

Are you a YouTuber? FAST is the next place to be

Fortunes have been made, seemingly overnight on YouTube!

If you're a YouTube creator and are feeling Super these days, there are many more growth avenues for you to explore.

01

What's FAST?

Free ad-supported TV is the next frontier in content consumption, with seamless advertising and the opportunity to tap into whole new audience segments.

02

Wait, how does that work?

FAST makes it easier for more people to experience content without a subscription fee but with a smaller ad load. Targeted ads and new ad formats enable better ad revenues.

03

Cool, but why am I moving away from YouTube?

You aren't, that's the fun bit! Once you achieve critical mass on YouTube, you want to take your content to more people. Do it easily by creating & distributing linear channels across 50+ or more platforms.

04

But is this a good time to make the move?

As a concept, FAST is taking off big time, and this is the best time to jump in. Consider these:

- ▶ Are we ready for greater revenues?
- ▶ Do we believe that our content deserves to be discovered by more people?
- ▶ Are we willing to go through a mindset shift to cater to a new platform?

If you answered 'yes' to any of these questions, FAST is perfect for you!

How do I get started?

Talk to us! Amagi allows you to focus on what you do best - creating content - and brings in the tech muscle to support a seamless FAST transition.

Ready to thrive with Amagi?

Reach us at cloudandme@amagi.com