

FAST channels

FAST stands for Free Ad-supported Streaming TV that delivers a 'leaned-back' viewing experience by giving viewers access to curated content across live channels. FAST is 100% ad-supported.

SAMSUNG Ads



nexxen

FAST channels environments typically appear across:

01 CTV | 02 mobile | 03 tablet | 04 desktop

importance of FAST channels

how is it used?

- 01 Brands leverage FAST as an integral component of their screen strategy. It delivers the impact of TV combined with the addressability of digital.
- 02 Targeting capabilities allow FAST to deliver ads that are personalised and relevant to the consumer.
- 03 FAST content is professionally produced and curated, providing a brand safe environment for advertisers.

what about optimising to the user experience?

FAST delivers a 'leaned-back' viewing experience that compliments other streaming formats.

FAST offers genre focused channels tailored around interests such as news, music and lifestyle as well as dedicated show-based channels that run a single program 24/7.

FAST is primarily consumed on the big screen via Connected TV (CTV).

where does it sit within the marketing funnel?

FAST can deliver across the full marketing funnel.

It is highly effective in delivering reach, awareness and brand building outcomes, and with the introduction of greater product capabilities such as Shoppable and Actionable video ads, it can also impact the later stages of the customer journey through to purchase.

how does the format work with other buys?

- 01 FAST complements all other media types.
- 02 It can be used to drive broad, targeted or incremental reach.
- 03 It can be accessed programmatically or via direct IO.

key watchouts to consider

- 01 Understand the differences between FAST and VOD (Video on Demand: AVOD, SVOD and BVOD) as metrics and delivery benchmarks can vary.
- 02 Know where your FAST activity is appearing; specify the device type (e.g: CTV, mobile, desktop) that suits your audience and campaign objectives.
- 03 As FAST is still scaling in Australia, volumes should always be discussed with suppliers in advance.