

The background features a dark blue gradient with abstract geometric shapes. On the left, a large triangle is formed by a vertical orange line and a diagonal orange line. On the right, a large curved shape transitions from orange to blue. The text is centered in the upper right area.

# AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

MDS 302

# Monetize your videos with free ad-supported streaming TV

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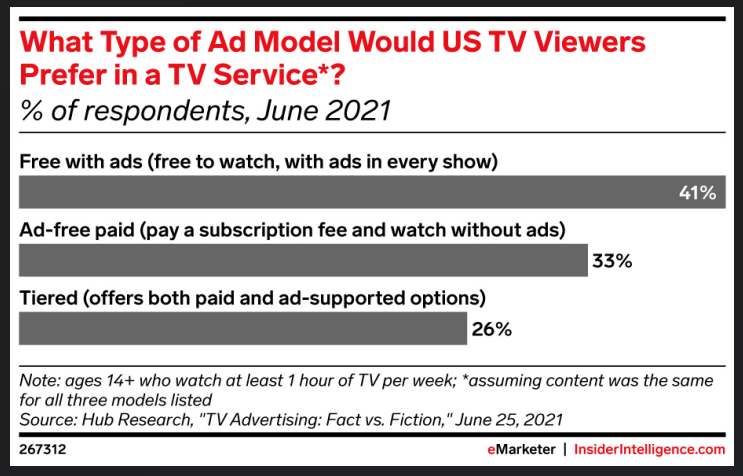
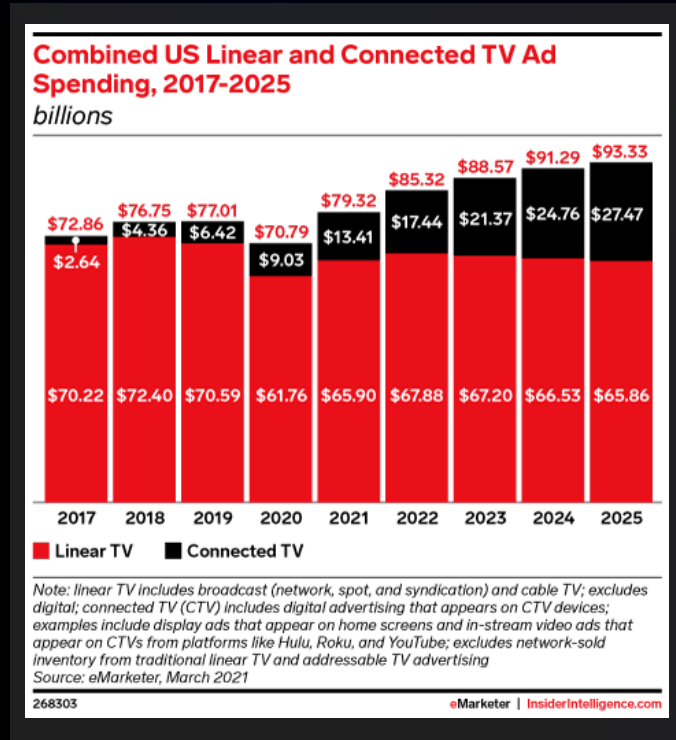


# What is free, ad-supported streaming TV (FAST)

This is a service that mimics the experience of cable television with a “lean-back” linear television experience, a programming grid, and is supported by advertising.

Some examples of FAST services include IMDb TV, Pluto TV, Tubi, the Roku Channel, and Xumo.

# Industry trends



### Types of Over-the-Top (OTT) Streaming Video Services US Adults Use, March 2020 & May 2021

% of respondents

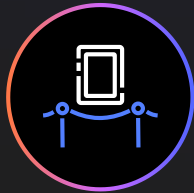
	March 2020	May 2021
Subscription video-on-demand (SVOD)	65%	74%
Ad-supported video-on-demand (AVOD)	51%	46%
Network DTC	29%	43%
Pirated	17%	40%
Virtual multichannel video programming distributor (vMVPD)	22%	29%
Free, ad-supported streaming TV (FAST)	21%	28%
TV Everywhere	21%	14%
Network website/app	16%	9%
MVPD website/app	11%	8%

Note: ages 18+ who watch at least 1 hour of TV content daily; in the past month  
Source: Horowitz Research, "State of Viewing and Streaming 2021," July 15, 2021

268449    eMarketer | InsiderIntelligence.com

Source: eMarketer | InsiderIntelligence.com, 2021

# Key drivers to build a FAST service



## Allow

Content providers to create great programming



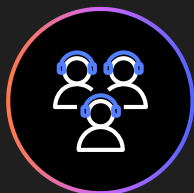
## Schedule

Lean-back programming



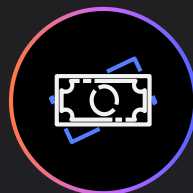
## Drive

Advertising accuracy and revenues



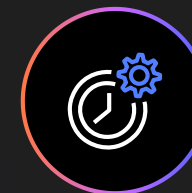
## Meet

Audience where they are



## Monetize

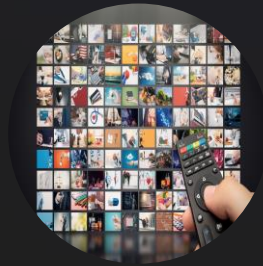
Existing content



## Turn

Subscription alternative into lead service

# Top FAST use cases



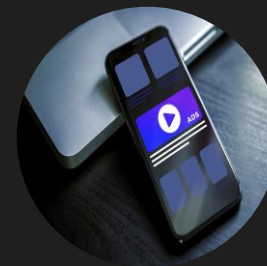
## 24x7 linear channels

Assemble content to play 24x7 mimicking traditional linear TV



## Event based streams

Simulate live event experiences with pre-recorded content



## Ad-supported thematic linear

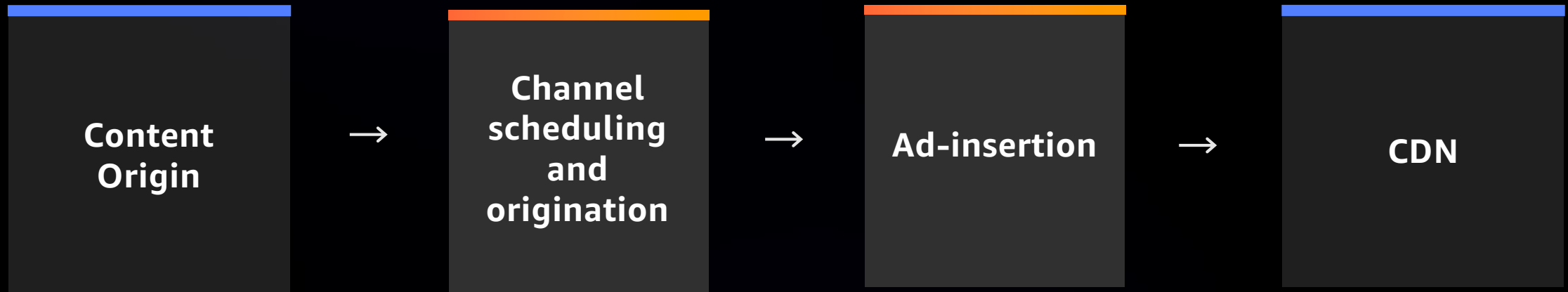
Easily generate net thematic linear streams with ad breaks



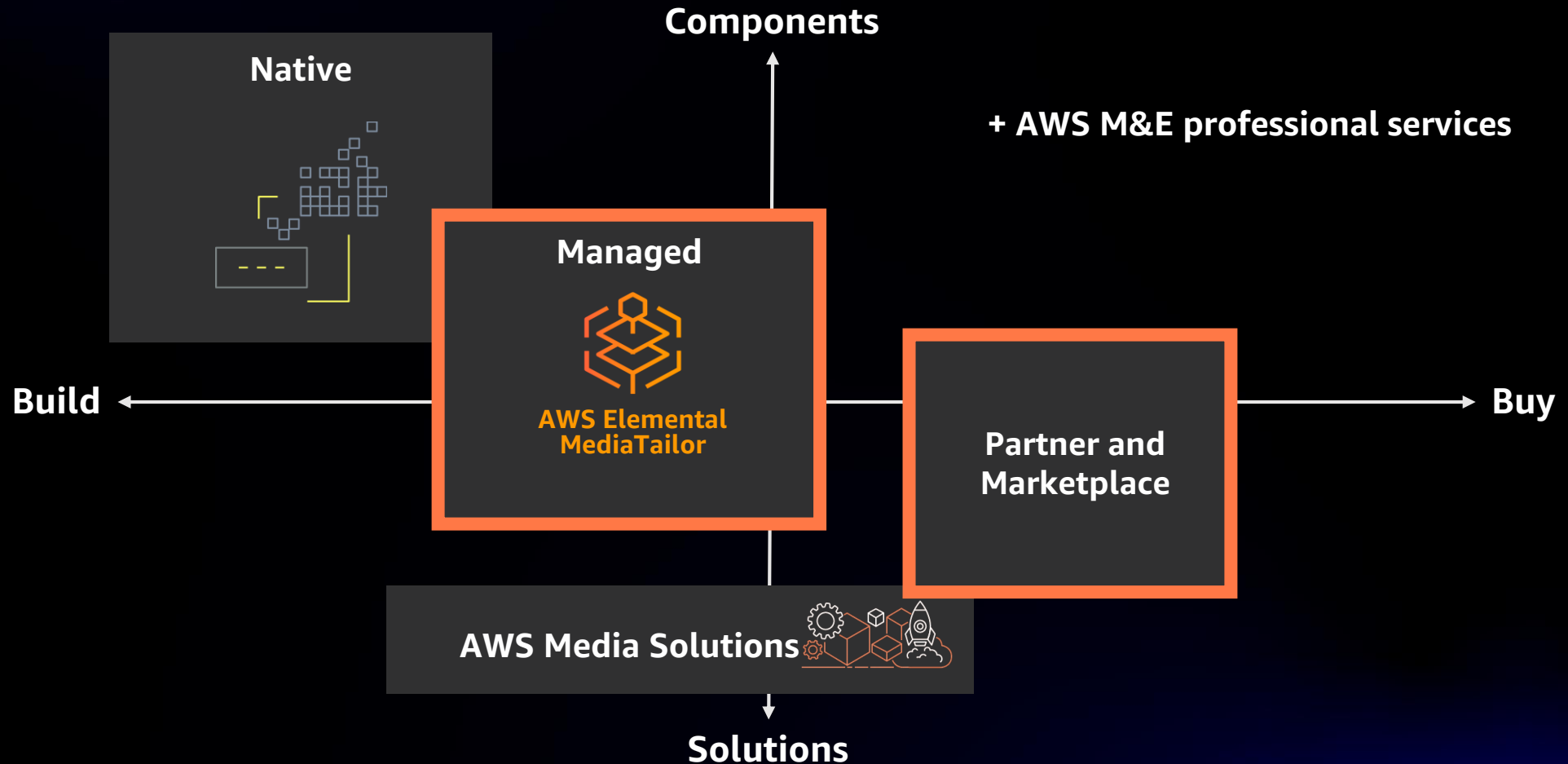
## Pop-up channels

Quickly generate bingeable linear pop-up channels

# How it works



# How to build video workflows on AWS



# Everything you need to thrive in the FAST world



## CREATE

Linear TV Channels

- Ingest
- QC
- Schedule
- Playout
- HLS Packaging



## MANAGE

Linear & VOD Content

- Master control
- Monitoring
- Channel management



## DISTRIBUTE

To OTT Platforms

- VOD
- EPG
- Linear channels
- CDN



## MONETIZE

Through DAI

- DAI integration with platform
- Programmatic Ad sales
- Real-time dashboard

100+

PLATFORMS

500+

CONTENT BRANDS

2,000+

CHANNEL DELIVERIES

25B

AD OPPORTUNITIES

40+

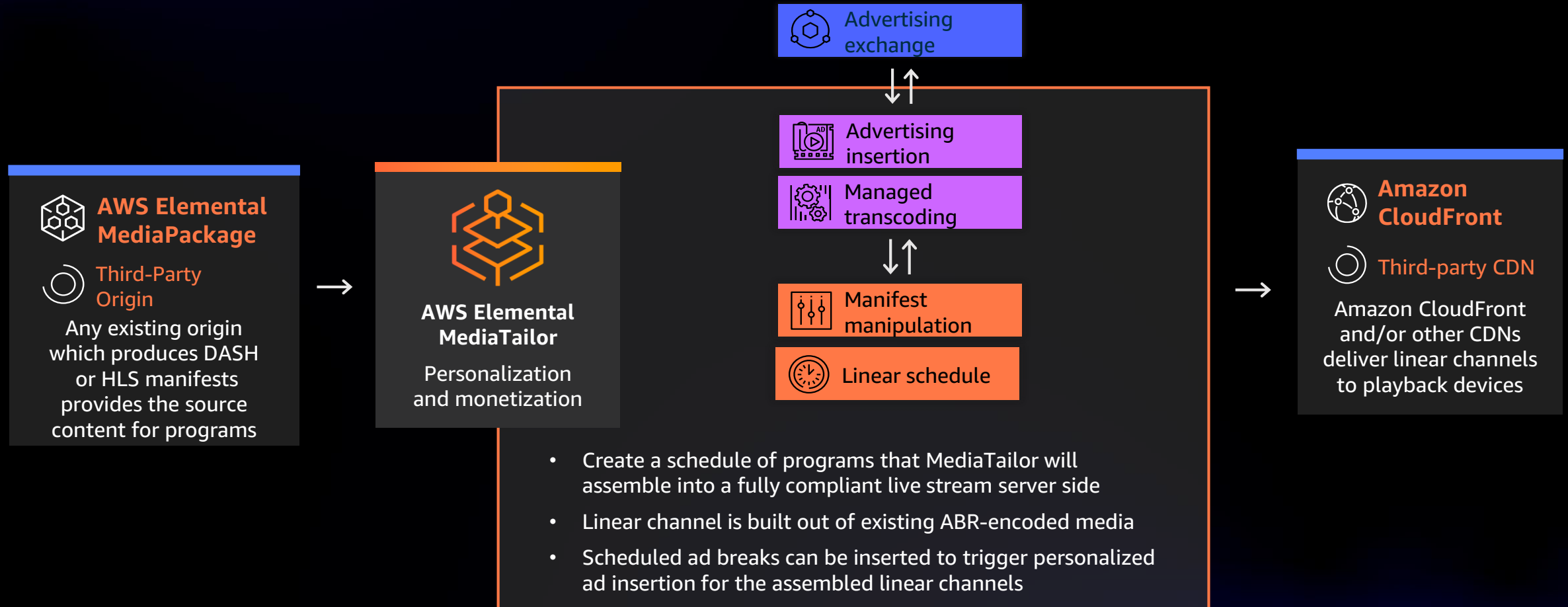
COUNTRIES

SaaS | AWS Marketplace | Fully Managed Services

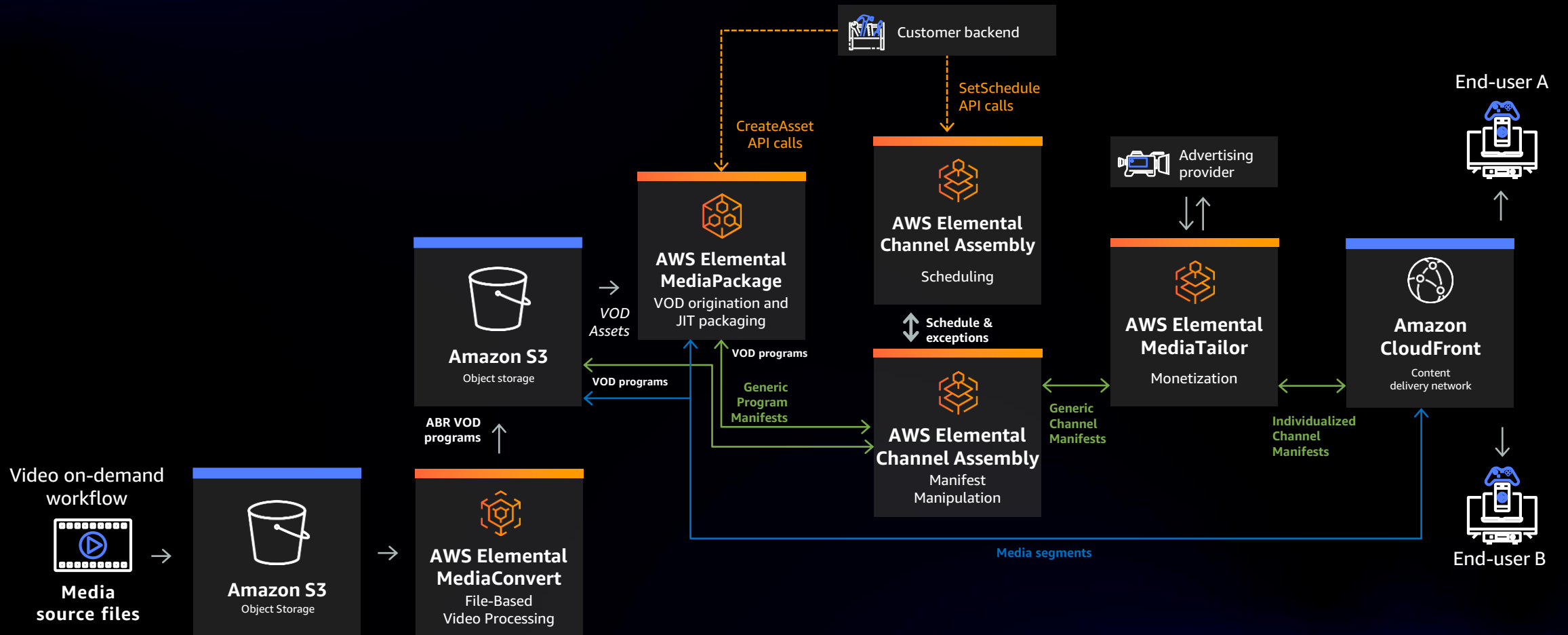


Broadcast Networks | Content Owners | Platforms

# How it works



# Reference architecture

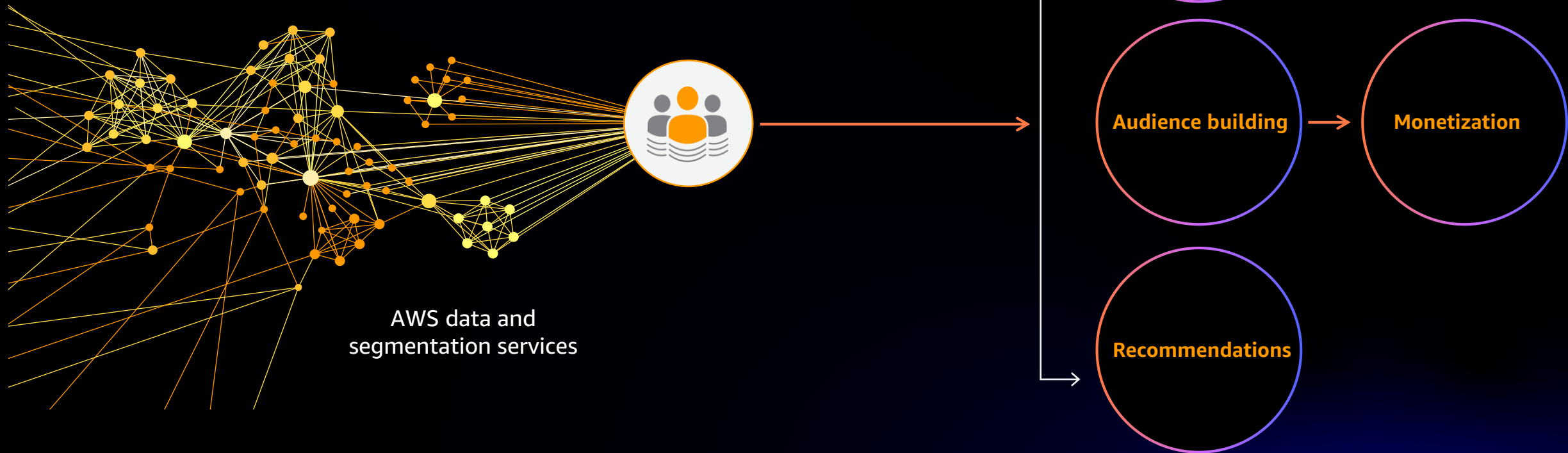


# Personalized automated monetization

## Deliver relevant messages

Connected consumers in particular respond well to ads that align with their interests and purchase history. 61% of connected consumers said they like when brands show them ads based on their interests and 57% said they find it helpful when ads are relevant to them.

Maggie Zhang, head of measurement success at Amazon Advertising



# Seven West Media

**“ Channel Assembly is a landmark development in content delivery in that it allows anyone with a VOD library to get a live channel up and running near-instantly in a cost efficient way, and we’re excited to start using it to start deploying it via MediaTailor alongside our other AWS Media Services. ”**

**Scott Favelle**

Technology Director  
Seven West Media



SEVEN WEST MEDIA



# Channel assembly workshop

<https://channel-assembly.workshop.aws/>

# Thank you!

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