Hulu Grows To Over 17 Million Subscribers In 2017, Emerges As Powerful Pay TV Alternative Combining Live Television With The Largest SVOD TV Library In The U.S.

SANTA MONICA, CA (January 9, 2018) – Today Hulu announced that it closed its fiscal year 2017 with more than **17 million total subscribers** across its subscription on demand (SVOD) and live TV plans in the U.S. – over 5 million more subscribers and a **more than 40% lift** from the company's last publicly reported total in 2016. The company also announced that its total audience grew to **54 million total unique viewers**. Hulu expanded its on-demand library in 2017 to **over 75,000 episodes of television across 1700 titles** – **more than twice the number of episodes available on any of the other leading streaming services**[i] –adding all existing episodes of more than 600 popular and award-winning series, including *This is Us*, *Designated Survivor*, *Atlanta*, *Futurama*, *30 Rock, Black-ish, Lost*, *How I Met Your Mother*, *Bob's Burgers*, *Will & Grace*, *Power*, *Golden Girls*, *Prison Break*, *Full House* and *Family Matters*. Combining Hulu's SVOD streaming TV library – now the largest in the U.S. – with its popular Originals and the more than 50 top live channels in its Hulu With Live TV plan, Hulu is now the only streaming service that offers TV fans a complete television experience, all in one place, on all of their favorite devices. "2017 was a momentous year for Hulu. We took several major steps to become a 21st century direct-to-consumer media company, evolving into both an aggressive SVOD business and a formidable new live TV provider," said Hulu CEO Randy Freer. "The year ahead is going to be even bigger, as the company invests more in content – live, library and original – as well as technology and data to make Hulu the leading pay TV choice for consumers." Other Hulu 2017 highlights include: - Hulu established itself as a creative powerhouse in original programming in 2017, nabbing **10 Emmy Awards** – including the first-ever Outstanding Drama Emmy won by a streaming service – and **two Golden Globes**, including the award for Best Television Series – Drama. - Consumers aren't the only ones who love Hulu; brands love it as well. In 2017, Hulu's advertising revenue reached **$1 billion** for the first time in the company's history. - Hulu viewers have a **median age of 31 – nearly 25 years younger than the average broadcast TV viewer (55)** – and a median annual household income of $92,000. [i] - Hulu With Live TV is already driving strong engagement with its combination of live, library and original content. In December, viewers who subscribe to Hulu With Live TV spent **more time** watching content **per day than the average linear TV viewer**.[ii] - The **top three dramas on Hulu in 2017**, based on hours watched, were *Law & Order: SVU, This is Us* and *The Handmaid's Tale.* - The **top three comedies on Hulu in 2017**, based on hours watched, were *South Park, Family Guy* and *Bob's Burgers.* Notably, *Seinfeld* also cracked the top 10—Hulu viewers watched more than **65 million hours of *Seinfeld*** in 2017. To learn more about Hulu or to subscribe to its Limited Commercials, No Commercials or Hulu With Live TV plan, please visit hulu.com. **ABOUT HULU** Hulu is a leading premium streaming service that offers instant access to live and on demand channels, original series and films, and a premium library of TV and movies to more than 17 million subscribers in the U.S. Since its launch in 2008, Hulu has consistently been at the forefront of entertainment and technology. Hulu is the only streaming service that offers both ad-supported and commercial-free current season shows from the largest U.S. broadcast networks; libraries of hit TV series and films; and acclaimed Hulu Originals including Emmy Award-winning series *The Handmaid's Tale, Future Man, Marvel's Runaways, The Path, 11.22.63,* and Golden Globe® nominated comedy *Casual*, as well as upcoming series *Castle Rock, The Looming Tower* and *The First*. In 2017, Hulu added live sports, news and entertainment

from 21st Century Fox, The Walt Disney Company, NBCUniversal, CBS Corporation, The CW, Turner Networks, A+E Networks and Scripps Networks Interactive to its offering – making it the only TV service that brings together live, on-demand, originals, and library content all in one place, across living room and mobile devices.

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[i] *Hulu Internal Data and Ampere Analysis* [ii] *Hulu Median Age based on active subscribers to Hulu (Internal Data); Broadcast Median Age (Nielsen Npower Live + 7 Days - All Day, All Broadcast Networks, Total Day, 9/25/17 - 11/26/17, Excludes Sustainers); Household Income (comScore Video Metrics, October 2017, PC Only)* [iii] *Hulu Internal Data based on active subscribers to Hulu With Live TV, December 2017; Nielsen nPower HUT/PUT Viewing Source, Total Day, Average Daily Time Spent, December 2017, P2+*