



FREE AD-SUPPORTED STREAMING TV

FAST is now a *must-have* for Connected TV.

More than half of CTV viewers now stream free, ad-supported TV. Make it a core part of your CTV strategy and make it work harder with Cadent.

54%

of CTV users stream FAST, on track to overtake pay TV viewing by 2029

131.4M

US viewers in 2026, nearly 39% of the US population

+16%

daily viewing hours per FAST household, year over year

35–64

adults increasingly turning to FAST, including all of Gen X, today's top spenders

Sources: EMARKETER, US FAST viewer and time-spent forecasts, 2026; Wurl, The State of FAST, 2025.

Why FAST belongs in every Performance CTV plan

Efficient reach

Efficient CPMs extend reach and frequency without inflating cost per outcome.

Incremental audiences

Reach the viewers your SVOD and linear buys are missing.

Full-screen attention

Your ad runs full screen in premium, lean-back viewing environments.

REACH EVERY GENRE

Sports

News

Comedy

Drama

Holiday

Family-friendly

How Cadent makes FAST perform harder



100% publisher-direct

Transparent, fraud-free supply with no duplicated paths, so every dollar works harder.



Predictive performance

Forecast campaign outcomes before you bid to cut waste.



Normalized metadata

Know exactly what you're buying, for sharper targeting and optimization.



End-to-end measurement

Tie FAST to results across CTV and the total video universe.

Put FAST to work in your next Performance CTV campaign. Contact us to learn more: www.cadent.com