



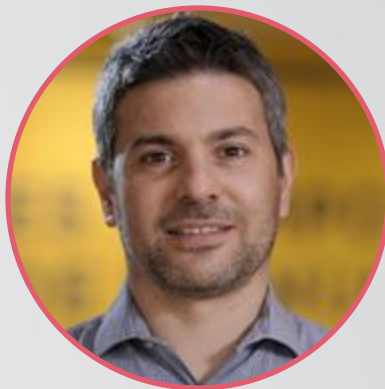
The Ads Awaken

Strategies to Monetize Content Through Advertising

Nice to meet you!



Rob Delf
CEO



Tom Gennari
CDO

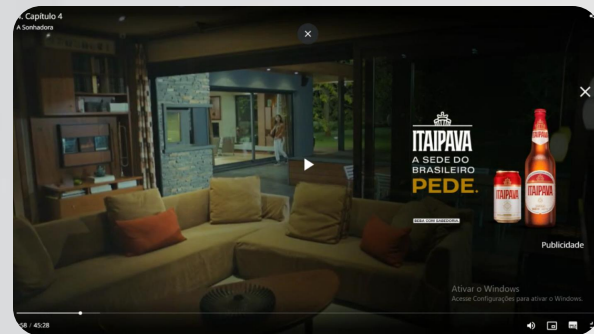


Len Matthiess
COO of Data

Introduction

Key questions:

- How are ad-supported plans evolving globally?
- What are users' perceptions of ads by region?
- How do ad formats and platforms like FAST shape the future of streaming?



The Rise of Ad-Supported Streaming Plans

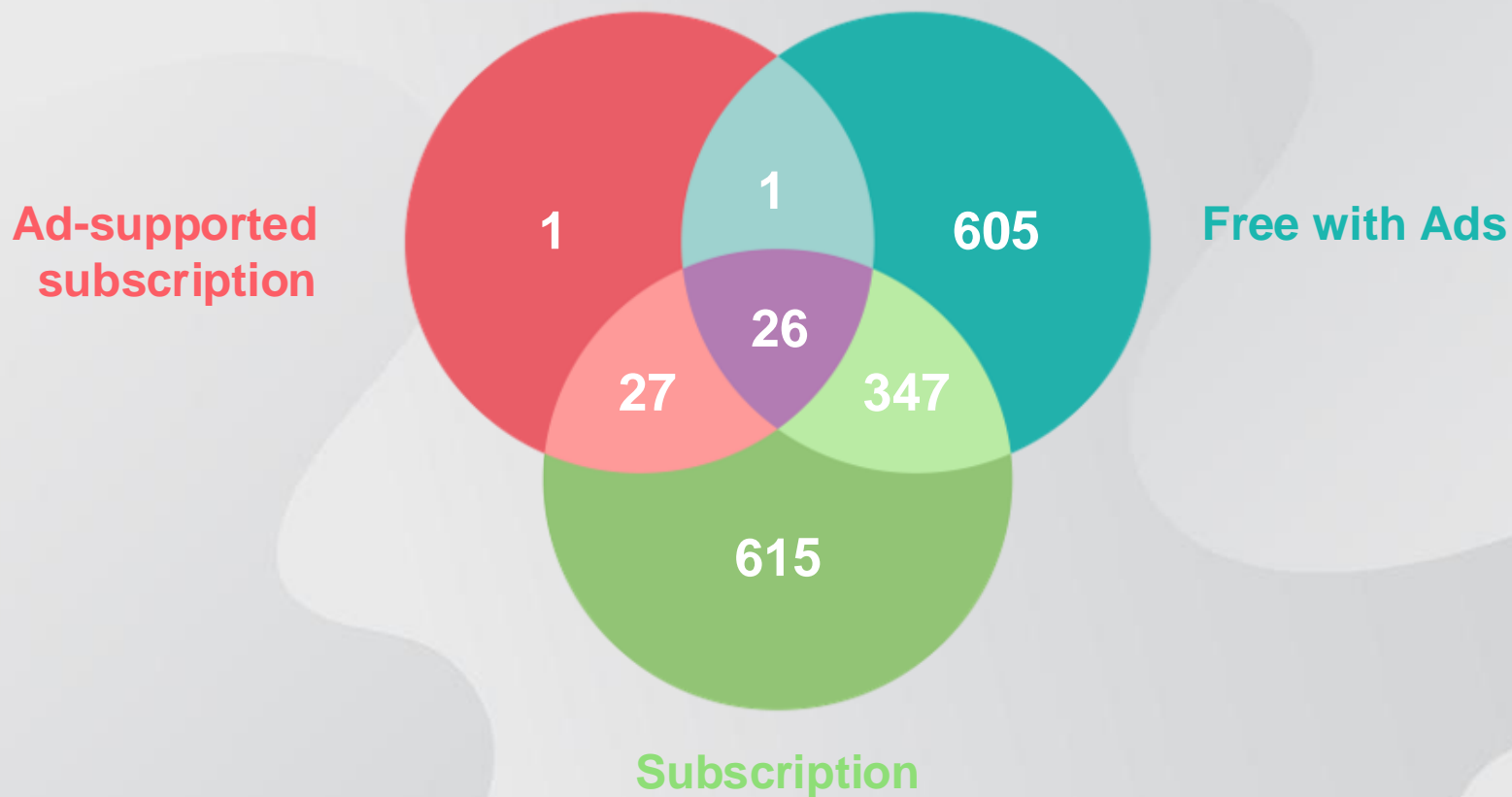
Streaming Services by Business Model



1015

Subscription

Streaming Services by Business Model



Ad-supported Subscription in the US & LATAM



Average Price of Ad-Supported
Subscription Plans

\$15.78

\$9.12



Average Price of Ad-Free
Subscription Plans

\$17.97

\$10.08

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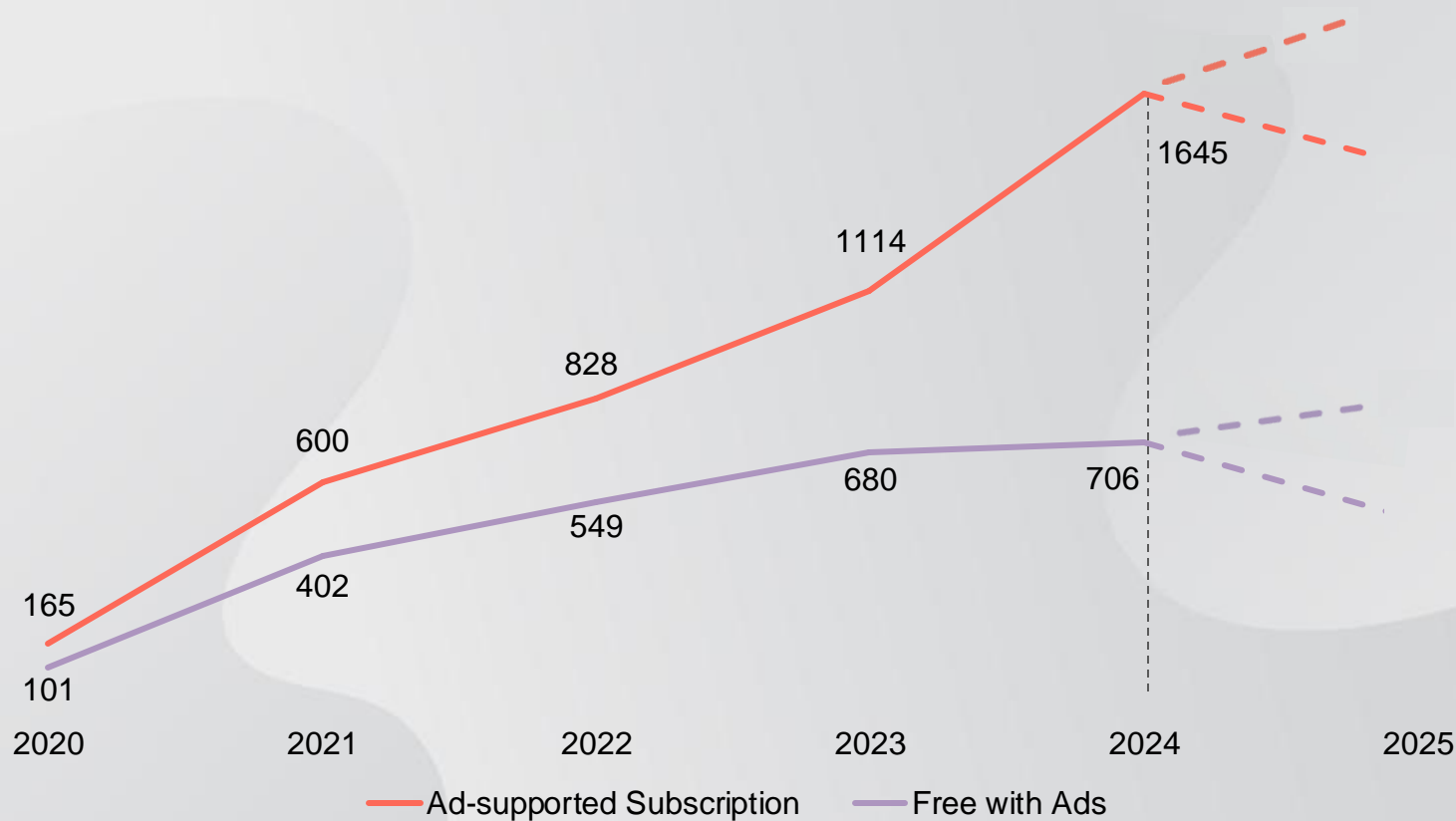


Savings by Subscribing to Ad-
Supported Plans

\$2.19 (13.8%)

\$0.96 (10.5%)

Evolution of Ad-supported Plans



Ad Formats: From Pause Ads to Personalization

Introduction to Ad-supported plans

Early adopters and case studies



The Hulu logo, consisting of the word 'hulu' in a green, lowercase, sans-serif font.

- Pioneer in introducing this type of plan.
- Significant savings.
- **58%** of Hulu users are on the Ad-Supported plan.

The Netflix logo, consisting of the word 'NETFLIX' in a red, uppercase, sans-serif font.

- Replacement of the Basic Plan with the Standard with Ads Plan.
- More affordable option without losing quality.
- **27%** of Netflix users are on the Ad-Supported Plan.

The Prime Video logo, featuring the word 'prime' in blue and 'video' in black, with a blue curved arrow underneath.

- Transformation of the Starter Plan into an Ad-Supported Plan.
- Users pay an extra fee to remove ads.
- **80%** of Prime Video users are on the Ad-Supported Plan.

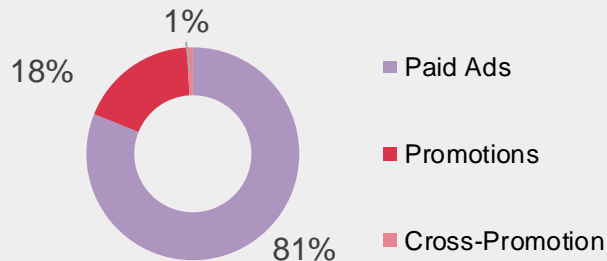
Ads in On-Demand Content



3.4

minutes of advertising per hour on average (2024).

Type of Advertising



Types of Content

Optimization by type of content:
By *Genre* and *Originals*

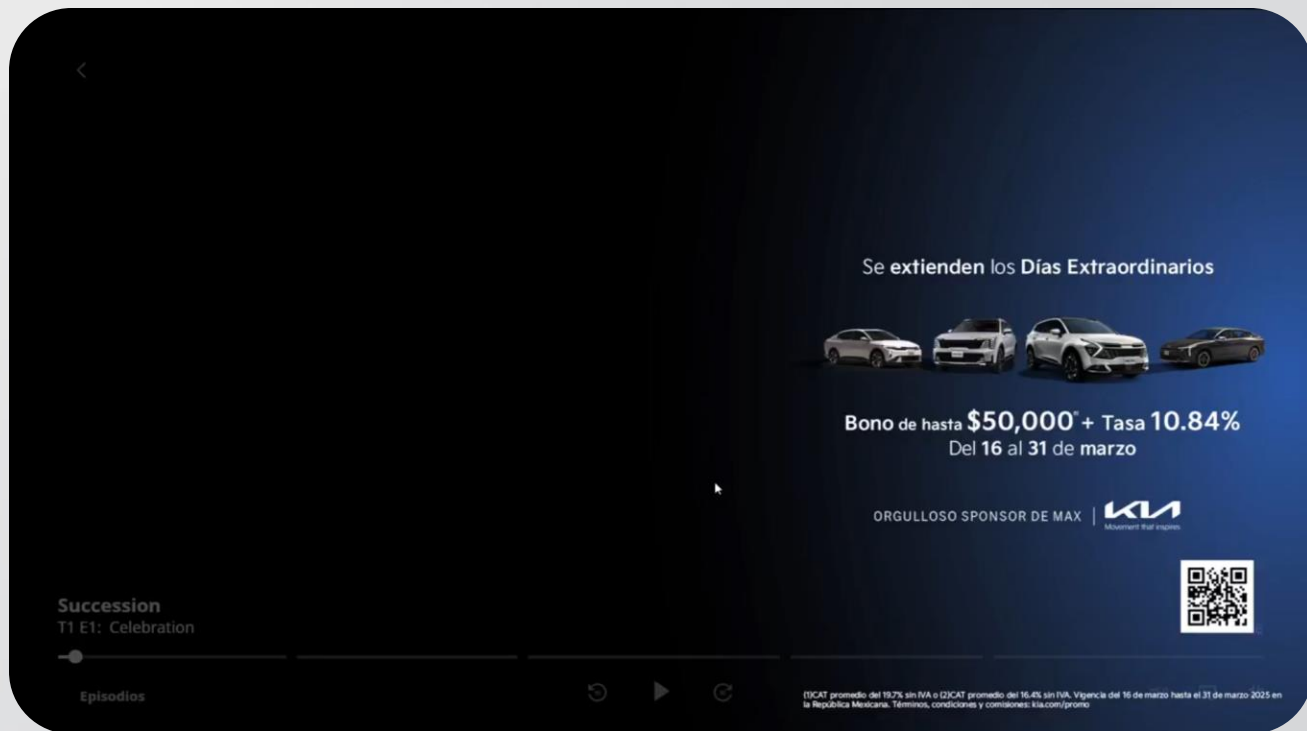
Original content tends to have fewer ads
or none at all.

Innovative Ads

Interaction: Users can engage directly with ads, increasing attention and recall.

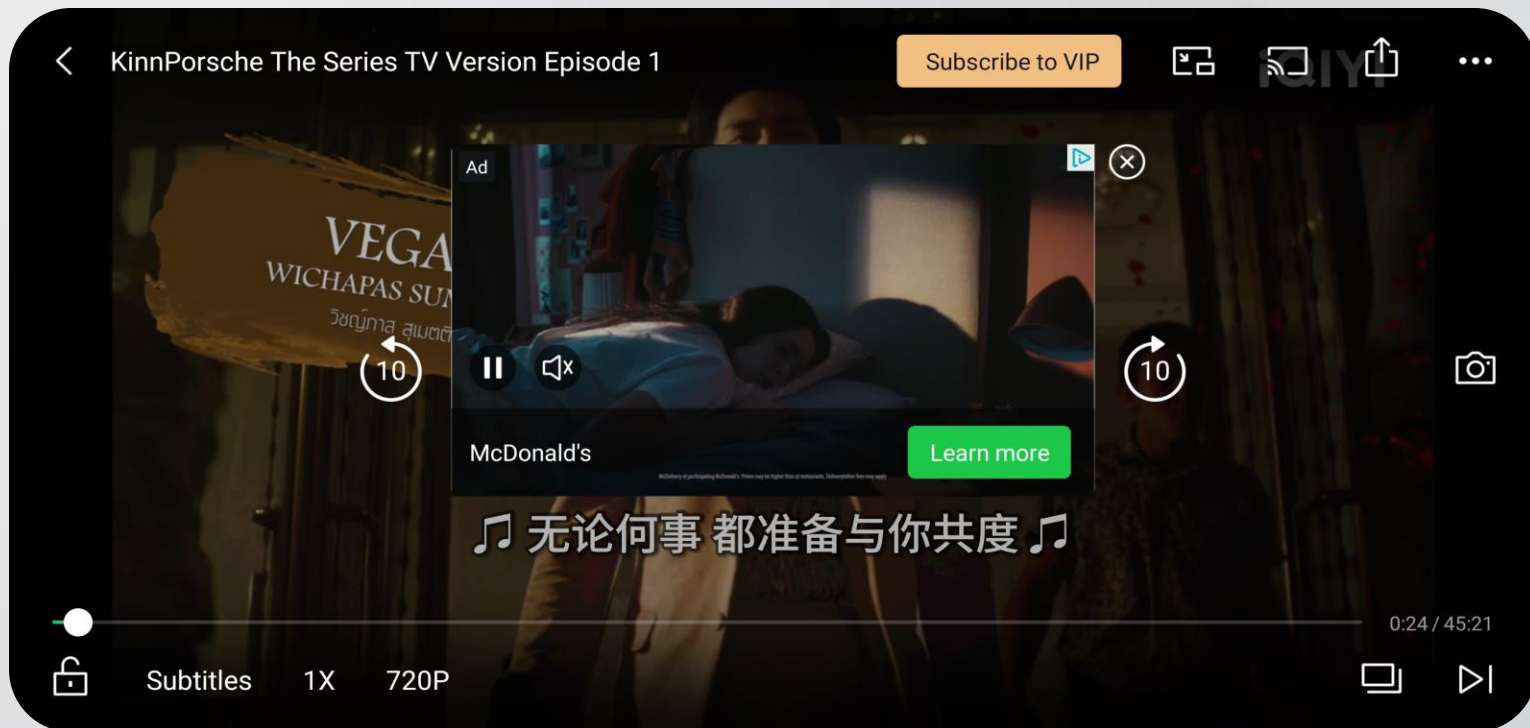
Pause Ads: Non-intrusive ad that remains static during content pauses.

Pause Ads



Interactions with QR codes

Pause Ads



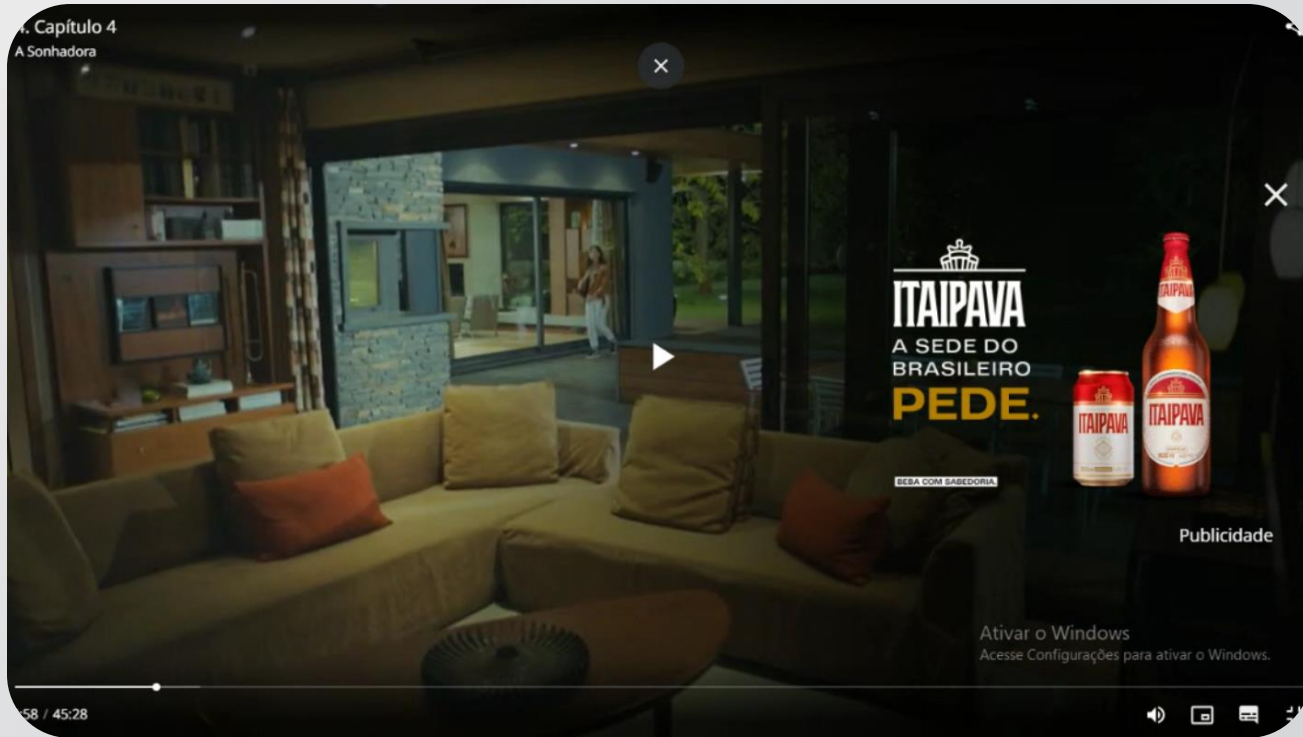
Pop-up Ad

Pause Ads



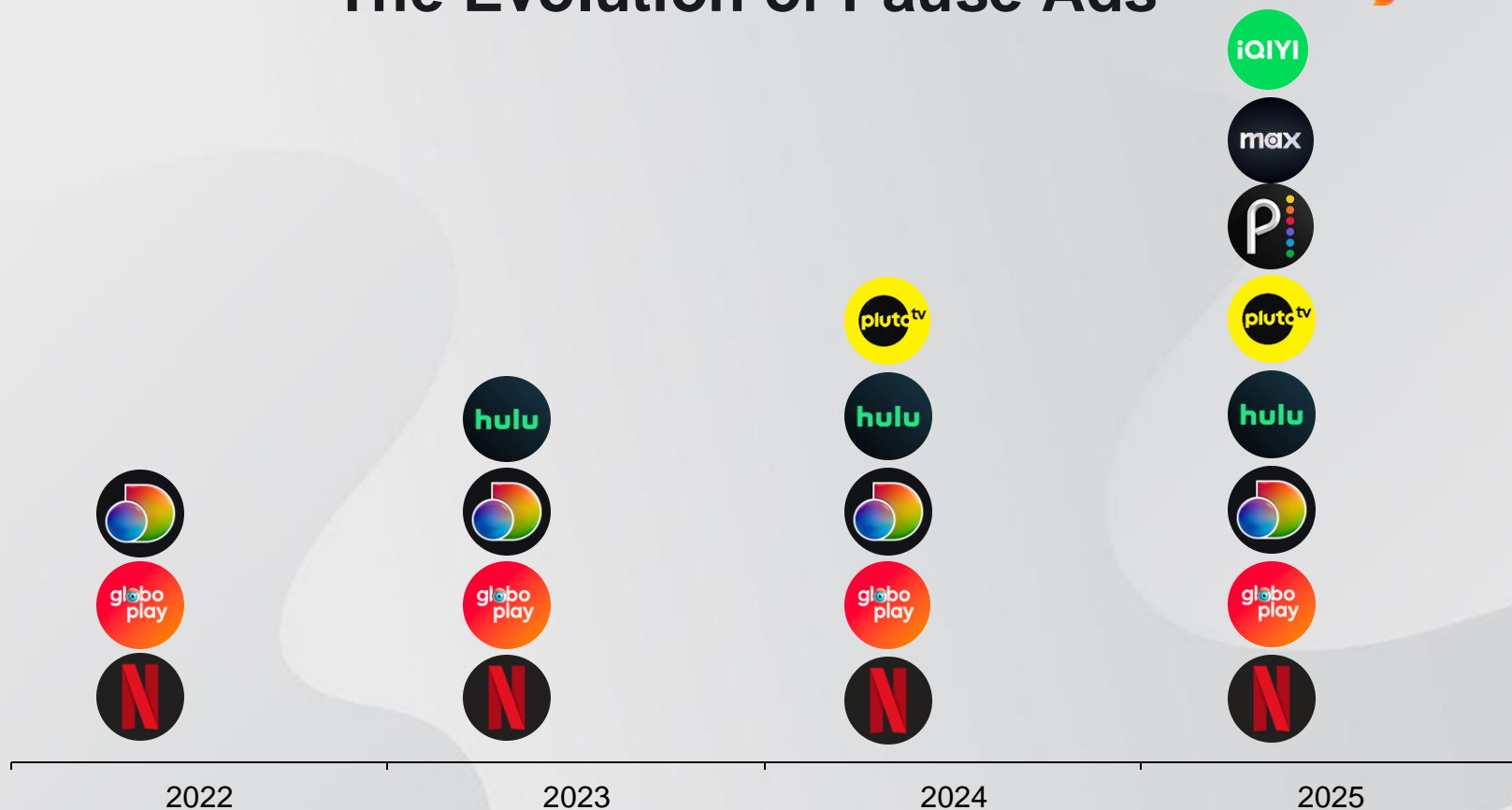
Full Screen with Content Ad

Pause Ads



Small Overlay Ad

The Evolution of Pause Ads



FAST Channels: The New Ad Playground

36%

of platform users watch FAST channels.

44%

increase in the number of FAST channels available.
From 2,357 (2024) to 3,402 (2025).

78%

are channels dedicated to a specific genre.

Ads in FAST



Ads per hour

10 min/hour of ads on FAST vs.
3.4 min/hour on VOD.

Ads are placed during **natural breaks**, following a traditional TV rhythm.



Ad personalization

Ads are now personalized not just by profile, but also by **channel** and **content type**.

Enhances **targeting accuracy** and **advertiser ROI**.



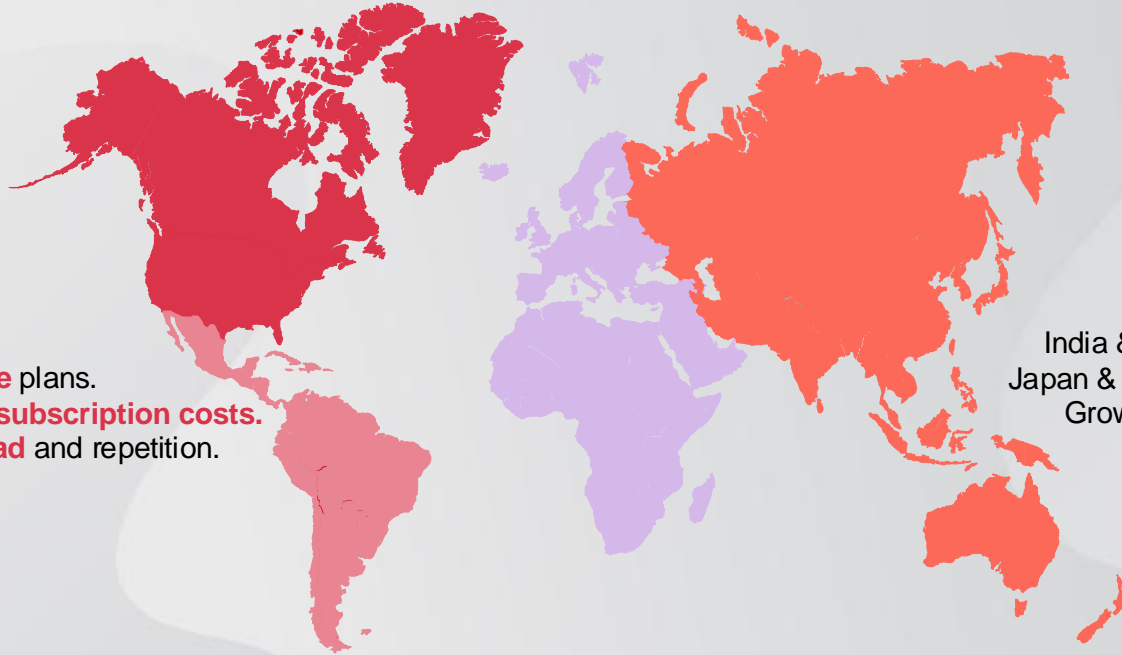
Ad formats

Includes **skippable ads**, **static banners**, **countdown timers**, and **overlays**.

Dynamic ad insertion increases relevance and monetization.

What Do Users Think About Ads?

Ad-supported Subscription



Users still **prefer ad-free** plans.
Growth linked to **rising subscription costs**.
Complaints about **ad load** and repetition.

India & Southeast Asia more open to ads.
Japan & South Korea prefer ad-free content.
Growth **driven by mobile-first** markets.

Ads **widely accepted** if pricing stays low.
Users are used to ads from **traditional TV**.
Localized ads improved engagement.

Ads seen as a fair **trade for lower prices**.
Strong growth, especially in cost-sensitive markets.
Concerns about **privacy** and **repetitive ads**.

Ad-Supported Streaming: From Optional to Essential

Conclusions



Growth

Ad-supported plans are no longer niche — they're a growing driver of reach and revenue across all regions.

User Perception

Users accept ads when value is clear: lower prices and more content.

Ad Innovation

Innovations like pause ads and interactive formats enhance experience.

FAST as a Format

FAST channels offer high ad load with lower friction — ideal for monetization.

What's next?

More ad-supported plans and tiers. More ad-minutes. More contextualized ads to increase CPM.

Thank you!



Where to find us at NAB

Suite #6901 Fontainebleau & West Hall W1275A



Bundling and Distribution Strategies Across FAST, SVOD and AVOD Services

4/7 - 10:15 AM | West Hall W106-W107



Fabric's Exclusive Breakfast Reception

4/8 - 9:00 AM | West Hall Theater 1



Studio



Xytech



Origin



BB Media

Thanks!

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