

Hulu Will Be The Official Streaming Destination Of The 2022 Essence Festival With “Essence Fest Primetime” July 1-3

For the first time ever, select ESSENCE Festival musical performances and programming will be available to livestream only on Hulu

Today, Hulu announced that it will be the official streaming destination of the 2022 ESSENCE Festival, which will take place in person in New Orleans, and virtually, from June 30 - July 3, 2022. This marks the first time ever that ESSENCE has made programming from its iconic Festival available on a streaming platform. Select daytime programming including panel discussions and evening musical performances will be available exclusively to Hulu SVOD subscribers to livestream at no additional cost*. The “ESSENCE FEST PRIMETIME” livestream will run on [the platform](#) July 1 - 3 from 7:00pm - 11:59pm CT.

Hulu will also have a special presence on-site at the Festival, providing guests with an immersive experience at “The Rink @ The Hulu Motel,” a roller skating rink filled with interactive touchpoints, giveaways, and content-themed bites and drinks. Skaters will also be treated to live performances by DJ OHSO and DJ DIAMOND KUTS. The three-day activation will be open July 1-3 from Noon - 7:00pm to guests 21+ at the New Orleans Civic Theatre.

This announcement comes on the heels of the news that The Walt Disney Company will be the exclusive entertainment sponsor of the 2022 ESSENCE Festival, expanding on a decade-long partnership. This year, The Walt Disney Company invites Festival attendees to experience “The Power of Joy” and the many ways Black joy reflects itself at Disney and the communities it touches. Fans will have the opportunity to immerse themselves in culture-defining storytelling, engage in unforgettable entertainment, interact with some of today’s biggest stars and enjoy culinary experiences. As the exclusive entertainment sponsor, Disney will bring talent, exclusive screenings, panels, and experiences from across the Company’s iconic brands and touchpoints, including ABC, ABC News, Disney+, Disneyland Resort, Disney Cruise Line, Disney Television Studios, Disney Studios Content, ESPN, FX, Freeform, Hulu, Marvel Studios, National Geographic, Onyx Collective, Pixar and Walt Disney World Resort. Specific programming, experiences and talent appearances will be announced at a later date.

Interested parties can still [register](#) to attend ESSENCE Festival virtually or in person.

About Hulu

Hulu is the leading and most comprehensive all-in-one premium streaming service that offers an expansive slate of live and on-demand entertainment, both in and outside the home, through a wide array of subscription options that give consumers ultimate control over their viewing experience. As part of Disney’s Media and Entertainment Distribution segment, Hulu is the only on-demand offering that provides access to shows from every major U.S. broadcast network, libraries of hit TV series and films – including licensed content available exclusively on Hulu – and award-winning Hulu Originals, both with and without commercials. With Hulu + Live TV, subscribers receive a unique combination of access to 75+ live news, entertainment and sports TV channels from 20th Television, The Walt

Disney Company, ABC, NBCUniversal, CBS Corporation, The CW, Turner Networks, A+E Networks and Discovery Networks, as well as Disney+ and ESPN+ included as part of the base plan. Visit www.hulu.com to subscribe or learn more about the service.

About ESSENCE Communications, Inc.

Essence Communications is the number one—and only 100% Black-owned—media, technology and commerce company at scale dedicated to Black women and communities. With a community of more than 31 million Black women, ESSENCE inspires a global audience through diverse storytelling and immersive original content rooted in Culture, Equity and Celebration. The brand's multi-platform presence in/ publishing, experiential and online encompasses its namesake magazine; digital, video and social platforms; television specials; books; and signature live events, including Black Women in Music, Black Women in Hollywood, ESSENCE Black Women in Sports, Fashion House, Street Style and the ESSENCE Festival of Culture.

**Requires Hulu or Hulu (No Ads) base plan subscription. Live content access available 7/1/22 through 7/3/22 from 7:00 p.m. – 11:59 p.m. CT only.*