

# Spotify and Hulu Expand Partnership To Give Music and TV Fans All Of Their Favorites in One Premium Bundle for \$12.99 Per Month

*New Mass Market Subscription Plan – Spotify Premium, Now with Hulu – Launches Today*

**April 11, 2018:** Music and TV are better together, and streaming your favorite music and TV shows just got a whole lot easier. Following last year's successful launch of the Spotify Premium for Students, now with Hulu bundle, the brands are expanding their original partnership, this time to offer entertainment fans nationwide an affordable, all you can stream bundle of their own. The new subscription plan, **Spotify Premium, now with Hulu**, brings the two popular services together and allows subscribers to enjoy a world of ad-free music on Spotify Premium, as well as the more than 75,000 current and classic hit television shows and movies on Hulu's ad-supported service - all through a single \$12.99-a-month subscription plan. Beginning today, existing Spotify Premium subscribers not only have early access to the \$12.99-a-month bundle, eligible subscribers can also take advantage of a 99-cent promotional offer<sup>[i]</sup> to try the Hulu Limited Commercials plan for three months as an introduction to the bundle. Spotify Premium, now with Hulu will be available to everyone this summer. **Two Subscriptions, One Bill, One Low Price** Just like the college student bundle, the new subscription plan combines Hulu's Limited Commercials streaming library – with more than twice the number of episodes available than any of the other streaming services<sup>[ii]</sup> – and Spotify's popular Premium subscription plan, both on the same bill, and all in one convenient package. In addition to Hulu's popular original series like *The Handmaid's Tale*, *The Looming Tower* and Marvel's *Runaways*, the new bundle gives Spotify subscribers access to Hulu's enormous offering of thousands of hit TV series and movies, including *The Good Doctor*, this season's #1 new drama; *Roseanne*, this season's #1 new series; fan-favorite *This is Us*; Emmy® Award-winning comedy *Atlanta*; popular hits like *Family Guy*, *The Voice* and *Power*, and entire series runs of beloved shows like *Lost*, *ER*, *Seinfeld*, *Full House*, *Family Matters* and more. "Based on the outstanding performance of the Spotify and Hulu student package, it's clear that consumers love to combine their music and television experiences together," said Tim Connolly, SVP, Head of Distribution and Partnerships at Hulu. "Hulu and Spotify are brands that are defining how fans connect with entertainment in the future, and we are excited to expand our partnership to bring this combined package to all existing and new Spotify Premium subscribers." "Our student launch with Hulu was incredibly well received and we are excited to extend our reach by bringing Hulu to more of our Premium members in the US," said Alex Norstrom, Chief Premium Business Officer at Spotify. "Hulu's TV content is highly acclaimed, and with this exclusive Spotify offer we are bundling two top media platforms for an unbeatable price. This is just one example of how we can add value to our premium members day after day." **How to Watch, Listen and Stream** Existing Spotify Premium subscribers can take advantage of a special introductory offer by upgrading their existing Premium plan to *Spotify Premium, now with Hulu*. The offer grants an initial three-month Hulu subscription for the exclusive price of 99 cents before charging a monthly price of \$12.99 for the bundle. Subscribers will gain access to Hulu's growing on-demand library of award-winning original series. Spotify and Hulu anticipate opening up the new bundle offer to those without a Spotify Premium account this summer. [Click here](#) to learn more about the bundle, eligibility requirements and to sign-up. **ABOUT SPOTIFY** Spotify transformed music listening forever when we launched in 2008. Our mission is to

unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by these creators. Everything we do is driven by our love for music. Discover, manage, and share over 35 million tracks for free, or upgrade to Spotify Premium to access exclusive features including offline mode, improved sound quality, Spotify Connect and ad-free listening. Today, we are the world's largest global music streaming subscription service with a community of over 157 million users, including over 71 million Spotify Premium subscribers, across 65 markets. For more information, images, or to contact the press team, please head over to our press page at <http://press.spotify.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 and Golden Globe Award-winning series *The Handmaid's Tale*, *The Looming Tower*, *Future Man*, *Marvel's Runaways*, *11.22.63*, *The Path*, *Casual*, as well as upcoming series *Castle Rock* and *The First*. In 2017, Hulu added live news, entertainment and sports from 21st Century Fox, The Walt Disney Company, NBCUniversal, CBS Corporation, The CW, Turner Networks, A+E Networks and Scripps Networks Interactive to its offerings – 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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