

STREAMING NOW

With CNN Wire

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

What is Streaming Now?

CNN Newssource 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 Newssource site

Why It Works for Regional 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
- **Cross-platform:** Works across FAST, OTT, websites, mobile apps, and even linear
- **Revenue Opportunities:** Potential for sponsorship and ad sales opportunities



Use Cases

Power a **FAST** channel

Add to an existing channel as a daily feature block

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

Use individual clips for social media or web extras

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

Keep evergreen news you can use fresh on your site

Repurpose for weekend recap shows or morning lifestyle blocks

Free Ad-Supported Streaming Television

CNN Wire Newsgathering Partners

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.¹

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.²

95%

growth in viewing hours globally from Q4 2023 to Q4 2024 ³

80.0

Million users projected by 2029 ⁴

68%

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

Pros for News Organizations

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

How to get started

First, call CNN Newsource! 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.

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