

# STREAMING NOW

CNN NEWSOURCE

## Ready-to-go content. Zero lift required.

Are you growing beyond traditional platforms? Running a FAST channel, D2, or OTT strategy? CNN Newsource is here to help with fresh, plug-and-play content.

### What is Streaming Now?

CNN Newsource Streaming Now is a ready-to-publish video solution designed for local outlets looking to enhance their digital and streaming offerings—without adding to their production load.

- **Content:** News you can use, topical stories, travel, lifestyle, recipes, feel-good features, and more
- **Length:** 12–15 minutes delivered as one full-length segment and as individual clips for easy customization
- **Frequency:** Monday through Friday
- **Format:** Optimized for FAST, OTT, station websites, and social platforms
- **Delivery:** Get it on the Newsource site

### Why It Works for Local News

- **Plug-and-play:** Save hours of curation time
- **Flexible:** Use as a standalone segment or drop clips into your existing rundown
- **Audience-friendly:** Designed to engage digital-first viewers with content that's timely, relevant, and evergreen
- **Revenue-ready:** Supports local ad sales and sponsorships
- **Cross-platform:** Works across FAST, OTT, websites, mobile apps, and even linear

## Use Cases

Use individual clips for social media or web extras

Offer sponsored segments (e.g., “brought to you by...” for travel or recipe content)

Power a FAST channel

Add to an existing channel as a daily feature block

Keep evergreen news you can use fresh on your site

Fill digital-only newscasts with high-quality, low-lift content

Repurpose for weekend recap shows or morning lifestyle blocks



# Free Ad-Supported Streaming Television

If you're not already planning for FAST, you should. In an evolving media landscape, FAST is a billion-dollar industry that's rapidly growing in audience and revenue, reaching young and diverse viewers. In fact, consumers spend an hour and 40 mins per day with FAST.<sup>1</sup>

## FAST at a glance

FAST is television programming that's streamed over the Internet to a smart TV or third-party device like Roku. A quick and easy set-up provides access to hundreds of free linear ad-supported channels. Viewers cannot fast forward, rewind, or restart a show. Viewers cannot skip ads.

## Streaming dominates and is growing!

FAST currently has only a small portion of CTV ad dollars, giving it a lot of headway to capture the shifting ad dollars.<sup>2</sup>

**95%**

growth in viewing hours globally from Q4 2023 to Q4 2024 <sup>3</sup>

**80.8**

**Million**

users projected by 2029 <sup>4</sup>

**68%**

of all ad spend is projected for FAST by 2027 (compared to cable, broadcast, or SVOD services) <sup>5</sup>

## Pros for News Organizations

- |                                 |   |                                |
|---------------------------------|---|--------------------------------|
| • <b>Owned space</b>            | • <b>Promote FAST via linear channels</b> | • <b>New audiences</b>         |
| • <b>Extended live coverage</b> |   | • <b>More audience data</b>    |
| • <b>Existing content works</b> | • <b>More audiences for longer</b>        | • <b>Additional ad revenue</b> |
|                                 | • <b>Expanded footprint</b>               |                                |

## How to get started

First, call CNN NewsSource! Then, understand the landscape. Finally, develop your strategy for content channels, ads, and distribution.

Launching and growing the audience for a FAST channel takes nurturing over time. Get your feet wet, learn what resonates with the audience, and expand what's successful.

**Quick Tip: Deliver a consistent, high-quality viewing experience across platforms.** The high volume of available channels is forcing providers to prioritize quality programming that can deliver ad dollars over quantity.

**Publishers who aren't streaming will miss out on \$5.7 Billion.**

Statista predicted revenue of U.S. FAST market in 2025

1. Xumo study  
2. Nielsen The Gauge, February 2025  
3. Source: Amagi, January 2025  
4. Statista, November 2024  
5. TREV, January 2023