

# How many ad breaks are acceptable from FASTs?

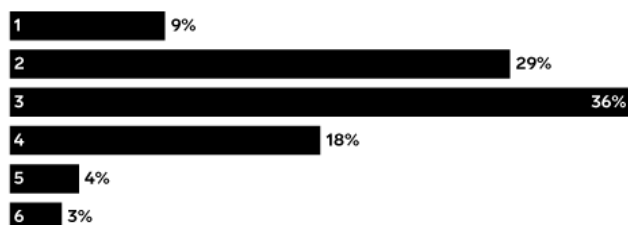
Article



For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

## Number of Ad Breaks That Is Acceptable for a One Hour Long Program on a Free Streaming Video Service According to US Adults, Aug 2023

% of respondents



Note: ages 18+; numbers may not add up to 100% due to rounding  
Source: ViewNexa, "How to Follow the Audience," Oct 4, 2023

283512

Insider Intelligence | eMarketer

**Key stat:** The majority (65%) of US consumers say that two or three ad breaks per 1 hour of free ad-supported streaming TV (FAST) are acceptable, according to a ViewNexa survey.

### Beyond the chart:

- The same survey showed 33% of respondents think ad breaks should be under 30 seconds and 23% think they should be under 15 seconds.
- As of this year, more than 100 million people in the US are FAST viewers, with The Roku Channel being the most popular platform, according to our forecast.
- As FASTs become more popular and connected TV ad spend rises, viewers could grow fatigued with an overwhelming number of ads.

### Use this chart:

- Evaluate optimal ad loads.
- Assess viewer comfort with FASTs.

### More like this:

- [Sizing up Netflix's, YouTube's, and Amazon's streaming viewing and advertising](#)
- [Strategies for getting the most out of CTV advertising, from Warner Bros. Discovery, Tubi, and more](#)
- [See which platforms are canceling shows at the highest rate](#)
- [What does the narrowing range of streaming service CPMs mean for advertisers?](#)

*Note: Respondents were asked "How many ad breaks do you think is acceptable for a one-hour long program on 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.*