

The Samsung logo is displayed in a bold, blue, sans-serif font.

## **Samsung and Oak View Group Partner to Elevate Fan Experiences and In-Venue Sponsorship Applications at Live Entertainment Venues**

*The multi-year strategic partnership with Oak View Group sets new standards for experiential innovation across its portfolio of over 400 live event venues*

**RIDGEFIELD PARK, N.J. & DENVER, CO (June 13, 2024)** – With a shared vision to enhance and expand new possibilities for live events, Samsung and [Oak View Group \(OVG\)](#), a global leader in venue development, management, hospitality services and 360-degree solutions, today announced a multi-year partnership to transform the fan experience through advanced display technologies and integrated digital solutions.

Together, the two leading brands aim to pioneer fan experience-led innovation by integrating cutting-edge Samsung display technologies across OVG's elite roster of arenas, stadiums, convention centers, performing arts centers and other institutions worldwide. This partnership marks a first-of-its-kind integration for Samsung in live event venues, significantly expanding its brand presence and impact on an unprecedented scale across the industry.

This global partnership enables OVG to seamlessly incorporate Samsung [LCD Displays](#) to enhance and personalize fan experiences within its portfolio of venues while showcasing this market-leading technology to its robust client list. OVG serves as a liaison between brands and technology vendors by fostering collaborations that promise memorable experiences for music and sports enthusiasts. With a collective audience of millions across 400 venues, OVG provides a powerful platform to expose brands to a vast and diverse audience, ensuring maximum visibility and engagement.

“Our partnership with Samsung marks a significant milestone in our mission to redefine the live entertainment experience,” said Tim Leiweke, Chairman & CEO of Oak View Group. “By leveraging Samsung’s innovative technology, we are setting new benchmarks for immersive and engaging fan experiences across our global network of venues. We are committed to leading the way in delivering unparalleled experiences at every one of our venues.”

Samsung has led the market as [the number one digital signage manufacturer](#) for 15 consecutive years with its immersive displays that offer professional-grade image quality with superior contrast ratios, best-in-industry brightness and color uniformity. Every seat becomes the best seat in the house with captivating displays in entrances, walkways, seating areas, concessions, private suites and more. The technology opens new pathways for OVG venues to communicate their brand story, create unparalleled fan engagement and drive more revenue opportunities through paid sponsorships.

“Oak View Group and Samsung share a commitment to driving live venue innovations while always putting the fan first,” said KS Choi, President & CEO, Samsung Electronics North America. “Working with OVG’s expansive portfolio of venues will allow Samsung to transform each space into an immersive, dynamic environment to connect with fans on unprecedented levels. These future-forward venues make every event an unforgettable moment.”

As a Samsung partner, OVG will gain access to other state-of-the-art Samsung solutions, such as [Hospitality TVs](#), [self-service kiosks](#), [Indoor LEDs](#), [Outdoor LEDs](#), [monitors](#) and services like [the VXT cloud-native Content Management Solution](#). By combining the LCD displays with additional Samsung products and services, OVG can bolster the live events industry by powering a holistic ecosystem of display technologies that will surely wow visitors at every point during live events – from when they arrive to the final buzzer.

Samsung will also serve as a Solution Provider to **GOAL** (Green Operations & Advanced Leadership), a sustainability measurement program for arenas, stadiums, convention centers, cultural institutions, and other large-scale venues, of which OVG is one of the founding partners.

To learn more about how Samsung is redefining venue experiences with immersive technology, please visit [samsung.com/us/business/solutions/industries/live-events-sports/displays/](https://samsung.com/us/business/solutions/industries/live-events-sports/displays/).

### **About Oak View Group**

Oak View Group (OVG) is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class-owned venues and a client roster of arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions. Founded by Tim Leiweke and Irving Azoff in 2015, OVG is the leading developer of major new venues either open or under development across four continents. Visit [OakViewGroup.com](https://OakViewGroup.com), and follow OVG on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#).

### **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, home appliances, network systems, and memory, system LSI, foundry and LED solutions, and delivering a seamless connected experience through its SmartThings ecosystem and open collaboration with partners. For the latest news, please visit the Samsung Newsroom at [news.samsung.com](https://news.samsung.com).

### **Contacts:**

#### **Oak View Group**

Teri Washington ([twashington@oakviewgroup.com](mailto:twashington@oakviewgroup.com))

Sam Threadgill ([stthreadgill@solters.com](mailto:stthreadgill@solters.com))

#### **Samsung**

Dianne LaGuardia ([d.laguardia@sea.samsung.com](mailto:d.laguardia@sea.samsung.com))

Edward Lin ([lin@merrittgrp.com](mailto:lin@merrittgrp.com))