

Where Holiday Magic Meets Media Intelligence

FAST audiences are streaming more than ever — shopping, celebrating, and discovering new brands in real time. This season, **Anoki helps advertisers connect contextually with every moment that moves consumers.**



Holiday FAST viewing is exploding

45%

of U.S. internet households now watch FAST services¹

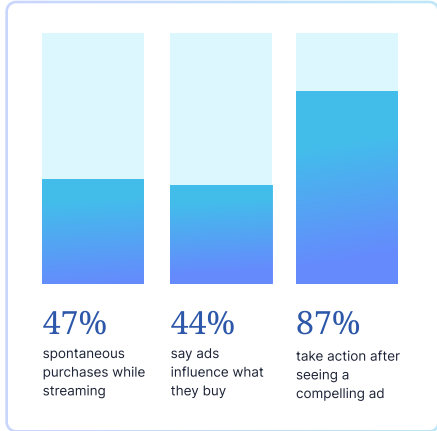
43%

YoY growth in FAST viewing hours (Aug 2024 → Aug 2025)²

71%

of viewers shop online while streaming video content³

The advertiser advantage



Audience Behaviors That Matter

Holiday streaming is no longer just about entertainment — it's about **commerce, context, and connection.**

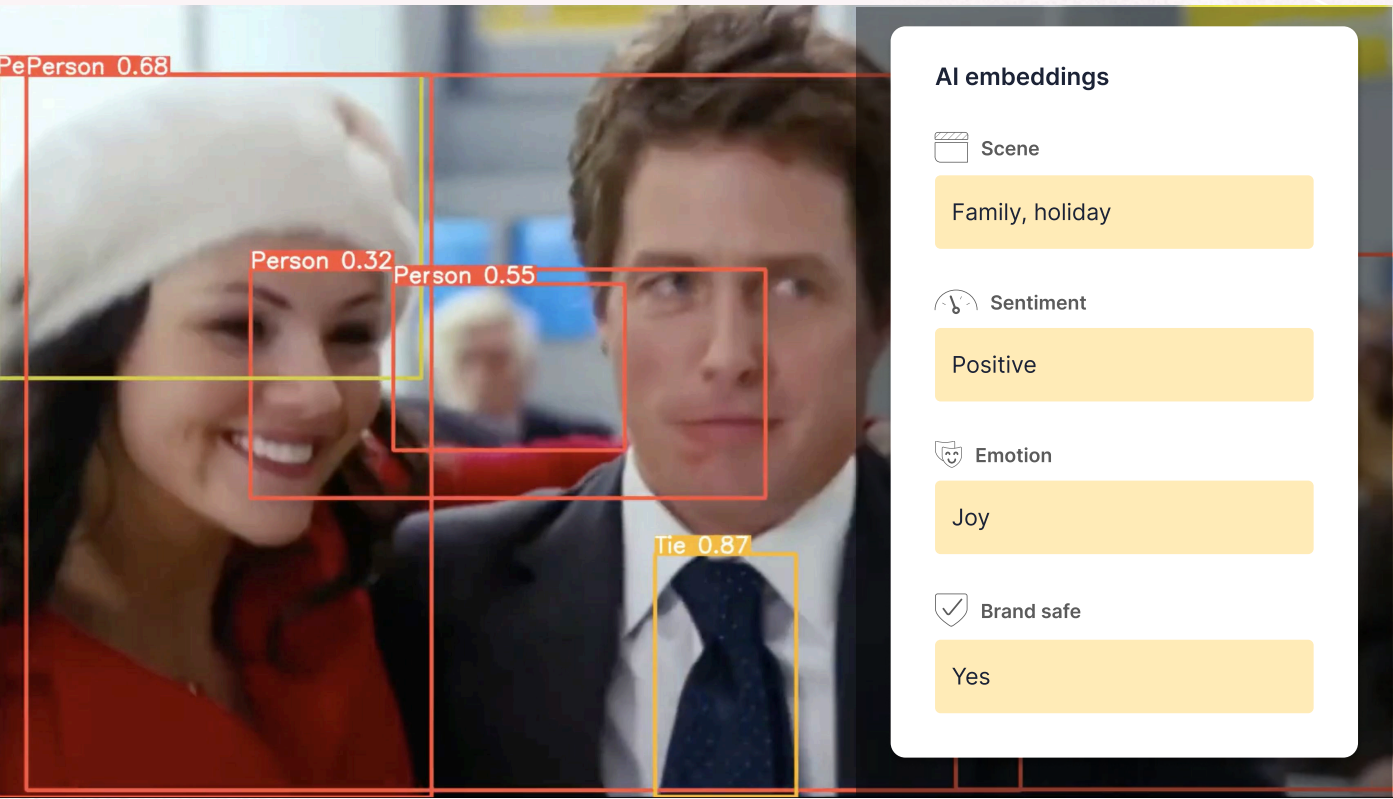
Audiences are:

Lean-back and family-focused — viewing together in premium FAST environments

Highly engaged — **47%** report spontaneous purchases while streaming

Responsive — **44%** say ads influence what they buy; **87%** take action after seeing a compelling streaming ad

Make every frame count



Anoki Context IQ and Scene-Level Intelligence lets advertisers go beyond genre or keyword targeting to reach consumers at the exact moment of emotional impact.

Anoki Delivers:

Scene-Level Contextual Targeting — align creative with precise visual, audio, and emotional cues

Real-Time Activation — optimize against what's actually on-screen, not just metadata

Brand Safety & Suitability Controls — powered by multimodal AI analyzing 16 signals per frame

Transparency by Design — every impression traceable to the moment it aired

Align your message with holiday moments audiences love most.



Scene

Home Alone — Kevin decorating house / using gadgets



Context Type

Creativity, independence, tech-savvy



Brand Fit Example

Smart home, electronics, telecom

National Lampoon's Christmas Vacation — family dinner chaos

Humor, family realism

Grocery, insurance, QSR

Hallmark movie moment — couple under twinkle lights

Sentimental, romantic, wholesome

Jewelry, beverage, home décor

It's a Wonderful Life — community celebration

Gratitude, community, legacy

Financial services, insurance, philanthropic campaigns

Sources:

¹Parks Associates (Oct 2025)

²Comscore State of Streaming (2025)

³Tubi x Harris Poll Retail & Holiday Study (Sep 2025); Internal Anoki Context IQ Metrics

This holiday season, activate smarter. Activate with Anoki.

Contact us at info@anoki.ai

Learn more at anoki.ai

