



## Exploring the Landscape of FAST Channels: An Analysis by the Media Technology Monitor

MTM 18+ | October 12th, 2023

The Media Technology Monitor (MTM) publishes a new report on Canadian's usage of Free Ad-supported Streaming Television (FAST) channels.

In the ever-evolving realm of online video consumption, FAST Channels have emerged as a noteworthy phenomenon. These dynamic platforms provide a continuous stream of content accessible without the requirement of a paid subscription. Similar to a linear TV channel, these platforms offer content on a schedule rather than solely on an on-demand basis. However, it's important to note that FAST channels do not encompass the live streaming offerings of television broadcasters' websites.

Are Canadians embracing the FAST viewing experience?

Highlights of the A Quick Look at Fast Channels report include:

- Free Ad-Supported Streaming TV channels are relatively new to the digital viewing landscapes, but have already captured a sizeable audience. One out of every six online Canadians has tuned in to content via a FAST channel.
- FAST channels are more popular among anglophones than francophones. 18% of anglophones watch FAST channels, compared to 13% of francophones. We also find greater viewing of FAST channels in northern regions, and among diverse populations, notably racialized Canadians.
- One in five FAST channel viewers are getting this content via Roku FAST Channels, as well as Tubi which is at 15% of FAST channel viewers followed by Pluto TV and Samsung TV Plus FAST viewers.

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### About the MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 200,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at [www.mtm-otm.ca](http://www.mtm-otm.ca) or call: 1-855-898-4999.