

# Hulu Announces Exclusive Licensing Agreement with AMC Networks Inc., Including AMC's Highly Anticipated *Fear the Walking Dead*

*Breakthrough SVOD Agreement Becomes One of Hulu's Most Comprehensive Partnerships With Content from AMC, IFC, BBC AMERICA, SundanceTV, WE tv and IFC Films*

NEW YORK, NY (April 29, 2015) – Hulu has closed a landmark, multi-year deal with AMC Networks Inc. for the exclusive subscription video on demand (SVOD) rights to new and upcoming primetime scripted drama and comedy series from AMC, IFC, BBC AMERICA, SundanceTV and WE tv. The new agreement will make Hulu the exclusive streaming home to the highly anticipated *The Walking Dead* companion series, *Fear the Walking Dead*, and future scripted series from across all five networks. In addition, the agreement will include exclusive and nonexclusive unscripted programming from WE tv.

Through the deal, Hulu will – over time – become the SVOD home to a diverse and comprehensive collection of AMC Networks Inc.-produced content. Hulu will also become the streaming home for a significant number of films from the IFC Films collection, including 2012 Sundance Film award winner *Sleepwalk with Me*; *Room 237*, the documentary film by Rodney Ascher about the perceived meaning in the film *The Shining*; *Pina*, the 3D film about dance choreographer Pina Bausch; and L.A. Outfest Grand Jury Award winner *Weekend*, to name a few.

Series from AMC Networks will be available on Hulu prior to each subsequent season's network premiere. Hulu and the respective networks will execute substantial co-marketing and co-promotional campaigns to drive awareness and promote viewership of all series throughout the span of the agreement.

"AMC Networks has an incredible reputation and track record in producing captivating storytelling across a variety of genres for true connoisseurs of television," said Mike Hopkins, Chief Executive Officer, Hulu. "This huge partnership guarantees that Hulu viewers will soon be able to enjoy the newest slate of premium programming from some of the top cable networks."

"We believe in the combination of compelling content and technology to engage audiences and deliver viewers back to the linear television experience," said Ed Carroll, Chief Operating Officer, AMC Networks. "AMC Networks has been the original home of some of the most popular shows in the history of online streaming, and we are excited about this new partnership with Hulu, a growing company that has created a network-branded environment for content in a highly competitive space."

The agreement was negotiated by Lisa Holme for Hulu and Marci Wiseman for AMC Networks.

## About Hulu

Hulu is a premium streaming TV destination that seeks to captivate and connect viewers with the stories they love by creating amazing experiences that celebrate the best of entertainment and

technology. As we pursue this mission, we strive to continue to redefine and reinvent the TV-viewing experience.

## **About AMC Networks Inc.**

Dedicated to producing quality programming and movie content for more than 30 years, AMC Networks Inc. (NASDAQ: AMCX) owns and operates several of the most popular and award-winning brands in cable television. AMC, IFC, SundanceTV, WE tv, and IFC Films produce and deliver distinctive, compelling and culturally relevant content that engages audiences across multiple platforms. The company also operates BBC AMERICA through a joint venture with BBC Worldwide. In addition, the company operates AMC Networks International, its global division. More information is available at [www.amcnetworks.com](http://www.amcnetworks.com).

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