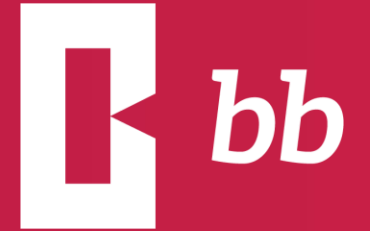


BB MEDIA



FAST

Expectations

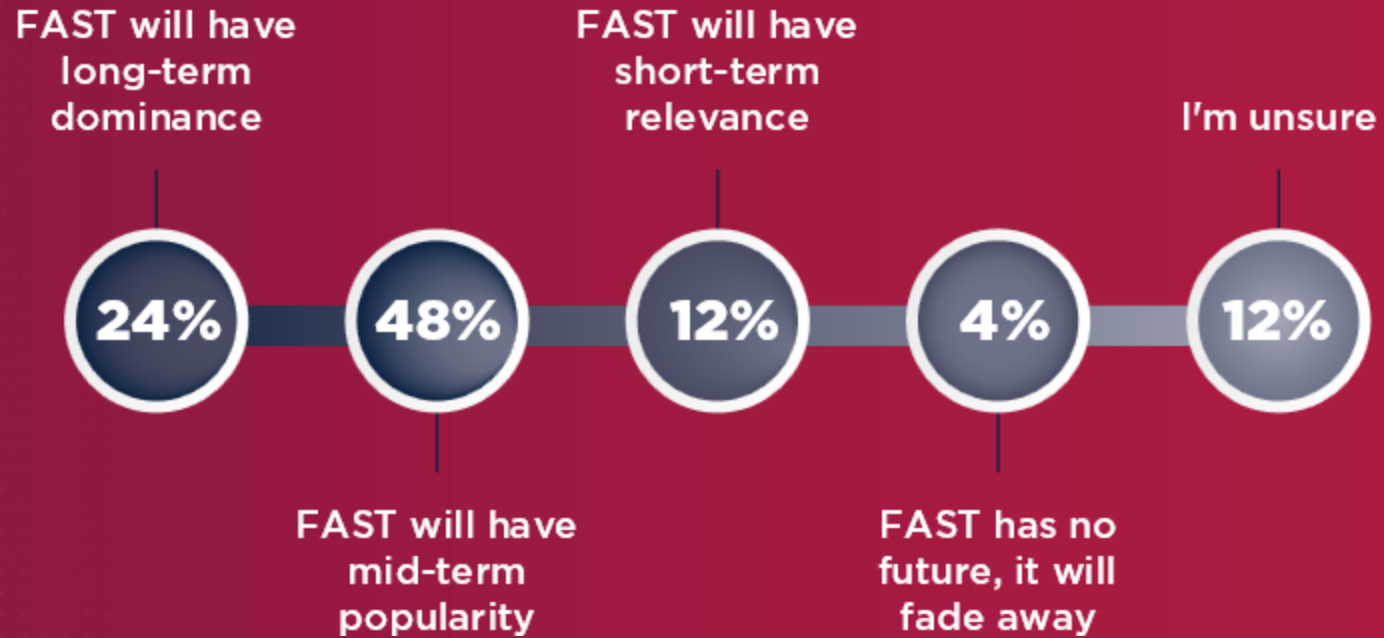
vs Reality



GLOBAL OVERVIEW



Opinion on the future of FAST

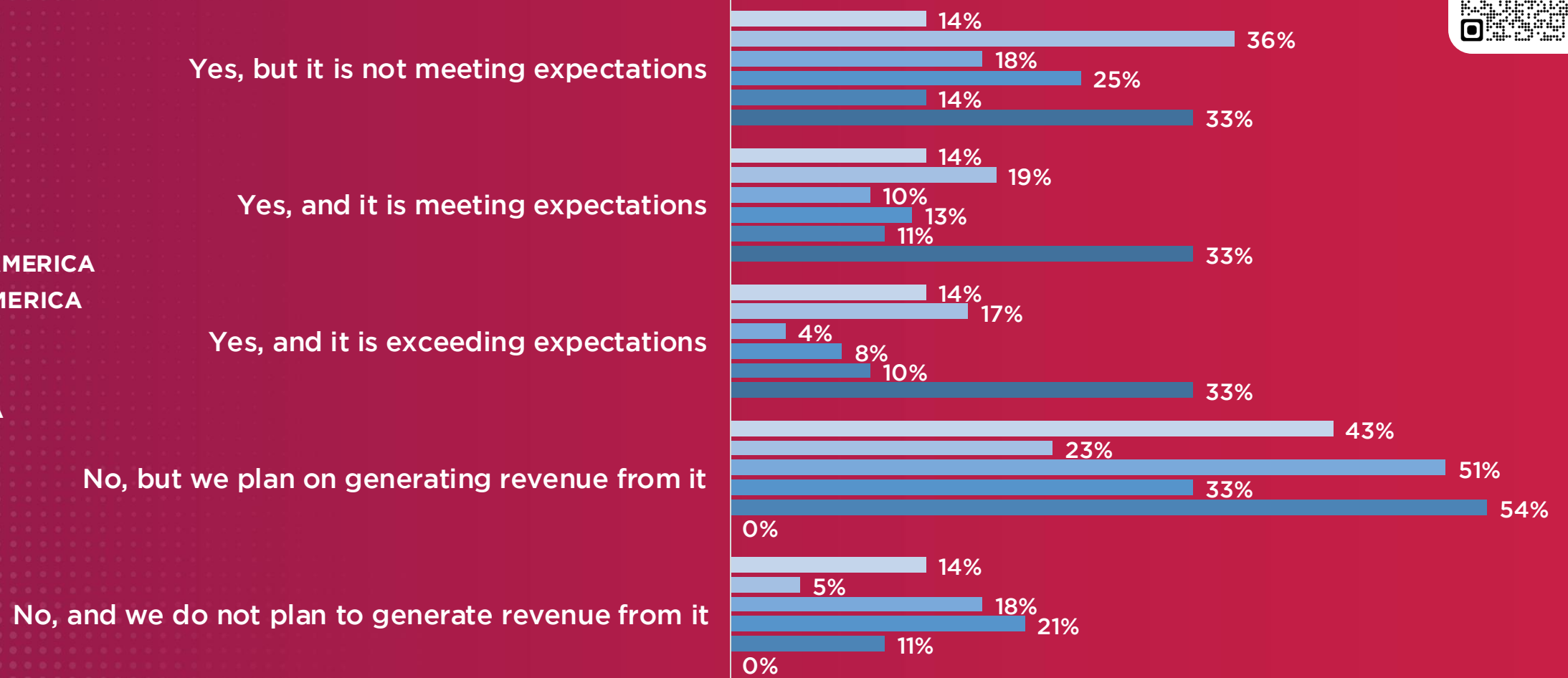


GLOBAL OVERVIEW

Is your company generating revenue from FAST?

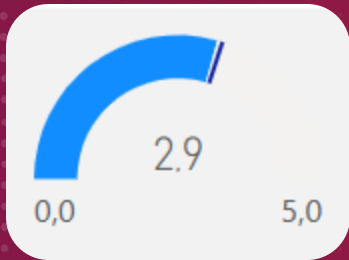


- MENA
- NORTH AMERICA
- LATIN AMERICA
- EUROPE
- ASIA
- OCEANIA

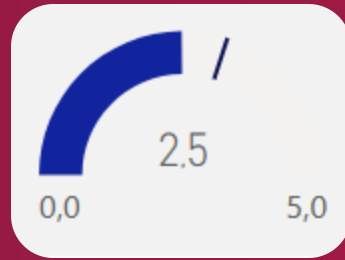


| FAST EXPECTATIONS VS REALITY

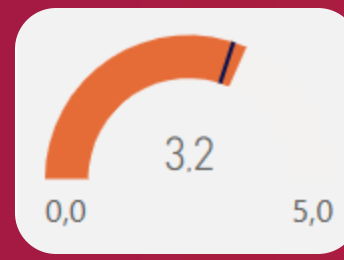
FAST will evolve to later have paid business models (no ads, fewer ads)



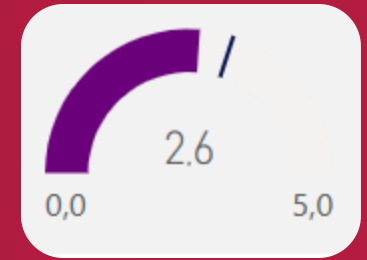
Pay TV should abandon its current business model and become FAST Streaming Services.



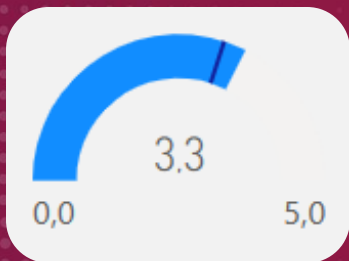
Every linear channel (Broadcast channels, Pay TV channels) should launch its FAST version



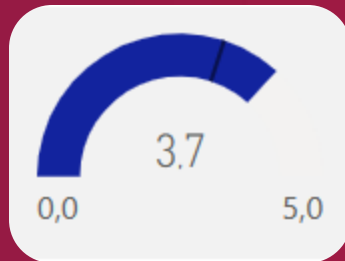
Media Agencies and Advertisers already understand what FAST is



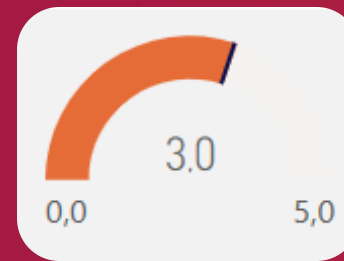
FAST will evolve to paid models with premium content (specific channels / occasional content)



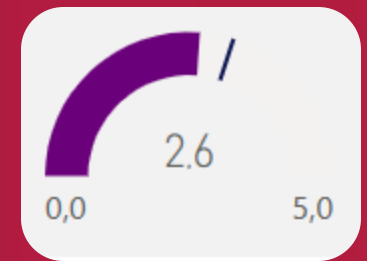
Pay TV should remain as it is and complement with FAST services



Every content distributor should launch FAST channels



Media Agencies and Advertisers already include FAST in their media planning

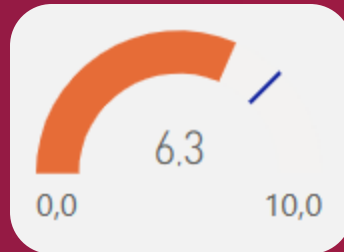


MENA

How invested is your company on FAST today?



How invested will it be in the next 2 years?



REST OF THE WORLD

How invested is your company on FAST today?



How invested will it be in the next 2 years?

