

New Hulu Pricing Options

Over the past year, Hulu has added thousands of exclusive TV episodes and movies, launched nearly a dozen additional popular live TV channels - including The CW, Discovery Channel, TLC, Animal Planet and ABC News - and upgraded the technology platforms to support more devices and provide superior quality to our viewers. With more than 85,000 episodes of on-demand television -- more than any other U.S. streaming service -- as well as thousands of movies and more than 60 popular live television channels, Hulu makes it easy for TV fans to get the most complete television experience. Today, we're announcing updates to our pricing options (that will go into effect next month*) to allow current and new subscribers to choose the best Hulu experience for them. **Hulu: \$5.99 per month** Hulu subscribers can stream more than 85,000 episodes of on-demand television, thousands of movies and award winning Hulu Originals with ads, now for \$5.99 per month. Fans can enjoy current hits like *The Good Doctor*, *Killing Eve*, *This is Us*, *Atlanta* and *Grown-ish* as well as award-winning Hulu Originals like *The Handmaid's Tale*, *Marvel's Runaways*, *Future Man* and *Castle Rock*. Plus, Hulu is the exclusive streaming home to every season of beloved and current series including *ER*, *Lost*, *King of the Hill*, *30 Rock*, *Family Guy*, *Seinfeld*, *South Park*, *Curious George* and many more. **Hulu (No Ads): \$11.99 per month** The Hulu (No Ads) plan still offers the same massive library of on-demand TV and movies for \$11.99 per month. **Hulu + Live TV: \$44.99 per month** As the ultimate combination of on-demand and live TV, Hulu + Live TV features more than 60 live sports, news and entertainment channels to stream on virtually any living room or mobile device, PLUS the more than 85,000 episodes of television on demand and thousands of movies in the core Hulu plan. Only Hulu offers this complete streaming television experience, all in one place. With Hulu, TV fans can easily switch plans at any given time. Want to watch the current season of your favorite sport? Switch to Hulu + Live TV. Don't want to pay for Live TV in the off-season? Switch back to Hulu and catch up on your favorite shows & movies. Want to binge without commercials? Switch to Hulu (No Ads). It's that easy. And with any Hulu plan, fans can easily add HBO, Showtime, Cinemax or Starz whenever they like. Hulu is giving TV fans what they want -- choice, flexibility and control - in what they watch, how they watch and what they pay for the TV plan that best suits their needs. * *Hulu's new pricing will go into effect beginning February 26 for new subscribers. Existing subscribers will see these changes reflected in their subsequent billing cycle after February 26*