**AVOD Gains Steam, Morphing Into "FAST"**

Media companies are enjoying increases in viewership for their free ad-supported TV platforms -- known as "FAST" -- that are emerging from ad-supported video-on-demand formats that still require a monthly fee. Xumo claimed in January it had more than doubled average monthly viewers to 24 million since Comcast acquired the FAST.

***Media Play News 4/26/21***

[*https://www.mediaplaynews.com/avod-on-the-fast-track/*](https://www.mediaplaynews.com/avod-on-the-fast-track/)

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