

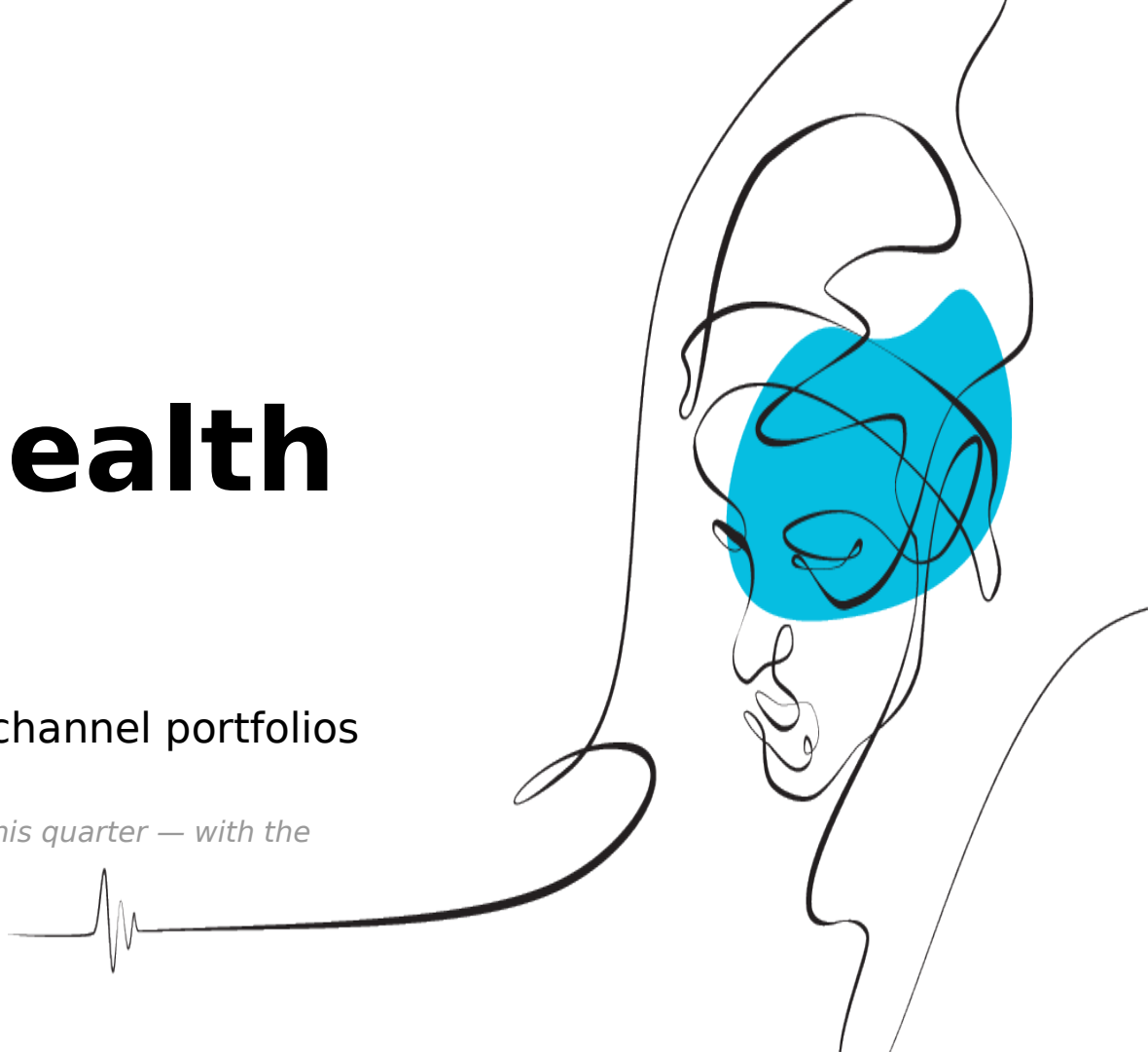
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BROADCAST
DECISIONS

Channel Health Console

The decisioning layer for FAST channel portfolios

Which channels to keep, reformat, or delist this quarter — with the projected revenue impact of every move.



THE FAST DECISIONING VACUUM

Ad-supported streaming has become a \$12B+ category with sophisticated delivery infrastructure — but no decisioning layer.

FAST platforms now run 200–600 channels each. Inventory has grown faster than advertiser demand. CPMs are mathematically diluting toward the programmatic floor. Every operator runs portfolio-level decisions — keep, reformat, delist, reschedule — on intuition and quarterly review meetings, in spreadsheets.

\$12B+

**GLOBAL AVOD/FAST
CATEGORY**

And growing 25%+ year on year

200–600

CHANNELS PER PLATFORM

Industry consensus: ~400
sustainable

~80

**ZOMBIE CHANNELS PER
PLATFORM**

Mathematically dragging blended
CPM

\$6

**CPM PROGRAMMATIC
FLOOR**

Below this, RoN buys collapse

WHERE SINGULA PLAYS

The **FAST** stack already has tools for building, reporting and ad-serving. The fourth lane — daily portfolio decisioning — is empty.

01

WORKFLOW

Build and run channels

Amagi · Wurl · Mediagenix
View TV · FAST Channels TV

02

REPORTING

See what happened

Whip Media · Vitrina
Gracenote · Wurl Analytics

03

AD-TECH

Deliver the ads

FreeWheel · Magnite
Google Ad Manager · Imagine

04

DECISIONING

Tell you what to do today

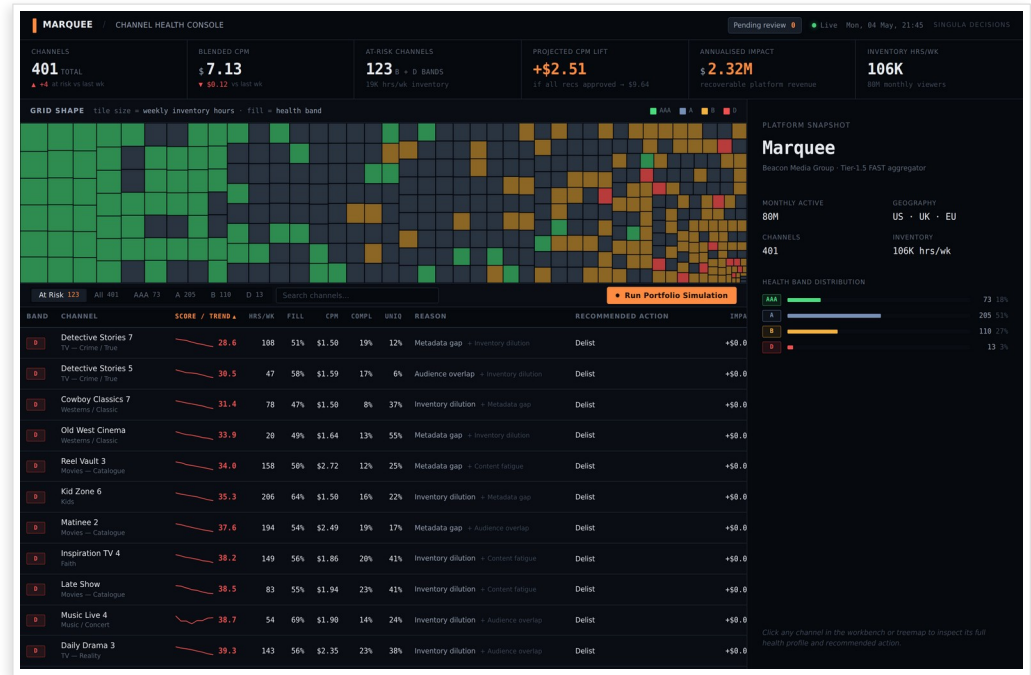
Channel Health Console
by Singula Decisions

INTRODUCING THE CHANNEL HEALTH CONSOLE

The promise

Your platform has 400 channels. About 80 of them are mathematically dragging your CPM.

Here they are by name. Here's what's wrong with each. Here's what we should do about each — with the projected revenue impact of every move.



THE CHANNEL HEALTH SCORE

A composite score (0-100, banded AAA · A · B · D) blending five dimensions. Transparent weights. Defensible to a CRO.

THE FIVE DIMENSIONS

Yield  **35%**

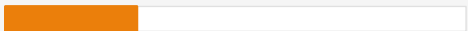
Organic CPM, fill rate, pricing power

Engagement  **25%**

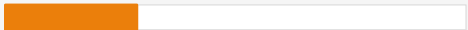
Completion, session length, return rate

Audience  **20%**

Uniqueness, advertiser-suitability

Operational  **10%**

Metadata, refresh cadence, technical

Trajectory  **10%**

Week-on-week and quarter trend

FOUR BANDS · FOUR DEFAULT ACTIONS

AAA

85-100

INVEST · PROMOTE

Top of grid; deserves more EPG real estate

A

65-84

MONITOR

Healthy; no action required this week

B

40-64

ACTION RECOMMENDED

Reformat, reschedule, renegotiate

D

0-39

DELIST CANDIDATE

Mathematically dragging blended CPM

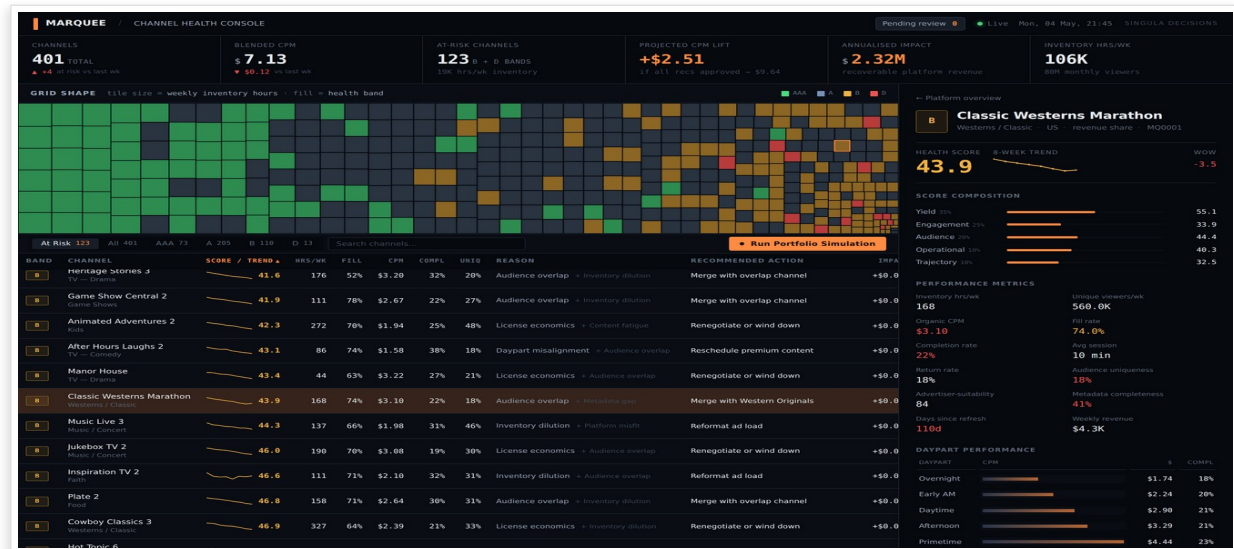
FROM DIAGNOSIS TO ACTION

Each at-risk channel is automatically classified into one of eight reason categories. Each maps to a specific recommended action — the Decision Moments of the channel grid.

PREDICTED REASON	→	RECOMMENDED ACTION
Inventory dilution	→	Reformat ad load (reduce to 9 min/hr; higher-CPM pods)
Audience overlap	→	Merge with overlap channel; consolidate library
Content fatigue	→	Refresh library or wind down
Daypart misalignment	→	Reschedule premium content into higher-yield slots
Brand-safety drag	→	Metadata-tag scrub or content reformat
Metadata gap	→	Metadata enrichment for discoverability
Platform misfit	→	De-distribute on misfit platform; keep on better-fit
License economics	→	Renegotiate carriage terms or wind down

ONE CHANNEL · FULL STORY

Click any channel for the complete diagnosis: score composition, performance metrics, daypart heatmap, audience overlaps, cross-platform performance and the recommended action.



EXAMPLE

Classic Westerns Marathon

Top-line viewing hours look healthy — 280K hrs/week. The detail is the problem:

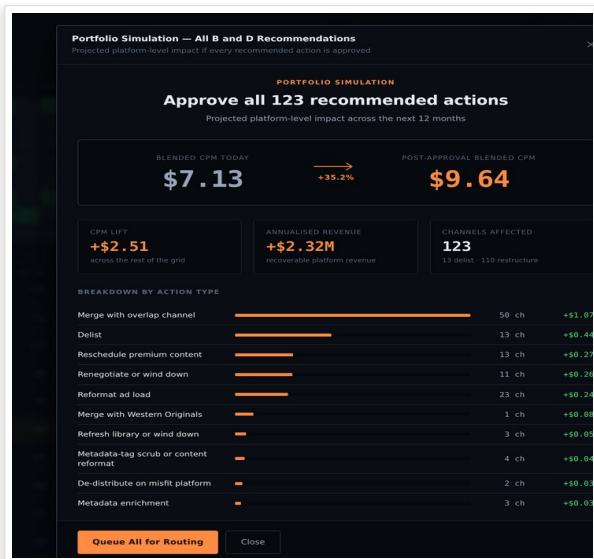
CPM **\$3.10**
 Completion **22%**
 Audience uniq **18%**
 Metadata **41%**

Recommended: Merge with Western Originals (89% audience overlap). Projected CPM impact +\$0.08.



PORTFOLIO SIMULATION

The CFO-facing view: project the platform-level impact of every recommended action, before committing.



THE WOW MOMENT

+\$2.51

Blended CPM lift \$7.13 → \$9.64

+\$2.32M

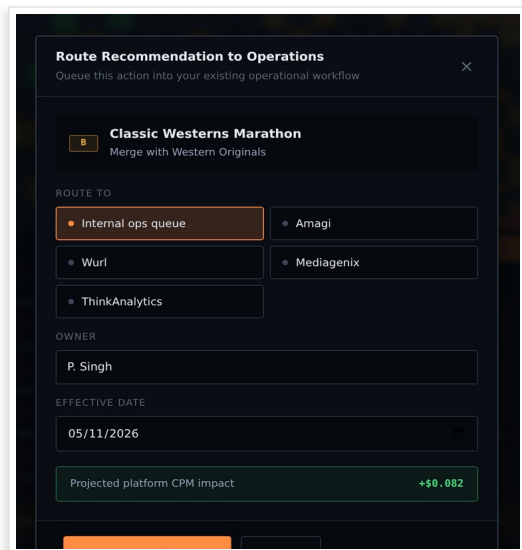
Annualised platform revenue, recoverable from the same advertiser demand.

123 channels affected — 13 delist, 110 restructure

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WE SIT ON TOP OF YOUR STACK

The Channel Health Console doesn't replace Amagi, Wurl, Mediagenix, ThinkAnalytics or your ad-tech. It sits alongside, ingests their data, and produces decisioning outputs that flow back into your existing operations workflow.



THE WEDGE

The Console at a glance:

- **Ingests** from your existing payout, scheduling, ad-tech and analytics stack
- **Decides** daily — health scores, predicted reasons, recommended actions per channel
- **Routes** approved actions back into your operational workflow (Amagi, Wurl, Mediagenix, ThinkAnalytics, internal queue)
- **Measures** outcomes against your platform CPM and ad-revenue baselines

PILOT PATH

Weeks not quarters. The wedge product runs alongside your existing stack with minimal integration overhead.

WEEKS 0-4

PILOT

Ingest 90 days of channel performance data. Deliver first weekly Health Score readout and at-risk register.

First defensible delist list

WEEKS 5-12

PROOF

Full Portfolio Simulation. Action queue routing into your operations workflow. CPM uplift measurement against control.

First measured CPM uplift

WEEKS 13+

PRODUCTION

Integrated weekly grid review. Ongoing decisioning across the full channel portfolio. Quarterly portfolio rebalancing.

Standing decisioning layer

SUCCESS METRICS

Blended CPM uplift · Channels delisted · Recoverable platform revenue · Action throughput

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FROM SINGULA DECISIONS

The same Decision Moments framework, applied to a new asset.

Singula has built portfolio decisioning across pay-TV subscriber lifecycles (INSIGHT) and membership organisations. The Channel Health Console extends the same architecture — detect lifecycle moment, recommend action, measure outcome — to the FAST channel grid.

DECISION MOMENTS™

Detect the state. Recommend the action. Measure the outcome. The pattern that powers every Singula tool.

GET IN TOUCH

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*Live demo of the Channel Health Console available
— runs in any browser, ~60 seconds end to end.*