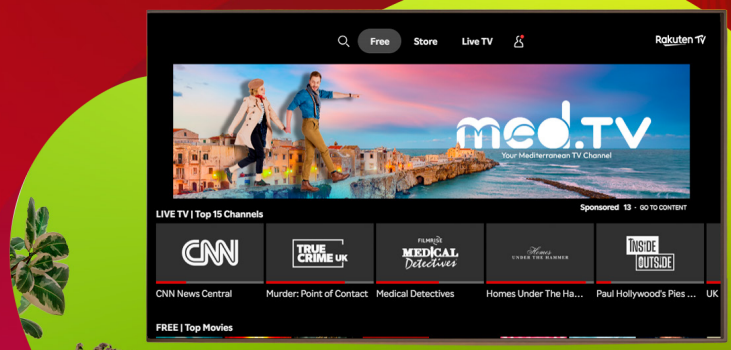
Rakuten TV Enterprise

Case Study:

Expanding into FAST: Med.TV on Rakuten TV



Mediterranean lifestyle broadcaster Med.TV partnered with Rakuten TV Enterprise to simplify its expansion into FAST and reach new audiences across Europe. Rakuten TV Enterprise also helped build long-term channel awareness through an integrated launch and discoverability strategy on the Rakuten TV platform.

The Challenge

As connected TV viewing continues to grow, FAST has become increasingly important for broadcasters and content owners looking to expand their reach and engage new audiences.

For Med.TV, the opportunity was clear, but entering the FAST ecosystem presented two challenges: the broadcaster wanted to simplify distribution through a single technical partner and ensure the channel could be easily discovered once it launched.

The Solution

To support Med.TV's expansion into FAST, Rakuten TV Enterprise delivered a partnership for technical integration complemented by audience development on the Rakuten TV platform.

FAST Technical Infrastructure

Rakuten TV Enterprise acted as Med.TV's technical integration partner, extending its existing broadcast channel into the FAST ecosystem through a single integration.

Using Rakuten TV Enterprise's restream infrastructure, Med.TV's feed was onboarded and delivered to Rakuten TV, creating a scalable foundation for future expansion across additional FAST platform connectors.

Alongside this, Rakuten TV Enterprise provided monetisation and ongoing operational support, allowing Med.TV to focus on content while accelerating its FAST expansion.

Driving Discoverability

To maximise visibility during the channel's most important growth stage, Rakuten TV Enterprise developed a launch strategy focused on increasing discoverability across the Rakuten TV platform.

The campaign combined multiple touchpoints designed to maximise visibility and encourage first-time viewing, including:

- **Billboard placements** capturing attention during key navigation moments.
- **Featured in Rakuten TV's Top 15** increasing channel discovery beyond its EPG position.
- **Pause Ads** introducing Med.TV's programming to relevant audiences across key European markets.

The Impact

Key results included:

- Generated over 1.5 million impressions across the launch campaign.
- Billboard placements achieved a strong 6.4% click-through rate.
- Featured in Rakuten TV's Top 15 for four consecutive weeks.
- Total viewing time increased by over 620% during the launch period.
- Average viewing time increased by over 22%, with continued growth post-launch.

By following up the technical integration with a discoverability strategy, Rakuten TV Enterprise helped Med.TV successfully establish its FAST presence while building strong early audience momentum.

> ***Launching on FAST is about much more than getting a channel live. Rakuten TV Enterprise gave us a straightforward route into the ecosystem while helping us build awareness from day one. Their combination of technical expertise and promotional support has made them a valuable long-term partner as we continue to grow Med.TV across Europe."***

Manolo Mantovani
COO Med Media Services Limited

About CNA

Med.TV is a lifestyle television channel celebrating Mediterranean culture through programming focused on gastronomy, travel, business, wellness, traditions and contemporary Mediterranean living. Originally available as a broadband television channel, Med.TV partnered with Rakuten TV Enterprise to expand its reach across Europe's FAST ecosystem.

About Rakuten TV Enterprise FAST services

Rakuten TV Enterprise helps content owners launch, distribute, and monetise FAST channels through a fully managed, end-to-end service. From content ingestion, scheduling, and playout to platform distribution, advertising monetisation, analytics, and ongoing optimisation, Rakuten TV Enterprise simplifies every stage of the FAST channel lifecycle, enabling partners to maximise the value of their content across Europe's leading Connected TV platforms.



Rakuten TV is one of Europe's leading video-on-demand platforms, operating in over 43 countries. It offers content partners a powerful advertising ecosystem designed to maximise reach, engagement, and return on investment. The platform's integrated media solutions and access to connected TV households make it a strategic choice for brands and content providers seeking scale and performance.