

2021: A recap FAST universe on a roll!

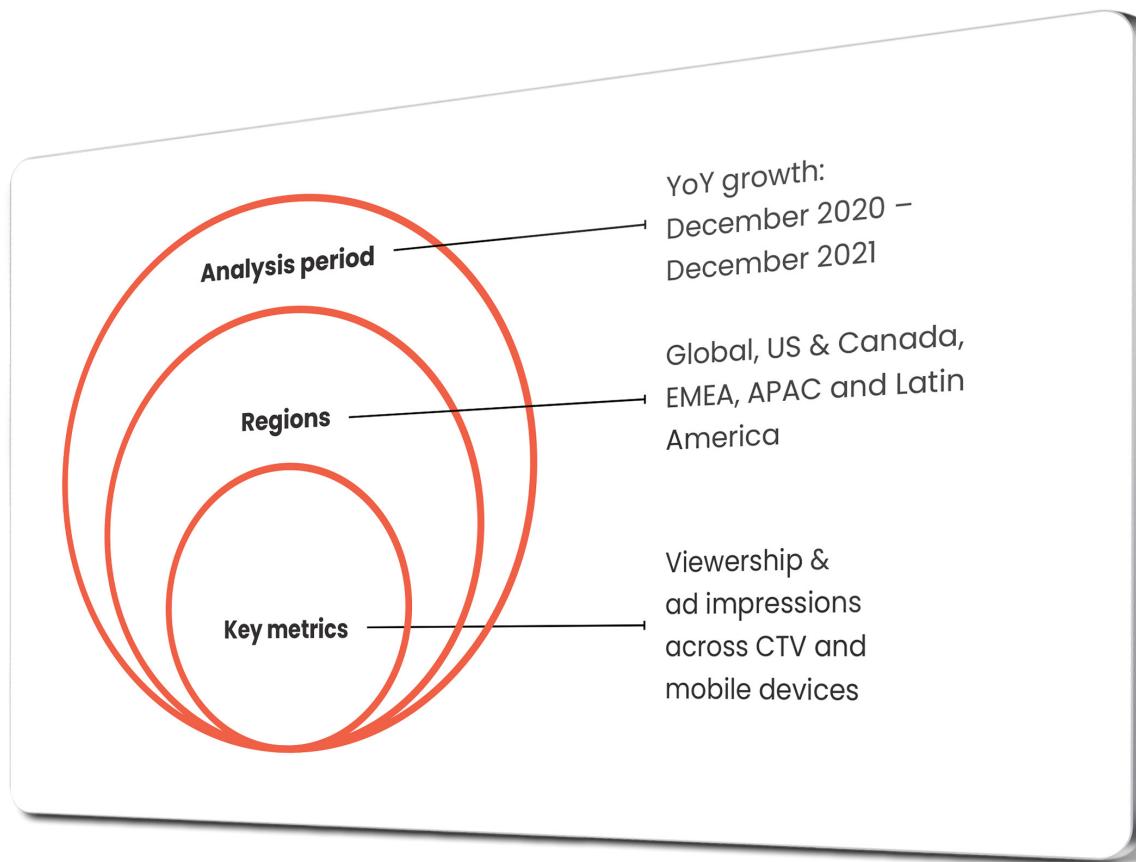
2021 will be remembered as a milestone year for Free Ad-Supported Streaming TV. A year packed with growth across regions, genres & devices



Dive in for comprehensive statistics on
FAST performance
across key metrics between December 2020 – December 2021

Analysis snapshot

In this report, we present you data and insights on the performance of over 2000 channels across 50+ platforms on Amagi's SSAI platform (Amagi THUNDERSTORM), between December 2020 – December 2021



As the top provider of cloud and media tech solutions with the largest and strongest distribution network, we bring to you a recap of the year that went by. [Dive in>](#)

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**2021 has established
the grounds for
greater momentum**

 **99%**
GROWTH in
Number of channels

 **134%**
GROWTH in
Ad impressions

 **103%**
GROWTH in
Viewership hours

Free Ad-Supported Streaming TV –
the next big frontier in content consumption

– gains further gravitas with more number of channels, better ad monetization and stronger audience engagement.

All insights in this report are based on data gathered straight from the Amagi ANALYTICS platform integrated with our SSAI platform

Read our [FAST POV paper](#) for more insights on the booming free ad-supported streaming market segment.

'The new linear' story continues to unfold confidently

According to a Kantar report, 4.5 million consumers [cancelled their streaming subscriptions](#) in the last quarter of 2021, effectively reducing streaming penetration to 85%. Subscription fatigue is on the rise indeed, pushing audiences to explore the advantages of a lean back experience on FAST channels. In fact, according to new research from Hub, 53% of TV viewers relished FAST services in October 2021. A 15% uptick over the last two years.

Data from Amagi's ANALYTICS platform reinforces industry trends and insights, and shows that 2021 witnessed feverish action in the Free Ad Supported Streaming TV universe.

Amagi data reflects phenomenal growth in the number of new channels added to the FAST platforms, in ad impressions as well as total hours of viewing across linear channels. This continues to emphasize the promise and potential of ad supported models.

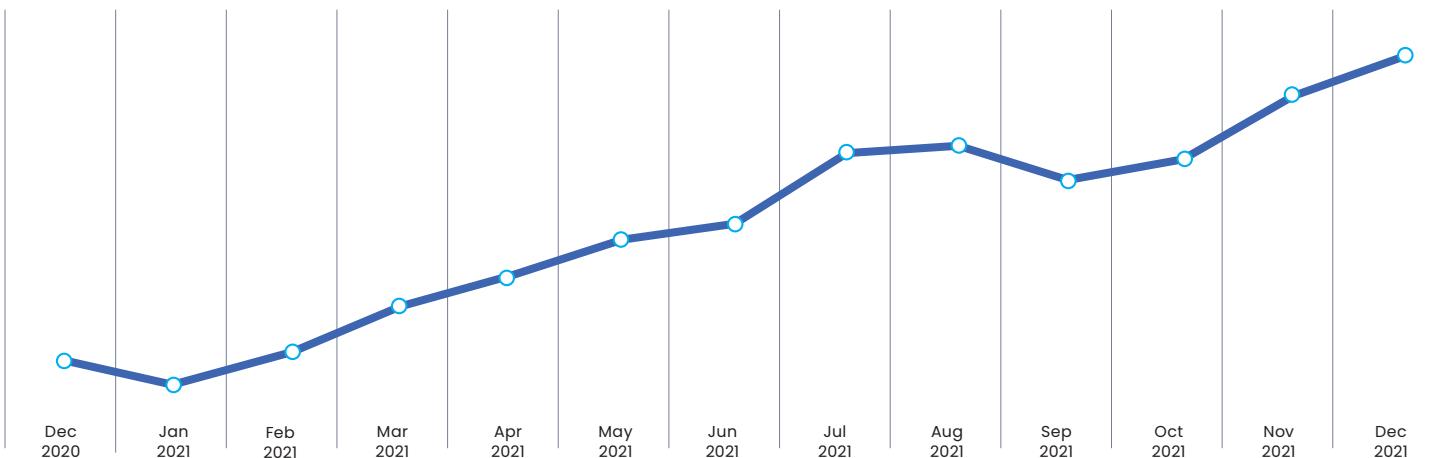
Content brands from across the globe are flocking to the FAST world, adding a wide variety of genres – from the mainstream to the niche – to the mix. FAST audiences therefore get to enjoy everything from news, movies and documentaries to music, horror, crime, food, travel, anime, sports and more.



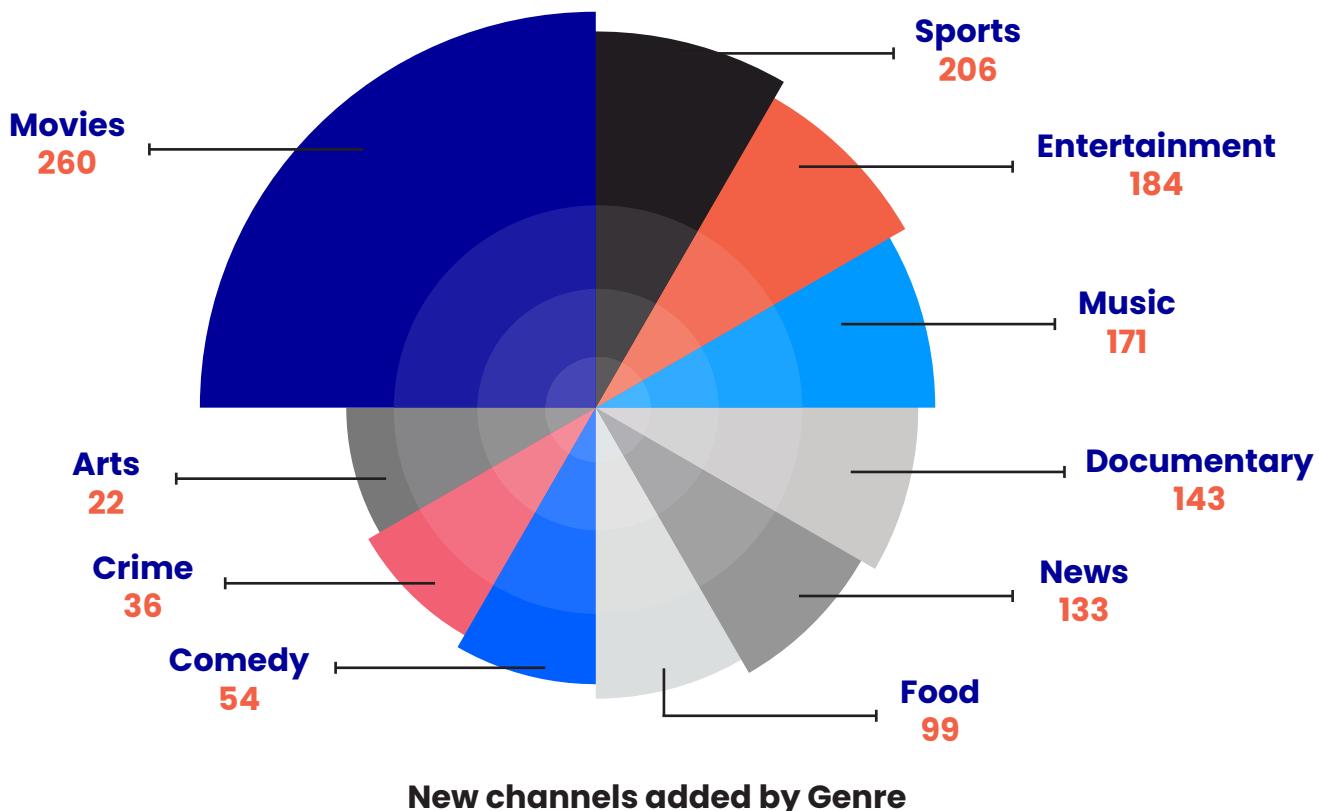
FAST global overview (December 2020 – December 2021)

It's getting bigger!

Number of channels grew by **99%**



Movie, Sports and Entertainment were the genres with maximum number of new channel deliveries in 2021, closely followed by **Music, Documentaries and News**



FAST has become a growing hub of content that includes everything from the

NICHE to the MAINSTREAM

“ At **AccuWeather**, we were looking for more eyeballs and when we saw the numbers, we knew our viewership lay in FAST. We noticed that our potential audience spent a lot of time on FAST platforms and they were really engaged there. That’s when we knew it was time for us to create products for this space.

As we saw the rise of FAST and the shift of more and more broadcasters towards it, particularly some larger players, we knew that we needed to launch creative products for this subset and that’s what we did.

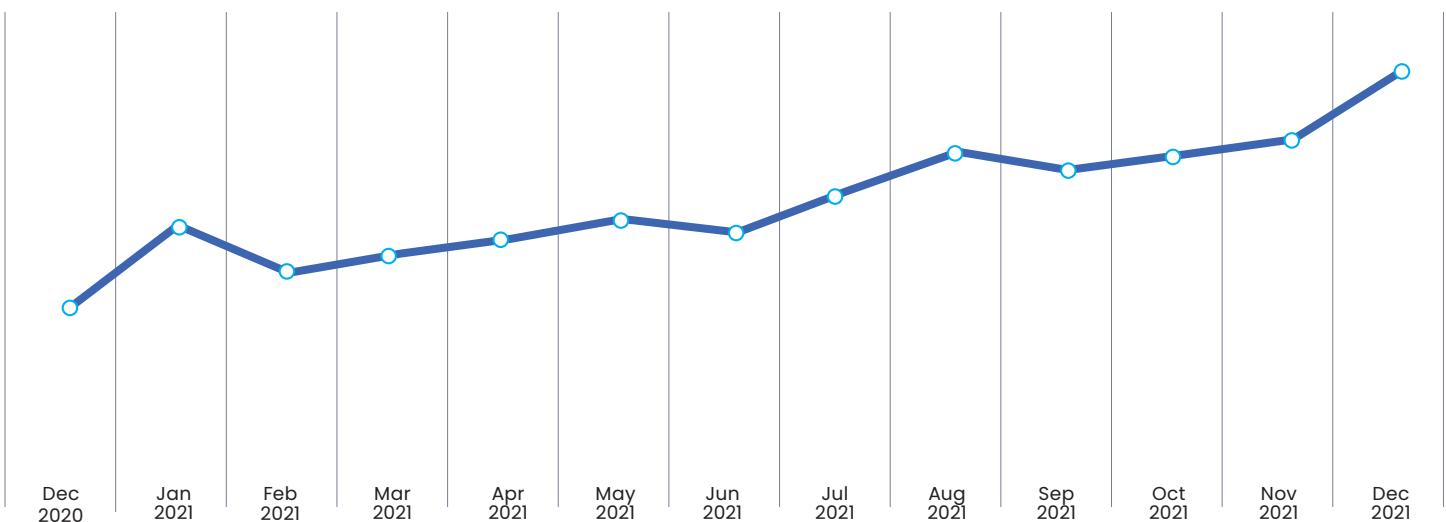
Sarah Katt
General Manager



FAST global overview (December 2020 – December 2021)

It's fetching more eyeballs!

Total viewership hours (HOV) grew by **103%**



Industry stats

According to new research from Hub, 53% of TV watchers spent time with FAST services in the month of October 2021. That was up 15% over the last two years.

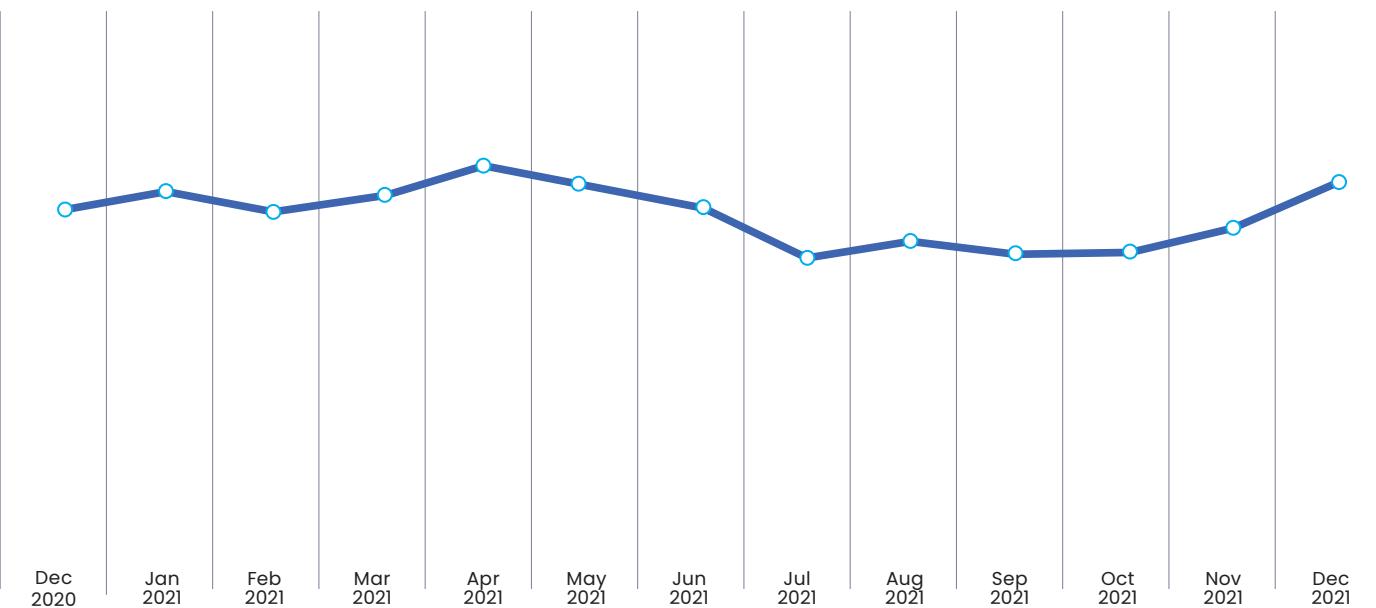
If FAST is not yet a part of your multi-distribution and multi-monetization strategy, NOW is when you relook at your plans. For existing players, NOW is when you strategize to extend your presence, consolidate your position and leverage the growing momentum - to make it bigger.

Audience engagement sees a healthy growth

They want more!

Average Session Duration increased by 8%

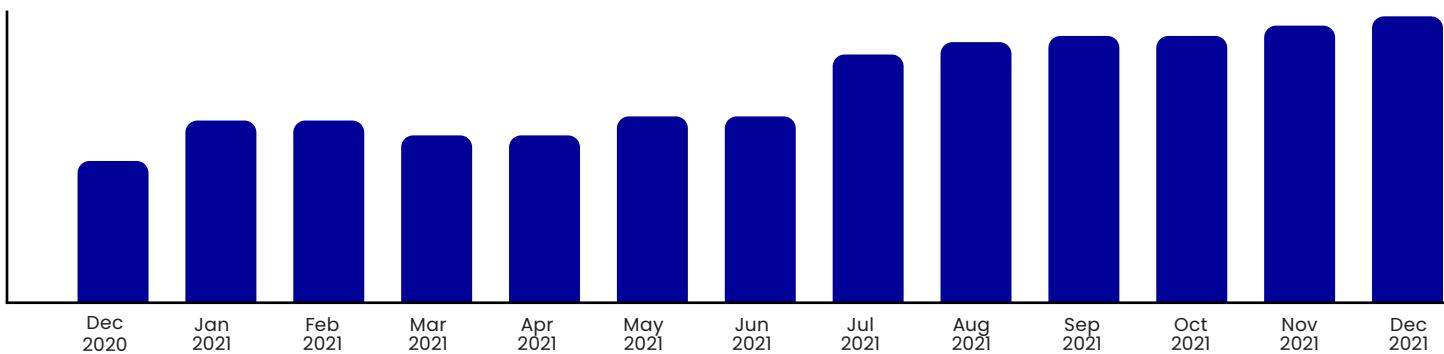
between December 2020 – December 2021



Average session duration (total session duration/total sessions) has gone up from 7.2 mins in December 2020 to 7.8 mins in December 2021. Audiences are staying longer per session and consuming more of the new age linear content across the world.

Average Daily Unique Users grew by 102%

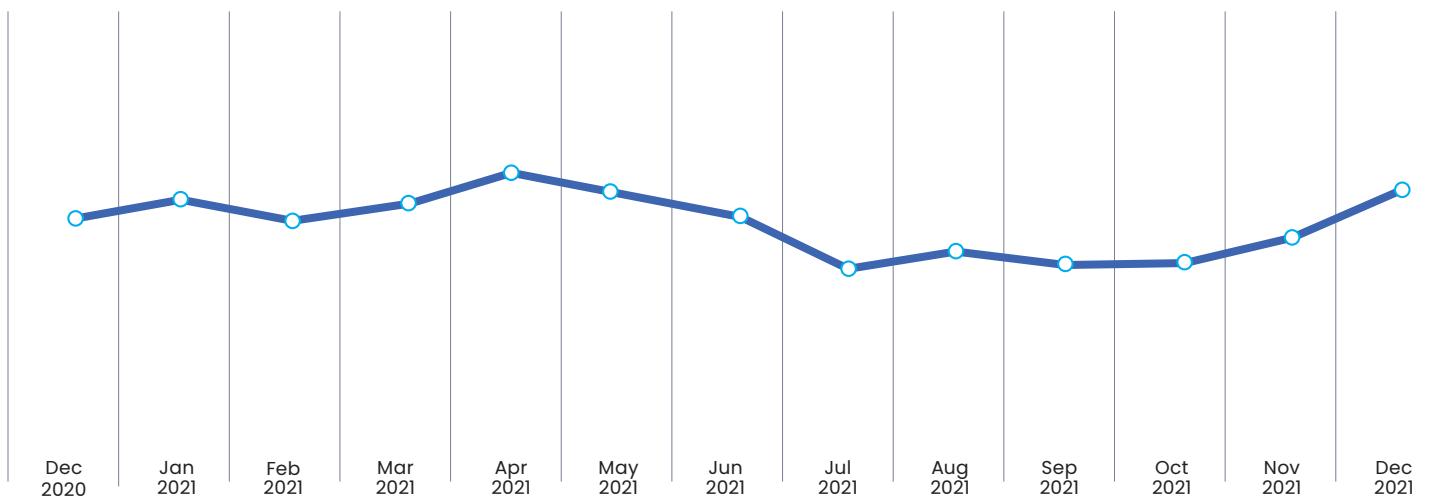
between December 2020 – December 2021



FAST global overview (December 2020 – December 2021)

Ad revenues rev up!

Ad impressions grew by **134%**



Industry stats

According to a recent Kantar report, in 2021, just four platforms—Hulu, [Paramount+](#), [Peacock](#), and [Tubi](#)—brought in a combined total of about \$2.25 billion in advertising revenue. The total for ad-supported streaming in general hit \$3.5 billion.

Amagi data reflects the heartening growth in ad revenues as reported by some of the leading services. It also reminds us of the 50 billion ad opportunities that await to be unlocked by content owners per year across FAST platforms.



FAST global overview (December 2020 – December 2021)

Ad revenues rev up!

Top FAST services such as Pluto TV and Tubi are upping their game by investing in quality content to gobble up audiences and attract advertisers. Marketers are taking the cue certainly. [2021 TV upfronts clearly saw the focus](#) on ad-supported offerings like Peacock, Hulu and HBO Max with Ads.

Ad supported platforms are beginning to see steady growth in their ad revenues. For instance, Pluto TV accounted for the majority of ViacomCBS's streaming advertising revenue growth in Q3 2021. (source: Streamable).

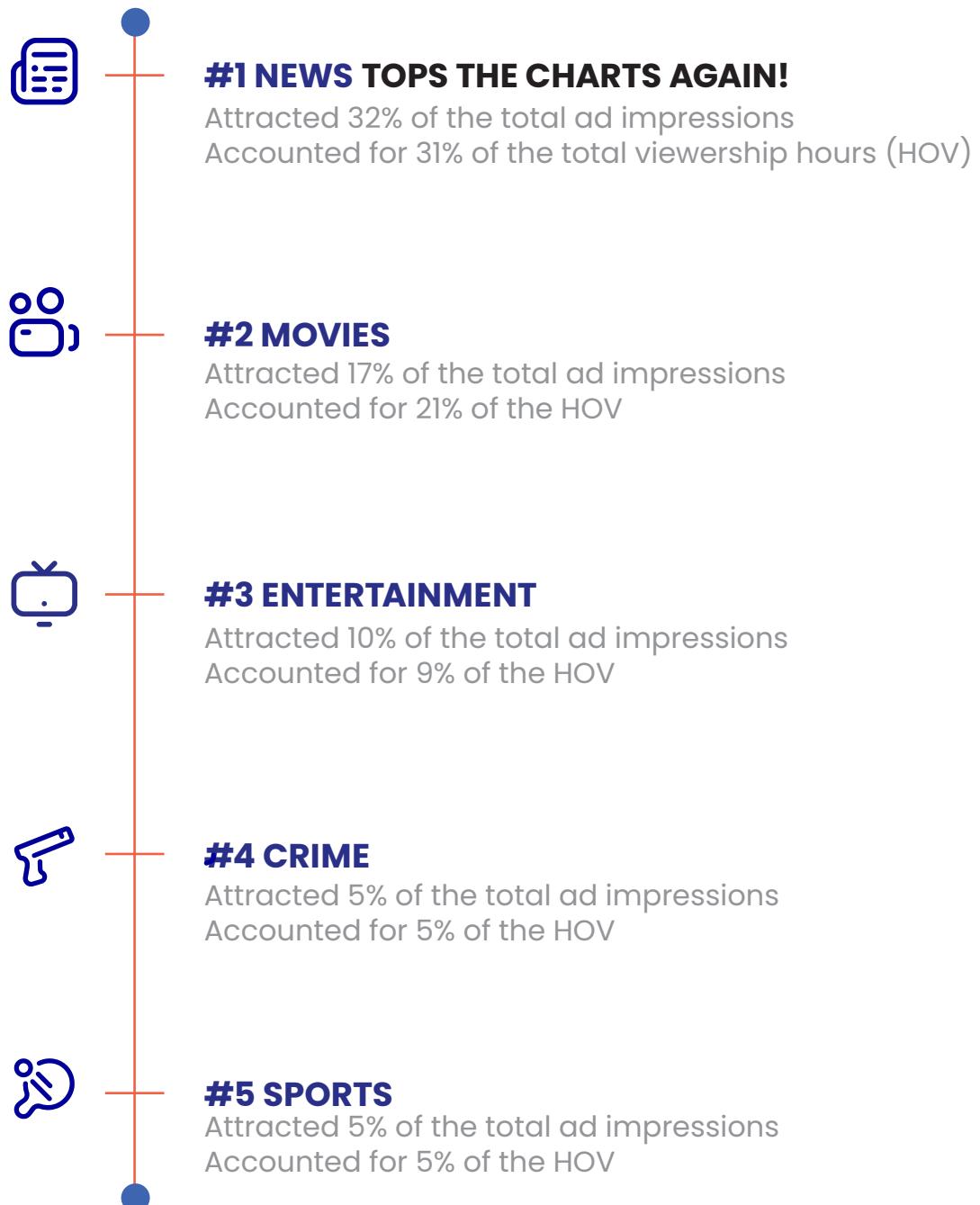
Innovations get underway

What is exciting for content producers and owners is also the fact that platforms including NBCU's Peacock are experimenting with new and innovative ad formats that help weave ads into the video streams unintrusively, ensuring audiences enjoy a seamless viewing experience, while giving content owners and platforms newer ways of boosting revenues.

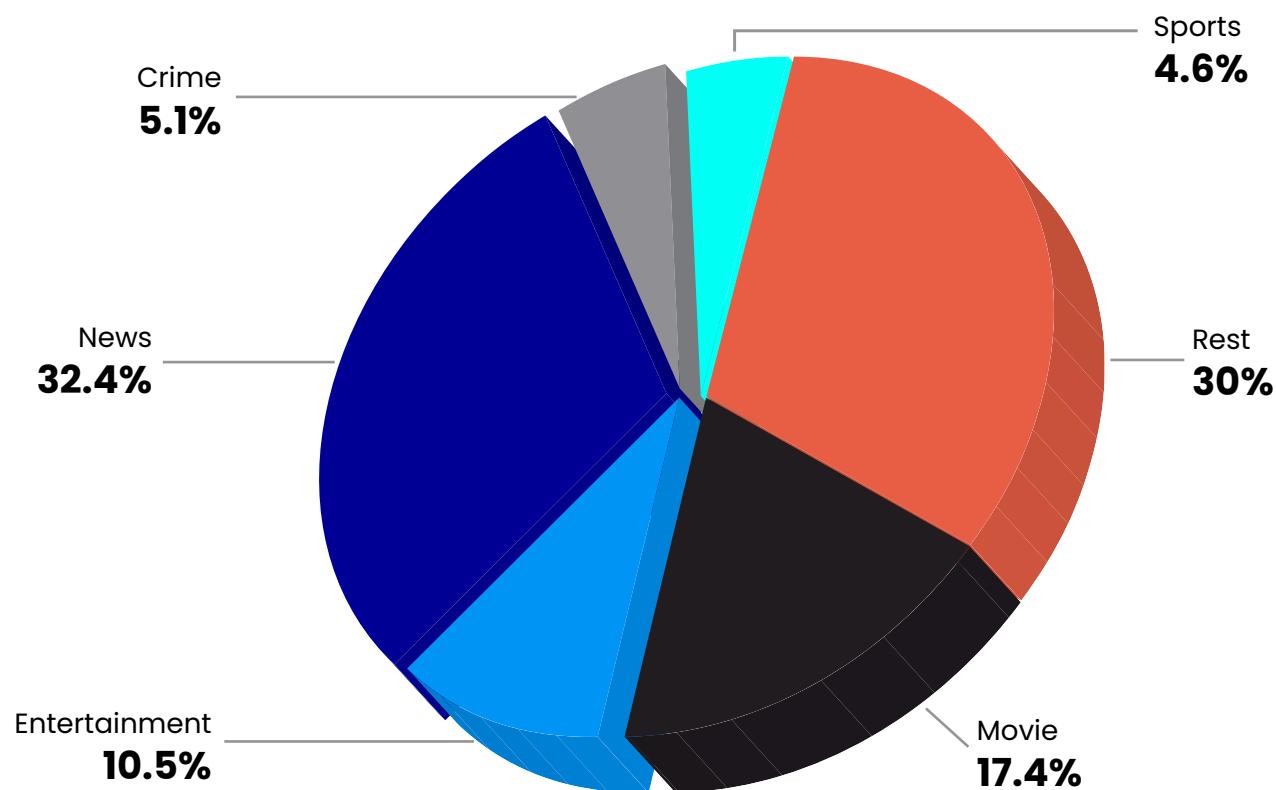


What are they watching?

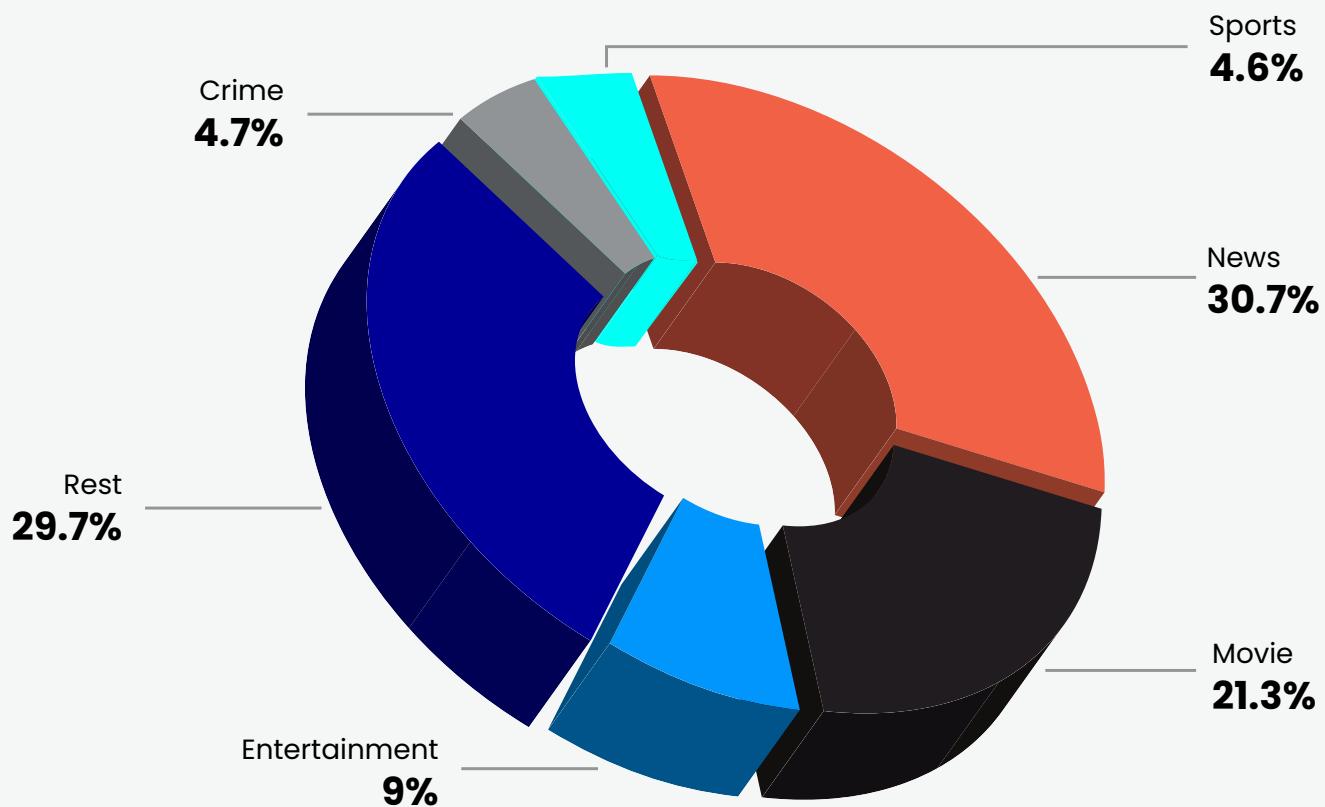
Genre performance round-up



Share of ad impressions across genres



Share of total hours of viewing (HOV) across genres



“ Cinedigm started at a point when consumers were not at all willing to invest in anything other than some major streaming players. Niche was not a thing. But today, people are more willing to invest in specific genres.

Tony Huidor

Chief technology & Product Officer



FAST global overview (December 2020 – December 2021)

Genre: Top performers and those in the making!

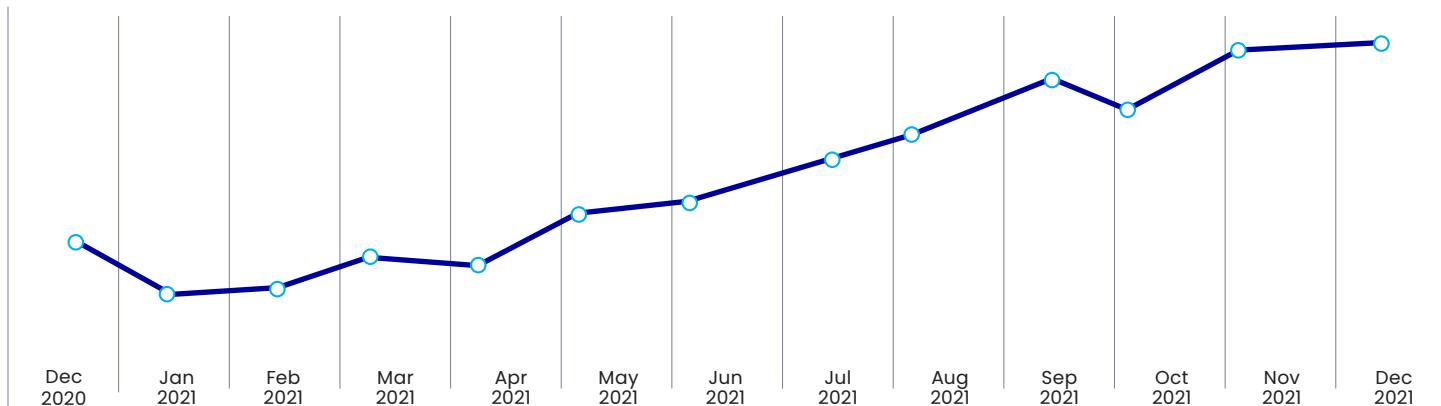
News, entertainment and movies have consistently been the top FAST performers. But which are the genres to watch out for? **Documentaries, Nature and Crime**

These genres are poised to attract more ad revenues as we see steady increase in consumption by global audiences.

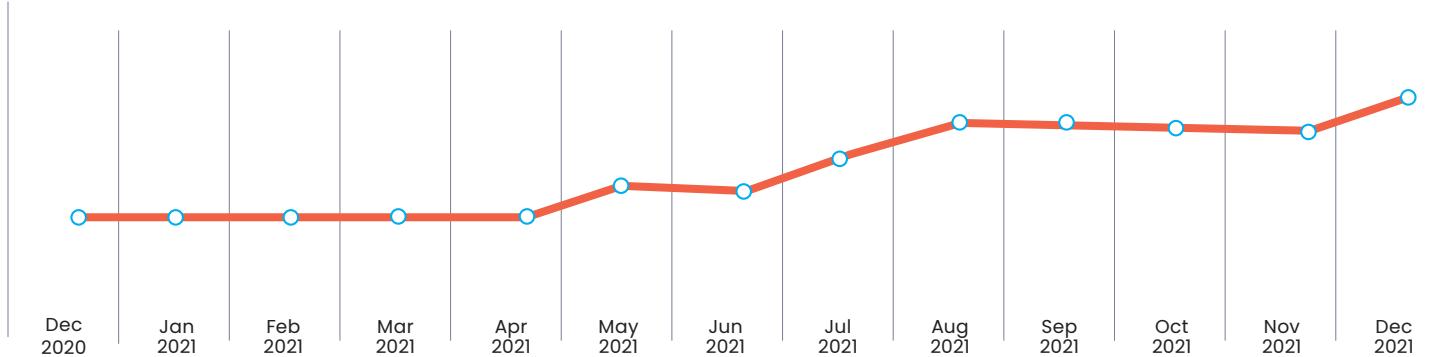
Star in the making - Documentaries

2x growth in number of channels

156% growth in ad impressions



165% growth in HOV





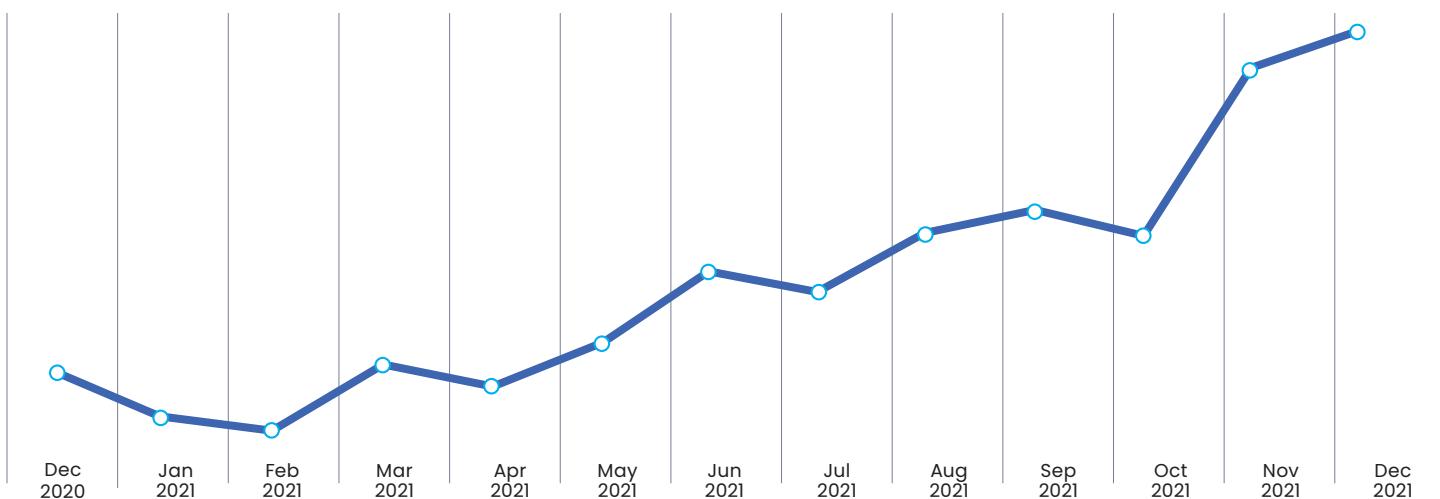
Where are they?

Be aware of your audiences' presence

CTV performance

103% growth in the number of channels

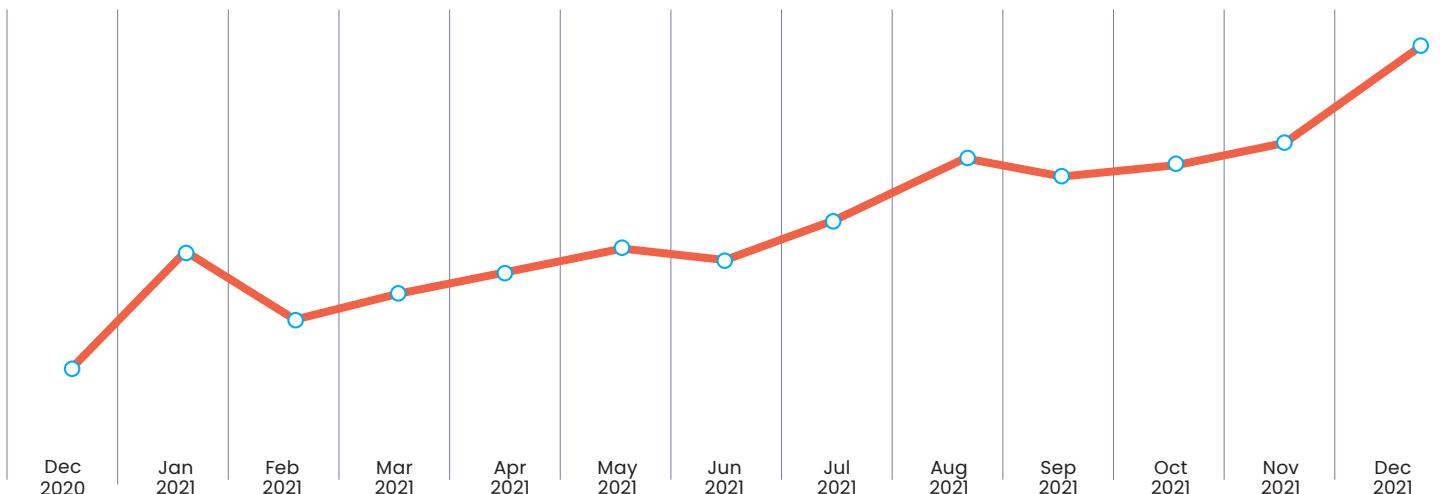
134% rise in ad impressions across CTV



News, Movies and Entertainment

are the top viewed content with over 50% share of ad impressions on **CTV**

103% rise in total viewership hours (HOV) across CTV





The CTV Ascent!

Connected TV's (CTV) continued growth spell bolsters the overall confidence the industry has reposed in this new linear segment. With Smart TV OEMs like Samsung, Vizio, LG and Roku deepening their investments across the world, we can look forward to exciting developments in this space.

It would be interesting to see how the global war for control over the content interface unfolds in 2022 and beyond!

FAST global overview (December 2020 – December 2021)

Where are they?

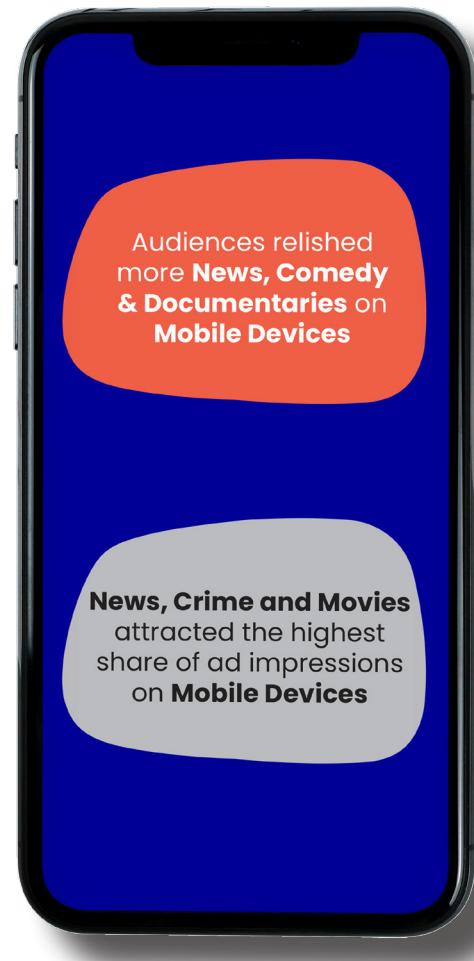
Be aware of your audiences' presence

Mobile matters

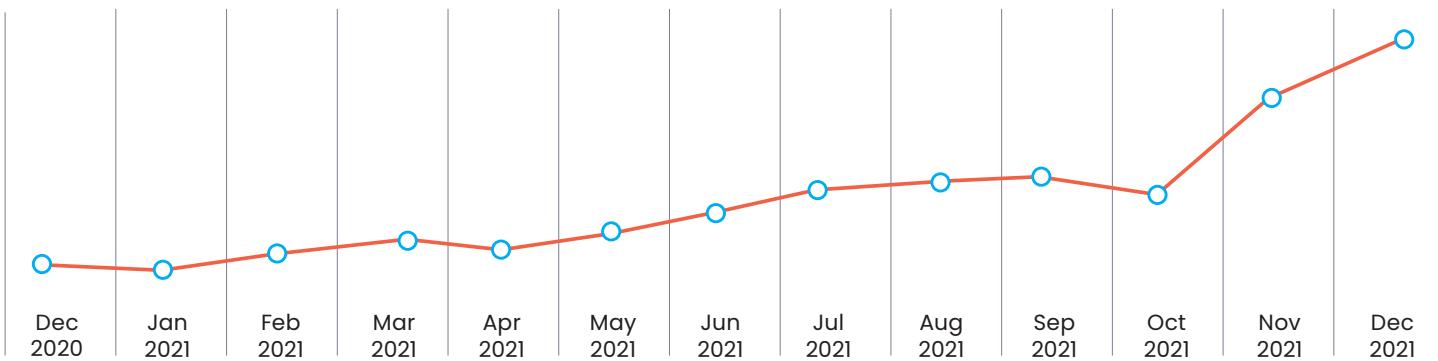
It's time for content owners and marketers to spruce up their mobile strategy because audiences are steadily opting to relish FAST content on their mobile devices.

We see a growing scope to target audiences on mobile devices and generate more ad revenues in the coming quarters.

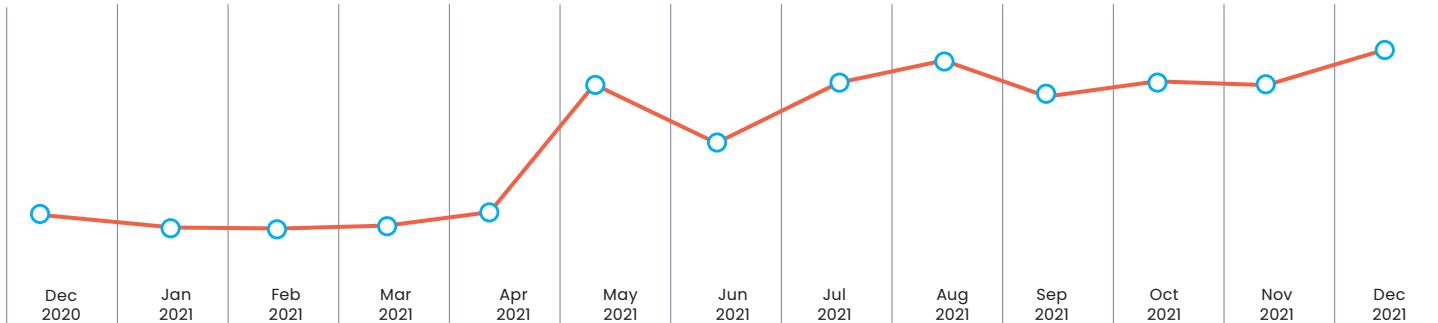
Mobile performance : **76%** growth in the number of channels



279% rise in ad impressions on mobile



212% rise in total viewership hours (HOV) on mobile



Regional FAST performance

APAC

stands out with phenomenal growth rate

EMEA

follows suit with

906%
increase in ad impressions

645%
increase in HOV

897%
increase in ad impressions

445%
increase in HOV

Latin America

also showed healthy growth rate

168%
increase in ad impressions

145%
increase in HOV

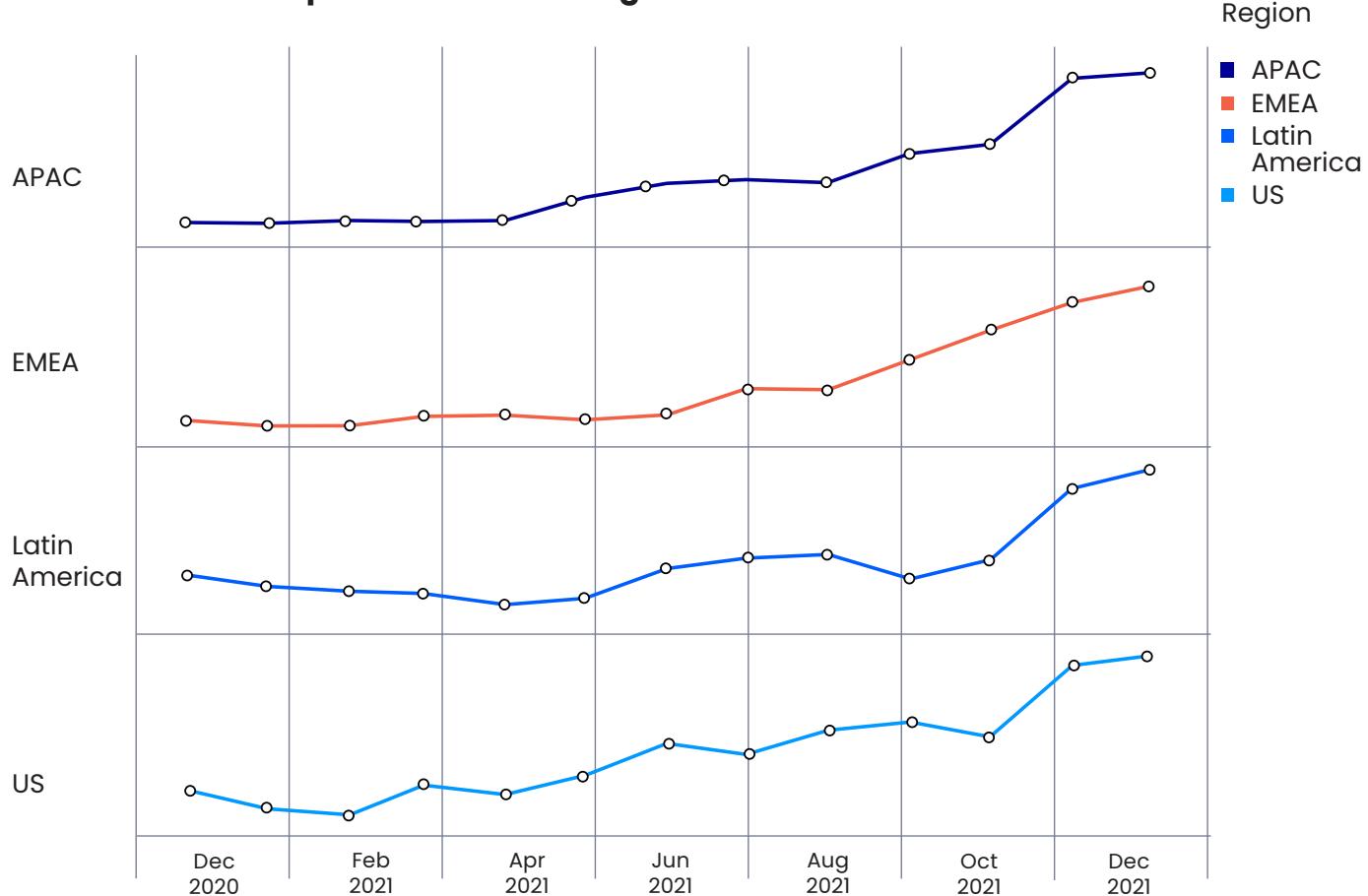
US

continues its FAST journey with

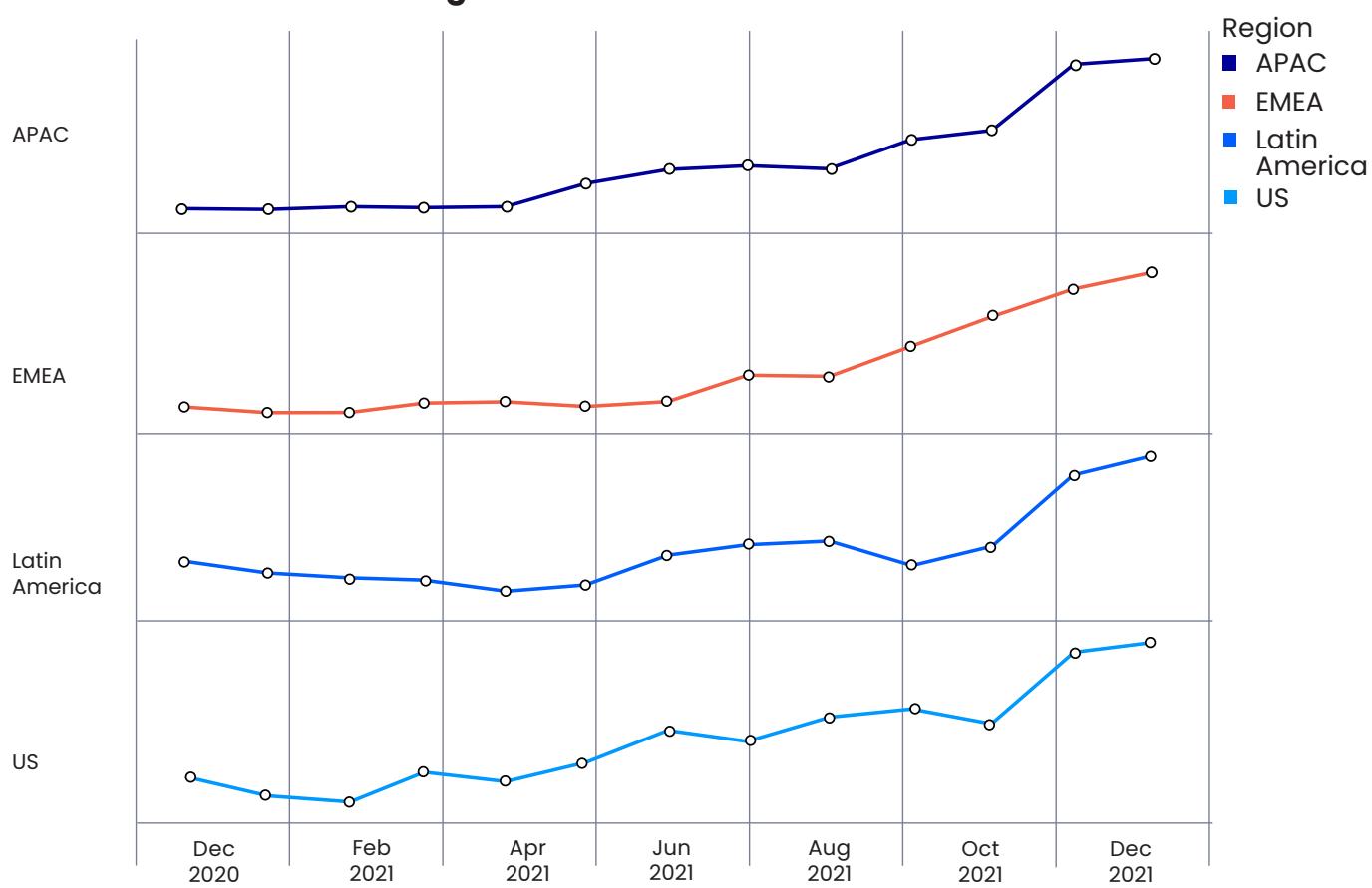
119%
increase in ad impressions

75%
increase in HOV

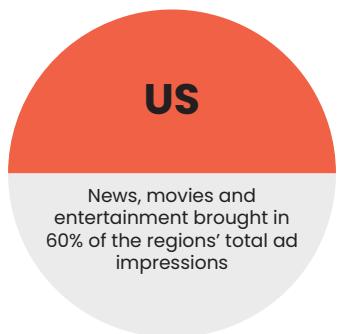
Growth rate of ad impressions across regions



Growth rate of HOV across regions



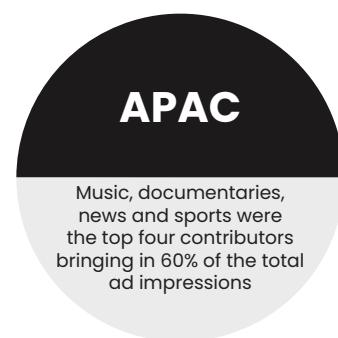
Top performing genres across regions by ad impressions



Top genres	News	Movies	Entertainment	Crime	Arts
Share of ad impressions	34%	18%	10%	5%	5%



Top genres	Documentaries	Comedy	Movies	Music	Sports
Share of ad impressions	21%	18%	15%	10%	9%

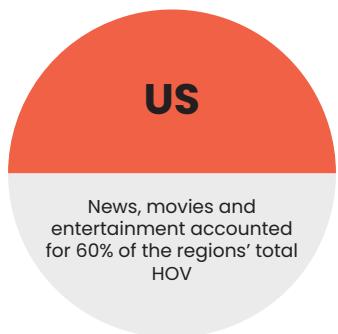


Top genres	Music	Documentaries	News	Sports	Entertainment
Share of ad impressions	23%	19%	13%	8%	5%

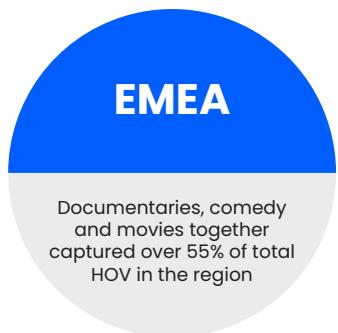


Top genres	Food	Movies	Entertainment	Documentaries	Reality Shows	News
Share of ad impressions	34%	21%	7%	5%	3%	3%

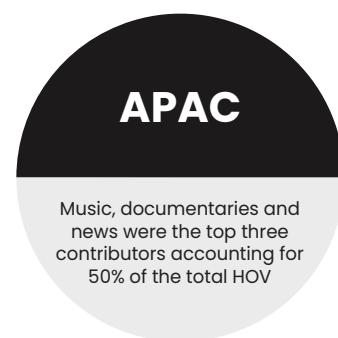
Top performing genres across regions by viewership hours



Top genres	News	Movies	Entertainment	Crime	Sports
Share of HOV	34%	21%	9%	5%	4%



Top genres	Documentaries	Movies	Comedy	Music	Sports
Share of HOV	19%	18%	18%	12%	7%



Top genres	News	Documentaries	Music	Sports	Kids
Share of HOV	23%	20%	12%	11%	6%



Top genres	Movies	Food	Documentaries	Entertainment	Science fiction
Share of HOV	39%	13%	11%	5%	4%



2021 strengthens the confidence of everyone invested in FAST

Competition is heating up

It was a year filled with feverish action as many new content brands made their way into the FAST fold. Several existing companies also expanded their linear offerings across platforms.

For many, 2021 marked their foray into new regions beyond the FAST stronghold of US. The phenomenal increase in ad impressions and hours of viewing vindicates their decision to invest more in this universe.

Audiences are ready for more

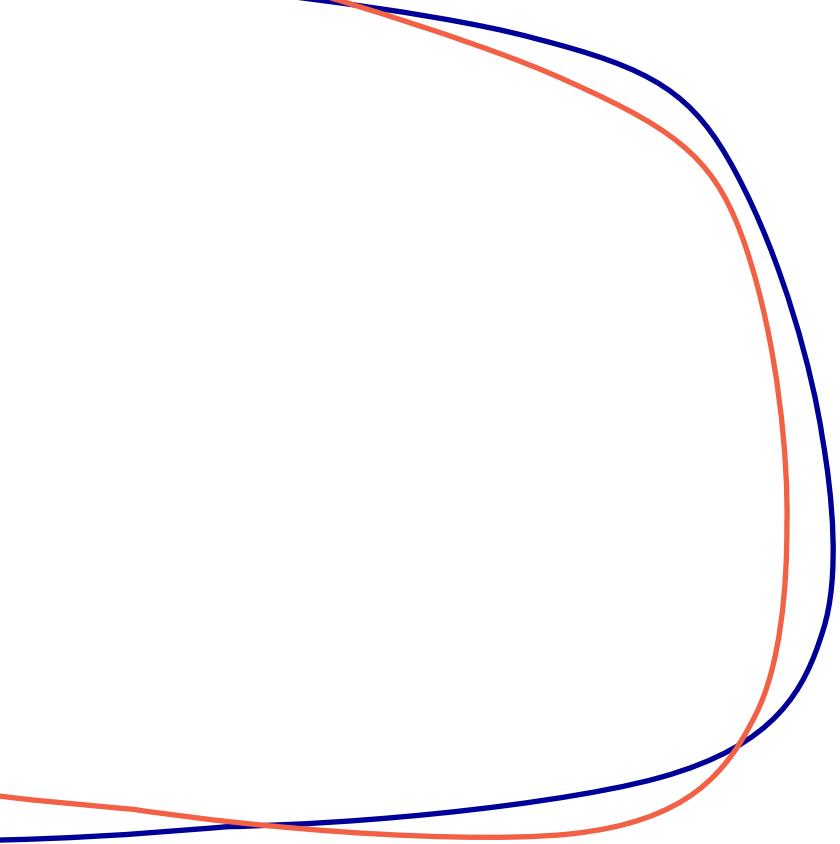
Steadily growing audience engagement across devices, regions and genres is a clear indication that viewers are hungry for quality entertainment even when packaged with ads.

Beyond News. New emerging stars

Genres such as documentaries, nature & crime garnered increased audience attention, reflecting their potential for attracting better ad revenues in the coming quarters.

We believe 2022 will be the year of big innovations in programming, advertising and distribution. We will bring to you all the updates and developments backed by solid data from Amagi's own analytics platform.

See you soon with more insights on the Free Ad-Supported Streaming TV story!
Send in your feedback, comments and questions to cloudandme@amagi.com



Read Amagi Global FAST Report

[Edition #1](#)

[Edition #2](#)

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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