion of AI into the mainstream and could bring AI to millions of homes.

The announcements at the 2025 **Consumer Electronics Show** (CES) indicate that companies are productizing AI within consumer devices, moving beyond business applications.

Samsung's strategy: While smartphone rivals like **Apple** and **Google** are duking it out on AI in smartphones, Samsung, the world's biggest-selling TV brand for the 18th year in a row, is expanding into AI to push TV upgrades.

- Samsung's **Vision AI** platform uses AI to improve picture and sound quality. It also offers AI-based content discovery, voice control, and real-time closed captioning and language translation.

- Vision AI TVs can scan and contextualize live TV content. Samsung said the AI can generate recipes from dishes featured in movies or TV shows.

- AI TVs will also offer enhanced accessibility features, including AI-based Voice Removal with Audio Subtitles, a feature for the visually impaired. Samsung says the new feature "will analyze subtitles, isolate voices, and adjust audio playback speed for a seamless experience."

- In addition to Microsoft's Copilot, which is coming later this year, Samsung's **Bixby** voice assistant will serve as a remote control for searching for content, changing channels, and adjusting volume.

The opportunity: Adding AI features to CTVs could help push adoption, helping companies like Samsung and LG maintain their market leadership as competition from companies like Hisense and TCL intensifies.

AI-enabled CTVs also create a fertile ground for targeted, immersive advertising on home screens and in-stream video ads—helping brands connect with consumers. We forecast that combined TV and CTV ad spending will increase by nearly $2 billion between 2024 and 2028.
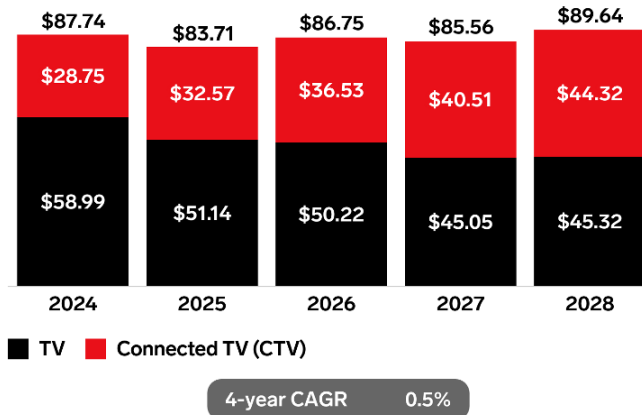
Our take: Strategies like virtual product placement and region-specific targeting can be placed within CTV interfaces like Vision AI.

The challenge will be ensuring these AI features are intuitive and unobtrusive. Failure to demonstrate AI's usefulness on CTVs could diminish future adoption.

Combined TV and CTV Ad Spending

How does your ad spend growth compare?

billions in US TV and connected TV ad spending and CAGR, 2024–2028

Year	TV	CTV	Total
2024	$58.99	$28.75	$87.74
2025	$51.14	$32.57	$83.71
2026	$50.22	$36.53	$86.75
2027	$45.05	$40.51	$85.56
2028	$45.32	$44.32	$89.64

■ TV ■ Connected TV (CTV)

4-year CAGR 0.5%

Note: TV includes broadcast TV (network, syndication, and spot) and cable TV, and excludes digital; CTV includes digital advertising that appears on CTV devices, includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku, and YouTube, and excludes network-sold inventory from traditional linear TV and addressable TV advertising
Source: EMARKETER Forecast, March 2024

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What's driving market shifts?

- **Combined TV and connected TV (CTV) ad spending is inching up, though at a rate below inflation.** That combined spending will increase by nearly $2 billion between 2024 and 2028.

- **By 2028, CTV and TV ad spend will near parity.** TV's $30.24 billion lead in ad spending seen this year will shrink to just $1 billion in 2028.

- **Spending boosts from the US presidential election and the Olympics** will remain pertinent. But they will be **more pronounced on linear TV than on CTV**.

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