

# How long should FAST ad breaks be?

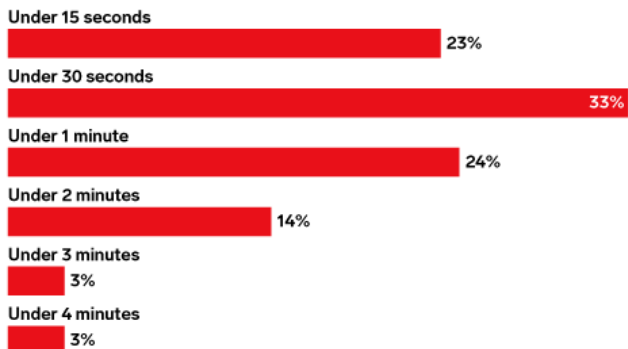
Article



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## How Short Ad Breaks Need to Be for US Adults to Watch a Free Streaming Service, Aug 2023

% of respondents



Note: ages 18+

Source: ViewNexa, "How to Follow the Audience," Oct 4, 2023

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Insider Intelligence | eMarketer

**Key stat:** 56% of US adults think ad breaks on free-ad supported streaming TV (FAST) services should be under 30 seconds, according to an August 2023 ViewNexa survey.

### Beyond the chart:

- Nearly 40% of US digital video viewers will be FAST viewers in 2024, according to our forecast.
- To save money, 29% of US households with internet are canceling their video streaming subscription services, per a Parks Associates study.
- According to the same ViewNexa survey, 65% of US consumers say **two or three ad breaks per hour** are acceptable for FASTs.

### Use this chart:

- Strategize optimal FAST ad inventory.
- Focus ad-buying strategy on FASTs.

### More like this:

- **How are CTV ads bought and sold?**
- **Consumer attention and ad spend are mismatched. Where does that leave advertisers?**
- **YouTube TV subscribers jumped nearly 50% in a year thanks to Sunday Ticket**

- **Amazon, Walmart turn to shoppable TV ads to shorten the path to purchase**

*Note: Respondents were asked "How short would ad breaks need to be in order for you to watch a free streaming service?"*

*Methodology: Data is from the October 2023 ViewNexa report "How to Follow the Audience." 1,000 US consumers ages 18+ were surveyed online during August 2023 by Sapio Research.*