



amagi

Amagi Global FAST Report

Edition #4 | May 2022

Thumbs up to the **A** in
FAST!

Advertising performance continues to impress

Viewer engagement with ads improves

Dynamic Brand Insertion (DBI) makes a promising start

amagi.com

The A in FAST – Advertising

takes center stage in the fourth edition of Amagi Global FAST Report.

We present you data and insights on the performance of over 2000 linear channels across 50+ FAST platforms on Amagi's SSAI platform (Amagi THUNDERSTORM), with special emphasis on ADVERTISING

Analysis period

Q1 2021 vs Q1 2022 (YoY)

(Jan - Mar 2021 vs Jan - Mar 2022)

2022 has started on a great note for the Free Ad-Supported Streaming TV (FAST) ecosystem. Content monetization and audience engagement continue to witness steady growth, with APAC showing a steep spike in performance thanks to a phenomenal increase in new FAST channel deliveries in the region.

The debut of new unintrusive, instream ad formats has added an exciting dimension to FAST. Amagi has started enabling Dynamic Brand Insertion (DBI) for our customers since the last quarter. We believe this is a great start for content brands and platforms looking to deliver awesome viewer experiences as well as drawing in more advertisers into the fold.

Clearly, it is a season where advertising has become the topic of discussion and debates in the media & entertainment industry. Subscription based streamers are increasingly mulling over the idea of launching ad supported packages and platforms as they combat the challenge of sustaining their consumer base and revenues. Against this background, we are glad to showcase the continuing rise of advertising performance on FAST platforms.

Key findings



Ad impressions

grew by **109%** YoY



Total hours of viewing (HOV)

grew by **84%** YoY



Channel deliveries

grew by **2.2X** YoY



Average session duration

increased by **5.4%**
from 8.0 minutes to 8.43 minutes



Ad opportunities

are up by **110%** YoY



Total ads received

increased by **82%** YoY



97.78% of users are
watching an entire ad
(the full 100th quartile of an ad)



Viewer drop rate

reduced from **22%** to **19%** YoY

Channel deliveries grew 2.2X YoY

We were delivering 1234 channels across 50+ FAST platforms in Q1 2021. This number grew to 2611 in Q1 2022, indicating the phenomenal growth in channels across the FAST ecosystem.

Q1 2022

2611
channel
deliveries

Q1 2021

1234
channel
deliveries

2.2X





Ad performance and user experience

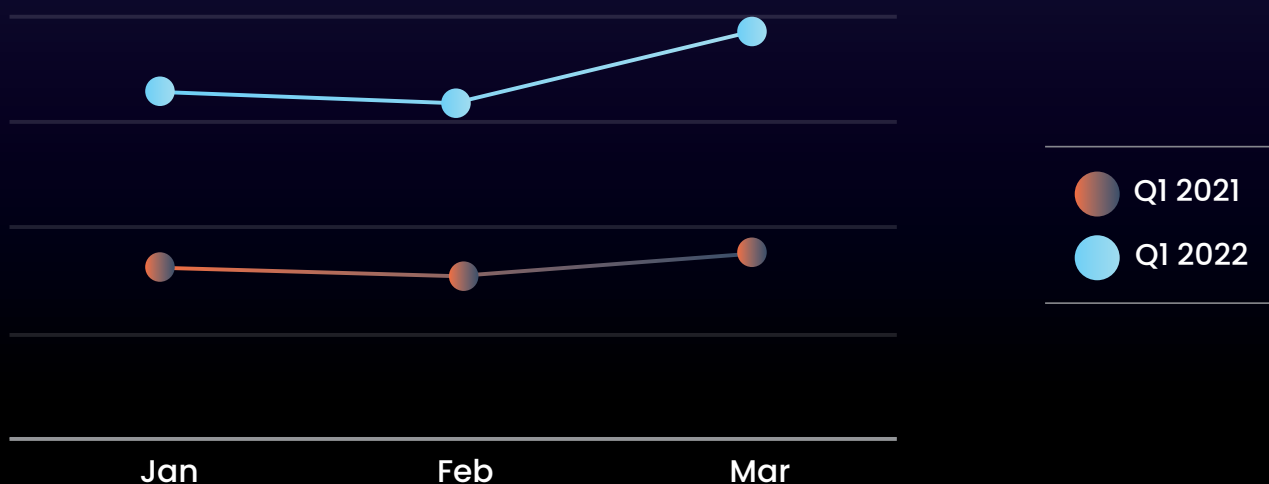
In this report, we are excited to showcase key insights on some of the base ad performance metrics that help you understand the ad viewing patterns of viewers.

Ad opportunities are up by 110% YoY

More ad opportunities indicate that more viewers are watching the content and ads, and ad slots are being used more effectively.

Ad opportunities

Ad opportunities detected is the number of active viewers watching a content approximately 60 seconds before a scheduled ad break. Our SSAI platform sends a request for ad creatives to target each of these active viewers.

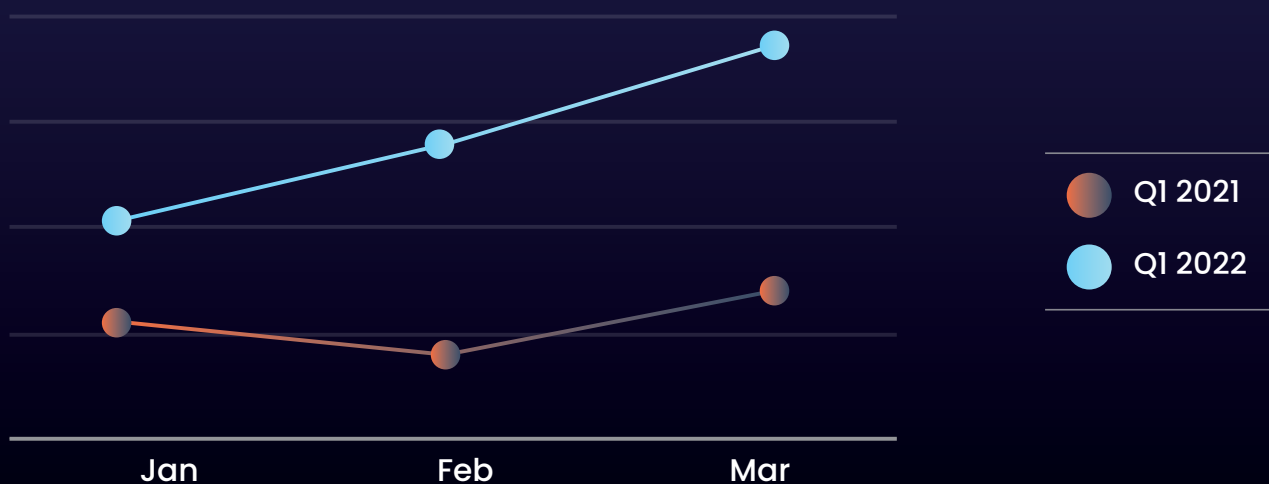


Total ads received increased by 82% YoY

Riding the wave of rising viewership across FAST platforms, content owners are launching more channels every day. This is, in turn, translating into more advertisers investing in CTV.

Total ads received

Total number of ad assets received from the server after the ad request has been sent.



Let's dive deeper into viewer engagement with ads

To understand how long viewers are watching an ad, we adopted the quartile approach.

We analyzed the following

Did viewers watch the entire ad (completed the 100th quartile of an ad), or watched up to the 75th quartile and dropped, or up to the 50th quartile, or just the 25th quartile of an ad – or dropped off just before an ad was played.





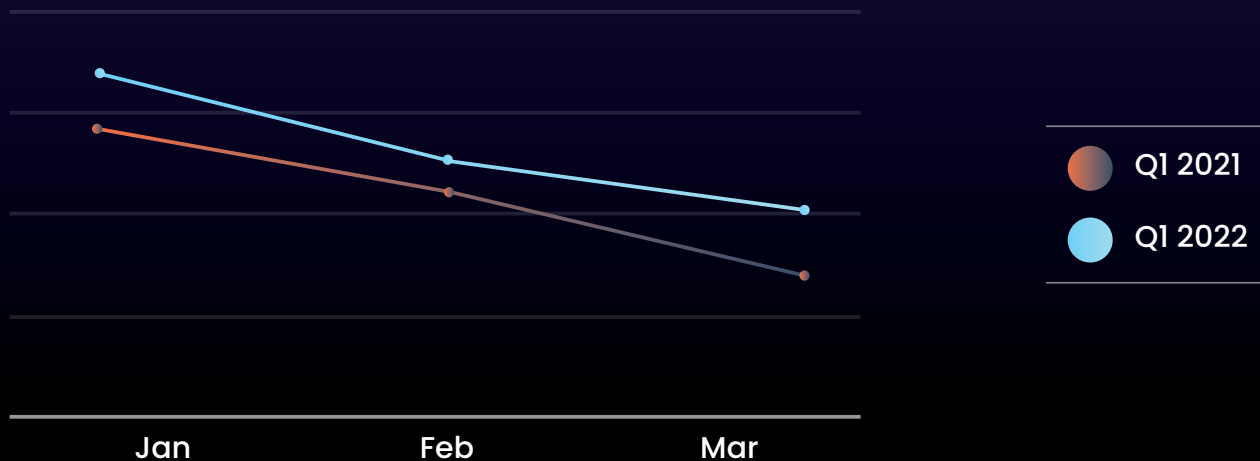
Our data shows a positive trend in user behavior when they encounter an ad.

Total ads duration went up by 85% YoY

Yet, user drop rate went down from 22% to 19%

User drop rate

The percentage of users dropping just before an ad is played (not watching an ad).



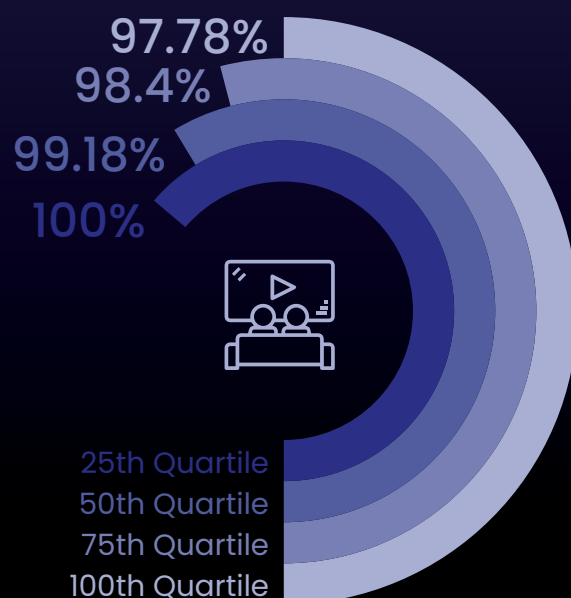


Viewers are not only consuming more ads but also **engaging more with each ad.**

97.78% of users are watching the entire ad without dropping.

Perhaps, a reflection of the increased relevance and quality of ads delivered across channels.

% of viewers watching each ad quartile in Q1 2022



Thrive with new ad formats!

Dynamic Ad Insertion (DBI) makes a promising start

We started supporting Dynamic Brand Insertion (DBI) for 10 channels by the end of 2021 to enable our customers to boost their ad revenues without disrupting their audience's viewing experience. DBI has enabled us to create a new stream of ad revenues for our customers alongside Dynamic Ad Insertion (DAI)/SSAI, without the need for increasing the existing ad loads on FAST channels.

In Q1 2022, DBI brought in additional

6%
ad opportunities

2%
ad impressions

Why DBI or in-show programmatic advertising?

TripleLift, one of the fastest growing ad tech companies in the world, and Amagi together enable our customers to scale DBI and drive true programmatic CTV product placement.

TripleLift's solution programmatically integrates brands into television programs. Amagi's cloud-based services plug that solution into dozens of consumer media platforms.

One of the biggest value propositions of FAST platforms is a lower ad load compared to traditional linear channels. However, this has also given rise to one of the biggest dilemmas for content owners and streamers.

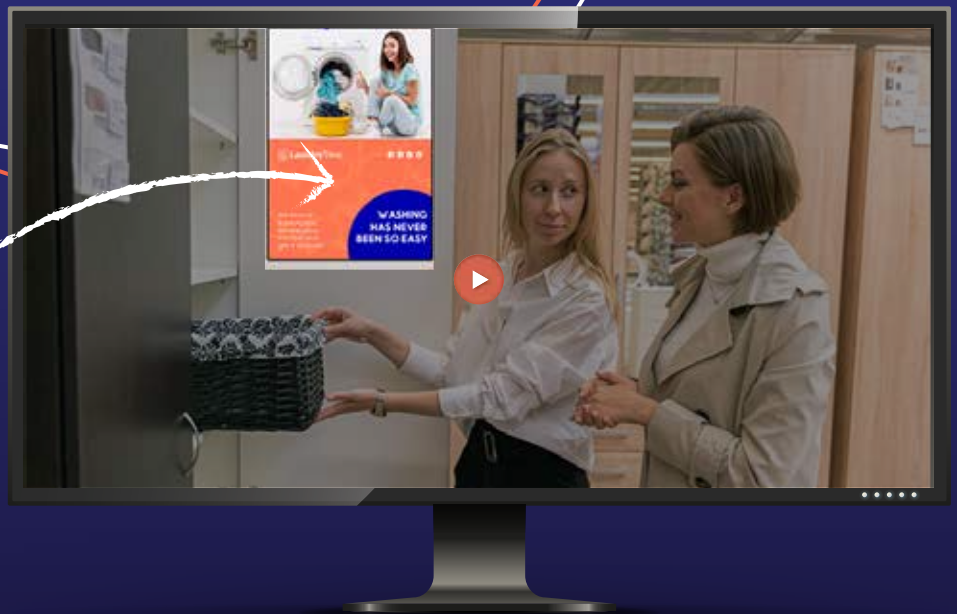
As more and more advertisers divert an increasing share of their ad spend to the FAST space, how can content owners and platforms manage the ad supply – without compromising on the viewing experience? Is it possible at all to strike a balance between the promise of low ad load and the goal of increased ad revenues?

Amagi's answer to this question: Channels and platforms must explore the advantages of new ad formats that will do away with the unwelcome need to increase the ad load.

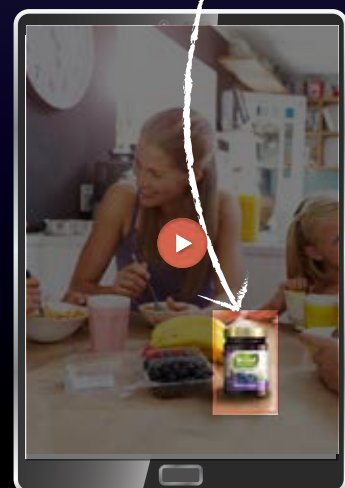
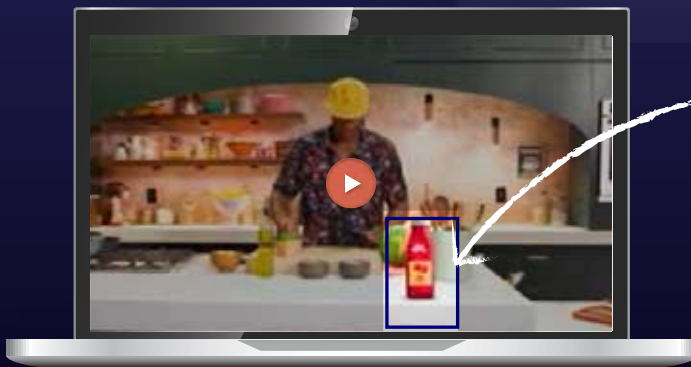
Go for new ad formats like DBI that fit ads intuitively and seamlessly into your audiences' viewing experiences.

Dynamic Brand Insertion (DBI)

Brand insertion within
video streams



Product insertion
within video streams



DBI advantages

Also called native advertising, embedded advertising and in-content advertising, DBI offers three pronged advantages



Advertisers

can reach viewers in an unintrusive way and ensure increased views and better brand recall



Content owners

can boost ad revenues without the risk of chasing away audiences with unwelcome or longer ad breaks



Consumers

enjoy a more seamless viewing experience



We've created a technology that is the future of brand-supported television. With pressure on television networks and platforms to decrease ad loads, In-Show extends a lifeline for sustained monetization.

Michael Shields
GM of Advanced Advertising
TripleLift



By fitting ads naturally into the streaming content, Dynamic Brand Insertion (DBI) helps break the blind spot consumers have developed for traditional ads.

Srinivasan KA
Co-founder & CRO
Amagi

Top genres in Q1 2022 – globally

News continued to attract maximum ad impressions and viewership hours, followed by **movies** and **entertainment**.

Top performing genres by ad impressions		Top performing genres by HOV	
News	29.5%	News	33.1%
Entertainment	14.8%	Movies	16%
Movies	14.1%	Entertainment	11.6%
Crime	6.5%	Crime	5.8%
Food	4.7%	Sports	3.8%
Sports	4.4%	Food	3.5%

Region-wise FAST performance

Region wise performance
Q1 2021 vs Q1 2022 (YoY) growth



Region	Growth in ad impressions	Growth in total hours of viewing (HOV)
● US & Canada	119%	67%
● LATAM	45%	4%
● EMEA	613%	237%
● APAC	1457%	555%

APAC stand-out performance in Q1 2022

- Over 12 new customers added in Q1 2022
- Around 55% of the total HOV and 61% of the total impressions were from India in Q1 2022

Top performing genres by ad impressions in the APAC		Top performing genres by HOV in the APAC	
Movies	27%	Movies	31%
News	20%	News	20%
Music	18%	Music	11%
Sports	10%	Entertainment	11%
Entertainment	6%	Sports	8%
Documentary	5%	Documentary	5%

APAC QoQ growth rate

- Ad impressions grew by 76% between Q4 2021 and Q1 2022
- HOV grew by 52% between Q4 2021 and Q1 2022



Connected TV (CTV) drives FAST growth in APAC

APAC witnessed tremendous growth in FAST performance between Q1 2021 and Q1 2022, thanks largely to CTV. 99% of the total ad impressions and 84% of the HOV in APAC is from CTV.

Take a look at the CTV explosion in the region, that's a clear signal that APAC is ready for more FAST consumption.

7 in every 10 consumers

already have access to a connected TV in Indonesia.

8 in every 10 consumers

in Australia have access to a connected TV and prefer it for viewing content, over a mobile device.

CTV viewers

across APAC are also consuming content for longer periods of time, post the pandemic.

Final take – FAST is opening up new vistas

In the first three editions of Amagi Global FAST Report, we had captured the phenomenal growth in the FAST market segment across regions – in terms of ad revenues, viewership hours as well as the channel portfolio across 50+ popular FAST platforms.

This edition uncovers the positive trend in audience engagement with ads. It also offers a glimpse into how DBI is shaping up to be an impactful means for content owners to expand their ad revenues without affecting consumer experience. We trust that the effective DBI debut will give way to more impactful results in the coming quarters, encouraging many more content brands to explore its advantages.

Another highlight is the rise of FAST in APAC, promising more opportunities for growth backed by the boom in CTV in the region. Ad supported streaming moves confidently beyond the stronghold of the Americas, and is clearly nudging regional content owners to replicate the success of their counterparts in the US and Canada.

2022 has started on a great note indeed. We will be back with the fifth edition in July 2022 with more interesting insights and updates on how the market segment is unraveling for content owners and platforms.

Write to us at cloudandme@amagi.com with feedback and comments.

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.

Explore the expanding universe of FAST platforms

Airtel Xstream	Pluto TV	Tikilive
Apple TV+	Pongalo	TIVO+
AT&T TV Now	Prende TV	Tubi
Distro TV	Rakuten TV	tvplayer
Fubo TV	Redbox	Twitch
Glewed TV	Rlaxx TV	Vewd
Hulu	Samsung TV Plus	Vidgo
IMDB TV	Screenhits TV	VIZIO
Klowd TV	Select TV	Xfinity flex
LG	7+	Xiaomi
Local Now	Sling TV	XUMO
Metrological	Sportstribal	YouTube TV
Netgem TV	STIRR	Zeasn
Peacock	Struum	
Philo	TCL	
Plex	The Roku Channel	



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 2000+ channels with deployments in over 40 countries. Amagi has presence in New York, Los Angeles, London, Paris, Singapore, New Delhi and Bangalore.