

Samsung TV Plus Expands Global Creator Lineup to More Markets

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Samsung TV Plus is expanding its creator offerings to more markets worldwide. Samsung Electronics' subscription-free streaming service introduced new creator-led channels across Australia, New Zealand, the Philippines, Singapore, Thailand, and the United Kingdom – while extending existing creator channels to Brazil and Mexico. Spanning lifestyle, food, sports, news, and science, the additions broaden access to content from leading creators.

The new global offerings include:

- **U.K.:** In partnership with 208 Studios, Samsung TV Plus has launched three new creator channels.
 - **Happy Place:** Interviews from the acclaimed podcast by Fearne Cotton, who has more than 15 million social media followers.
 - **Golf Life:** Golf and comedy from Ange, Jimmy, and Tubes Bullard, who have more than 3 million combined followers
 - **JOE Media:** News and entertainment from the U.K. media brand, which has more than 30 million followers across platforms.
- **Australia, New Zealand, the Philippines, Singapore, and Thailand:** **Luke Nguyen's World** follows Australian-Vietnamese chef, restaurateur and television personality Luke Nguyen as he explores food, culture, and travel. The program features more than 95 episodes across nine seasons, adding to Nguyen's portfolio of content aired in more than 150 countries.
- **Brazil & Mexico:** **Mark Rober TV** is now available in these markets. It is a dedicated 24-hour science and engineering channel featuring dubbed content from former NASA engineer Mark Rober, who has more than 79 million followers across platforms.

The expansion underscore Samsung's role in bridging the creator economy and the new era of television, helping creators reach new viewers through Samsung TV Plus.

"The creator economy has become a global phenomenon, reshaping how audiences discover and engage with content," said Salek Brodsky, Head of Global TV Plus, Samsung Electronics. "Samsung TV Plus is at the forefront of this evolution, giving the creators a global platform to grow their brand and connect with millions of viewers through television."

Already home to Dhar Mann, Michelle Khare, Smosh, and The Try Guys, Samsung TV Plus continues to redefine the television experience, connecting digital storytellers with its 100 million monthly active users worldwide.

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