



6 Fast Facts on FAST

UNDERSTANDING THE FAST ECOSYSTEM

Free Ad-Supported Streaming TV (**FAST**) brings together both live and on-demand viewing in a single, ad-supported environment that feels as familiar as traditional TV yet is fully digital and broadband-delivered.

▶▶▶ The Growth in FAST ◀◀◀

+57% INCREASE IN NUMBER OF AVAILABLE FAST CHANNELS SINCE MID-2023

+19% INCREASE IN FAST VIEWERS (2025 VS. 2022)

▶▶▶ The Growth in Engagement ◀◀◀

INCREASE IN TIME SPENT WITH FAST (2025 VS. 2022) **+54%**

INCREASE IN AVERAGE CHANNEL SESSION DURATION OVER THE PAST YEAR **+25%**

▶▶▶ The Growth in Influence ◀◀◀

+12% INCREASE IN FAST VIEWER MEDIAN HOUSEHOLD INCOME (2025 VS. 2022)

+36% INCREASE IN FAST AD REVENUE (2025 VS. 2022)

Want to learn more about FAST? Access the full report here!

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