



FOR MEDIA AND
ENTERTAINMENT

EBOOK



Chase down FAST profitability

Maximize your ROI on Free Ad-Supported TV (FAST)



Let's go »»



AWS and AWS Partners help content and rights owners:

- » **Maximize reach** across multiple platforms to broaden audience
- » Use **multi-format monetization** beyond pre, mid, and post-roll ads
- » Consolidate siloed data to **maximize fill rates and CPM**
- » **Sell direct and programmatic** inventory
- » **Discover monetizable content** using AI
- » Speed time to market by **launching channels fast**
- » Increase **operational efficiency**



Originate, monetize, and optimize—FAST

This eBook for media and entertainment (M&E) leaders, BD, and tech teams shows you how AWS and AWS Partners help maximize revenue and minimize costs as you launch FAST channels.

Maximize revenue

Reach is revenue

Platforms such as Roku, Fire TV, and Samsung require FAST channels to have a specified configuration. **Each platform has unique requirements** for ad-loading (number of ads in a break or an hour) and for electronic program guides (EPG). Your FAST solution must be flexible to maximize viewership across platforms and scalable as your audience expands.

Multi-format monetization

Think beyond traditional pre, mid, and post-rolls ads. Maximize your return on content investment by **selling L-bands, banners, and in-stream commerce** with QR codes for one-click conversions on your FAST channel. Delivering this inventory reliably, at scale, with minimal load times is critical.

Sell direct and programmatic inventory

Diversify ad sales to maximize revenue and fill rates. Premium shared inventory and ad placements, sponsorships, and brand collaborations can be sold directly. To maximize programmatic sell-through rates and cost per mille (CPM), integrate with multiple demand side platforms (DSPs) that **optimally populate ad pods at the highest revenue**.

INTRO



In 2023, global ad impressions served via FAST channels grew by **28 percent** YOY.

Source: [Amagi, Quarterly Global FAST Report](#)



Maximize revenue and minimize cost

Measure success and optimize

The data required to make critical revenue maximization decisions may be siloed across FAST platforms, channel originators, and content owners.



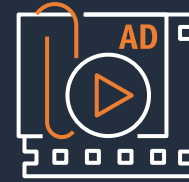
Minutes watched by program, channel, and distributor



Anonymized cohorts for addressability



Average spot revenue by channel, platform, and time of day



Contextual info about the program and brands

After negotiating data exchange agreements with platforms these data points can be aggregated and analyzed **automatically to build an accurate picture of FAST channel performance** and provide optimization signals.

Discover monetizable content

Identifying the “right” assets and processing them is manual, slow, and expensive. **AI content analysis** can generate genre-based classification, identify optimal ad-insertion points, and extract contextual metadata from scenes to assess brand-suitability.

Achieve operational efficiency of staff

Launching new revenue streams with limited personnel is challenging. To maintain profitability, **optimize resource utilization across your end-to-end workflow**. You can redeploy operational capacity by outsourcing functions like monitoring and issue resolution to an AWS Managed Service Provider Partner—enabling your business to focus on generating revenue.





Supercharge your FAST channels with this AWS Partner

Whether you are a builder or a buyer, [AWS Partners](#) bring deep technical knowledge and proven customer experience leveraging Amazon Web Services (AWS) purpose-built services for FAST monetization workloads to help you maximize ad revenue—fast.

amagi

offers a FAST platform, demand side platform (DSP), and analytics solution

Read more about this AWS Partner and their customer on the next pages >>

AWS products used in FAST channels

AWS Elemental
MediaTailor



AWS Elemental
MediaLive



Amazon
CloudFront





Unleash your FAST potential with Amagi



Maximizing the value of every ad opportunity

Amagi's dynamic ad insertion solutions help maximize revenue per hour via the following offerings:

[Amagi THUNDERSTORM](#) increases yield from existing ad inventory via enhanced monetization controls that boost render and fill rate, including efficient ad tiering, dynamic pod split, and mid-break optimization; contextual metadata packaging maximizes inventory value. In-content ad formats create incremental revenue opportunities.

[Amagi ADS PLUS](#) is a premium connected TV (CTV) marketplace. It connects content owners to over a dozen leading programmatic platforms with over 3,000 advertisers. By connecting sellers to this incremental demand, Amagi can increase fill rate and optimize revenue per hour.

[Amagi ANALYTICS](#) provides a granular and transparent view of both channel viewership and ad performance of the channels. By combining EPG data, Amagi also provides program-level metrics to help content owners schedule efficiently and find optimal monetization avenues.

Scaling platform delivery

Amagi delivers over 3,800+ FAST channels to 150+ global platforms. Amagi has a track-record of conforming channels to platform specifications, automating workflows, and adding services like digital rights management (DRM) and server-side ad insertion (SSAI).

Operating efficiently

Amagi provides a managed service with 24/7 support, automation, and monitoring. Amagi's user-friendly products (used by over 400 customers) allow customers to customize automation for scheduling and flexible ad management of multiple monetization models. Your FAST business can grow while minimizing effort and staffing requirements.

[Contact Amagi to find out more »](#)



Fuse Media reaches and monetizes niche audiences, amassing over **1 billion minutes watched**



Goal

To reach a young, culturally diverse audience, **Fuse Media** launched several new FAST channels in addition to its linear channels, with the goal of delivering content quickly to streaming platforms to maximize monetization opportunities.

Process

Fuse Media needed to launch its FAST channels fast—and with a small team. This meant understanding Fuse Media’s content, knowing rights (by region), and supporting various ad formats.

[Amagi THUNDERSTORM](#) was deployed for dynamic ad insertion, along with [Amagi ADS PLUS](#), a real-time marketplace designed to help content owners drive incremental connected TV (CTV) ad revenue and maximize the value of every ad opportunity. Fuse Media and Amagi can now deliver a FAST channel in four to six weeks using services such as AWS Elemental MediaConnect, a high-quality transport service for live video, and Amazon CloudFront, a content delivery network (CDN).

Outcome

Working with Amagi, Fuse Media launched and monetized five new FAST channels, increasing its audience in the U.S. and internationally. Fuse Media and Amagi have also improved their workflows to deliver a test feed within three weeks.

[Shades of Black](#), one of the launched channels, celebrates Black culture, entertainment, and lifestyle destinations. It is one of the most widely distributed Black content channels in the FAST universe, and it amassed over one billion minutes watched during the first half of 2023.

“We’ve been able to reach a huge audience on all these different platforms for our content, and we’ve been able to monetize it.”

CESAR CHAVEZ, VP DIGITAL OPERATIONS, FUSE MEDIA

[Find Amagi in AWS Marketplace >>](#)

AWS services built for M&E

Powering FAST profitability with AWS

[AWS Elemental MediaTailor](#) is a scalable linear channel and personalized ad-insertion service.



[ZEE5](#) utilizes MediaTailor for dynamic server-side ad insertion (SSAI) across **18** live channels with more than **100 million** ad inserts every month to approximately **65.9 million** monthly active users, and more than **500 million** video views per month.

[AWS Elemental MediaLive](#) is a broadcast grade live streaming service with built-in redundancy.



[Prime Video](#) seamlessly delivers live streams for millions globally using MediaLive while maintaining **99.999%** resiliency for uninterrupted viewing experiences.

[Amazon CloudFront](#) is a global content delivery network (CDN) highly optimized for media.



[NBCUniversal](#) utilizes Amazon CloudFront to deliver live streams and personalized ads to a record-breaking **6 million** concurrent Super Bowl fans and **1.5 million** Beijing Olympics fans, showcasing the platform's scalability and reliability.



"Our data shows that the AWS services we operate are the most reliable part of our signal pipeline."

BEN FORMAN, GLOBAL HEAD OF LIVE CHANNELS ARCHITECTURE, PRIME VIDEO

prime video



Learn more about [AWS Media Services](#) and [Amazon CloudFront](#) >>

Time to launch FAST

Maximize your ROI by:

- » Reaching wider audiences
- » Monetizing effectively
- » Operating channels efficiently

Work with an AWS Partner

[Explore AWS for Media & Entertainment »](#)

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