



Audience Profile

The Hulu Audience

Avid fans who represent the **changing face of TV viewing.**

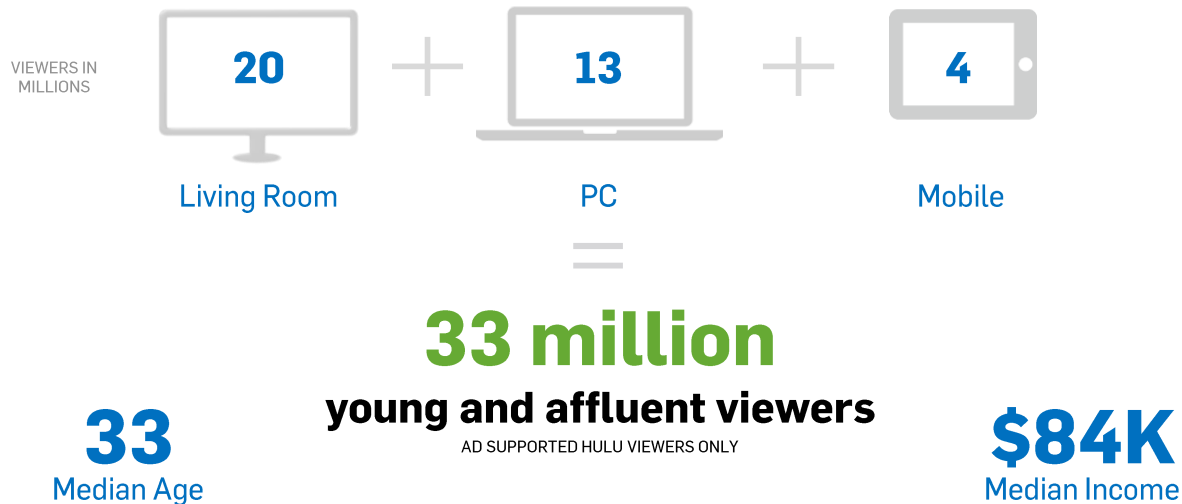
Viewers motivated by **choice and control.**

Young, affluent, **active consumers.**

TV FORWARD

Transformational TV

Hulu viewers are on the leading edge of the TV viewing behavioral shift, breaking free of program grids and linear cords



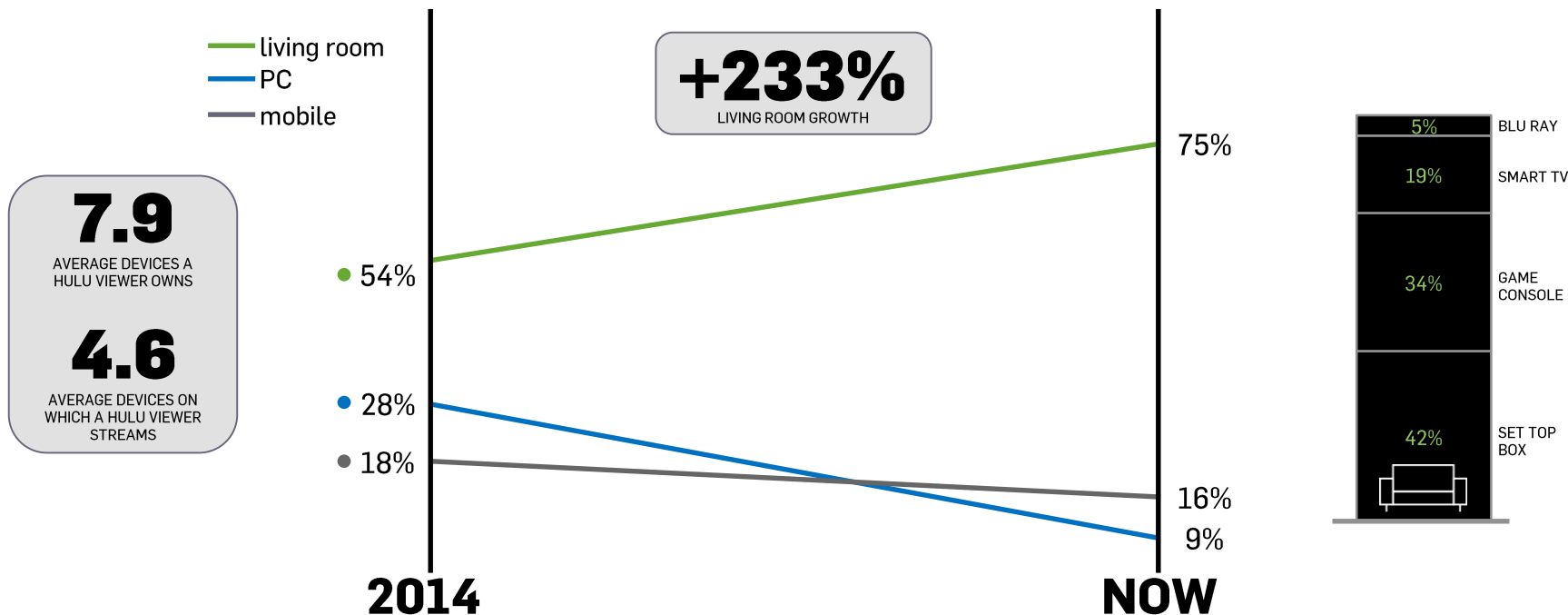


When, how, why and where viewers choose Hulu

Hulu viewing by device

TV Has Transformed

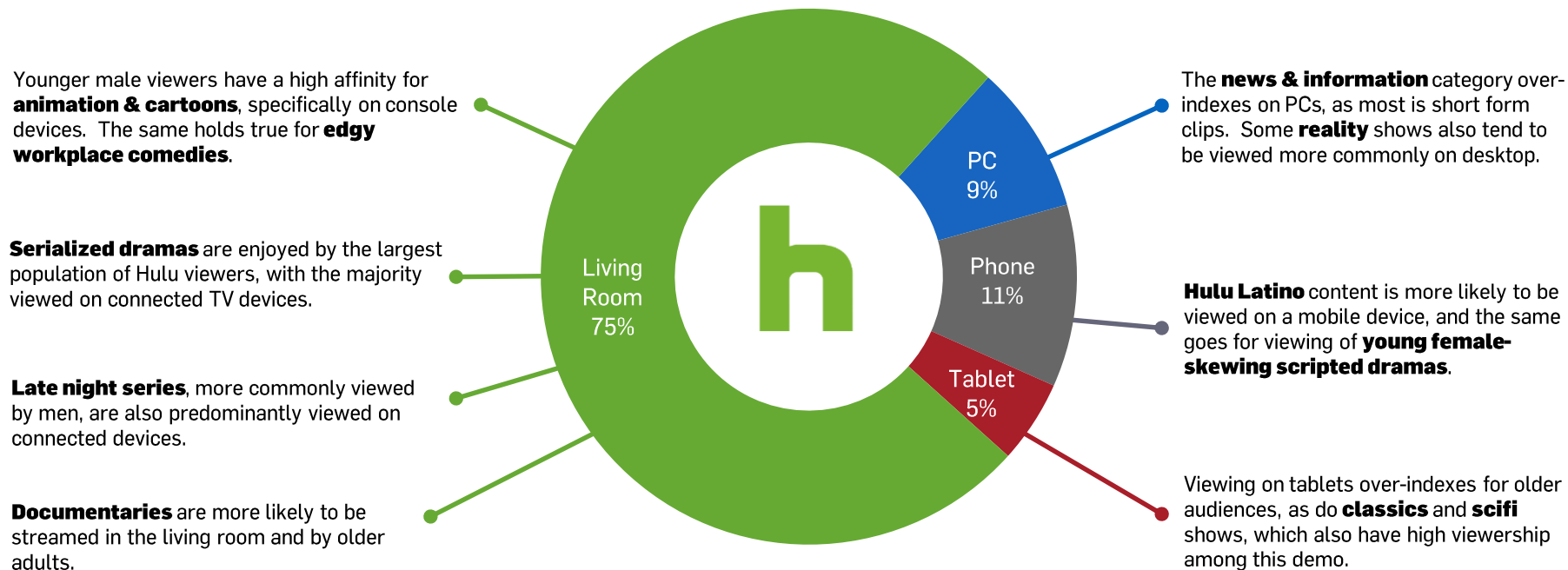
Technology has enabled a TV shift back to the living room and Hulu viewers adopted it quickly



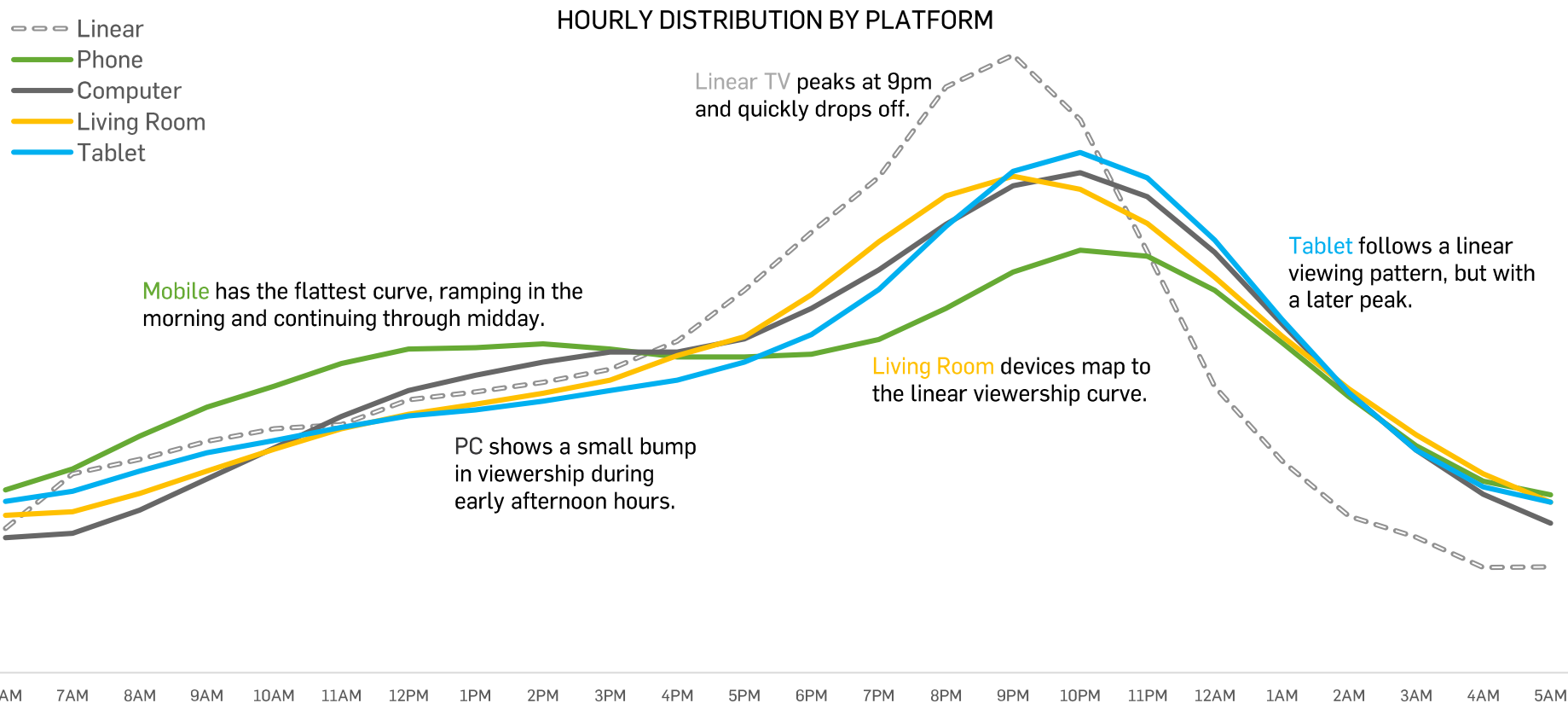
TV Has Transformed

Behavioral, demographic & genre differences across platforms

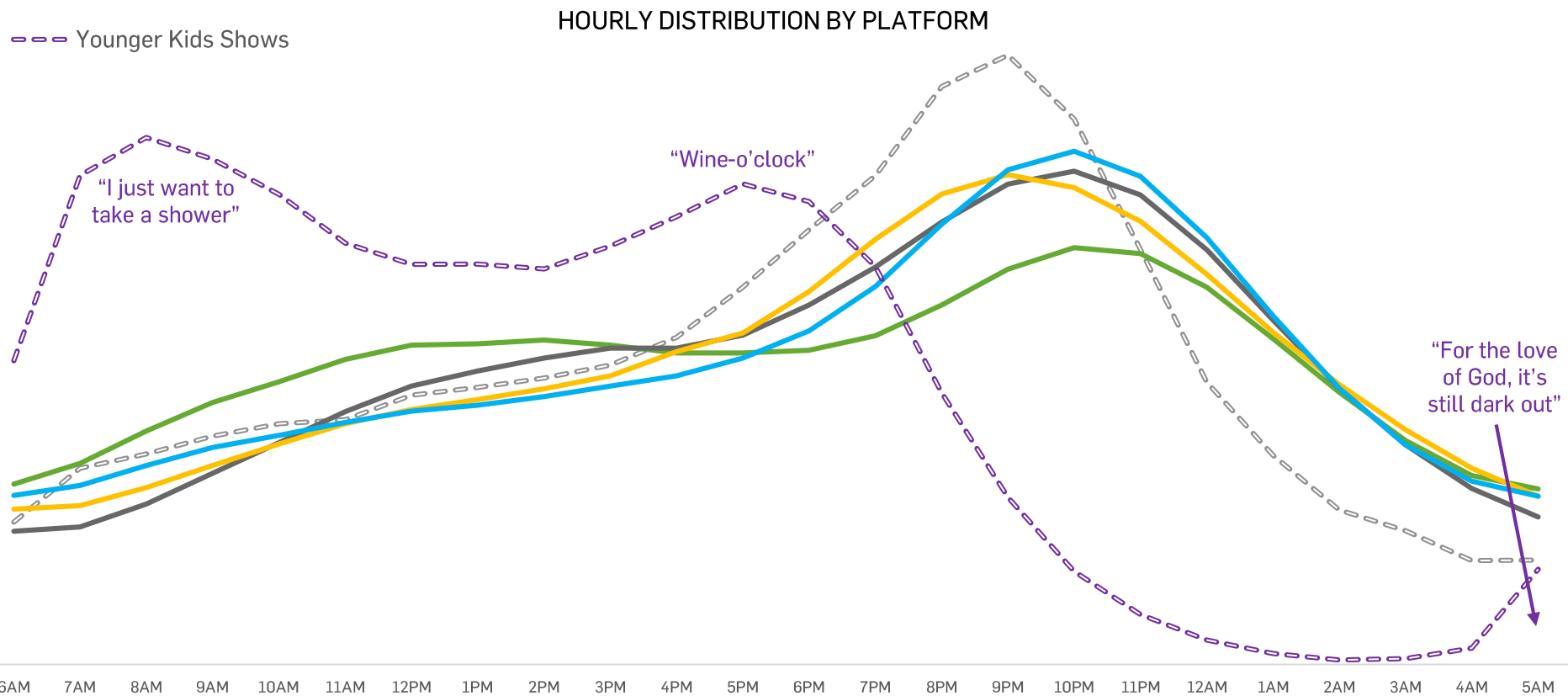
Viewers with a longer tenure with Hulu tend to watch across more devices

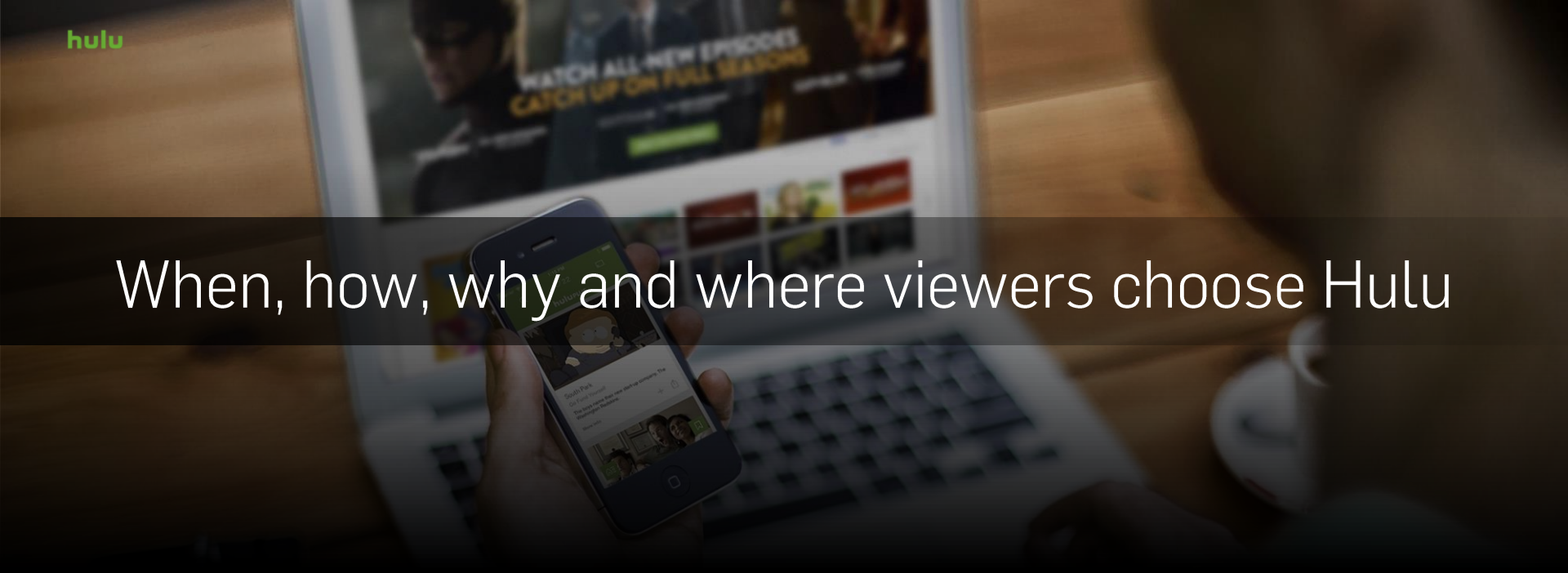


Always On



Always On





When, how, why and where viewers choose Hulu

Hulu viewers as consumers

Consumer Snapshot

HULU VIEWER INDEX TO TOTAL POP

LIFESTAGE

SHOPPING
STYLEINFLUENCER
STATUS

53% are married

50% have children

60% are employed
full time

75% live in or
around a city

50% have been
subscribers
for 3 or more years

Swayable Shopaholics (132):

"I'm a spender rather than a saver" (119)

"I am influenced by what's hot and
what's not" (131)

"I tend to make impulsive purchases"
(118)

"I would pay extra for a product that is
consistent with the image I want to
convey" (116)

"I like to change brands often for the
sake of variety and novelty" (115)

"I like to connect with brands through
social media" (130)

Super Influential Consumers:

Physical Fitness (150)
Healthy Lifestyle (152)
Cooking (158)
Grocery Shopping (202)
Restaurants (192)
Computers (156)
Home Electronics (231)
New Technology (221)
Movies (172)
TV Shows (145)
Internet (205)
Music (180)
Parenting (165)
Education (216)

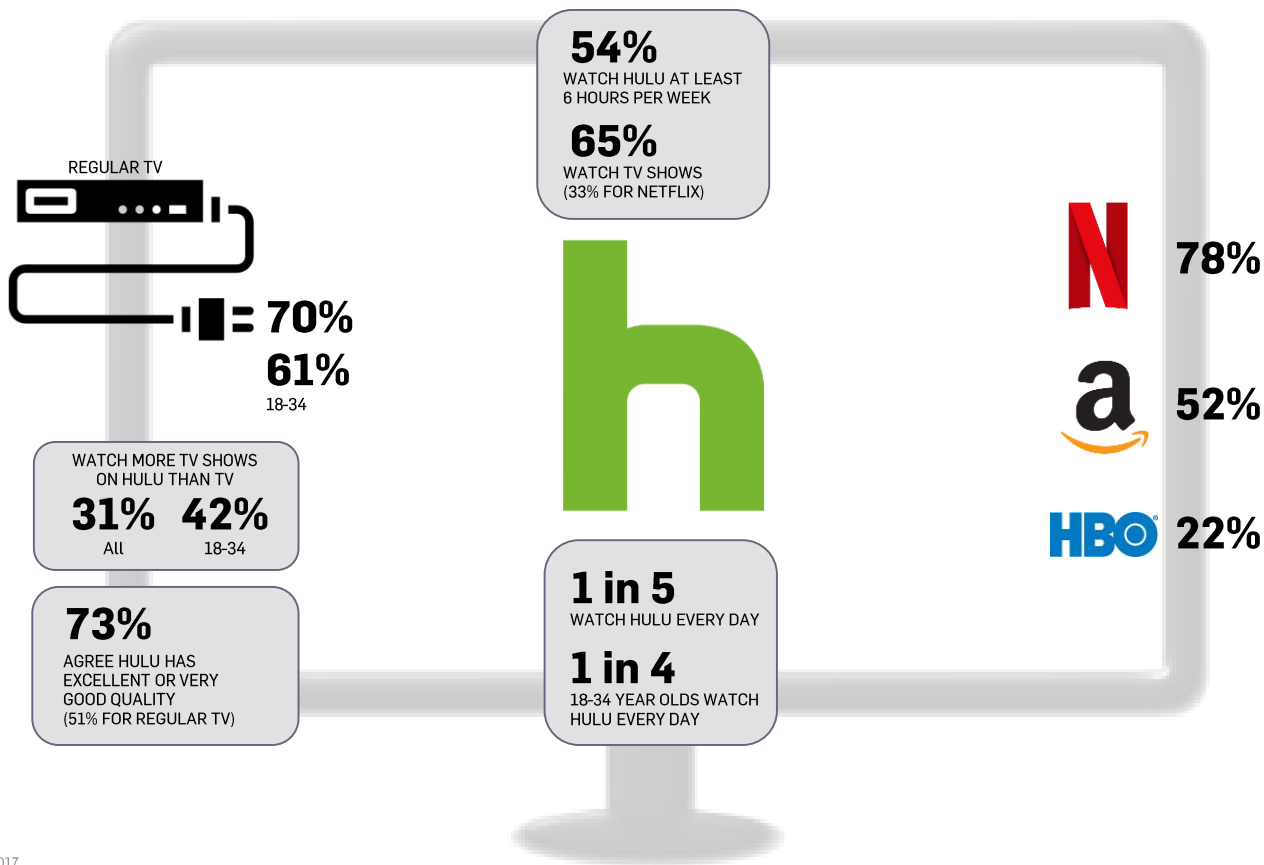




When, how, why and where viewers choose Hulu

How people watch

Where Hulu Fits into the Viewing Landscape

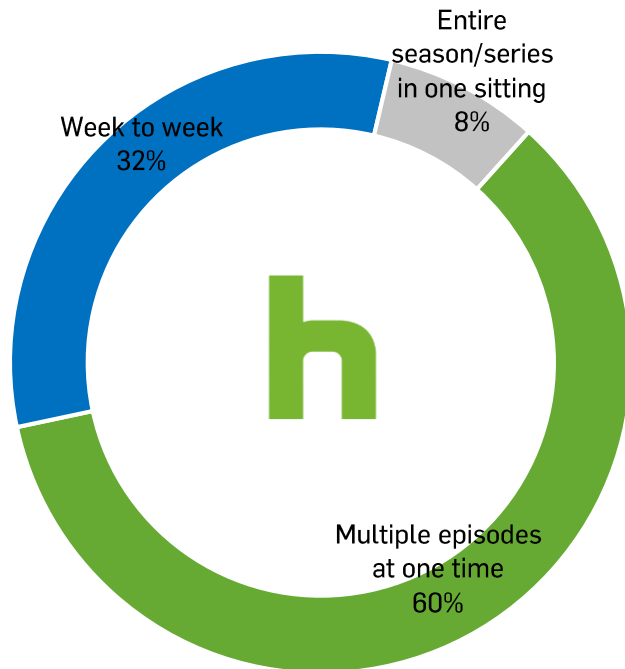


How People Watch

Full season banking and weekly release serves the needs of all viewers

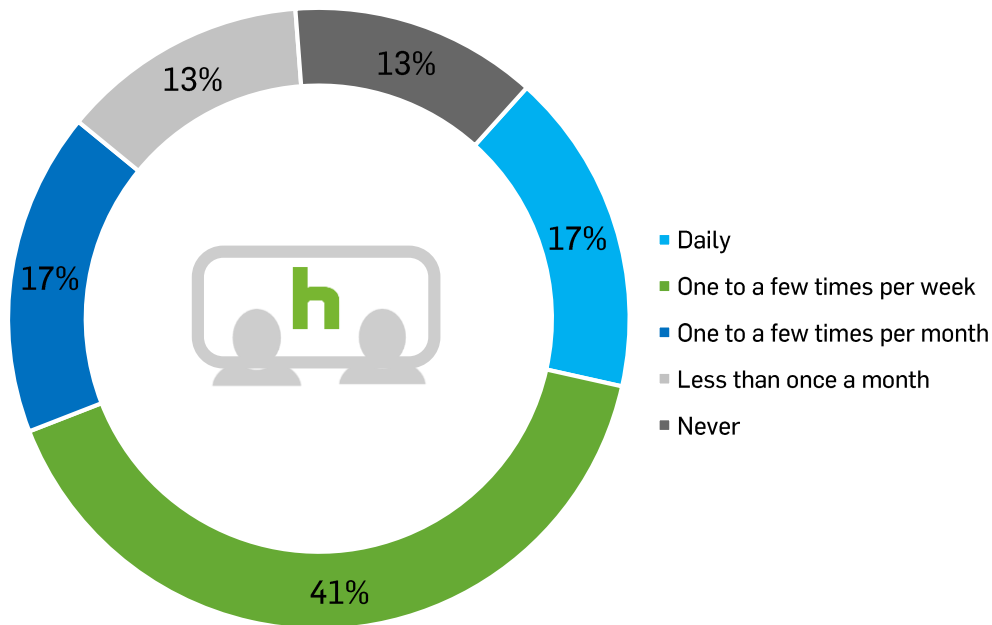
51% of total viewers watch 3+ episodes in one sitting at least once a week.

60% of A18-34 year olds.



How People Watch

58% of Hulu viewers watch with someone else at least weekly



WITH WHOM DO YOU TYPICALLY WATCH HULU?

1. Partner or spouse **59%**
2. Alone **44%**
3. Children **31%**
4. Friends **18%**
5. Other family members **12%**
6. Someone else **2%**

The background of the slide features a blurred image of a person's hands. One hand holds a smartphone displaying the Hulu mobile app interface, which includes a header with the Hulu logo and a list of show thumbnails. The other hand is positioned near a laptop keyboard. The laptop screen in the background shows a promotional banner for a TV show with the text "WATCH ALL NEW EPISODES CATCH UP ON FULL SEASONS".

When, how, why and where viewers choose Hulu

Why people watch

Why Hulu?

Key reasons for choosing Hulu fall into five general categories



Choice

"I CAN WATCH WHAT
I WANT WHEN I WANT"

Convenience

WATCH ANYWHERE
ON ANY DEVICE

Control

FAST-FORWARD,
REWIND AND PLAYLIST
FUNCTIONALITY

Selection

BROAD ARRAY OF
PROGRAMMING

Ad Load

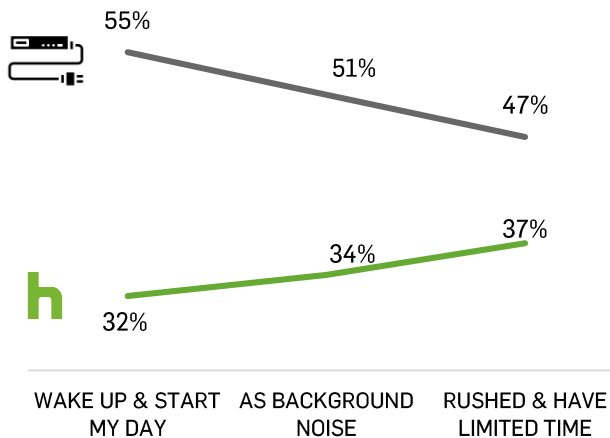
FEWER OR NO ADS,
RELEVANT TO THE
VIEWER

A Day In The Life: Hulu & TV

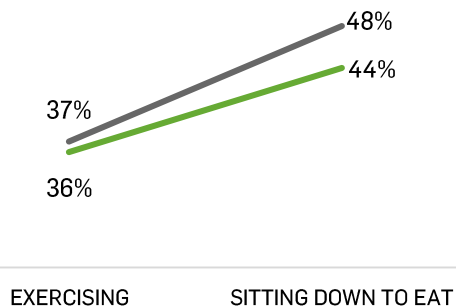
Viewing choices differ by situation

% SOMEWHAT / VERY LIKELY

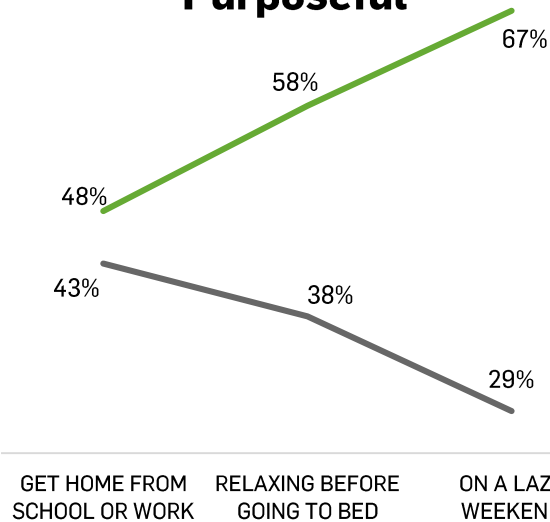
Passive



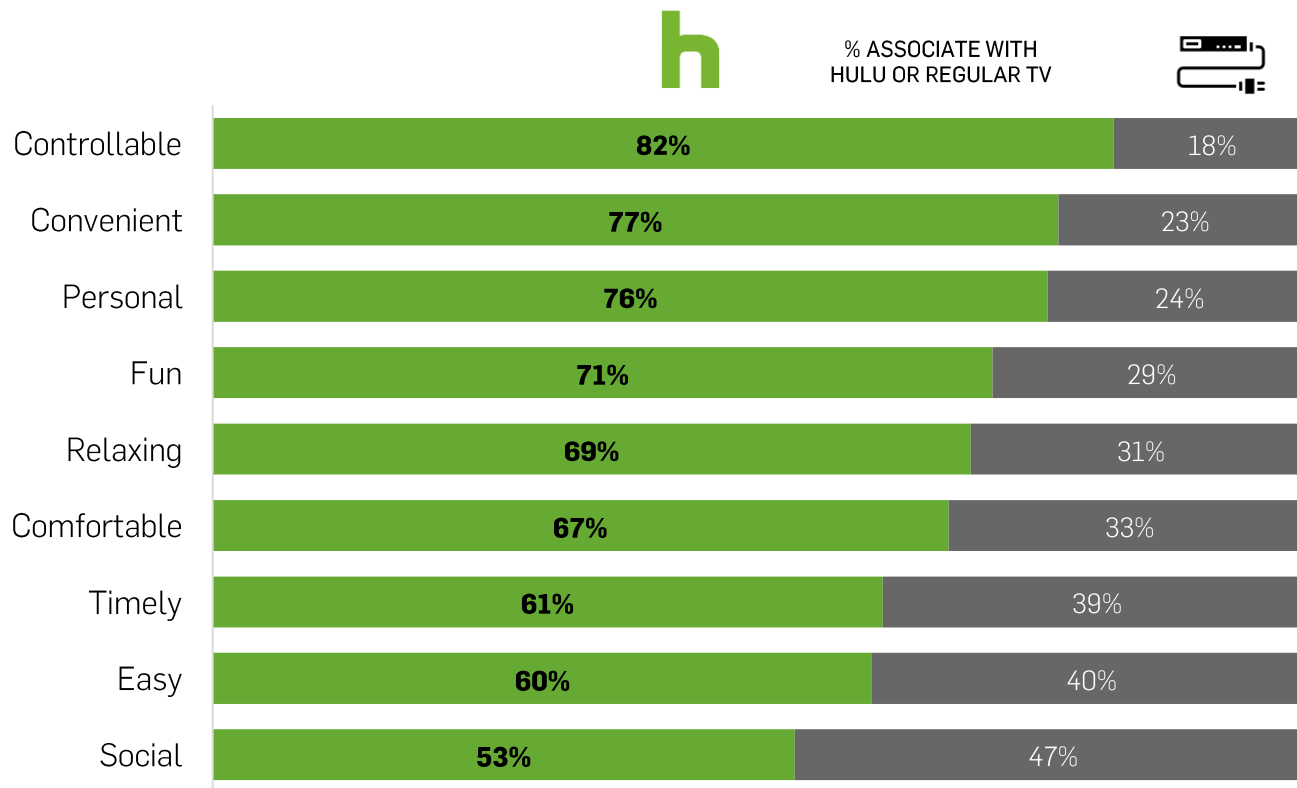
Neutral

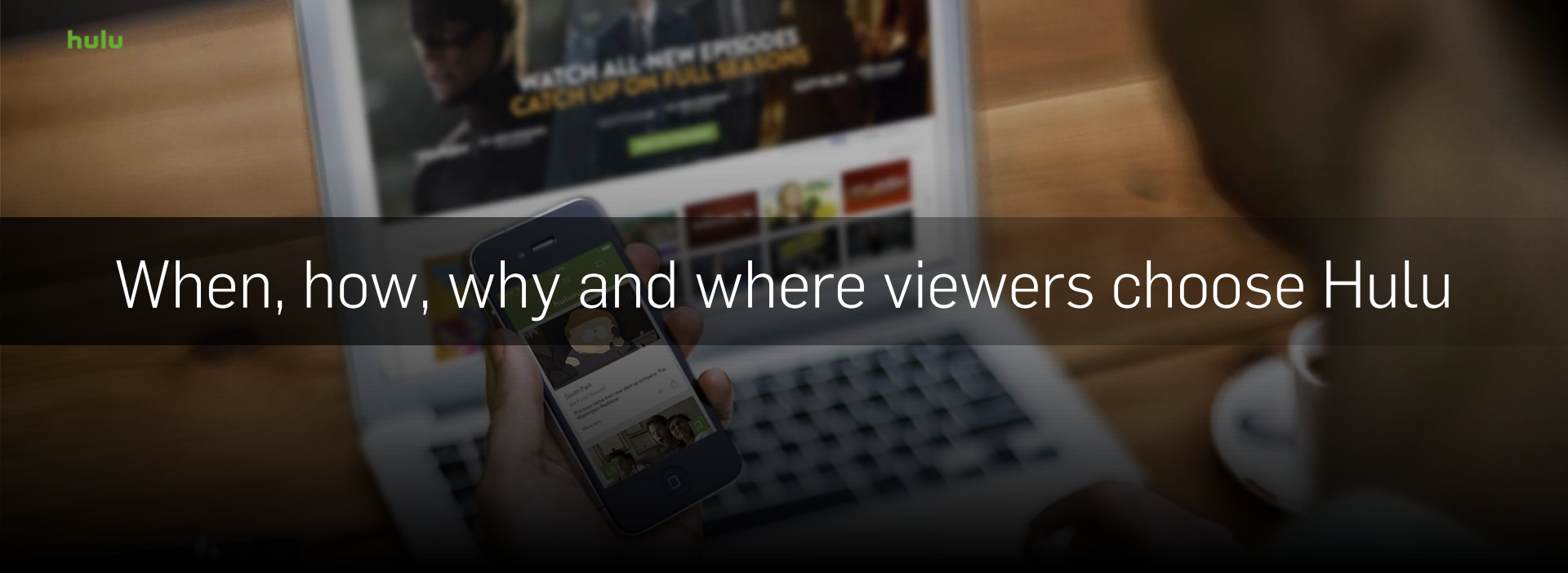


Purposeful



Why Hulu?



The background image shows a person's hand holding a smartphone in the foreground, displaying the Hulu app interface. In the background, a laptop screen shows the Hulu website with a banner for 'WATCH ALL NEW EPISODES CATCH UP ON FULL SEASONS'. A cup of coffee is visible on the right side of the laptop. The entire scene is dimly lit, with the primary light source being the screens of the devices.

When, how, why and where viewers choose Hulu

The commercial experience

Ad Experience

Importance of choice and control extends to the commercial experience



83%

think Hulu is a friendlier place due to the lighter ad load

64%

agree the ads are more relevant

68%

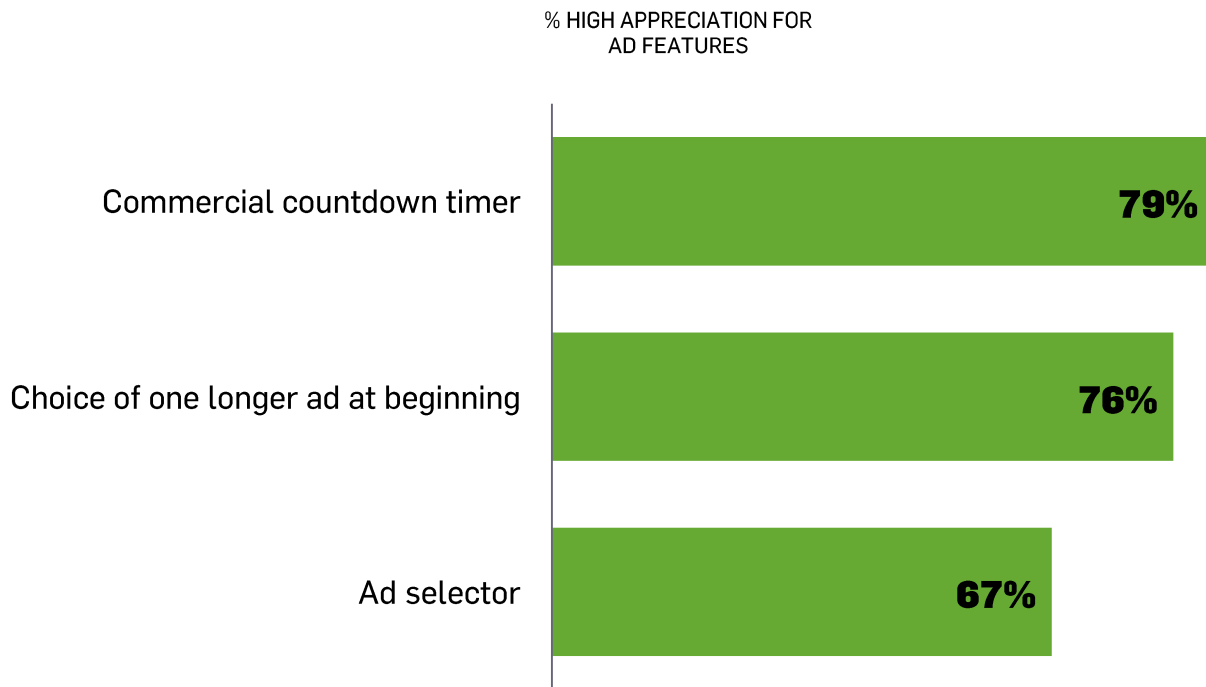
are more likely to watch commercials on Hulu than regular TV
76% among those with low ad receptivity

78%

think the commercials on Hulu are less disruptive
85% among those with low ad receptivity

Ad Experience

Importance of choice and control extends to the commercial experience



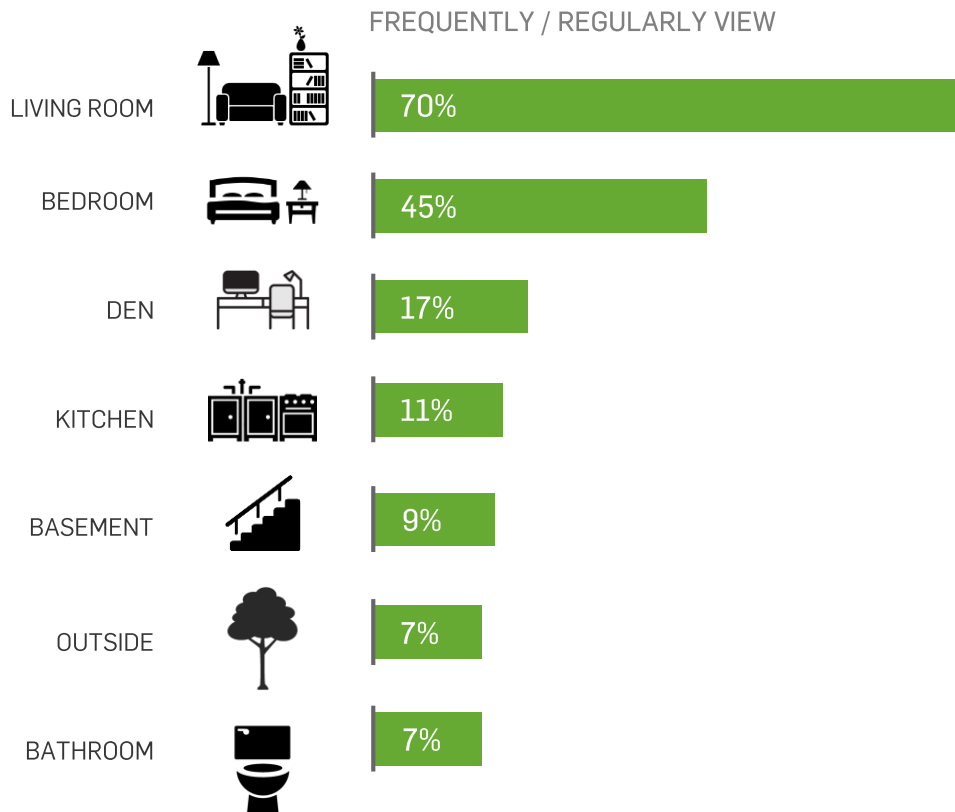
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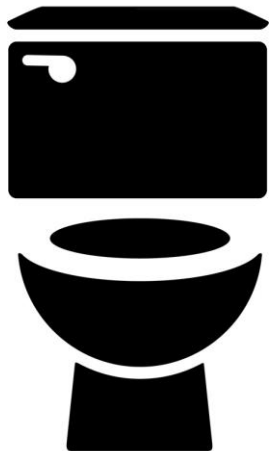
Where people watch

Where People Watch

94% of Hulu viewing occurs at home



Where People Watch



Hulu subscribers are more likely to view in the bathroom if they:

- Are men
- Have had a Hulu subscription for longer
- Are more satisfied with the service
- Are more affluent
- Are married
- Have children (11% vs 3% for those without kids)



Thank You