

amagi

**Amagi Global FAST Report | Edition #10 | January 2024**

# The untapped gold mine of ad dollars

As FAST grows, ad spend shifts from Pay TV to CTV



**Featuring Insights from  
FASTMaster Gavin Bridge**

**Delve into comprehensive data and insights powered by Amagi's homegrown data analytics platform – [Amagi ANALYTICS](#) and the [Amagi Consumer Survey 2024](#).**

**Analysis period – Q3 2022 (Jul-Sep) vs. Q3 2023 (Jul-Sep) and Q4 2022 (Oct-Dec) vs. Q4 2023 (Oct-Dec)**

With the 10th edition of Amagi Global FAST Report, we will focus on the global market and bring data and insights from 50+ FAST services and ~3700 channel deliveries that use [Amagi THUNDERSTORM](#), our SSAI (Server-Side Ad Insertion) platform.

The report also provides insights into audience preferences and viewing habits based on the 2024 Amagi Consumer Survey of 500+ American households. The survey participants were from the lower, middle, and higher income groups.

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On the ascent: FAST ad market scaling new heights



Insights from Gavin Bridge

# Shift toward CTV ads growing as FAST rises



**Gavin Bridge**  
FASTMaster

**2024 should be** Free Ad-supported Streaming TV (FAST's) most important year yet. As data in this report will reveal, 2023 saw key metrics in FAST, like ad impressions served and hours of viewing, rise to new global heights. In the US, channel operators would confide to me that their audiences were bigger than ever.

Yet that success hid a conundrum. Yes, audiences were larger, but ad spend was not following the same trajectory. In a series of interviews I conducted with FAST ad spenders, a common theme emerged: advertisers had pulled back to place ad dollars on new ad-supported tiers on Subscription Video On Demand (SVOD) services

This trend is now shifting as advertisers consider how strong the global scale of free streaming is. SVOD services like Netflix's ad-supported tier offer [23M Monthly Active Users](#) (MAU), while FAST services such as Tubi dwarf that number by offering [~74 MAUs](#). Then factor in that Tubi is in fewer territories than Netflix, and that this figure is just for one of the many free streaming services available in multiple countries – Pluto TV, Freevee, Roku Channel, Samsung TV Plus, and LG Channels, to name a few – and you can appreciate the opportunity and reach that FAST offers versus ad-supported SVOD.

## **Why FAST should be part of your advertising strategy**

FAST also continues to grow. Amagi's latest data tells us global ad impressions served in FAST grew by 28% between Q4 2022 and Q4 2023 as more people discovered and watched more free streaming channels. This is a key strength for the medium that advertisers need to be aware of when considering where to place buys. FAST should be part of the consideration set for total reach.

From a consumer perspective, FAST is hitting the advertising sweet spot. New research from Amagi shows that 9 out of 10 consumers said "yes" or "maybe" to being willing to watch free content in exchange for seeing ads, with a similar proportion saying their optimal ad frequency per hour was 5 minutes or less. In other words, close to what many FAST services offer in the market.

Domestically in the US, FreeWheel estimated FAST channels account for [30% of total ad views](#). This is important given a number of market factors. The number of homes with a Pay TV subscription of any kind [continues to fall](#), with those remaining typically finding less utility from cable and network TV and [watching smaller and smaller](#) amounts of it.

This is important when considering the total household reach of delivery formats. In 2008, Leichtman Research Group estimated that 87% of households had Pay TV (that's now shrunk to 64%). In contrast, Leichtman found in 2023 that [88% of US households](#) now have access to a Connected TV (CTV) device, with half (49%) watching video on a connected device daily.

CTV reach has already exceeded the golden age of cable and will be the primary means of accessing content for the majority of Americans within 12 months. Considering that [94% of FAST impressions](#) come from TV, per Comcast research, it's clear that FAST offers advertisers tremendous potential and will be a key element of how to reach audiences in the coming years.

Internationally, I expect similar CTV reach in countries like the UK, Canada, Australia, South Korea, and Germany. But it's also important to unravel FAST from CTV as emerging markets will likely rely more on smartphones to access FAST. This shouldn't be problematic for advertisers as no one bats an eyelid at YouTube having tremendous mobile viewing. So why should FAST be any different?

## **Conclusion: FAST education is key to advertiser growth**

The biggest challenge for FAST this year is not selling the benefits to consumers. Those already using FAST tend to be happy with it being part of their entertainment mix. What will be key is to educate advertisers on what FAST is and who watches FAST. This will require a concerted effort across the industry but will result in more advertisers understanding why they should use FAST and how valuable the FAST audience is, ultimately pushing CPMs higher.

Reports like this one are important to paint the picture and provide context that is often overlooked. I hope you enjoy reading the findings contained within this edition.

# The FAST ad market

offers opportunities to thrive

## Channel deliveries, ad impressions, and hours viewed: FAST growth continues

The [FAST market](#) is poised for substantial growth, with [projected revenues](#) of \$12 billion in 2027 and \$17.7 billion in 2028.

[Amagi ANALYTICS](#) data underscores consistent growth patterns. Globally, comparing Q3 2022 to Q3 2023, FAST witnessed a 45% surge in channel deliveries. Amagi deployed than 1,400 new channel deliveries in 2023. Additionally, ad impressions experienced a 15% increase, while Hours Of Viewing (HOV) recorded a 30% uptick.

Global – Analysis period – Q3 2022 (Jul-Sep) vs. Q3 2023 (Jul-Sep)	Global – Analysis period – Q4 2022 (Oct-Dec) vs. Q4 2023 (Oct-Dec)
<b>45%</b> growth in channel deliveries	<b>25%</b> growth in channel deliveries
<b>15%</b> growth in ad impressions	<b>28%</b> growth in ad impressions
<b>30%</b> growth in HOV	<b>26%</b> growth in HOV

[Amagi ANALYTICS](#) Q4 data analysis (2022 vs. 2023) shows similar trends, with a 25% growth in channel deliveries, a 28% increase in ad impressions, and a 26% increase in HOV.

As we witnessed in the [ninth edition of Amagi Global FAST Report](#), FAST remains the fastest-growing model in the streaming universe. [TVREV's report](#) this past year confirms this finding. Based on Year-over-Year (YoY) revenue growth, traditional TV (cable and broadcast) saw a considerable decline, with FAST as the new go-to option for viewers.

In the US, while cable TV is projected to see a [downfall](#) from 50% ad spend share in 2023 to 19% in 2027, [broadcast](#) is likely to fall from 23% in 2023 to 13% in 2027. In contrast, Subscription Video on Demand (SVOD) is poised for growth, with its share of ad spending projected to double from 13% in 2023 to 26% in 2027. [FAST remains a frontrunner](#) among all streaming models, boasting a substantial 25% increase in the same years.

Read: [Q&A with Alan Wolk: FAST's future, global growth, advertising impact and more](#)



# Zooming in: FAST opportunities for stakeholders

[FAST](#) offers exciting opportunities for content providers, FAST services, viewers, and advertisers alike. Let's dive deeper.

## Viewers: Consumers largely support FAST channels as an alternative option to cable

Consumer preferences actively steer toward streaming, free access, and a laid-back viewing experience, catalyzing remarkable growth in the FAST audience. Consequently, the anticipated composite growth rate for both broadcast and cable TV between 2023 and 2030 is estimated to be [3.9%](#), marking a mere half of the annual growth rate observed in video streaming services ([8.63%](#)). This surge is particularly notable as more original content finds its way onto FAST services, diversifying the streaming landscape.

An August, 2023 joint survey by [Xumo & FASTMaster](#) unveiled insight into viewer

preferences, specifically regarding the appeal of FAST channels compared to traditional cable channels. 56% of participants found FAST channels to be on par with cable channels in terms of interest, while 44% did not share the same perspective.

Furthermore, it raises a critical question: Does the convergence of news and sports content on FAST services contribute to their success? The latest news and [live sports](#) availability are often strongholds for cable and linear TV retention. Therefore, exploring incorporating such elements within the FAST framework becomes a pivotal consideration for content providers and FAST services in understanding and further capitalizing on evolving viewer habits.

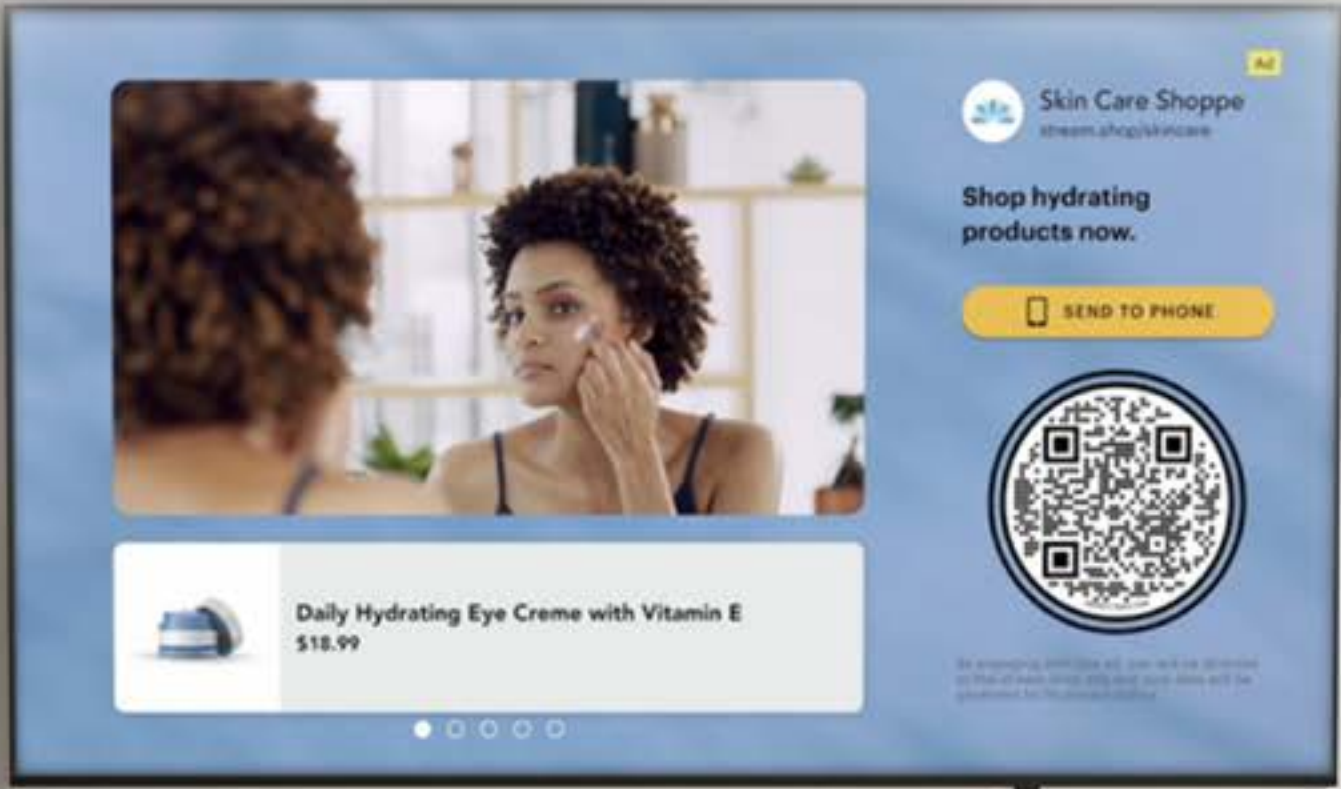
## Content providers: Bigger reach, audience, adaptability

FAST serves as a catalyst for content providers, dismantling subscription barriers and extending the reach of their content to a more extensive and diverse audience, enhancing visibility. The ad-supported model guarantees a steady revenue stream and facilitates content monetization while remaining accessible to a broad audience. Insights derived from viewer data contribute to content customization, enriching advertiser appeal and effectiveness. In a subscription-dominated market, the allure of free content with ads helps position content providers competitively, drawing in budget-conscious viewers. This adaptability enables content providers to align with evolving consumer preferences, especially those gravitating toward cost-free alternatives.

Read: [FAST advertising: What's in it for advertisers?](#)

## Advertisers: A shift toward innovative ad methods

Ad dollars are rapidly shifting from traditional TV to CTV. As advertisers track shifting audience behaviors, their increased investment in CTV and FAST directly responds to these evolving consumption patterns. However, this shift is not just about chasing eyeballs; the rise of digital linear, particularly in FAST, introduces many new opportunities for precise targeting and innovative advertising methods, diverging significantly from the constraints of traditional linear models. The focus is on reaching audiences with heightened efficiency and effectiveness. Advertisers recognize the potential of CTV and FAST not just as platforms to capture attention but as dynamic channels that empower them to connect with viewers more strategically, utilizing data-driven insights and inventive ad formats to maximize impact in the evolving digital landscape.



Source: [AdAge](#)

Setting an example in [advertising innovation](#), Disney introduced [Gateway Shop](#), a commerce-driven format seamlessly connecting the streaming experience to the shopping cart. The beta program for this native shoppable ad format allows viewers to purchase without interrupting their content consumption. Disney's Gateway Shop enhances awareness and conversion for participating advertisers like Unilever, offering a non-disruptive viewer experience through personalized prompts sent directly to their phones via push notifications or email.

# The FAST ad-vantage

In the US, households allocate an average of \$130 monthly to video-related expenses, while the average adult dedicates over five hours daily to video consumption. As a result, the digital video market stood at a whopping \$210 billion in 2022. Video content stands out as the most lucrative type of content in terms of monetization per hour compared to audio and gaming. While audio and gaming yield \$0.15 and \$0.30 per hour, video content commands \$0.40 per hour.

As video content continues to captivate audiences worldwide, the digital video market is experiencing exponential growth. What was a \$53.6 billion industry in 2022 is anticipated to surge to \$553.6 billion by 2032.

Diving deeper into the realm of video market growth, there are two critical factors at play:

- 1. Shift of viewership from traditional TV to streaming, causing every facet of traditional TV – subscription and ad revenues – to see a downward trend
- 2. Growth of advertising as a revenue

model in streaming, causing every type of streaming service, including pure-play SVOD services, to embrace ad-supported models increasingly

Let’s take a closer look at each:

**Consumers continue to abandon Pay TV subscriptions**  
The trend of US households abandoning [Pay TV subscriptions](#) continues. A [2023 Leichtman research report](#) estimates that during the third quarter of 2023, the dominant Pay TV providers in the U.S., accounting for approximately 96% of the market share, experienced a net loss of around 465,000 video subscribers.

**Streaming TV viewership increases at the expense of traditional TV decline**  
Traditional TV viewership comprises cable television and broadcast. While traditional TV viewership saw a 4.8% drop between October 2022 and October 2023, streaming TV viewership saw a 5% increase, per [Nielsen](#).

## In line with the viewership shift, the reallocation of ad dollars from traditional TV to streaming will accelerate

With the ongoing decline of traditional TV (encompassing both cable and [broadcast](#)), advertising revenue is set to diminish. According to Insider Intelligence’s report, [traditional TV ad spending](#) will gradually decrease from \$60.38 billion in 2023 to \$54.74 billion in 2027.

The transition of advertising dollars from traditional TV to CTV is evident in these figures. [CTV ad spending](#) is poised to surge, escalating from \$24.60 billion in 2023 to a projected \$42.44 billion in 2027.

Read: [FAST 101: A content owner’s guide to Free Ad-supported Streaming TV](#)

## Recognizing ad growth in streaming, SVOD services add ad-supported model to subscription

Read: [Boost ad revenue with Dynamic Ad Insertion \(DAI\) for linear TV](#)

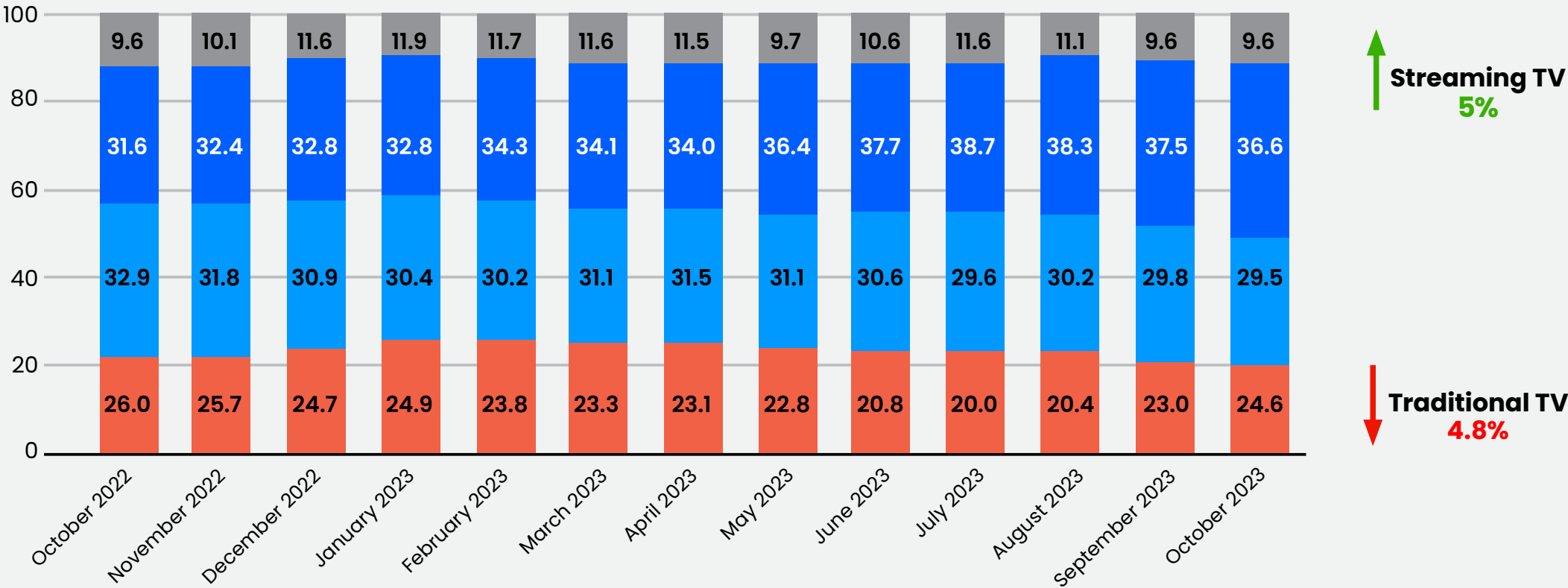
According to a [July 2023 survey](#) by Aluma Insights, a notable 32% of adults in the US have reduced their consumption of SVOD services. Why? Due to an increased focus on FAST services. Additionally, many top SVOD players have increased their [subscription costs](#), further accelerating the decline in viewership.

## All signs point to the future of TV being overwhelmingly streamed and ad-supported

- FAST will stand to be the biggest beneficiary of the future TV landscape:
- 1. Linear television is much more conducive to advertising than on-demand
  - 2. Growing adoption of CTV with its targetability will power the acceleration of ad growth
  - 3. Entry of premium content will make FAST more mainstream – and a crowd favorite on par with other premium streaming platforms

## Viewership Shifts from Traditional TV to Streaming

- Broadcast
- Cable
- Streaming
- Other



Source: [Nielsen](#)

# FAST

## ad market

Trends and user growth

As witnessed in the [ninth edition of the Amagi Global FAST Report](#), APAC continues to outshine other regions regarding FAST growth. While APAC shows a three-digit growth in both HOV and ad impressions, LATAM shows an impressive three-digit growth in ad impressions in both analyses (Q3 2022 vs. Q3 2022 and Q4 2022 vs. Q4 2023).

Region	Growth in HOV (Q3 2022 vs. Q3 2023)	Growth in HOV (Q4 2022 vs. Q4 2023)	Growth in ad impressions (Q3 2022 vs. Q3 2023)	Growth in ad impressions (Q4 2022 vs. Q4 2023)
US & Canada	18%	5%	-1.5%	13%
APAC	145%	130%	281%	352%
EMEA	37%	65%	79%	43%
LATAM	43%	64%	197%	173%

The YoY growth in average session duration exhibited an upward trajectory across all regions — US & Canada, APAC, [EMEA](#), and [LATAM](#) — in both Q3 2022 vs. Q3 2023 and Q4 2022 vs. Q4 2023. While Q4 maintained the positive trend, the US & Canada experienced a slight 5% decline in YoY growth for average session duration.

Region	Average session duration (Q3 2022) (in minutes)	Average session duration (Q3 2023) (in minutes)	YoY growth (Q3 2022 vs. Q3 2023)	Average session duration (Q4 2022) (in minutes)	Average session duration (Q4 2023) (in minutes)	YoY growth (Q4 2022 vs. Q4 2023)
US & Canada	5.96	7.79	31%	8.3	7.9	-5%
APAC	1.97	2.98	51%	2.3	3.5	52%
EMEA	2.29	3.19	39%	2.6	3.4	30%
LATAM	1.66	2.43	46%	2.2	2.5	14%
Global	4.24	5.01	18%	4.9	5.1	3%

# Prime picks: Top genres

## Top 5 genres by HOV | Global | Q3 2023

In Q3 2023, news maintained its dominance, contributing a substantial 41% to the overall HOV. Following closely was movies with an 11% share and nature and wildlife with 8%.

Read: [The blockbuster genre of the FAST world: News](#)

Genre	Percentage contribution
News	41%
Movies	11%
Nature & Wildlife	8%
Music	5%
Sports	3%

Read: [How much live news content is needed?](#)

## Top 5 genres by HOV | Global | Q4 2023

In Q4 2023, news solidified its top position again, commanding 37% of the overall HOV. Movies followed closely with a 9% share, while nature and wildlife content claimed the third spot with 6%. Notably, entertainment took the fifth spot (4%), replacing sports this quarter.

Read: [How sports teams can hit it out of the park with targeted FAST offerings](#)

Region	Region-wise unique users YoY change (Q4 2022 to Q4 2023)
News	37%
Movies	9%
Nature & Wildlife	6%
Music	4%
Entertainment	4%

## Top 5 genres by ad impressions | Global | Q3 2023

In Q3 2023, news maintained its dominance, contributing a substantial 41% to the overall ad impressions. Following closely was movies with a 9% share and nature and wildlife with 8%.

Genre	Percentage contribution
News	41%
Movies	9%
Nature & Wildlife	8%
Lifestyle	5%
Entertainment	5%

## Top 5 genres by ad impressions | Global | Q4 2023

In Q4 2023, news remained at the top position again, commanding 35% of the overall ad impressions. Movies and nature & wildlife followed closely with an 8% share each. Entertainment took the fourth spot (6%), followed by lifestyle at 5%.

Region	Region-wise unique users YoY change (Q4 2022 to Q4 2023)
News	35%
Movies	8%
Nature & Wildlife	8%
Entertainment	6%
Lifestyle	5%



**One consistent pattern we saw across regions was the uptick in YoY unique FAST users between Q4 2022 and Q4 2023. Leading the charts, APAC boasted the highest percentage of unique users at 65%, followed by LATAM (35%), EMEA (28%), and the US & Canada at 17%. Global unique users were recorded at 24%.**

Region	Region-wise unique users YoY change (Q4 2022 to Q4 2023)
US & Canada	17%
APAC	65%
EMEA	28%
LATAM	35%
Global	24%

### Top 5 genres by HOV | APAC | Q3 2023

Securing its dominance in APAC, news accounted for 45% of the total HOV in Q3 2023. Movies claimed the second spot with a 10% share, closely followed by music at 9%.

Genre	Percentage Contribution
News	45%
Movies	10%
Music	9%
Entertainment	6%
Kids	3%

### Top 5 genres by ad impressions | APAC | Q3 2023

News continued to top the charts with a whopping 58% of the total ad impressions in Q3 2023. Music claimed the second spot with a 12% share, followed by movies at 7%.

Genre	Percentage Contribution
News	58%
Music	12%
Movies	7%
Entertainment	3%
Lifestyle	2%



### Top 5 genres by HOV | APAC | Q4 2023

Consistent with Q3 2023, news maintained its lead by contributing 43% to the total HOV in Q4 2023. Movies secured the second spot with 8%, followed by music at 6%.

Genre	Percentage Contribution
News	43%
Movies	8%
Music	6%
Entertainment	6%
Kids	3%

### Top 5 genres by ad impressions | APAC | Q4 2023

Consistent with Q4 2023, news maintained its lead by contributing 54% to the total ad impressions in Q4 2023. Music secured the second spot with 11%, followed by movies at 5%.

Genre	Percentage Contribution
News	54%
Music	11%
Movies	5%
Entertainment	4%
Lifestyle	2%

Top 5 genres by HOV | US & Canada | Q3 2023

In Q3 2023, news asserted its dominance in the US & Canada, claiming half of the total HOV share at 49%. Following closely, nature and wildlife secured the second spot with 9%, while movies followed with 8%.

Genre	Percentage Contribution
News	49%
Nature & Wildlife	9%
Movies	8%
Sports	3%
Entertainment	3%

Top 5 genres by ad impressions | US & Canada | Q3 2023

In Q3 2023, news secured the top place in the US & Canada, claiming almost half of the total ad impressions share at 43%. Following closely, nature and wildlife secured the second spot with 10%, while movies followed with 6%.

Genre	Percentage Contribution
News	43%
Nature & Wildlife	10%
Movies	6%
Entertainment	6%
Lifestyle	4%

Top 5 genres by HOV | US & Canada | Q4 2023

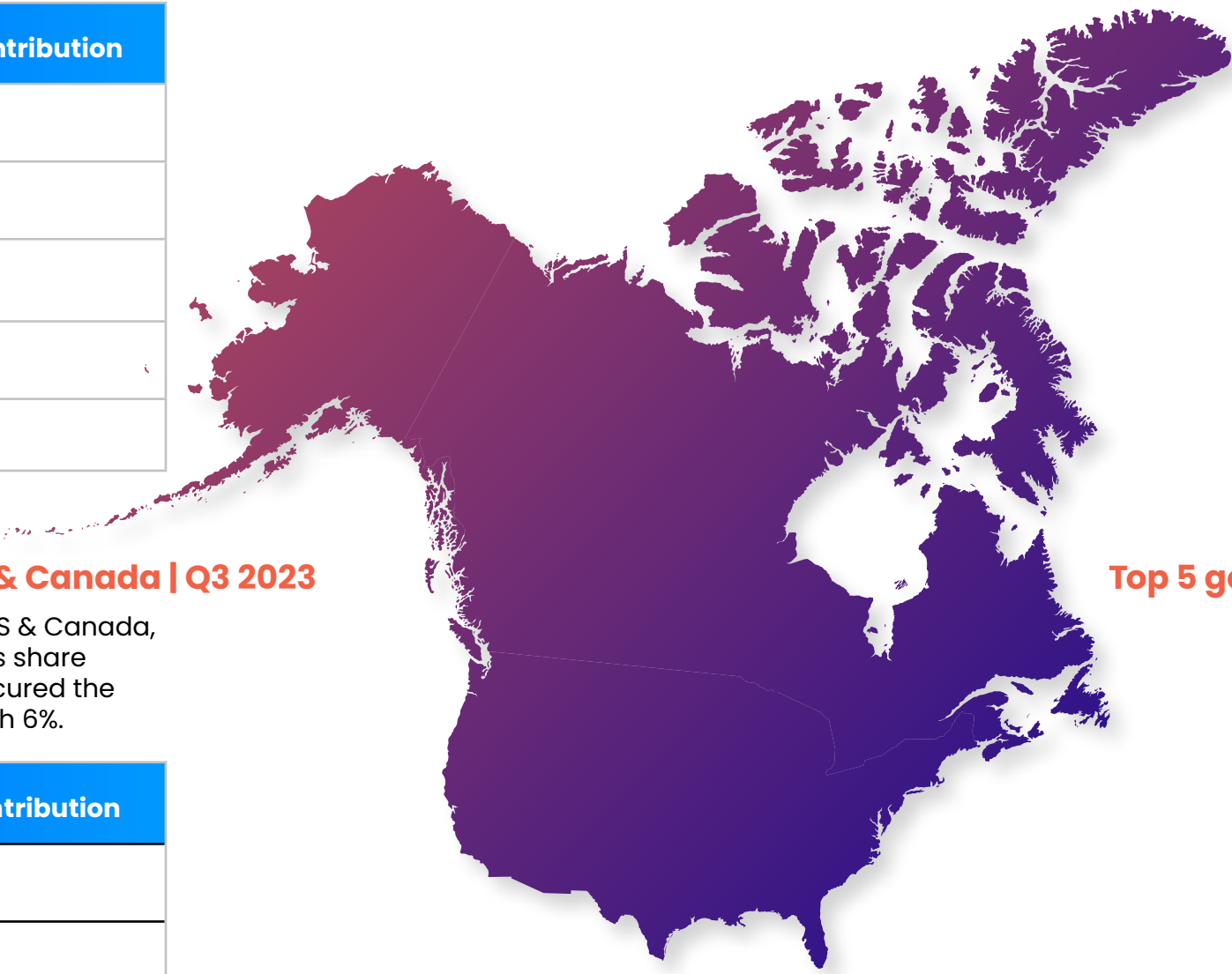
In Q4 2023, we observed parallel trends, with news leading the charts at 44%, followed by nature and wildlife at 8%, and movies at 5%.

Genre	Percentage Contribution
News	44%
Nature & Wildlife	8%
Movies	5%
Entertainment	5%
Sports	4%

Top 5 genres by ad impressions | US & Canada | Q4 2023

During Q4 2023, we noted concurrent trends in ad impressions, with news taking the lead at 38%, nature and wildlife at 10%, and entertainment at 7%.

Genre	Percentage Contribution
News	38%
Nature & Wildlife	10%
Entertainment	7%
Movies	5%
Lifestyle	4%





Top 5 genres by HOV | EMEA | Q3 2023

EMEA showed an interesting pattern in Q3 2023, with movies coming up as the crowd favorite at 18%, followed by news at 13%, and music at 9%.

Genre	Percentage Contribution
Movies	18%
News	13%
Music	9%
Sports	5%
Reality	5%

Top 5 genres by ad impressions | EMEA | Q3 2023

In Q3 2023, the EMEA region witnessed movies taking the forefront, commanding 19% of the overall ad impressions shared. Music secured the second position at 10%, while lifestyle claimed the third at 9%.

Genre	Percentage Contribution
Movies	19%
Music	10%
Lifestyle	9%
Nature & Wildlife	6%
News	6%

Top 5 genres by HOV | EMEA | Q4 2023

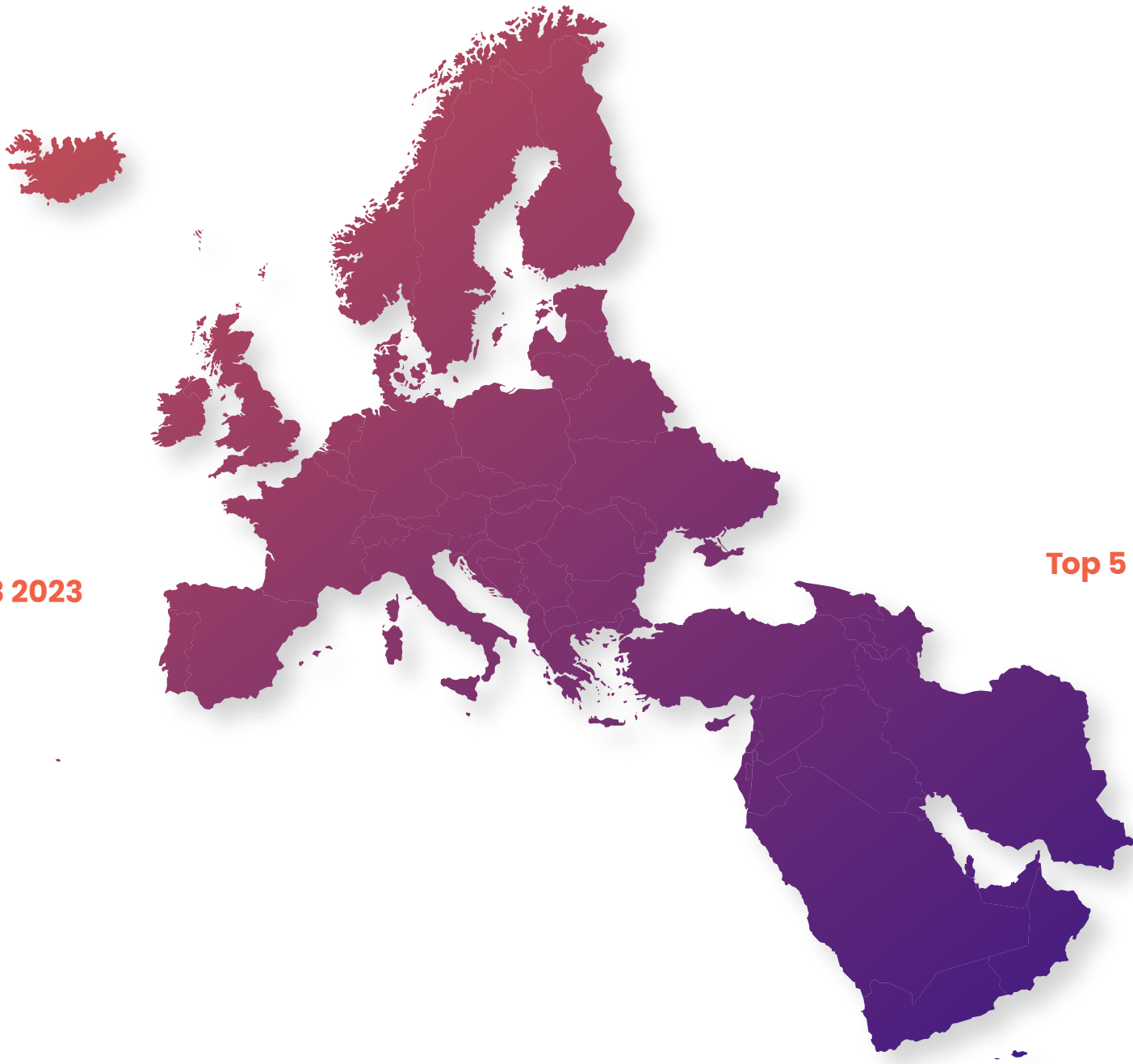
In Q4 2023, EMEA saw movies claim the lead, with 18% of the total HOV shared. News secured the second spot at 11%, while music took the third position at 8%.

Genre	Percentage Contribution
Movies	18%
News	11%
Music	8%
Reality	7%
Documentary	3%

Top 5 genres by ad impressions | EMEA | Q4 2023

In Q4 2023, EMEA saw movies taking the lead, capturing 19% of the total ad impressions shared. Music secured the second position at 9%, while lifestyle claimed the third at 8%

Genre	Percentage Contribution
Movies	19%
Music	9%
Lifestyle	8%
Food	6%
Nature & Wildlife	6%



Top 5 genres by HOV | LATAM | Q3 2023

In Q3 2023, LATAM strongly preferred movies, significantly contributing 50% to the HOV. Following closely, lifestyle took the second spot with 14%, while sports secured the third position with 8%.

Genre	Percentage Contribution
Movies	50%
Lifestyle	14%
Sports	8%
Music	5%
Nature & Wildlife	3%

Top 5 genres by HOV | LATAM | Q4 2023

Consistent with the Q3 2023 trend, movies (52%) remained the top choice in Q4 2023. Lifestyle followed closely with 16%, and sports took the third spot with 7%.

Genre	Percentage Contribution
Movies	52%
Lifestyle	16%
Sports	7%
Music	1%
News	1%

Top 5 genres by ad impressions | LATAM | Q3 2023

In Q3 2023, LATAM exhibited a strong preference for movies, making a substantial contribution of 42% to ad impressions. Lifestyle claimed the second position with 27%, while sports secured the third spot with 8%.

Genre	Percentage Contribution
Movies	42%
Lifestyle	27%
Sports	8%
Music	5%
Nature & Wildlife	2%

Top 5 genres by ad impressions | LATAM | Q4 2023

In line with the Q3 2023 pattern, movies dominated in Q4 2023, comprising 40% of the preferences. Lifestyle followed closely with 32%, and sports secured the third position with 7%.

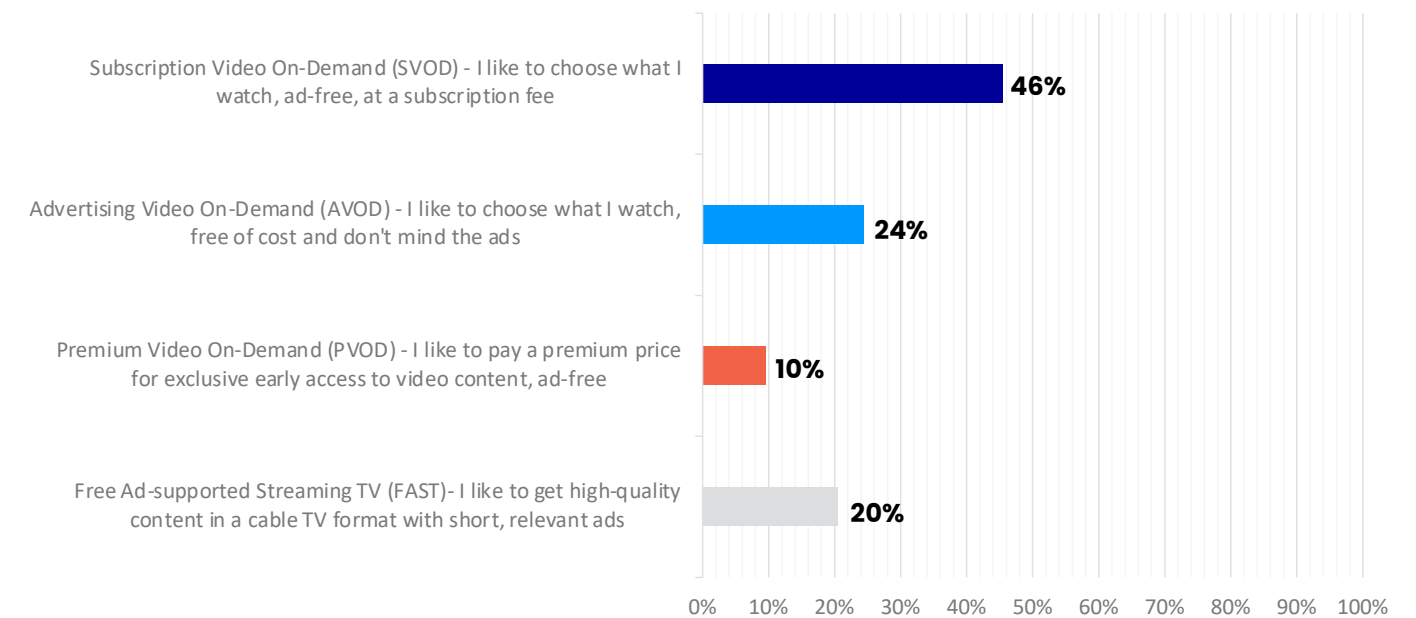
Genre	Percentage Contribution
Movies	40%
Lifestyle	32%
Sports	7%
Music	5%
Documentaries	2%



# amagi Consumer Survey Insights

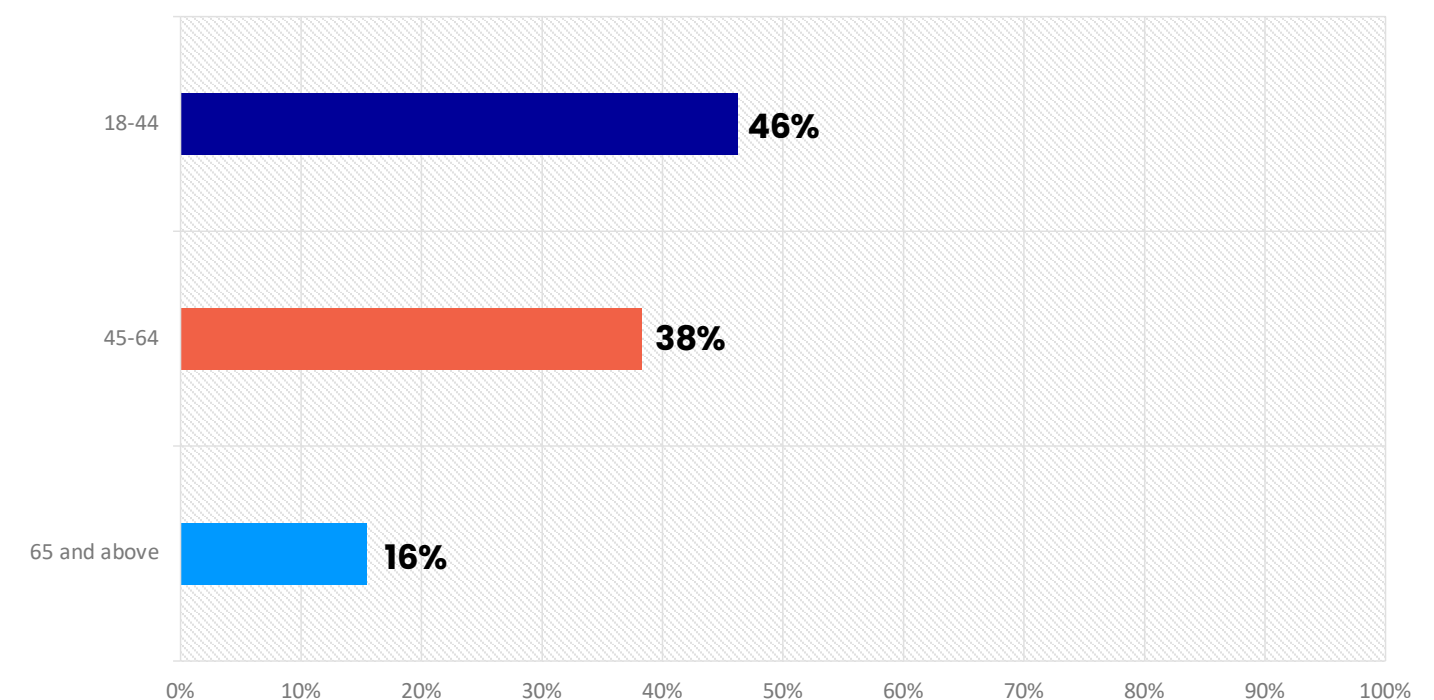
## SVOD dominates, AVOD & FAST catching up fast

SVOD continues to be the most used streaming model, with 46% of viewers in our survey saying they use SVOD. But AVOD (Advertising Video On Demand) and FAST are not far behind, gaining ground with 24% and 20%, respectively. Premium Video On Demand (PVOD) stands at 10%.



## TV watching across age groups

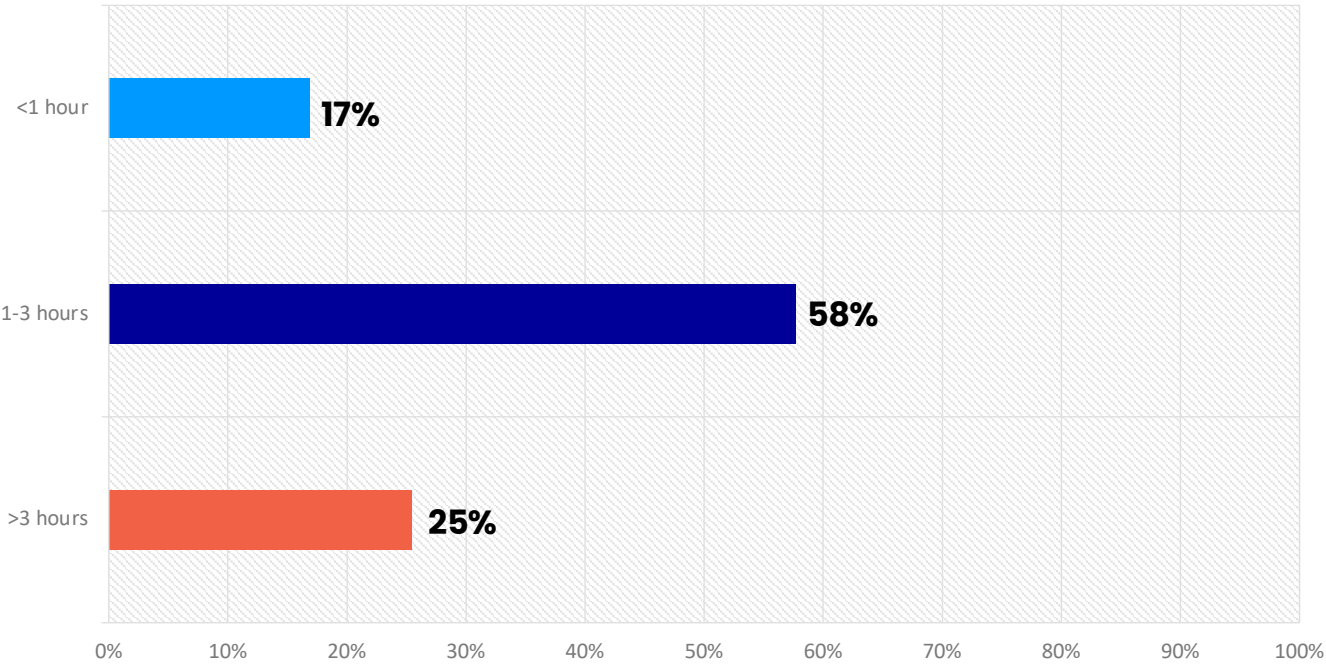
The 18-44 age bracket dominates as the prime streaming audience, capturing the top spot. Close behind, the 45-64 age group claims 38%, while those aged 65 and above trail in streaming preferences.





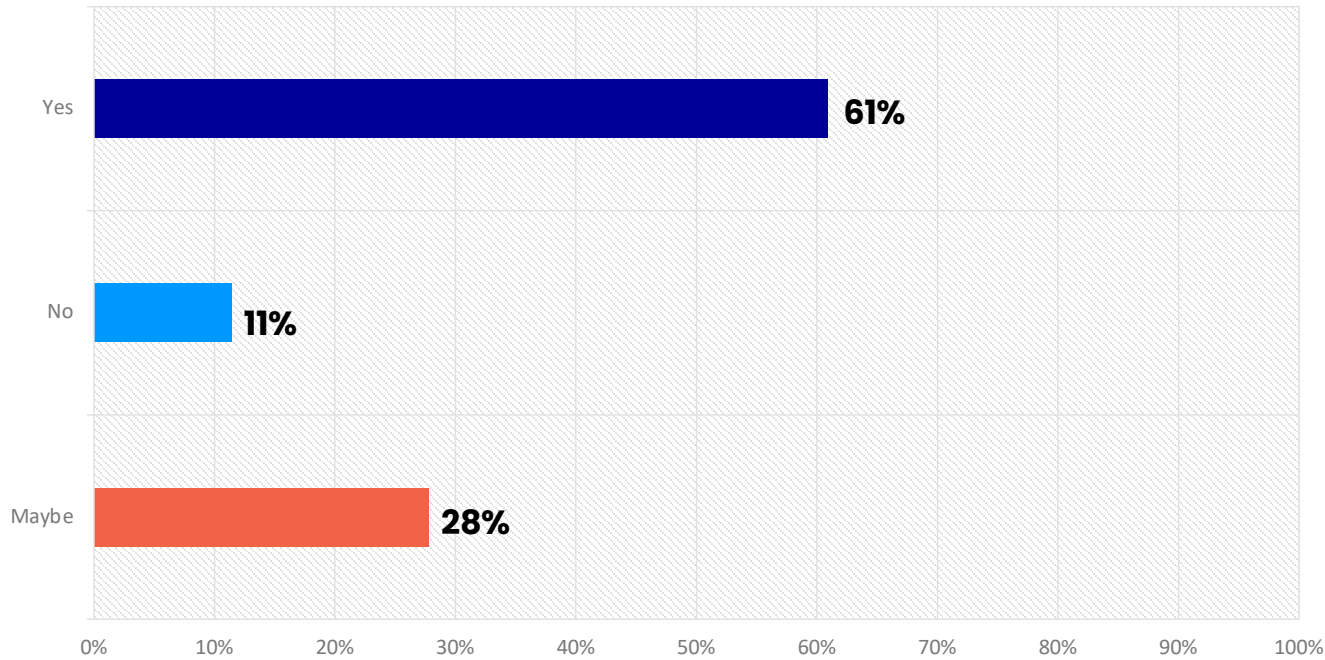
### Deciphering daily streaming habits: Average duration

1-3 hours emerges as the most common streaming duration with a 58% share, followed by 3+ hours at 25%. Only 17% of our survey respondents stream content for less than an hour. These numbers likely indicate that audiences seem to prefer binge-watching their favorite content and watching movies for longer durations.



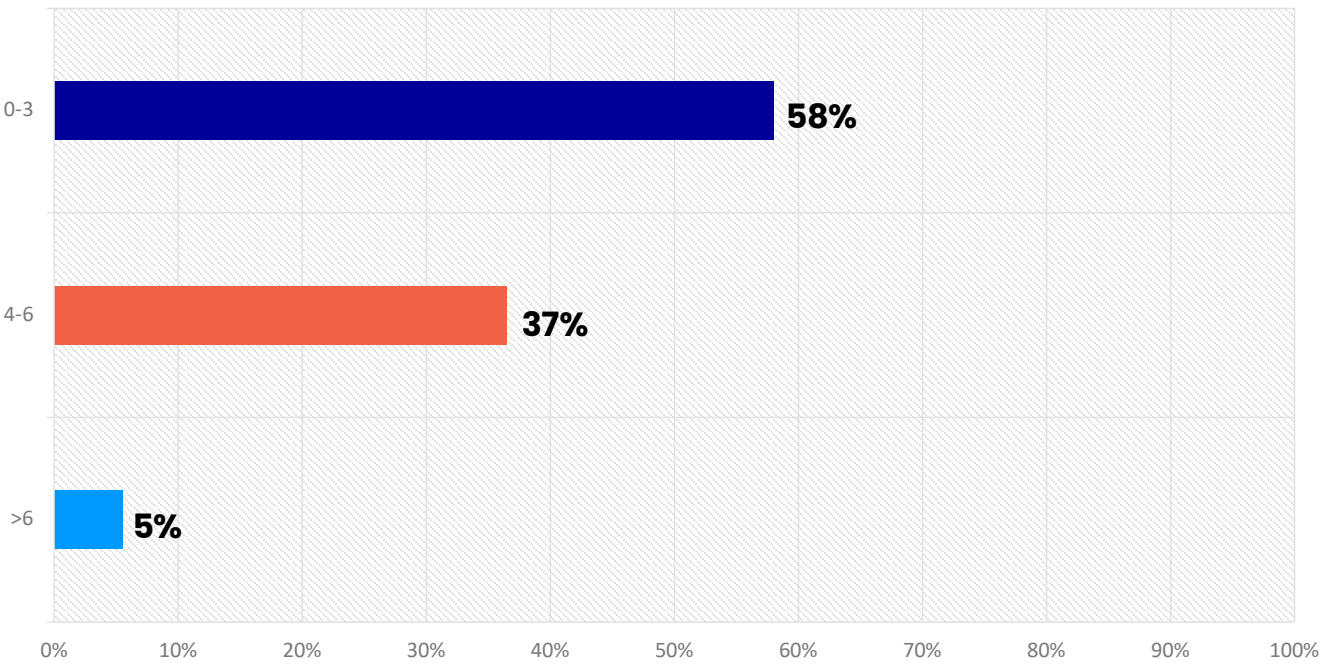
### Watching ads for free, good quality content: Will viewers watch?

Consistent with third-party industry data, a substantial 61% of our respondents embraced the concept of watching ads for complimentary, high-quality content. Another 28% remained uncertain, while 11% expressed dissatisfaction with ad-supported viewing.



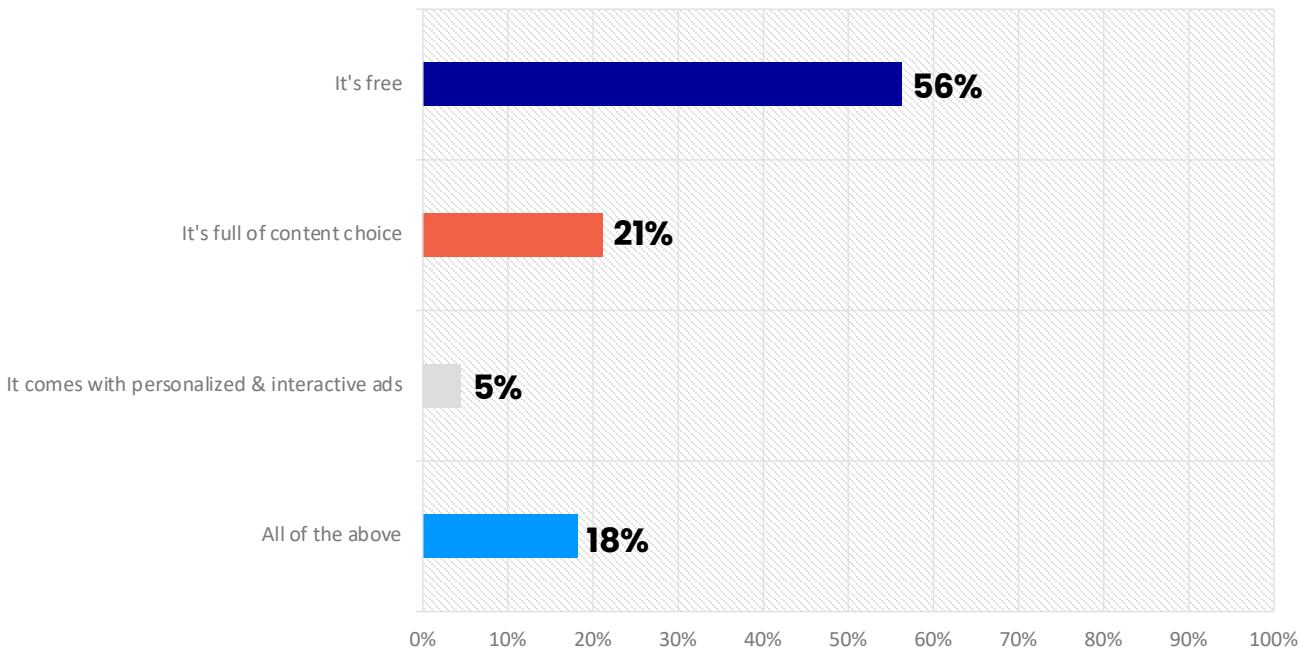
### Understanding streaming choices: How many SVODs do people subscribe to?

While SVODs remain popular, we wanted to delve deeper into the viewer’s mindset. 58% have up to three subscriptions, with a significant 37% opting for 4-6 SVODs. Only 5% of respondents subscribe to over six SVOD services.



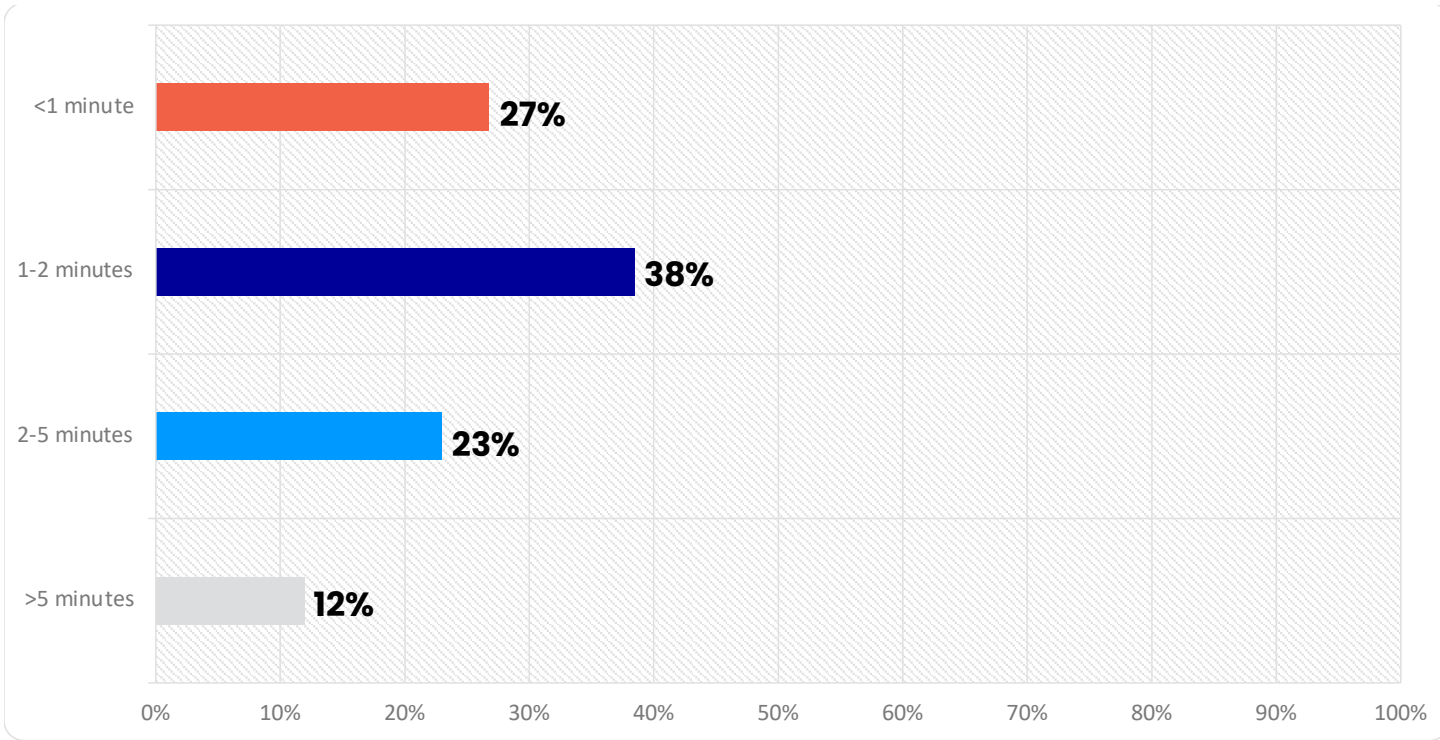
### What makes FAST a good choice for viewers?

We wanted to know why FAST is appealing to viewers. A majority (56%) appreciate FAST because it is cost-free. Another 21% applaud the diverse content choices it offers. Notably, 5% are drawn to FAST’s personalized and interactive ad experience. Overall, 18% opt for all of the above.



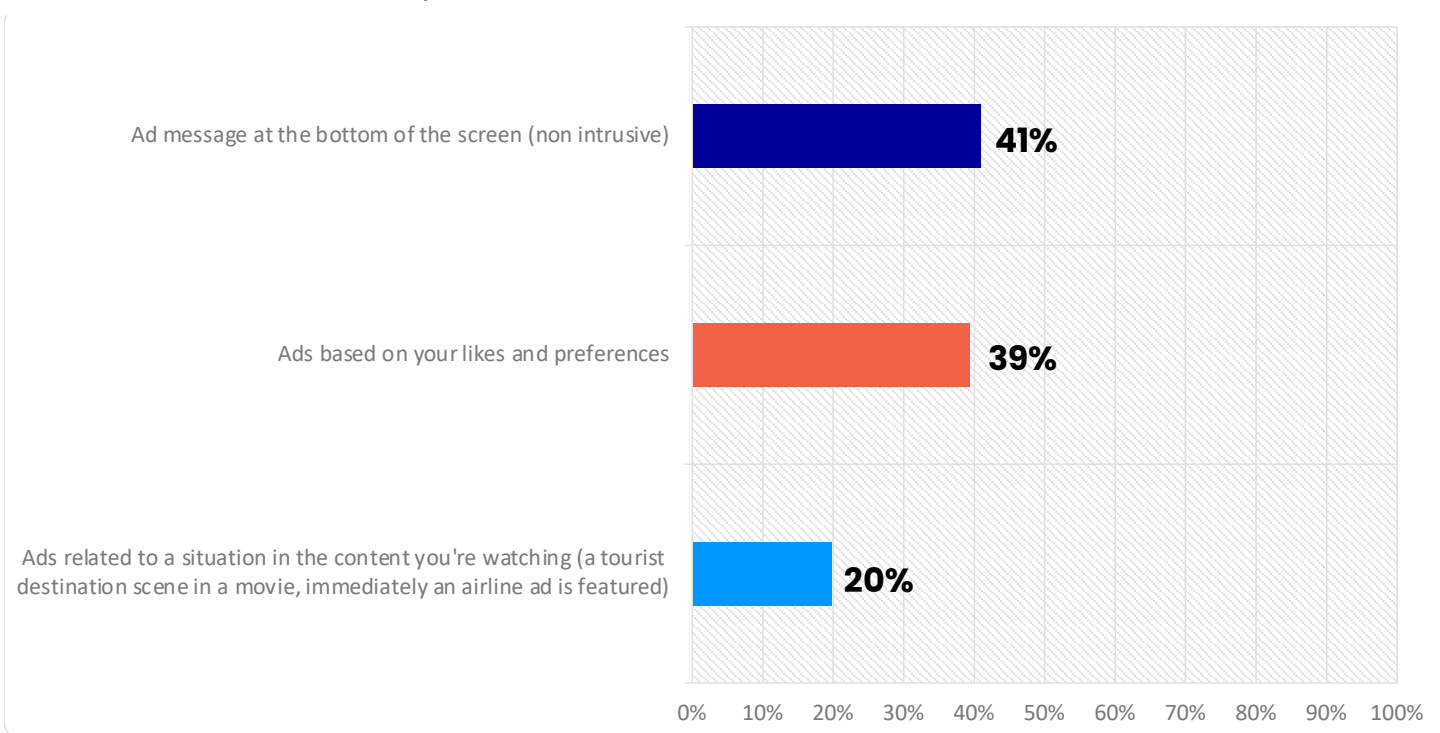
How many ads are too many? Ad frequency viewers are okay with

27% favored under a minute of ads per hour, while 38% were OK with 1-2 minutes. 23% of respondents agreed with 2-5 minutes of ads per hour. Only 12% were okay with ads lasting over five minutes per hour.



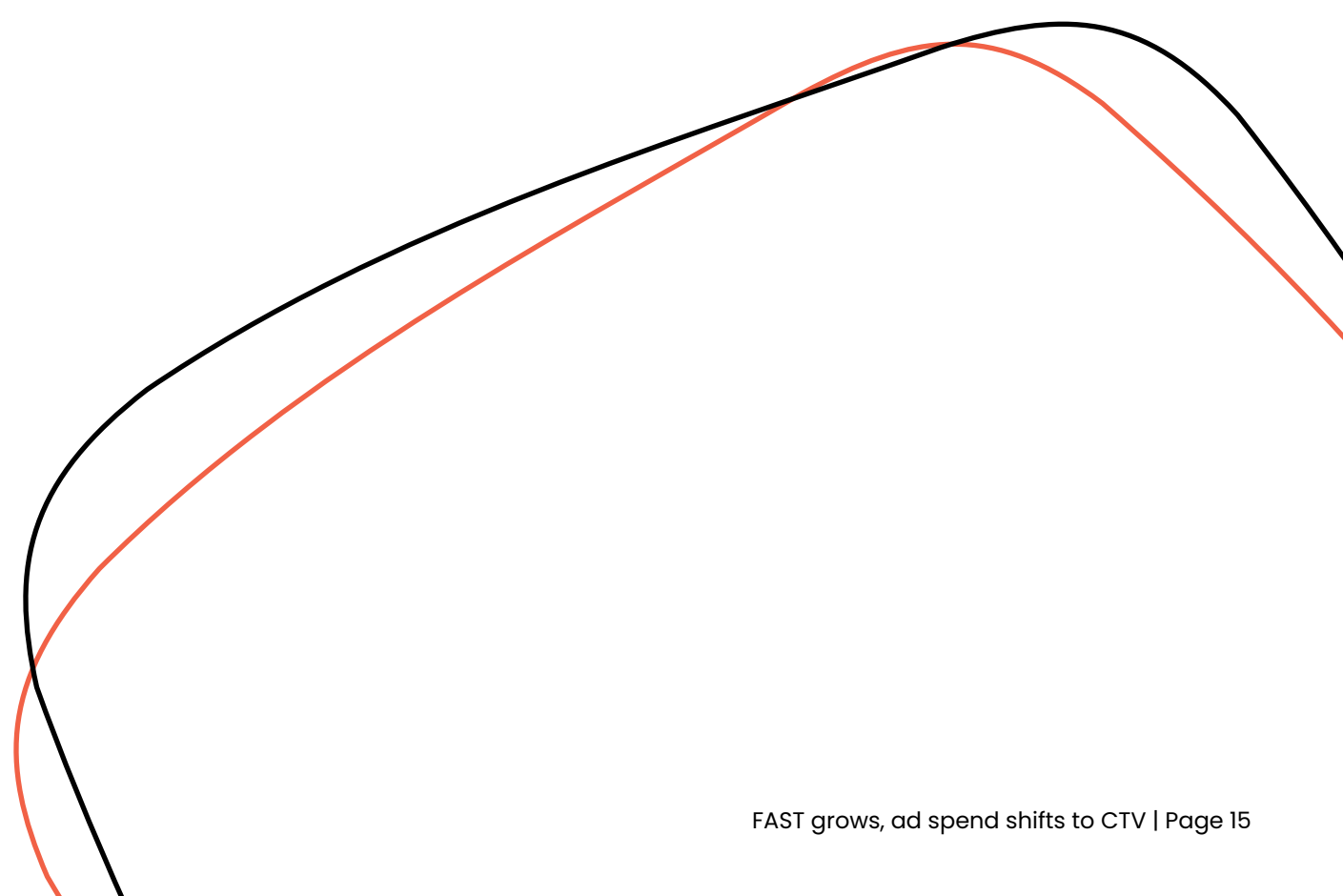
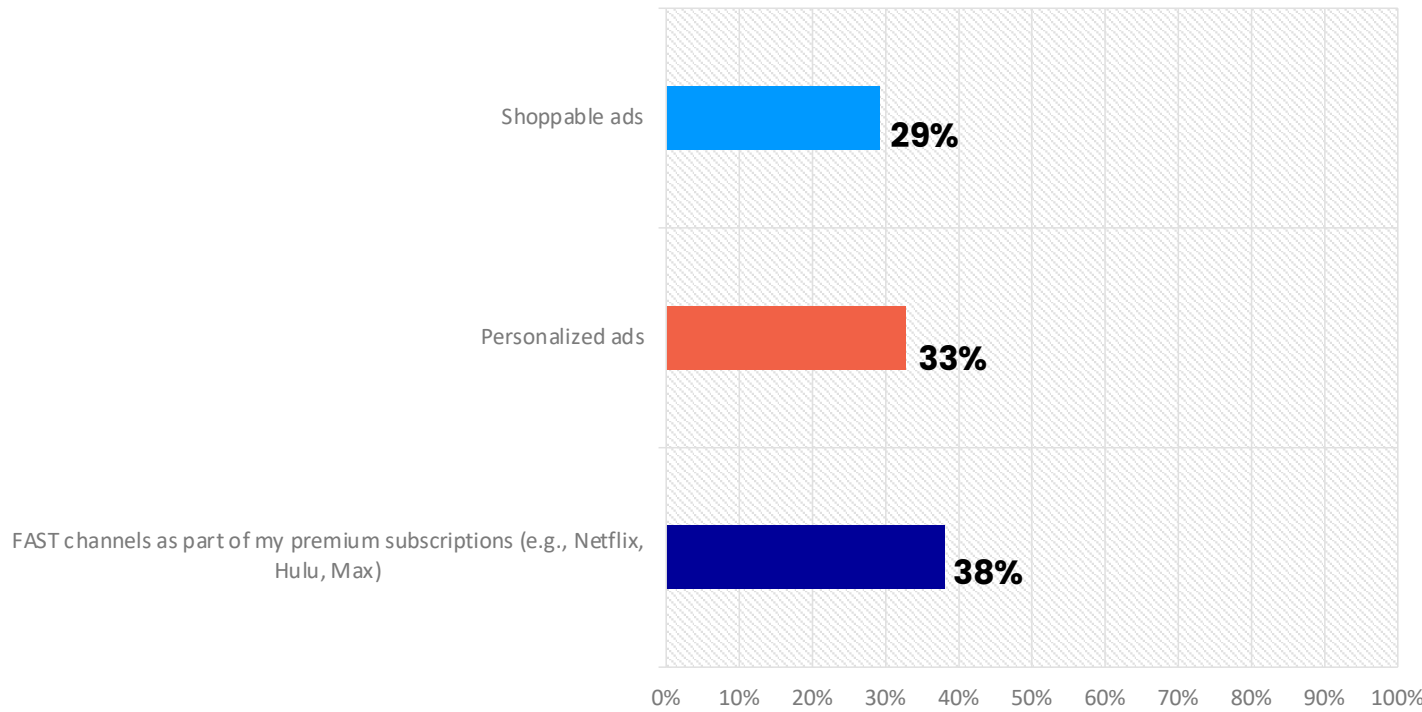
Advanced ad formats viewers prefer

FAST ad formats are evolving, with non-intrusive and innovative ad formats emerging. We asked respondents what kind of ad formats they prefer most. About 41% prefer a non-intrusive ad band/ message at the bottom of the screen. 39% like ads based on their likes and preferences, while 20% prefer ads related to the content they’re watching (i.e. an airline ad being shown following a tourist destination scene in a movie).

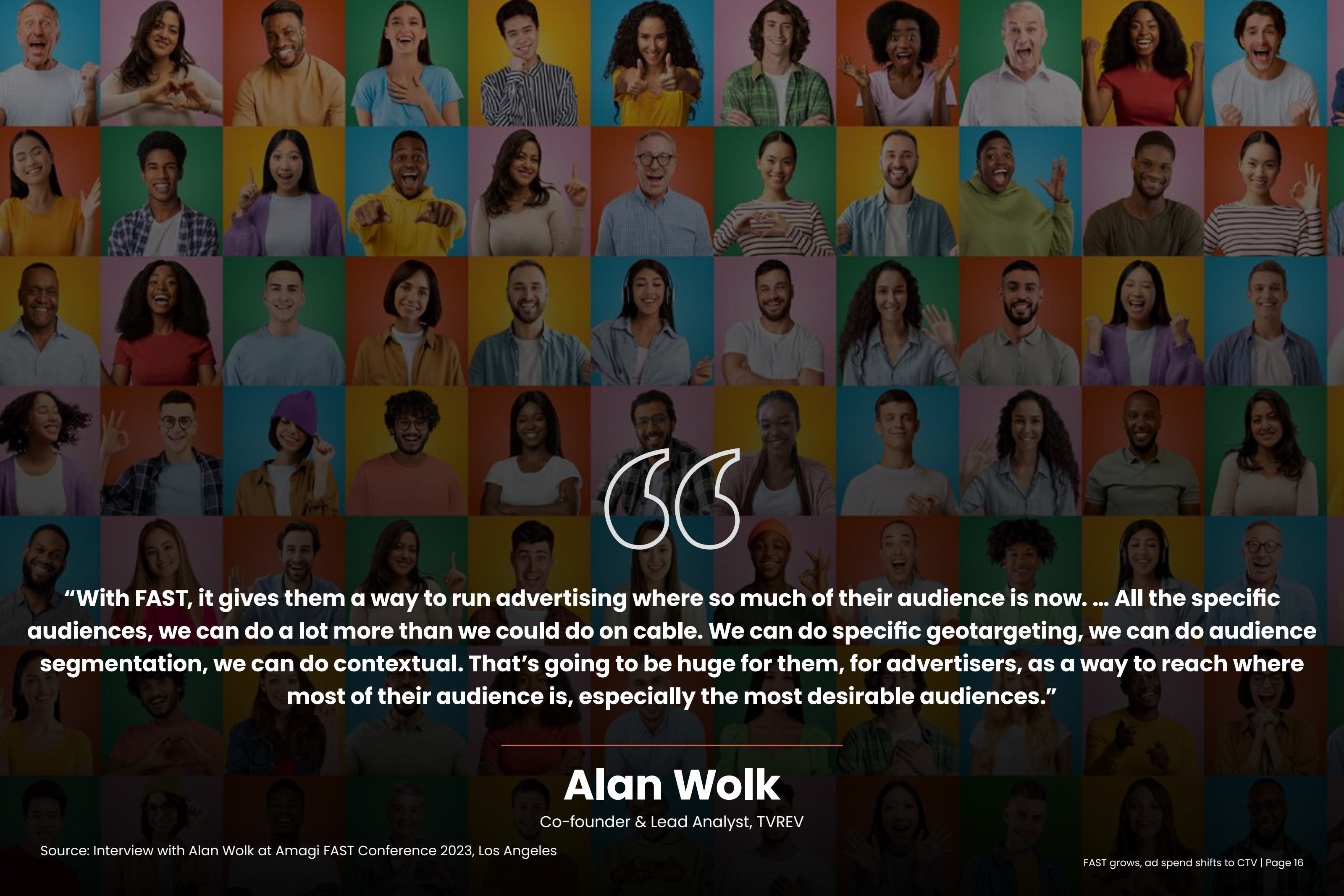


FAST benefits viewers want to see

FAST means different things for different viewers. Delving into their preferences, we inquired about the FAST benefits respondents want. 38% express interest in having FAST channels integrated into their premium subscriptions, 33% seek more personalized ads, and 29% want to see more shoppable ads.







**“With FAST, it gives them a way to run advertising where so much of their audience is now. ... All the specific audiences, we can do a lot more than we could do on cable. We can do specific geotargeting, we can do audience segmentation, we can do contextual. That’s going to be huge for them, for advertisers, as a way to reach where most of their audience is, especially the most desirable audiences.”**

**Alan Wolk**

Co-founder & Lead Analyst, TVREV

Source: Interview with Alan Wolk at Amagi FAST Conference 2023, Los Angeles



# CTV advertising brings untapped opportunities. Can FAST live up to the hype?

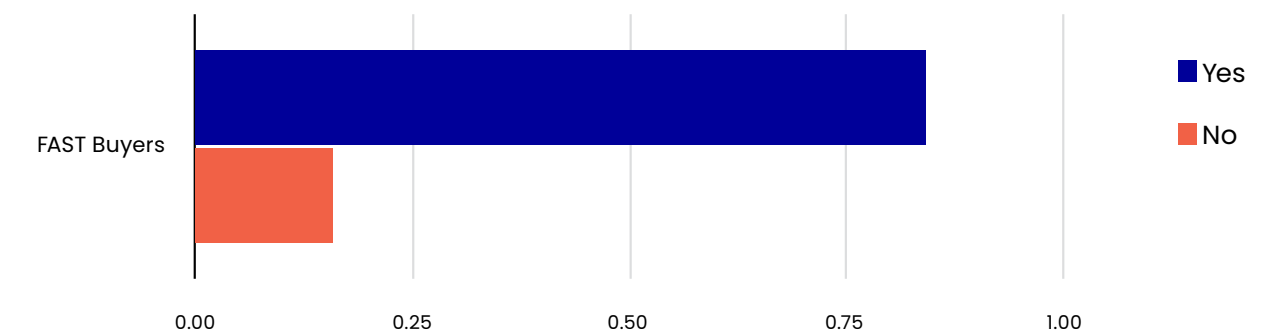
The rise of FAST prompts a crucial question: Can it truly deliver on the promises of [CTV advertising](#)? FAST, gaining rapid traction, offers a free streaming experience with ad support, enticing advertisers to reach a broader audience that is shifting toward digital streaming.

An interesting [September 2023 survey](#) by Xumo & FASTMaster revealed that 50% of FAST buyers use FAST to reach subscribers and 50% don't.

Read: [Say hello to multistreaming: one stream no longer fits all](#)

## FAST buyers: Will FAST Spending Grow in 2024?

Source: Xumo & FASTMaster "Ad Buyers FAST preceptions Research," Sep 2023



Source: [Ad Buyers Perceptions Research Sep 2023](#)

While positive growth projections suggest the potential impact of FAST, its success hinges on seamlessly integrating with the promises of CTV advertising – enhanced targeting, personalized content delivery, and engaging user experiences. The industry will watch closely to see if FAST can balance user-friendly streaming with sophisticated, data-driven targeting associated with [CTV](#).

As stakeholders anticipate the future of FAST, the key lies in its ability to innovate, adapt, and deliver an advertising experience aligning with both advertiser and viewer expectations. Will FAST emerge as a transformative force propelling CTV advertising to new heights, or will it be a stepping stone in the [evolving digital advertising landscape](#)?

As we contemplate the business outcomes of FAST, the potential for personalization, such as a personalized [Electronic Program Guide \(EPG\)](#), emerges as a noteworthy consideration. Niche opportunities, exemplified by education, sports, or cooking channels, showcase the

performance-based potential within the FAST landscape.

Read: [Mastering ad length: A key element to perfecting your CTV advertising strategy](#)

## Unlocking the right business outcome of FAST

The right route in FAST is about maximizing audience reach, getting effective monetization, and adapting to changing consumer behavior. To achieve this, [content providers](#) must offer unique, valuable, and brand-safe content, differentiating themselves within the broader video advertising ecosystem.

A holistic strategy that includes reaching audiences across various platforms, exploring niche opportunities, and incorporating personalized features contributes to the success of FAST. Emphasizing factors like cost-effectiveness and [resilience during content strikes](#) enhances the value proposition for both advertisers and viewers.

Continuous performance measurement and analytics, along with a focus on viewer engagement metrics, are essential for refining strategies and optimizing success in the competitive landscape of streaming TV.

Read: [Revolutionize your channel's ad pod strategy with Amagi THUNDERSTORM](#)

# On the ascent: **FAST ad market** scaling new heights

## Key takeaway

A comprehensive analysis of industry expert reports, coupled with insights from our consumer survey and real-time data from Amagi ANALYTICS, unequivocally reveals the prosperity of FAST on a global scale in 2024. Emerging as a worldwide phenomenon, FAST has effectively surpassed other streaming models and is anticipated to lead in revenue generation compared to its counterparts.

As advertising dollars significantly shift from traditional TV to streaming, particularly in CTV, FAST will likely outperform other streaming models in advertising revenue. The appeal of advertising on FAST lies in its ability to enable advertisers to target specific niches, yielding more favorable outcomes. Adopting inventive formats to elevate the shopping experience is an avenue advertisers can leverage for optimizing their advertising revenue.

Balancing user-friendly streaming and sophisticated targeting is critical to FAST's success. Niche opportunities, personalized features, and a holistic strategy are crucial. Success for FAST means maximizing audience reach, effective monetization, and adapting to changing consumer behavior. The lasting impact depends on adeptly navigating these strategic elements in the competitive streaming TV landscape.



"Many of our clients are experiencing a rise in ad impressions. Interestingly, despite this surge, viewership remained relatively consistent. This trend suggests a shift in ad expenditure towards FAST platforms, indicating an evolving sophistication among FAST customers."

**Nissim Dokey**  
Director, Product Management, Amagi

**Whether you are a content provider, advertiser, or FAST service, ad dollars are moving FAST, and it's time to match their pace.**

We will be back with more action-packed insights on Free Ad-supported Streaming TV and how it fares in the year ahead.

Send in your feedback, questions, and comments to [\*\*cloudandme@amagi.com\*\*](mailto:cloudandme@amagi.com).

## **Amagi Global FAST Reports | Quick Recap**

[\*\*Edition #1\*\*](#) | [\*\*Edition #2\*\*](#) | [\*\*Edition #3\*\*](#) | [\*\*Edition #4\*\*](#) | [\*\*Edition #5\*\*](#) | [\*\*Edition #6\*\*](#) | [\*\*Edition #7\*\*](#) | [\*\*Edition #8\*\*](#) | [\*\*Edition #9\*\*](#)

## Thrive with us!

Reach out to us at [\*\*cloudandme@amagi.com\*\*](mailto:cloudandme@amagi.com) to build or bolster your presence across FAST.

### **About Amagi**

Amagi is the premier industry cloud platform, providing comprehensive management, distribution, and monetization solutions for both traditional and streaming TV services. Through continuous innovation and our make-move-monetize framework, we make video content fluid and accessible to everyone across regions and platforms -- cable, D2C apps, FAST, CTV, VOD and OTA platforms. As a pioneer in cloud broadcasting, we offer best-in-class cloud migration services for broadcast TV networks, transitioning their entire operations into the cloud effortlessly. Globally, we work with 800+ content brands, delivering 3,800+ channels with deployments in 150+ countries, managing ad opportunities in excess of 50 billion. We have a presence in New York, Los Angeles, London, Paris, Singapore, Seoul and Sydney, with innovation centers in Bangalore, Zagreb, and Łódź, and a global media monitoring center in New Delhi.

**amagi.com**

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The image features a solid blue background. Two smooth, curved lines sweep across the frame from the top right towards the bottom left. The first line is white, and the second line, positioned slightly above and to the right of the first, is a vibrant orange. The word "amagi" is centered in the middle of the image in a white, lowercase, sans-serif font.

amagi