

## Amagi FAST Report

With data straight from the Amagi ANALYTICS platform

Edition #2 | July – September 2021

# What's Hot on FAST?

Free Ad Supported Streaming TV is making inroads into all regions around the world. Dive into our report to explore the favorite content genres of audiences in each region.

# Quick glimpse into the FAST universe

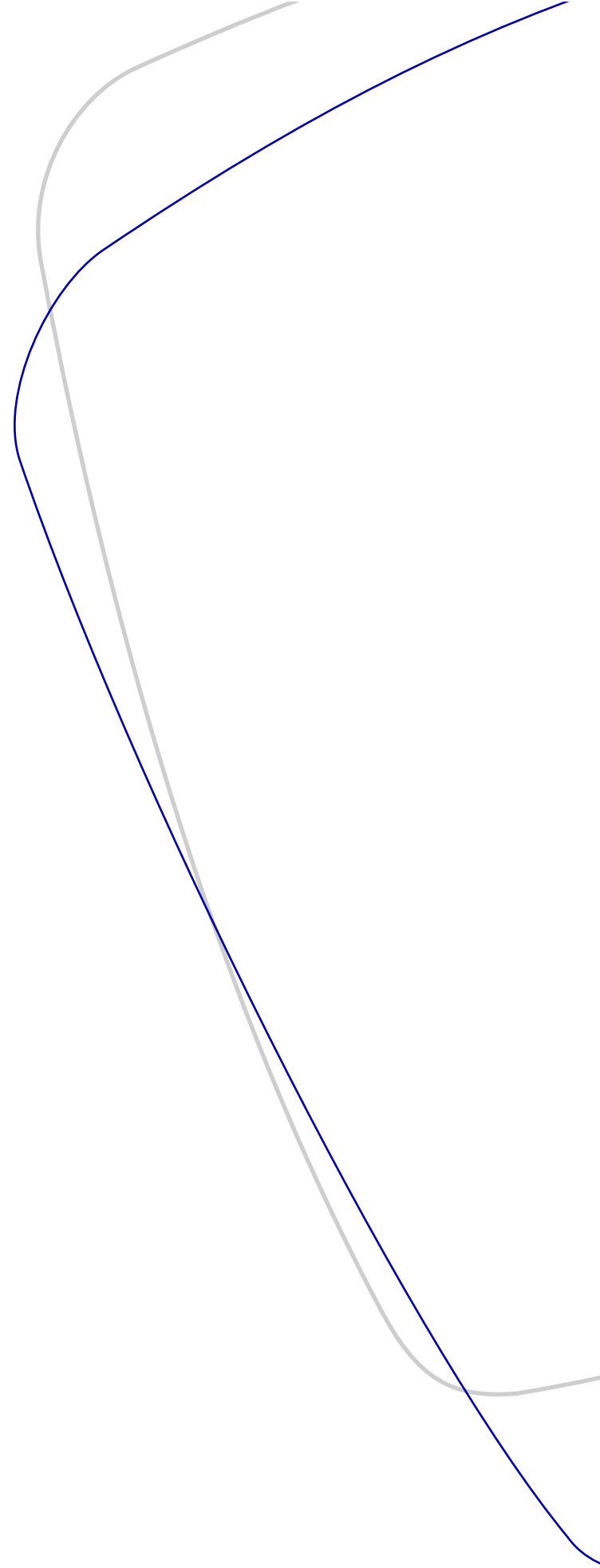
\*While cable and Pay TV are in their sunset years, the subscription video on demand (SVOD) market, dominated by the likes of Netflix and Amazon, is nearing saturation.

In this scenario, Free Ad Supported Streaming TV (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.

**As a strategic tech partner to a growing pool of content creators across the world, Amagi is right at the center of all global action in this segment.**

Quick to gauge the pulse of the industry and consumers, we had foreseen the rise of ad-supported platforms, inspiring us to build partnerships with 50+ ad supported platforms. Today, our unmatched distribution network is one of our strongest value propositions that empowers us to help content owners establish a powerful presence in the ad supported streaming market.

**\*Read our [FAST POV paper](#) for more insights on this booming market segment.**



# Why FAST?

FAST platforms comprise pre-programmed linear channels served with dynamically targeted ads. Viewers can watch these channels for free on mobile and connected devices like Roku boxes and smart TVs like Samsung and Vizio. **Consumers can enjoy blockbuster content, with a curated linear TV experience at no or very low subscription fees.**

FAST channels are driven by easy discoverability and reasonable ad loads. For consumers who are cost conscious or down with subscription fatigue, FAST emerges as a perfect option that provides cost advantage along with a comfortable 'lean back experience'.

## POPULAR FAST PLATFORMS

Pluto TV, The Roku Channel, STIRR, Samsung TV Plus, Peacock, Xumo, Tubi, Redbox Free Live TV

## HOW TO CONSUME FAST CHANNELS?

On mobile and connected devices like Roku boxes & Smart TVs.

## ESTIMATED GROWTH

**US FAST market to reach \$4.1 billion in 2023:**  
[nScreenmedia](#)

# FAST is making a global splash!

Amagi's inaugural FAST report published in July 2021 clearly showed how the Free Ad Supported Streaming TV universe is growing steadily across the US, catalyzed by the rise of connected TV.

**In the second edition of the quarterly report, we bring to you the global FAST narrative,** woven with data from Amagi ANALYTICS – our data and analytics platform integrated with our dynamic ad insertion platform – Amagi THUNDERSTORM.

## Top focus areas

- **Growth rate of ad impressions and total hours of viewing** on FAST channels across four key regions: US & Canada, EMEA, APAC and Latin America
- **Top performing content genres** across the four key regions in terms of **ad impressions and total hours of viewing (HOV)**

## Key findings

- FAST continues its rise in the US & Canada, while gaining momentum across the world
- **News** stands tall as the top performing genre in the US & Canada and the APAC region
- EMEA loves the documentaries while Latin America goes with movies

# Analysis snapshot

This quarter, we analyzed data from key regions around the world alongside the US & Canada. Our findings clearly show that FAST is picking up momentum outside of the US & Canada, as a growing number of content brands spin up and distribute their linear channels across platforms.

**Analysis universe:** 1200+ channels across 50+ platforms on Amagi's SSAI platform

- **No of FAST platforms:** ~ 15 top platforms from Amagi's universe of 50+ platforms
- **Key metrics:** Viewership & ad impressions across CTV and mobile devices
- **Regions:** US & Canada, EMEA, APAC and Latin America
- **Analysis period**

QoQ growth: Q2 2021 (April – June 21) vs Q3 2021 (July – September 2021)

Monthly growth between April – September 2021



# Global growth rate

## Key findings

27%

increase in ad  
impressions this  
quarter (Jul – Sep 21)

19%

increase in HOV this  
quarter (Jul – Sep 21)

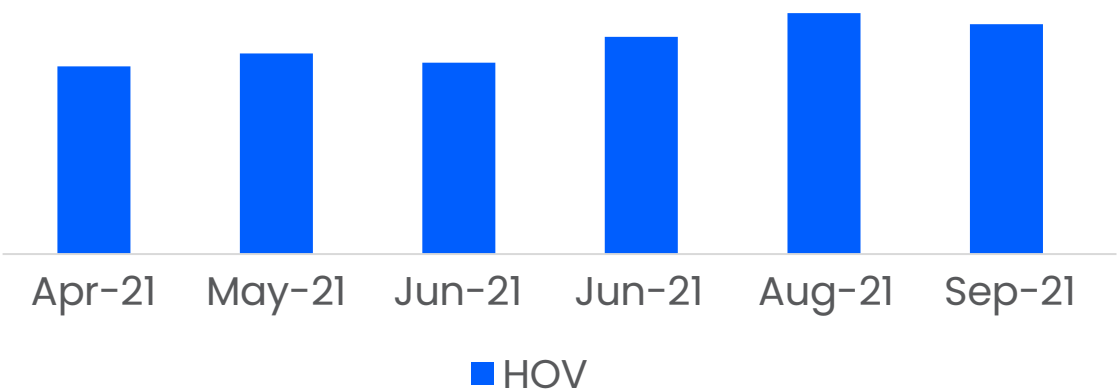
22%

increase in HOV from  
Apr – Sep 21

The increase in ad impressions and HOV can be attributed to 11% increase in the number of channels opting for SSAI with Amagi

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### 22% INCREASE IN HOV FROM APR – SEP 21 ACROSS THE GLOBE



# FAST growth rate across US & Canada

## Linear channels continue their momentum

**18%**

increase in total hours of viewing (HOV) this quarter (Jul – Sep 21)

**31%**

increase in average daily unique viewers this quarter (Jul – Sep 21)

As audiences spent more time on linear channels, the opportunities for monetization also increased, as reflected in the growth of ad impressions.

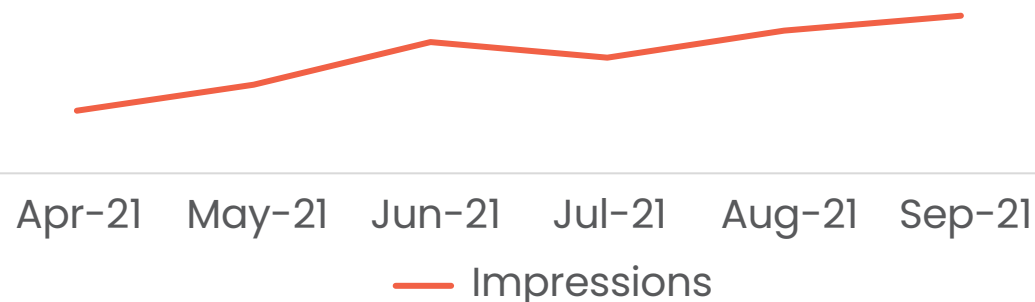
**26%**

increase in ad impressions this quarter (Jul – Sep 21)

**67%**

increase in ad impressions from (Apr – Sep 21)

## 67% INCREASE IN AD IMPRESSIONS FROM APR – SEP 21 ACROSS US & CANADA





# Region wise growth in Hours of Viewing (HOV)

This quarter, we continued to witness an increasing appetite among viewers for the variety of content available on linear channels – across regions in the world.

## **EMEA painted a pretty picture for content owners and platforms with significant growth in hours of viewing**

- 63% increase in HOV this quarter (Jul – Sep 21)
- 155% increase in HOV from Apr – Sep 21
- 97% increase in average daily unique viewers this quarter (Jul – Sep 21)

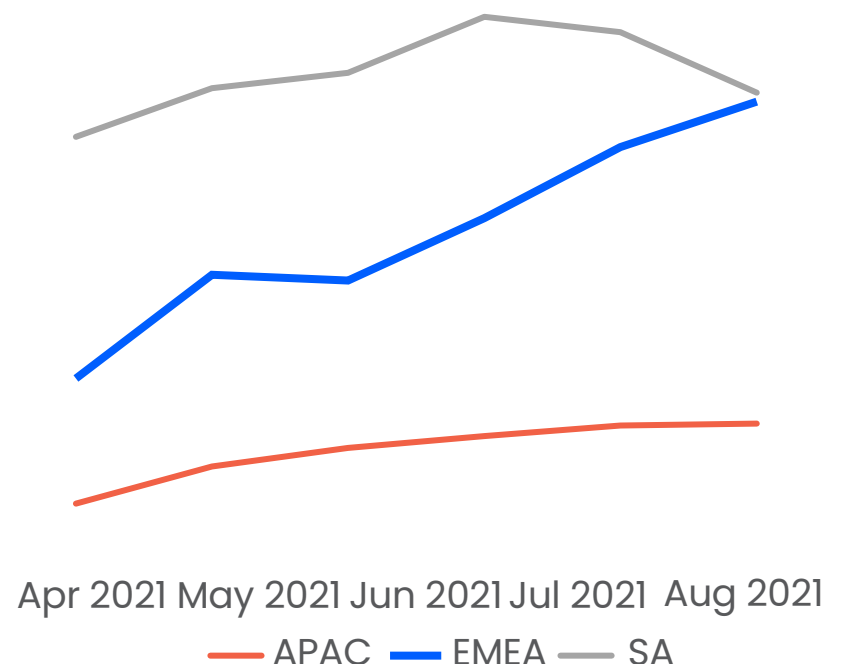
## **APAC also saw a steep growth in viewership hours**

- 52% increase in HOV this quarter (Jul – Sep 21)
- 149% increase in HOV from Apr – Sep 21
- 40% increase in average daily unique viewers this quarter (Jul – Sep 21)

## **Latin America is steadily catching up with the other regions in embracing the new linear experience**

- 11% increase in HOV this quarter (Jul – Sep 21)
- 10% increase in HOV from Apr – Sep 21
- 219% increase in average daily unique viewers this quarter (Jul – Sep 21)

### **HOV - MONTHLY TREND IN GROWTH ACROSS REGIONS**





# Top 3 countries across regions by HOV (Jul – Sep 21)

## EMEA

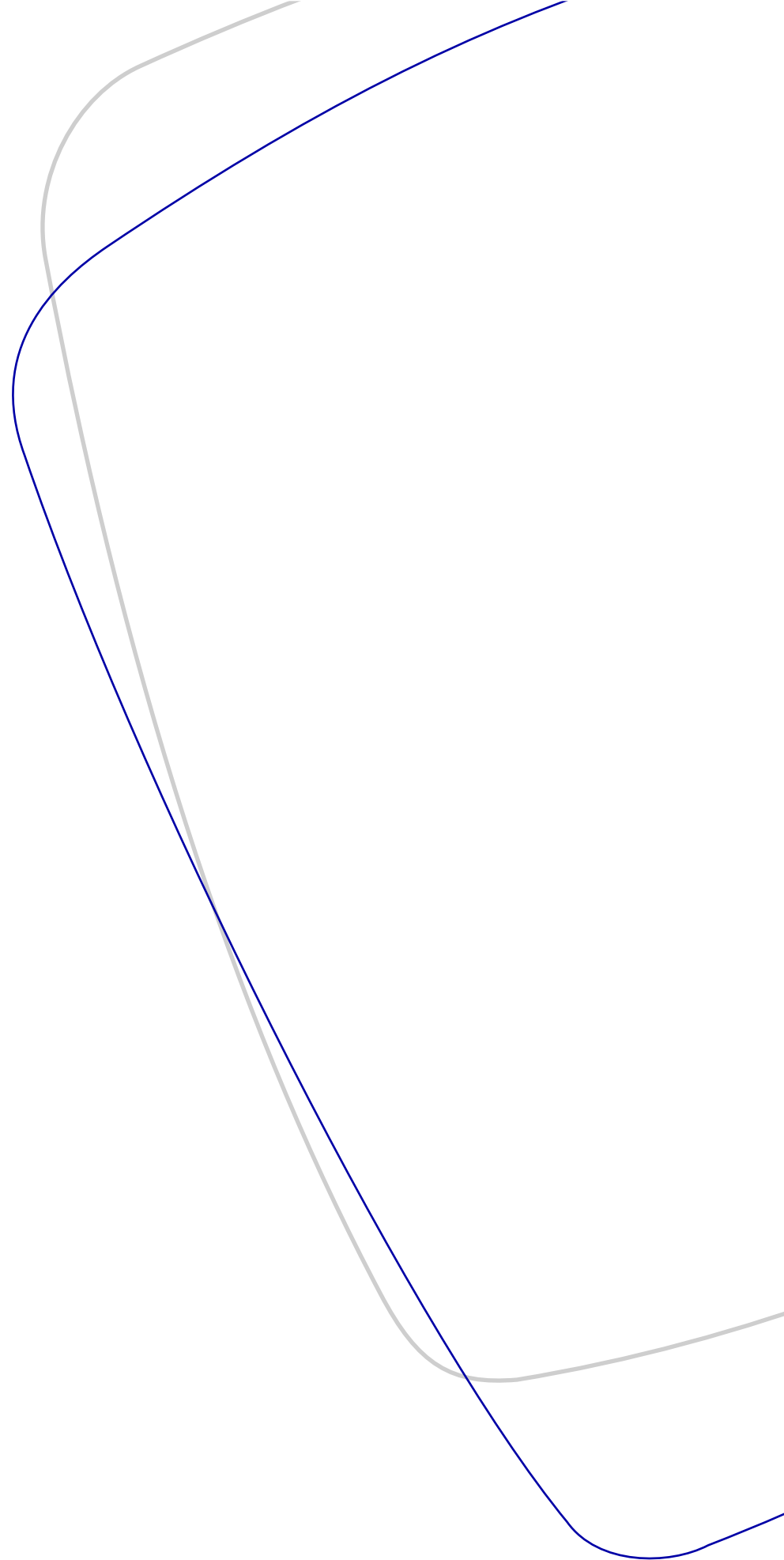
UK led the pack in EMEA, accounting for 39% of the region's total HOV followed by Germany and Spain

## APAC

India attracted maximum viewership in APAC, contributing 55% of the total HOV followed by Australia and Philippines

## Latin America

Brazil held the forte in this region with 54% of the total HOV followed by Mexico and Puerto Rico



# Region wise growth in ad impressions

We saw a very positive momentum in ad revenues earned by content owners, as reflected in the impressive surge in ad impressions globally.

## EMEA

194% increase in ad impressions this quarter (Jul – Sep 21)

265% increase in ad impressions from Apr – Sep 21

## APAC

70% increase in ad impressions this quarter (Jul – Sep 21)

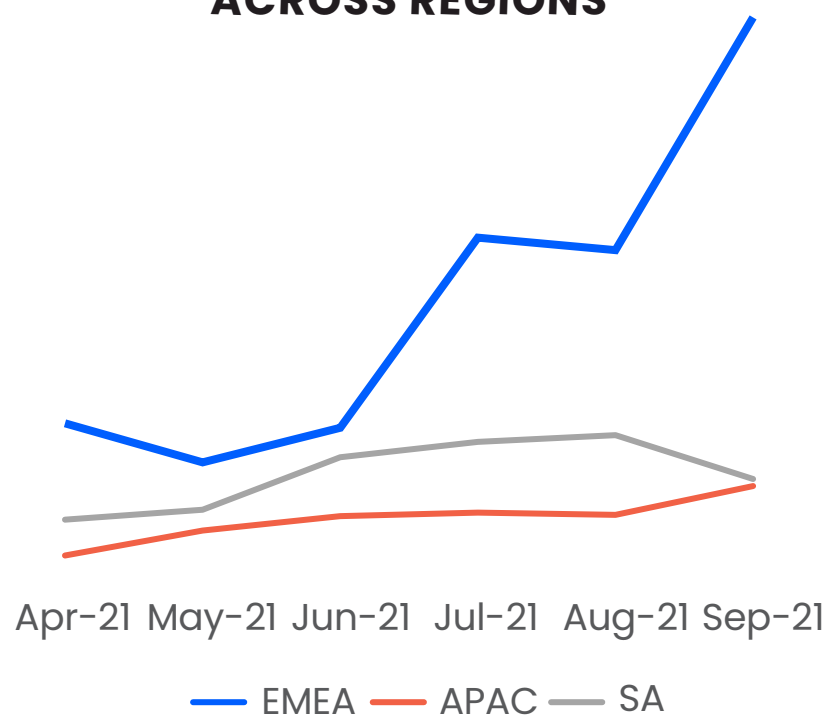
335% increase in ad impressions from Apr – Sep 21

## Latin America

54% increase in ad impressions this quarter (Jul – Sep 21)

71% increase in ad impressions from Apr – Sep 21

### AD IMPRESSIONS - MONTHLY TREND IN GROWTH ACROSS REGIONS



# Top 3 countries across regions by ad impressions (Jul – Sep 21)

## EMEA

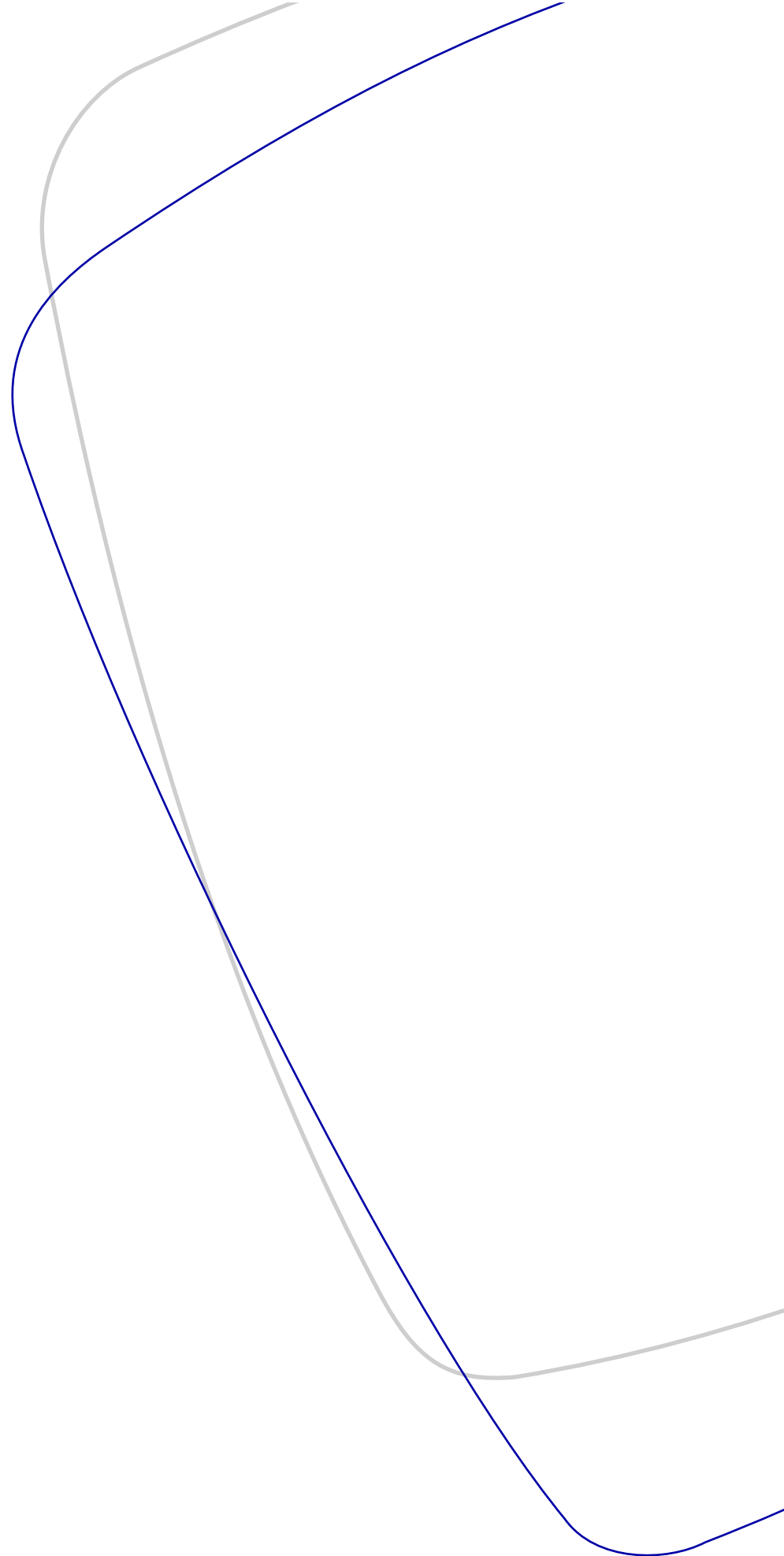
UK was the frontrunner in EMEA in terms of ad impressions with a contribution of 48% in total ad impressions followed by Germany and Spain

## APAC

Australia led the way in content monetization in the Asia Pacific region contributing 71% in total ad impressions followed by India and Philippines

## Latin America

Brazil held the forte accounting for 71% of the total ad impressions followed by Mexico



# News is the top performing genre globally (Jul – Sep 21)

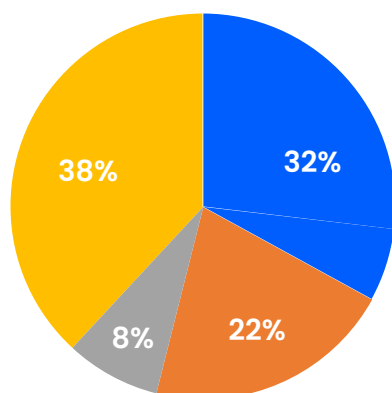


News attracted 32%  
of HOV this quarter followed by  
Movies(22%) and Entertainment (8%)

News accounted for 31%  
of ad impressions this quarter followed by  
Movies(19%) and Entertainment (11%)

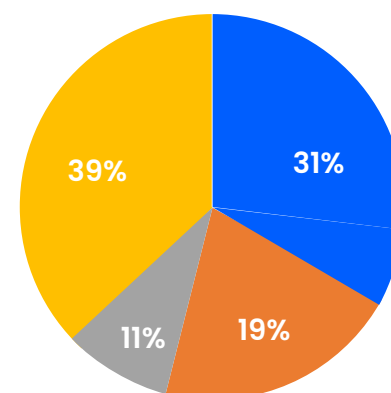
## HOV across GENRES

■ News ■ Movie ■ Entertainment ■ Rest

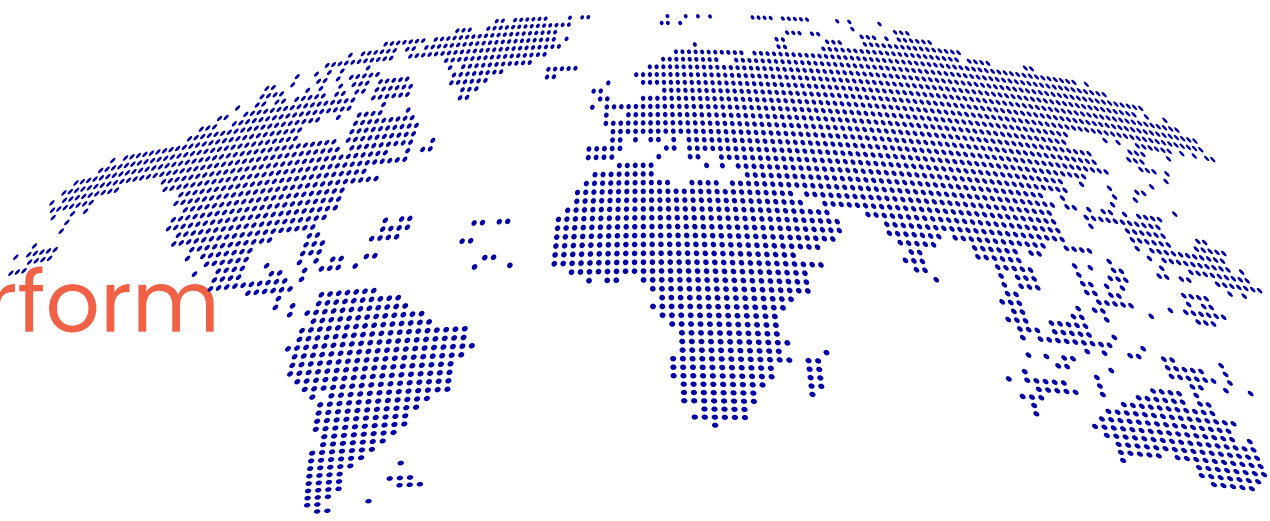


## AD Impressions across Genres

■ News ■ Movie ■ Entertainment ■ Rest

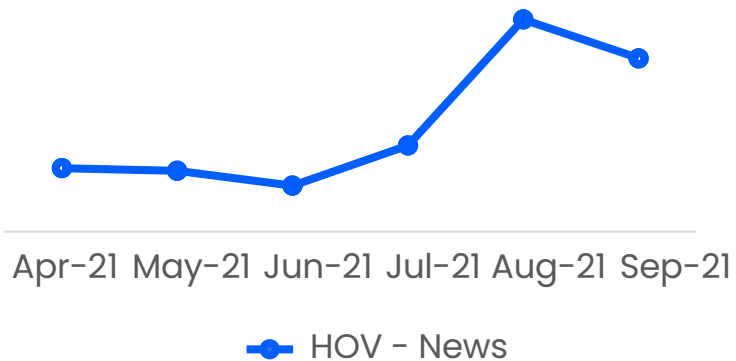


# News channels consistently perform well globally (monthly growth rate)

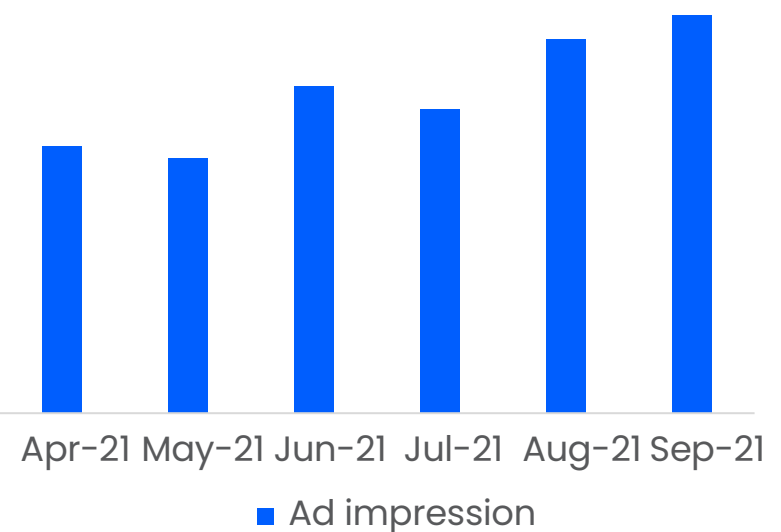


- Globally, news channels saw 19% increase in HOV from Apr – Sep 21
- News channels witnessed 33% increase in ad impressions from Apr – Sep 21

**19% INCREASE IN HOV  
FROM APR – SEP 21  
GLOBALLY ACROSS NEWS CHANNELS**



**33% INCREASE IN AD IMPRESSIONS  
FROM APR – SEP 21  
GLOBALLY ACROSS NEWS CHANNELS**



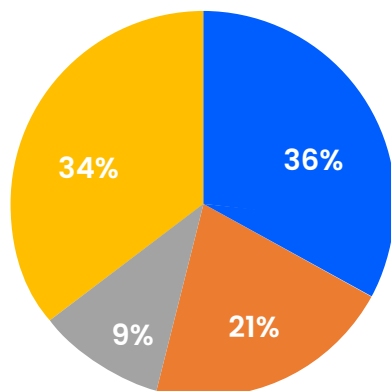
# Top genres in the US & Canada

(Jul-Sep 21)

- News accounted for 36% of the total HOV across US & Canada followed by Movies (21%) and Entertainment (9%)
- News attracted 32% of total ad impressions across US & Canada, followed by Movies (19%) and Entertainment (11%)

**HOV BY GENRES ACROSS  
US & CANADA**

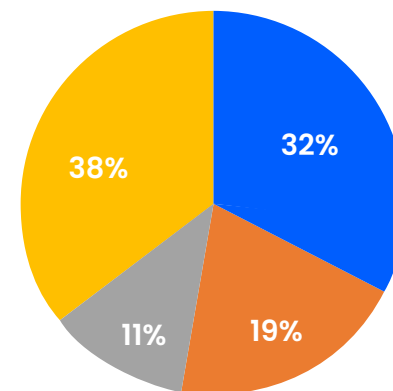
■ News ■ Movie ■ Entertainment ■ Rest



In the US, news is the top genre by HOV and ad impressions

**AD IMPRESSIONS BY GENRES  
ACROSS US & CANADA**

■ News ■ Movie ■ Entertainment ■ Rest



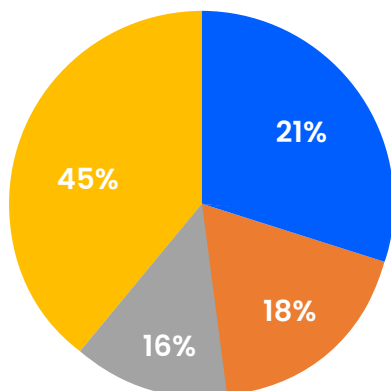
# Top genres in the EMEA

(Jul-Sep21)

- Documentaries attracted 21% of the total HOV across EMEA, followed by Movies (18%) and Comedy (16%)
- Documentaries accounted for 22% of total ad impressions across EMEA, followed by Movies (16%) and Comedy (15%)

**HOV BY GENRES  
ACROSS EMEA REGION**

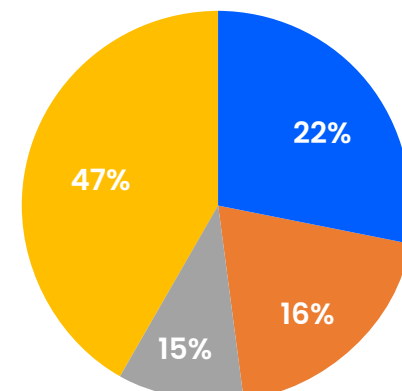
■ Documentary ■ Movie ■ Comedy ■ Rest



Across EMEA,  
Documentary is the  
top genre  
by HOV and ad  
impressions

**AD IMPRESSIONS BY GENRES  
ACROSS EMEA REGION**

■ Documentary ■ Movie ■ Comedy ■ Rest





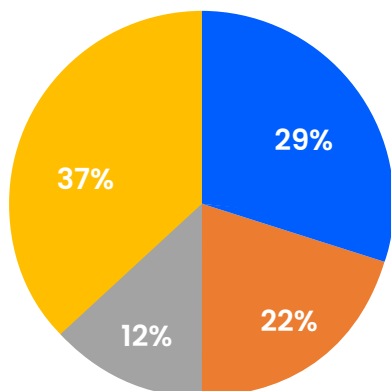
# Top genre in the APAC

(Jul-Sep21)

- News accounted for 29% of the total HOV across APAC, followed by Documentaries (22%) and Music (12%)
- Music attracted 28% of the total ad impressions across APAC, followed by Documentaries (22%) and News (15%)

**HOV BY GENRES  
ACROSS APAC REGION**

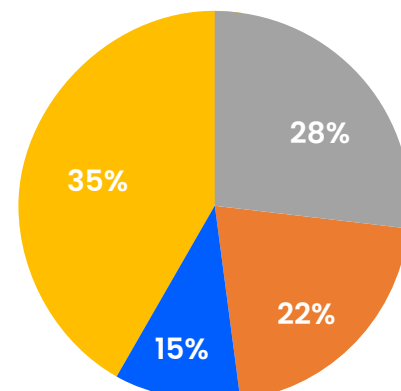
■ News ■ Documentary ■ Music ■ Rest



Across APAC,  
News is the top  
genre by HOV  
Music is the top  
performing genre  
by ad impressions

**AD IMPRESSIONS BY GENRES  
ACROSS APAC REGION**

■ Music ■ Documentary ■ News ■ Rest



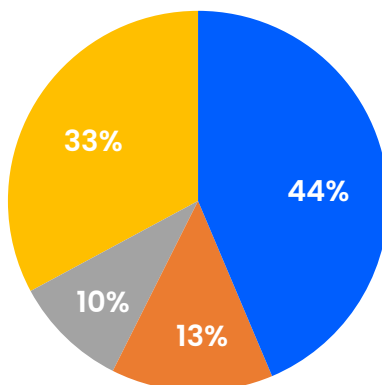
# Top genre in Latin America

(Jul-Sep21)

- Movies accounted for 44% of the total HOV across Latin America, followed by Food (13%) and Documentaries (10%)
- Food genre attracted 37% of the total ad impressions across Latin America, followed by Movies (33%) and Documentaries (6%)

**HOV BY GENRES ACROSS LATIN AMERICA**

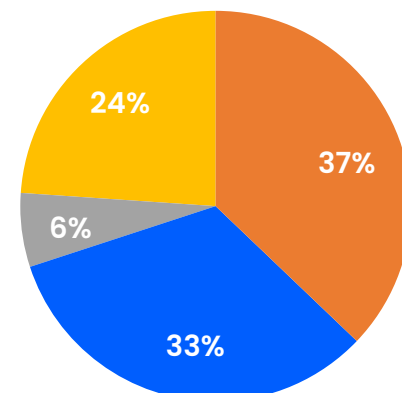
■ Movie ■ Food ■ Documentary ■ Rest



Across Latin America, Movie is the top genre by HOV  
Food is the top performing genre by ad impressions

**AD IMPRESSIONS BY GENRES ACROSS LATIN AMERICA**

■ Food ■ Movie ■ Documentary ■ Rest



# FAST is no longer a US centric phenomenon.

**Audiences across EMEA, APAC and Latin America are also enjoying the new linear experience**, as a growing number of content owners deliver their niche content to platforms across the world. This trend is here to stay for a while, as the rise of CTV across the world will give an increased thrust for free ad supported content in the coming months.

**News continues to be the star performer on FASTs**, raking in maximum ad impressions as well as hours of viewing. With tech vendors like Amagi well-equipped to support live linear news channels, and with the expected entry of more local news station groups into FAST in the near future, the dominance of news genre might continue for a while.

**However, other content genres are also witnessing steady growth.** This proves that the new linear space is a level playing field for all content brands to test the waters – and grow their consumer base and ad revenues consistently.

## See you next year!

We will be back with another edition of Amagi FAST report in January 2022 – packed with more data and insights.

Meanwhile send in your feedback, comments and questions to [cloudandme@amagi.com](mailto:cloudandme@amagi.com)



# Disclaimer

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# Thrive with us!

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

[cloudandme@amagi.com](mailto: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 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 offices in New York, Los Angeles, London, Singapore, New Delhi and Bangalore.

[www.amagi.com](http://www.amagi.com)

