



# FAST TV

Market and regulatory frame of reference

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## Is there a need to track FAST channels?

**Workshop MAVISE**  
15 May 2024

**Participants**  
26 NRAs  
EBU  
EC

## How does the market define FAST?

## FAST TV



### Free ad-supported linear TV only in streaming

#### Like traditional TV

- ✓ Linear programming
- ✓ Editorial management
- ✓ Programme schedule
- ✓ Add breaks






#### Closer to FAST

- ✓ Free & open access
- ✓ Streaming only
- ✓ Niche content
- ✓ 24/7



Why is FAST growing?

MARKET

-  Cord-cutting entails identifying new outlets
-  Rise of the CTV
-  Aggregators' push (FAST platforms/packagegers)
-  Rightholders capitalizing on content reuse
-  Good ROI by addressing highly specific viewers

VIEWER

-  Free service
-  Open access
-  No commitment
-  Shorter add blocks



## FAST from the AV registries



### Main hubs

Sweden  
UK  
Spain



### Type of registration

Linear



### Type of content

Loop of one specific show  
Mix of same TV brands programs  
Thematic line-up of VOD content

## MAVISE take on FAST channels

FAST  
channel

= just a delivery mode  
for linear AV content



nevertheless...

### MARKET

Should we monitor their  
development?  
Are we overlooking a  
trend?

### REGULATION

Is this a hybrid type of  
transmission?  
Should we treat it  
differently?



Is it important to single out FAST channels?  
If so, to what end?  
And how do we identify them?



Workshop key insights



**Definition** of FAST channels is a **moving target**.



FAST channels are **registered and regulated same as linear TV**.



**Tracking FAST aggregators** should facilitate identifying FAST channels.



**No complaints reported** thus far for FAST channels, regulated or not.



**Interest to track** FAST channels for **market development** insights.



**Editorial responsibility** line might get **blurred** between FAST channels and aggregators.

**MAVISE**



**THANK YOU!**



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