

# FAST Channels and Services Convenience Package

Comprehensive insights and data on channel availability, ad revenues and consumer preferences in free ad-supported streaming TV globally.

## Key Questions Answered

- How big is the FAST market, and what are the regional growth prospects?
- What role do connected TV manufacturers play in the FAST ecosystem?
- How is the relationship evolving between content owners, distributors, platform operators?
- What is the demographic profile of a FAST viewer and how does it fit into broader entertainment habits?
- What content is on FAST channels, and who operates FAST channels?

## What We Offer

- Global and country-level insights into the FAST market, enabling strategic decisions
- Comprehensive market sizing and revenue forecasts
- Strategic analysis of partnerships across the value chain
- Channel content, language and ownership tracking
- Consumer usage and preferences, powered by visualization tools
- Direct access to Omdia's analysts via "**Ask an Analyst**" for tailored insights and consultation

FAST is the fastest growing TV and video segment, making it a key strategic focus for players across the media and entertainment landscape.



**Matthew Bailey**

*Senior Principal Analyst,  
Media & Entertainment*

**SPEAK WITH OUR EXPERTS**

# Insights and analysis to provide clarity on the booming FAST Channels market

## Key Deliverables



### Market Data

Quarterly updates on FAST channel distribution, advertising revenues and consumer preferences, offering a complete market view.



### Insightful Reports

Annual assessments of FAST revenues and channel performance, along with key player profiles.



### Market Coverage

Most extensive and joined-up coverage of the world's largest, fastest-growing and dynamic TMT companies, technologies and markets.



### Analyst Access & Presentations

Expert commentary on industry trends and tailored support for unique questions or challenges.

## Scope of Work

### FAST Channel Distribution Database:

Tracks channel availability, genre, ownership and language across major regions, with quarterly updates covering operators like Roku, Pluto TV and Freevee.

### FAST Revenue Forecast:

Offers advertising revenue forecasts across key FAST markets, helping you plan strategic expansions.

### Consumer Usage Visualization:

An interactive tool that analyzes demographics, service uptake and device preferences for FAST services in key global markets.

### Reports:

Insights into the growth trajectory, including "FAST Revenue Forecast Report 2018–2029" and "FAST Channels Status Report: Content and Key Players."

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