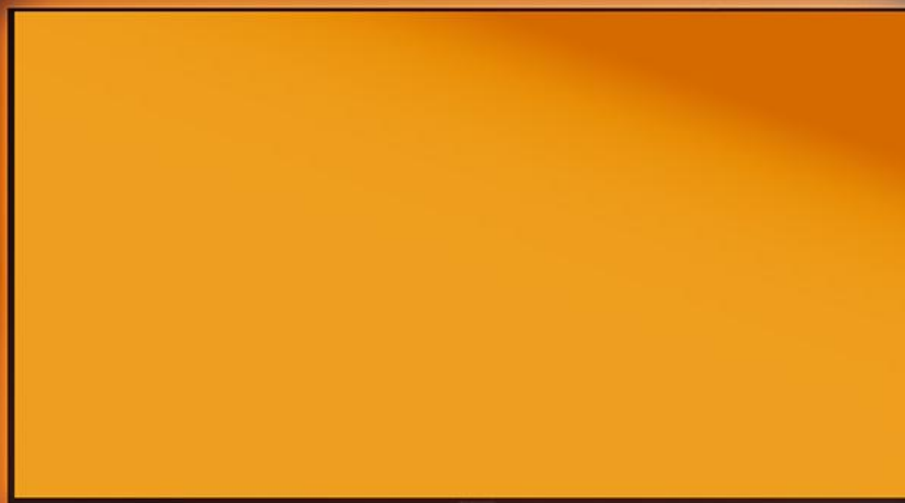


THE TRANSFORMATIVE POWER OF FAST



Saviour of Broadcast News

Free Ad-Supported Television and Canadian News

Presenters: Steve Ilkiw
and Marlene Murphy

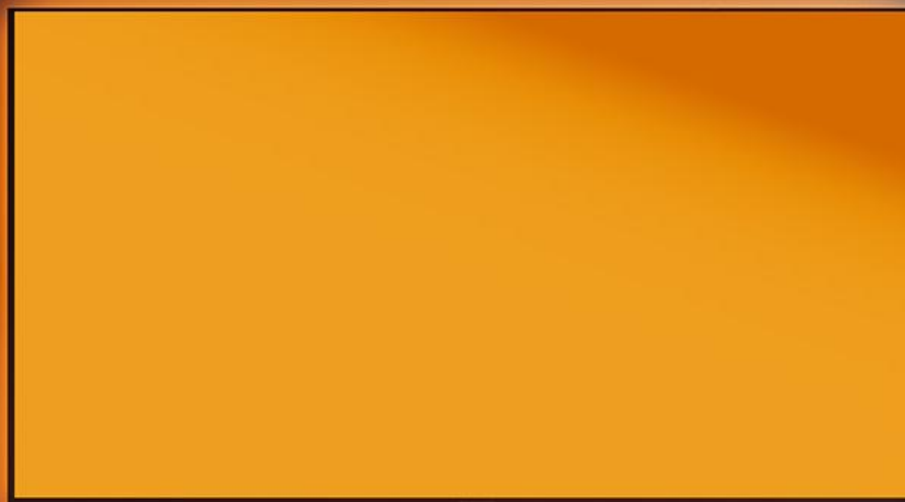
DM@X

CLASSROOM MOMENT

- "Where do you get your news"?
- "Social Media"
- Gen Z Perspective
- Trust and quality are at risk



THE TRANSFORMATIVE POWER OF FAST



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DM@X



Home

News

Support

Subscriptions



WHAT IS *FAST*?

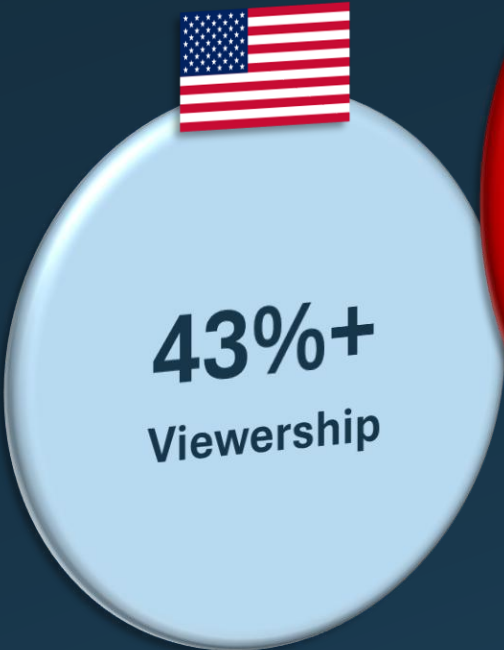


*Free Ad-Supported Television
Streaming content, no subscriptions, ads instead*

▶ Play Now



FAST GROWTH VS REALITY



Between 2024
and 2025

Comscore 2025 State of Streaming
Report | YOY Viewership

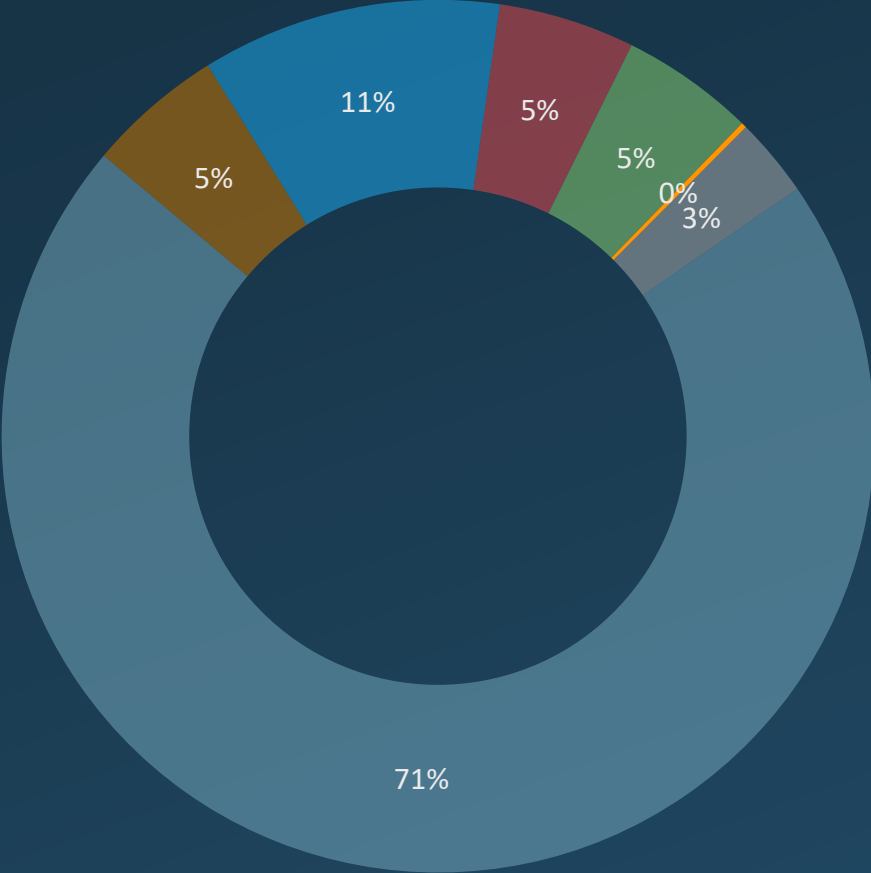


22% fall 2024
41% spring 2025

Media Technology Monitor (MTM) via
Playback "Canadian FAST channel
usage hits new high in 2025."
<http://playbackonline.ca/2025/11/18/canadian-fast-channel-usage-hits-new-high-in-2025/>

SHARE OF TOTAL VIEWING

- TikTok
- Youtube
- Netflix
- Amazon Prime Video
- FAST Channels
- Other
- Linear and BVOD Stations



<https://inspiration.nlogic.ca/en/fast-tv-channels-in-canada>

WHY IS FAST GAINING GROUND?



*Saving money outweighs
the annoyance of terrible
insurance commercials.*

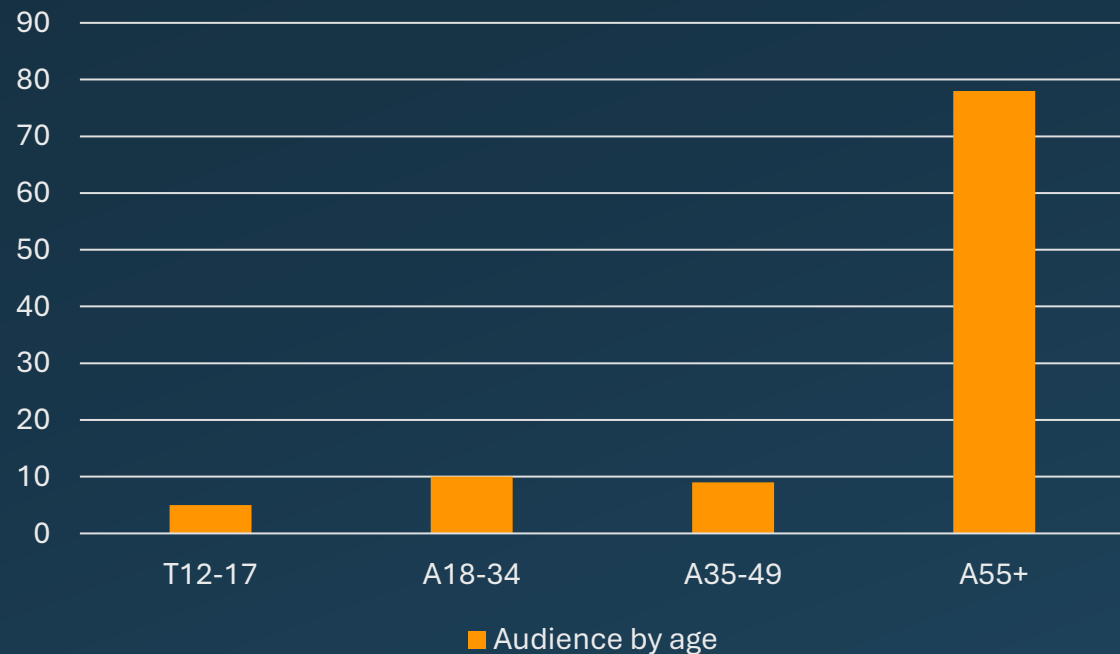


-Brandon Katz, Entertainment Industry Strategist (Parrot Analytics)

THE NEWS AUDIENCE GAP

- 80% of TV news viewers are 55+
- Under-55s are missing from traditional news

Canadian Television Viewership Fall 2023



WHERE YOUNGER AUDIENCES GET NEWS

- Social media as default news source
- Algorithms over editors
- Misinformation risk



THE GIANT IN THE ROOM: YOUTUBE

- 2.7B users
- Largest demographic: 25-34
- Is YouTube a FAST cousin?

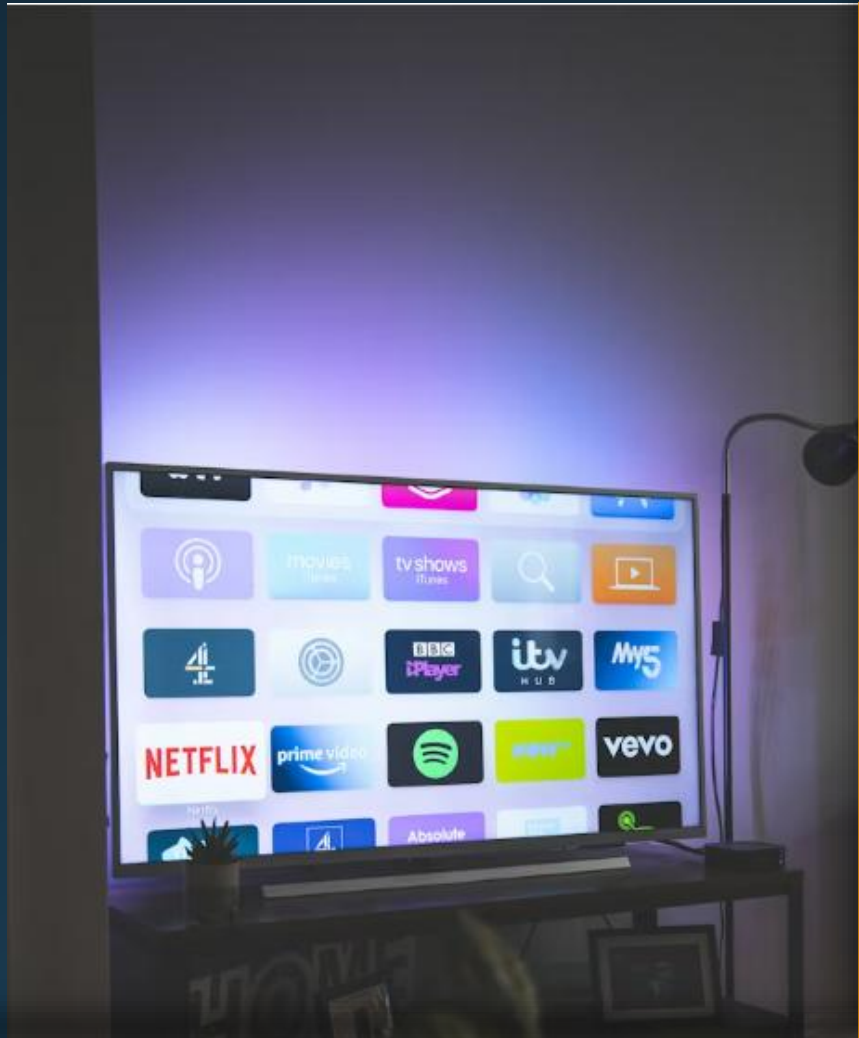


OPPORTUNITIES FOR NEWS ON FAST

- FAST still undefined
- Space to build something distinct



PAID STREAMING COMPLAINTS



FAST DIFFERENCES AND SIMILARITIES



POSSIBLE ROUTES FOR FAST NEWS



- Existing platforms

- Consortium/
co-operative

- Non-profit
co-operative

- Public funding

WHAT CAN MAKE NEWS-CENTRIC FAST DIFFERENT

- Transparency and guardrails:
 - Editorial policies
 - AI labelling
 - Complaints review
 - Better UX



FOCUS ON FAMILIARITY AND TRUST

Choose Algorithms Misinformation Clickbait
Doomscrolling Trolls Conspiracies Bots
Polarization Isolation AI Outrage Ragebait
Panic Simplification **Or Don't.**

Choose News, Not Noise.

 **CBCNEWS**

MORE OF
THE NEWS
YOU TRUST


NEWS

FAST AND THE FUTURE



Source: <https://lyntec.com/case-studies-white-papers/why-proper-power-control-matters/>