



AMAGI FAST REPORT

EDITION #1 | April - June 2021

Streaming Goes FAST, Driven by Connected TV

A data story on why you must move to
Free Ad Supported Streaming TV

Linear TV is back with a bang!

With the rise of Free Ad Supported Streaming TV (FAST), over 200 million viewers are riveting back to the comfortable, lean back TV experience on connected TVs and devices.

What with subscription costs out of the way, consumers don't seem to mind the unskippable ad breaks as long as they are short and of high viewing quality similar to the videos they are watching.

This is bringing along newer opportunities for content owners to expand their reach, while boosting revenues through targeted ads.

New ad formats, designed for a smooth, seamless viewing experience further increase opportunities to attract advertisers without losing viewers.

What more, with analytics, content owners can also accurately measure the performance of their content - and pave the way for smarter content and ad strategies.

Tune into Amagi's Data Story on FAST

We at Amagi have gained unmatched experience and expertise in creating, distributing and monetizing linear channels for FAST platforms. Our engagements with global content owners have made us richer in terms of valuable data and insights – gathered directly from our analytics platform.

This report is the first of a series of reports we plan to release, carrying data and insights on audiences and viewership, ad impressions, and the world of opportunities that lie untapped in this fast growing industry segment.

Our key findings? FAST is indeed a revenue booster as confirmed by about 36% QoQ of ad impressions across a sample of 650 channels - spanning about 15 top platforms of the 50+ FAST platforms in our distribution network.

Our data also confirms that connected TV (CTV) is at the heart of the linear TV revolution, driving a large chunk of content monetization opportunities.

Read on for more insights...

Our methodology and approach

In this inaugural FAST report, we share aggregated data on ad impressions, viewership and content genres that are drawn using [Amagi ANALYTICS](#) – our end-to-end analytics platform.

We explore key metrics for a sample of 650 linear channels we manage across 15 top platforms in the US region, over six months – January to June 2021.

The report provides Compounded Monthly Growth Rate (CMGR) of various metrics, which is the average month-over-month growth over a duration of six months.

It also offers Month over Month (MoM) and Quarter over Quarter (QoQ) growth rates.

Thanks to Amagi ANALYTICS platform, we are able to derive comprehensive 'first-hand' data on critical metrics. And empower content owners with sharp insights that help drive data-driven content & monetization strategies.

The
analytics
universe

No of channels: 650 | Region: US

No of FAST platforms: ~15 top platforms from Amagi's universe of 50+ platforms

Key metrics: Viewership & ad impressions across CTV and mobile devices

Analysis duration: January – June 2021

Q1 2021 (January – March 2021) Q2 2021 (April – June 2021)

Key findings in a nutshell

The Amagi team has uncovered valuable data that clearly narrate one story: **FAST is definitely the future of streaming.**

FAST is on a strong growth trajectory, driven by a growing number of content owners taking their linear channels to the free ad supported platforms. They have been justified in their move by the growth rate of ad impressions we have witnessed in the first six months of 2021 alone.

Our numbers also clearly point out to the growing popularity of Connected TV (CTV) that has garnered close to 99% of the ad impressions, while also amassing close to 98% of the total viewership hours.

FAST monetization on mobile devices, which form only 1-2% of the market, has also increased at a CMGR of 14%.

FAST stands out as a 'reach vehicle' and a 'revenue booster.'

Connected TV is the star protagonist in the FAST story!

More detailed data and insights follow....

Number of linear channels across FAST is growing

- 29% growth in new channels was registered between January – June 2021

The FAST big picture

*Data source:

[Deloitte report](#)

[Variety report](#)

*SVOD market saturation

Comcast acquired Xumo for over \$100 million

ViacomCBS acquired Pluto TV for \$340 million

Fox acquired Tubi for \$490 million

NBCUniversal launches Peacock

Plans to invest over \$2 billion over the next 2 years

***200+ million
Global viewers**

Global viewers

***47% of US
audiences**

Watch FASTs

***65% viewers**

Open to
ad-supported
options

These numbers are pointers to the growing confidence of content creators in the ad supported streaming TV market. The competition in the space is definitely heating up!



The more time that viewers spend on linear channels, the more the opportunities for ad monetization.

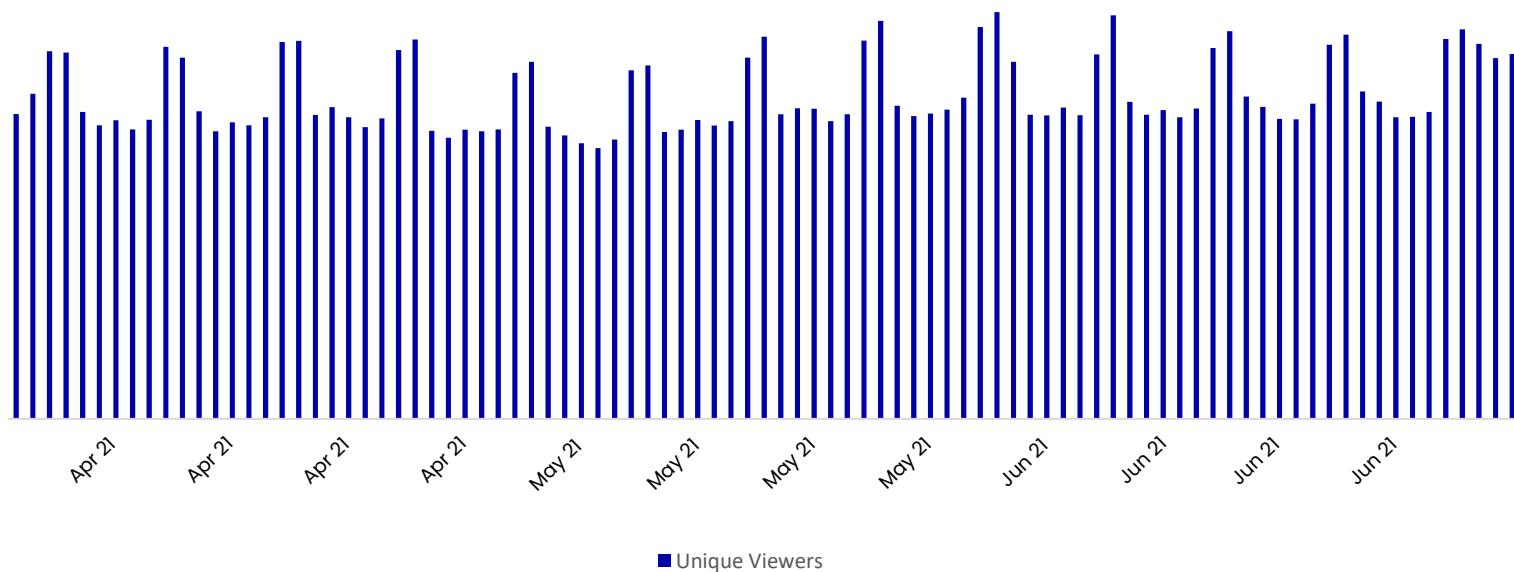
Audiences are consuming more

The growth in the number of linear channels reflects a phenomenal growth in content choice for FAST consumers. And we are also seeing this translate into increased viewing time per viewer.

- Daily viewership hours across 650 channels have risen by 36.71% between January – June 2021
- Viewership hours have grown by 8.7% from Q1 to Q2 2021 (QoQ)
- In June 2021, viewership hours were up by 8.7% when compared to May 2021 (MoM)

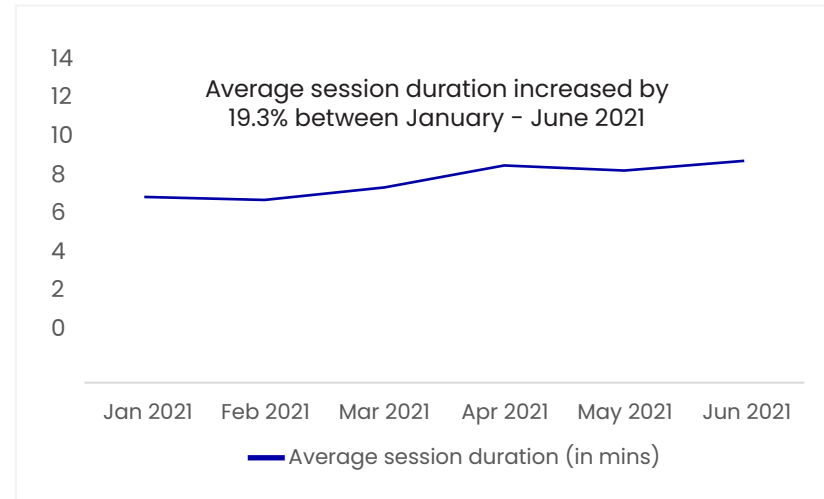
Audiences are consuming more

- Daily unique viewers have grown by 19.69% from April to June 2021 with the rise of 3.37% in average viewing time per viewer during the same time period.



Audiences are staying longer per session

- Average session duration (total session duration/total sessions) has gone up from 9.6 mins in January 2021 to 11.5 mins in June 2021 i.e., up by 19.3%
- Average session duration is growing at a CMGR of 3.6% between January – June 2021
- We saw 15.6% increase in average session duration from 9.7 mins in Q1 2021 to 11.2 mins in Q2 2021 (QoQ)



Ad impressions continue to impress

Ad Impressions grew at a CMGR of ~11% in the first two quarters of 2021 (January – June 2021)

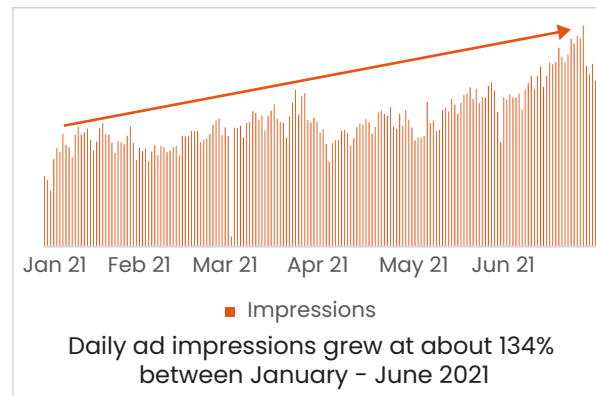
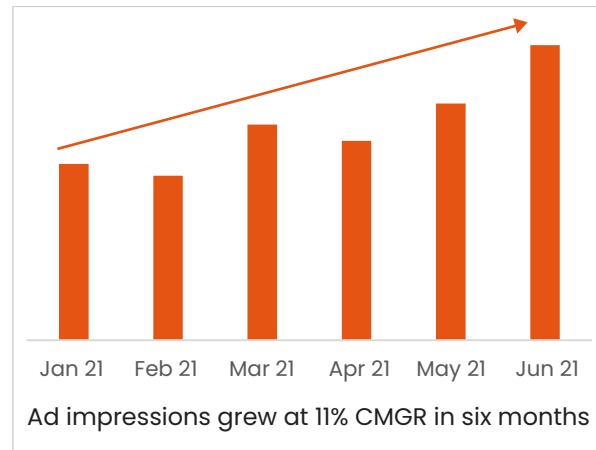
- We saw a whopping 134% growth in daily ad impressions between January and June 2021
- There was a surge of 36% in impressions from Q1 to Q2 2021 (QoQ growth)
- June 2021 saw 25% growth in ad impressions when compared to May 2021

Our data on ad impressions reflect the steady growth in revenues that content owners are making across FAST platforms.

This reiterates what we had highlighted in [Amagi's recent POV](#):

"FAST has emerged as the frontrunner in the race for consumer attention and loyalty, and advertising revenues. It has opened up a plethora of possibilities for content creators to achieve greater returns from content, while delighting audiences with high quality entertainment across genres."

There's money to be made in FAST!



”

Revenues in the AVOD market - that is home to FAST - are estimated to triple between 2020 and 2026 to \$31 billion. Amagi's data insights no doubt reiterate the revenue advantage that is in store for content owners alongside the reach that both content owners and advertisers are poised to enjoy across FAST.



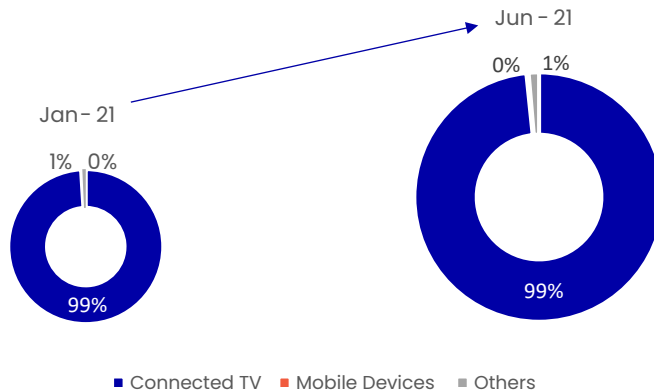
Srinivasan KA
Co-founder, Amagi



Connected TV (CTV) is at the heart of the FAST revolution

- 99% of the total impressions generated across FAST platforms comes from connected TV
- We have seen 66% growth in impressions from CTV devices from January to June 2021
- CTV has delivered 31% rise in impressions from Q1 to Q2 2021
- June 2021 saw 25% growth in impressions from May 2021

CTV has seen 66% rise in ad impressions between January – June 2021





Viewers are consuming more on connected TV

- CTV contributes 97.8% in total viewership hours across linear channels
- 8.7% growth in viewership hours from Q1 to Q2 2021 (QoQ)
- June 2021 witnessed 8.9% growth in CTV viewership hours when compared with May 2021 (MoM)

The connected TV big picture

Data source:

[Forbes](#)

[IAB](#)

[Statista](#)

[Emarketer](#)

[Variety](#)

- In 2021, 82% of American households own at least one internet-connected TV device – the highest CTV penetration rate we are seeing in the US
- Smart TV viewership time grew by 157% in the fourth quarter of 2020 thus representing 17% of overall viewership time
- 35% of advertisers look to increase CTV video ad spending in 2021
- Advertisers are estimated to increase ad spending on CTV from \$8 billion in 2020 to \$18.29 billion by 2024

A fine example: First quarter of 2021, ad revenue at Disney's Direct to Consumer businesses saw 47% year-over-year increase in ad revenues to \$882 million. This seems poised to soon outrun the ad revenues of ABC, whose ad revenues rose to \$984million at the rate of 5%.



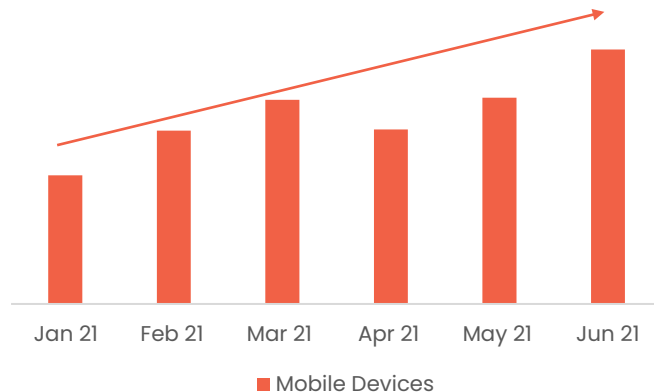
Mobile is catching up, fast

For those of you keen on tapping into the mobile market, our numbers tell a very heartening story. FAST monetization on mobile devices, which form only 1-2% of the market, has been growing at a CMGR of 14.6%.

Ad impressions from mobile devices grew at a CMGR of ~14.61% first two quarters of 2021

- We have seen growth of ~98% in impressions from mobile devices from January to June 2021
- There is an increase of 25% in impressions from mobile devices from Q1 to Q2 2021
- June 2021 saw 23% growth in impressions when compared with May 2021

Ad impressions from mobile devices has seen 98% increase between January – June 2021



You thought News is dead?!

- 9 out of the 25 top performing channels on Amagi systems belong to the news genre
- They have been driving 30% of the total ad impressions in the first two quarters of 2021

Live news channels are capturing audiences' attention like never before.

Backed by not just up-to-the-minute news but also original programming including documentaries and shorts, news channels are building an engaged and loyal customer base. This trend has been more pronounced especially since COVID19.

Local station groups are also expanding to FAST platforms, given a renewed appetite among audiences for updates on local events, political developments, weather, sports and more.

”



Amagi has been the go-to partner for top content owners delivering an array of entertainment content including movies, music and un-scripted shows. In recent times, we have also been enabling a growing number of customers leverage our most sophisticated and mature live news environment available today. Amagi's end-to-end solutions are paving the way for the steady growth of linear news channels across FAST.

Sridhar Sinnasamy

*Head of Sales, North America
Amagi*

Our data tells a confident story.

The FAST revolution has just begun, driven by CTV.

FAST offers you the room to deliver engaging content and explore creative storytelling formats.

The growing viewership hours clearly show that the audience is hungrier than ever for powerful stories and original content. FAST platforms are themselves looking for innovative content to build a great brand and grow their consumer base.

FAST offers you opportunities to grow your revenues.

The growing ad impressions stand testimony to this Targeted ads that are relevant to audiences and offer a high viewing experience have changed the entire dynamics of advertising in the minds of viewers. With the idea of ad disruption out of the way, audiences are becoming more open to ad supported models.

The availability of innovative ad formats like Picture in Picture (PiP), lower thirds and L bands along with sponsorship opportunities make FAST an attractive proposition for marketers too.

CTV propels the FAST story.

Connected TV is making greater inroads into households worldwide, and offers a fine chance for linear channels to dazzle more and more eyes.

Through our first FAST industry report, we are glad to have been able to reiterate and corroborate the trending views on the free ad supported streaming TV market.

Our numbers root for FAST and CTV.

We are keenly looking forward to bringing you more such sharp insights, straight from Amagi's Analytics platform. See you soon with the second edition of Amagi FAST Industry Report.

”



We have deepened our engagement with over 50 Free Ad Supported Streaming TV platforms, making us the ideal go-to partner for content creators worldwide, who wish to capitalize on the rising popularity of connected TV.

Baskar Subramanian

Co-founder & CEO, Amagi

”



FAST is emerging as an increasingly competitive space. To thrive here, you need the power of data. Amagi enables you to tap into accurate data and insights on your audience behavior and content performance. You can thus drive informed content and monetization strategies.

Mike Woods

SVP – Product, Amagi

Disclaimer

The information contained within this report is intended purely for general informational purposes and should not be acted upon without appropriate and specialist advice. While every effort has been made to ensure the accuracy and completeness of the information contained within the report, Amagi is not responsible for any omission, error, inaccuracy, or changes/variations that may occur after its publication. The report also contains publicly available data and information sourced from third-party sources. Amagi does not independently verify any such sources and is not responsible for any losses that may occur due to reliance placed on information included from such sources. Amagi does not accept any liability for any losses if the report, or any information contained within it, is used for any purpose than for which it is intended. Access of this report by any person constitutes as notice and acceptance of this disclaimer.

Thrive with us!

Reach out to us to build or bolster your presence across FAST

cloudandme@amagi.com

About Amagi

Amagi is a next-gen media tech company that provides cloud broadcast and streaming TV solutions to TV networks, content owners and streaming TV platforms. Amagi enables content owners to launch, distribute and monetize live linear channels on Free-Ad-Supported Streaming TV and SVOD platforms. Amagi also offers 24x7 cloud managed services bringing simplicity, advanced automation, and transparency to the entire broadcast operations for traditional TV networks. Amagi delivers 500+ channels with deployments in over 40 countries. Amagi has presence in New York, Los Angeles, London, Paris, Singapore, New Delhi and Bangalore.

www.amagi.com

Two decorative lines, one orange and one blue, curve across the top right of the slide. The orange line starts from the top left and curves towards the bottom right. The blue line starts from the top right and curves towards the bottom left, crossing the orange line.

amagi