

▶ Innovative thinking to make a lasting impact on your business growth.

2022

Episode 3

The FAST and the Curious

How do FASTs meet the 6 entertainment 'need states' for consumers?



Over the last few years, FAST (free ad-supported streaming TV) has emerged as a promising new video platform for audiences and advertisers.

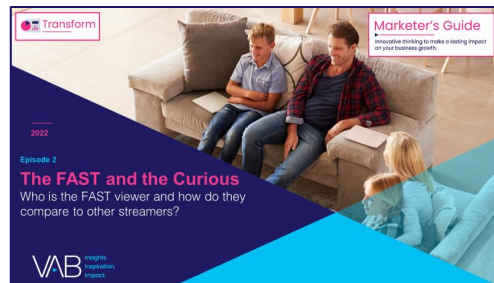
Many consumers are increasingly feeling "maxed-out" with their number of paid subscriptions, yet they still crave video content. As a result, the ecosystem of ad-supported streaming options, including FASTs, is rapidly growing.

This **4-part** guide, **The FAST and the Curious**, equips you with what you need to know about the growing opportunity of FASTs.

How do FASTs meet the 6 entertainment 'need states' for consumers?



What is Free Ad-Supported Streaming TV (FAST)?



Who is the FAST viewer and how do they compare to other streamers?



How can marketers harness the rapid growth of FAST?

What is **FAST** (Free Ad-Supported Streaming TV)?



[Click here to learn more about FAST](#)



Free ad-supported streaming TV (FAST) services enable audiences to **stream video content via a broadband connection in a linear TV-like environment** without needing a subscription.

As the name implies, the content is free to watch because it is ad-supported.

FAST platforms' defining feature is an "unplanned channel surfing" viewing experience via **live scheduled programming delivered to viewers across designated channels**.

Note: The first documented use of the acronym 'free ad-supported streaming TV' is attributed to Alan Wolk at TVREV in 2019.

FAST delivers on **six common entertainment needs** of consumers

6 Entertainment 'Need States' for Consumers



Indulge My Interests

(interest in niche / specialty topics)



'Comfort Food' for the Soul

(desire for comfort / familiarity)



Keep It Simple

(desire for convenience)



Let's Make a Deal

(interest in a value exchange)



Relieve My 'Choice Paralysis'

(desire for a curated life)



Make Things Exciting

(desire for more variety)

Source: VAB analysis of attitudinal & behavioral statements within MRI-Simmons 2022 Spring Doublebase Study to identify the six consumer needs.



FAST services are attracting audiences because they provide ‘frictionless’ access to a variety of easily accessible and cost-efficient entertainment for when they want to lean back and engage.

In turn, FAST viewers are voracious consumers whose set of related behaviors tie into many major categories.



Indulge My Interests (interest in niche / specialty topics)

- ▶ FAST viewers **have varied tastes and they love learning** for the sake of learning or getting exposed to new experiences because it keeps their lives exciting

% of FAST viewers who agree with the following statements

Travel

- **84%** say they like to **try local cuisine** when they travel

Education

- **83%** are **interested in learning** about things just for fun

Culture

- **74%** like to **learn about foreign cultures**

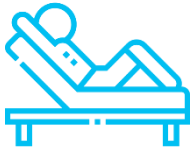
Food

- **69%** say they enjoy eating **foods from different cultures**

Technology

- **52%** say **living in a foreign country** is something they would like to experience

Source: VAB analysis of MRI-Simmons August 2022 Cord Evolution Study, A18+ . Base = streamed in the past 12 months. FAST Viewers (41% of A18+ streaming population) = used any of the following streaming services in the past 30 days: Peacock (free service w/ limited commercials), Roku Channel, Tubi TV, Freevee (formerly IMDb TV), Pluto, Samsung TV Plus, Xumo, Local Now. Reflects respondents who answered 'somewhat agree' or 'strongly agree'.



‘Comfort Food’ for the Soul (desire for comfort / familiarity)

- ▶ FAST viewers know what they like and **get enjoyment out of comfort and familiarity**, often turning to their favorite brands or vacation spots

% of FAST viewers who agree with the following statements

Experiences

- **93%** believe that **doing things because they enjoy them** is very important

Apparel & Accessories

- **92%** say comfort is one of the most important factors **when selecting fashion products** to purchase

Automotive

- **72%** say comfort is the most important thing **in a car**

Food

- **57%** say they **snack often**

Travel

- **70%** say when they find a vacation spot they like, they **go back whenever they can**

Retail

- **40%** buy **the brands they grew up with**, the ones their parents used

Source: VAB analysis of MRI-Simmons August 2022 Cord Evolution Study, A18+ . Base = streamed in the past 12 months. FAST Viewers (41% of A18+ streaming population) = used any of the following streaming services in the past 30 days: Peacock (free service w/ limited commercials), Roku Channel, Tubi TV, Freevee (formerly IMDb TV), Pluto, Samsung TV Plus, Xumo, **Local Now**. Reflects respondents who answered ‘somewhat agree’ or ‘strongly agree’.



Keep It Simple (desire for convenience)

- ▶ The way FAST viewers make decisions is often designed around efficiency and they seek out products and services that **make their daily lives run smoother**

% of FAST viewers who agree with the following statements

Automotive

- 82% say when buying a vehicle, **how well it meets their needs matters more** than whether it's foreign or domestic

Travel

- 82% would rather **book a trip over the Internet** than meet with a travel agent

Food

- 76% are always on the lookout for **quick and 'easy to prepare'** meal options

Mobile Apps

- 69% say apps have made their life **so much more convenient**

Online Shopping

- 63% are more likely to **purchase a product online** than in a store

Consumer Tech

- 33% say **'smart' home devices / appliances** have become an important part of their life

Source: VAB analysis of MRI-Simmons August 2022 Cord Evolution Study, A18+ . Base = streamed in the past 12 months. FAST Viewers (41% of A18+ streaming population) = used any of the following streaming services in the past 30 days: Peacock (free service w/ limited commercials), Roku Channel, Tubi TV, Freevee (formerly IMDb TV), Pluto, Samsung TV Plus, Xumo, Local Now. Reflects respondents who answered 'somewhat agree' or 'strongly agree'.



Let's Make a Deal (interest in a value exchange)

- ▶ At times FAST viewers are creatures of habit who enjoy a good loyalty program, but they can also **be swayed by a good deal** or be willing to try a new product if they have an incentive to do so, like a discount

% of FAST viewers who agree with the following statements

Technology

- 75% say they **always shop for the best deal** in electronic equipment

Travel

- 68% say **travel and hotel discounts have a strong influence** on where they choose to travel and where they choose to stay

Retail

- 64% say they prefer to shop at stores that **offer loyalty rewards**

Food

- 52% say they can often **be swayed by coupons** to try new food products

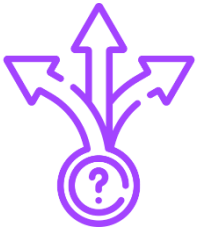
Automotive

- 49% say **rebates & incentives strongly influence** their new vehicle purchase decision

Health

- 44% say **a coupon would encourage them to try** a different prescription drug brand

Source: VAB analysis of MRI-Simmons August 2022 Cord Evolution Study, A18+ . Base = streamed in the past 12 months. FAST Viewers (41% of A18+ streaming population) = used any of the following streaming services in the past 30 days: Peacock (free service w/ limited commercials), Roku Channel, Tubi TV, Freevee (formerly IMDb TV), Pluto, Samsung TV Plus, Xumo, Local Now. Reflects respondents who answered 'somewhat agree' or 'strongly agree'.



Relieve My 'Choice Paralysis' (desire for a curated life)

- ▶ FAST viewers seek out curated experiences and like to **rely on the advice of experts, professionals, trusted brands** or recommended products and services to make informed decisions

% of FAST viewers who agree with the following statements

Mobile

- **83%** say they **rely on their cell phone** for maps and directions

Automotive

- **66%** say they always **follow the advice of their mechanic**

Travel

- **61%** believe **packaged deals are great** because they don't have to plan out the details too much

Financial

- **41%** say they often **ask the advice of others** when it comes to financial products or services

Technology

- **40%** say when they need to solve a problem, **they ask people online** what they would do

Source: VAB analysis of MRI-Simmons August 2022 Cord Evolution Study, A18+ . Base = streamed in the past 12 months. FAST Viewers (41% of A18+ streaming population) = used any of the following streaming services in the past 30 days: Peacock (free service w/ limited commercials), Roku Channel, Tubi TV, Freevee (formerly IMDb TV), Pluto, Samsung TV Plus, Xumo, **Local Now**. Reflects respondents who answered 'somewhat agree' or 'strongly agree'.



Keep Things Exciting (desire for more variety)

- ▶ FAST viewers expect the products and services they purchase to **help give their lives more variety and excitement**, from their vacations and experiences to how they decorate their home or dress themselves

% of FAST viewers who agree with the following statements

Travel

- **78%** say on their vacations, they prefer traveling to **places they've never been**

Home

- **72%** say they are always looking for new ideas to **improve their home**

Experiences

- **58%** say they seek out **variety in their everyday life**

Fitness

- **53%** frequently look for new ways to **change up their exercise routine**

Retail

- **50%** say when they shop they usually **visit a variety of stores**

Apparel & Accessories

- **31%** like to **experiment with new clothing styles**

Source: VAB analysis of MRI-Simmons August 2022 Cord Evolution Study, A18+ . Base = streamed in the past 12 months. FAST Viewers (41% of A18+ streaming population) = used any of the following streaming services in the past 30 days: Peacock (free service w/ limited commercials), Roku Channel, Tubi TV, Freevee (formerly IMDb TV), Pluto, Samsung TV Plus, Xumo, Local Now. Reflects respondents who answered 'somewhat agree' or 'strongly agree'.

Key Takeaways For Marketing Plans



Leverage FASTs' ability to deliver on common entertainment needs

FASTs are amassing a growing audience because they tap into consumers' cravings for ease and convenience, especially when they are looking to relax while watching some of their favorite content

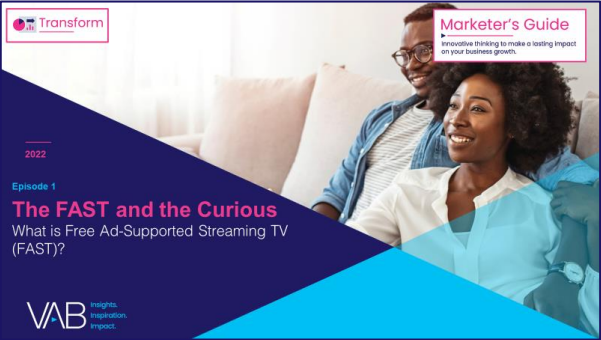


Utilize FAST advertising to highlight the rational benefits of your brand or product

The FAST viewer ensures that the brands they buy add efficiency and ease to their lives, which applies to most categories – from automotive and travel to consumer technology and health, as well as streaming

Download all four releases of VAB's 'The FAST and the Curious' series to learn about FAST, their audience, the opportunities and the future

Download VAB's entire 'The FAST and the Curious' series to get up to speed on FAST and its audiences



What is Free Ad-Supported Streaming TV (FAST)?



Who is the FAST viewer and how do they compare to other streamers?



How do FASTs meet the 6 entertainment 'need states' for consumers?



How can marketers harness the rapid growth of FAST?

Jason Wiese

SVP, Director of Strategic Insights
jasonw@thevab.com

Leah Montner-Dixon

Associate Insights Director
leahm@thevab.com

Discover more

Looking for more data, insights and takeaways?
Check out this related VAB content

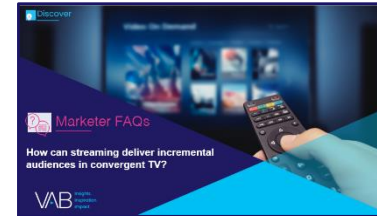
VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at theVAB.com



What is convergent TV and why is it happening?



How might customized, targeted video ads help me create stronger engagement?



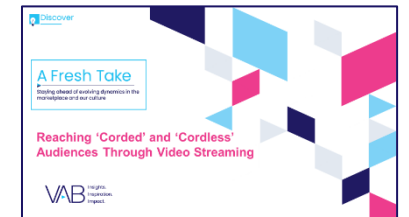
How can streaming deliver incremental audiences in convergent TV?



How can a convergent TV strategy drive business results for my brand?



A Fresh Take On
The Opportunities to Engage
Adults 50+ in Streaming Video



Reaching 'Corded' and 'Cordless' Audiences Through Video Streaming

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

Curious to learn more about VAB? Check out this [quick video](#) to see what we do and how we can help you develop business-driving marketing strategies.