

5

Reasons to Have Hulu in Your Media Mix



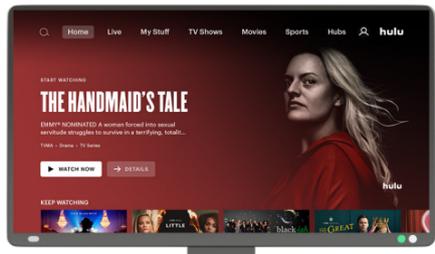
Streaming viewers are everywhere today including TVs, laptops, and mobile devices. Viewers across all demos are spending more time streaming. This comes at no surprise as Hulu reaches 42% of connected TV (CTV) households in the US.¹ With Hulu Ad Manager, our new self-service advertising platform, streaming TV is now within your reach and can complement your existing marketing and advertising initiatives. Thinking about how you can better tell your company's story and capture a growing audience? Here are 5 reasons to have Hulu in your advertising media mix.

REASON 1

Streaming TV You Can Trust

On Hulu, your ads will run on a platform that offer award-winning, professionally produced TV hits and more.

Be assured that your brand will be in good company with the highest quality content.



REASON 2

Connect with a Unique and Engaged Audience

With over 92M ad-supported viewers,² Hulu reaches 40% of connected TV households.³

Ad-supported viewers are spending more time watching, with time spent increasing 11% since 2019.⁴ Our platform's targeting features allow you to reach this highly engaged audience by location, interest, program genre, and more. With Hulu Ad Manager, we bring the viewers to you.



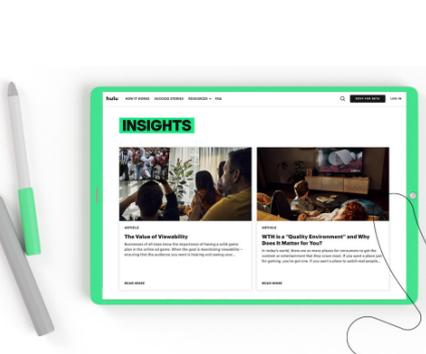
REASON 3

Flexible and Within Your Reach

We make it easy for you to start! Our self-service platform is intuitive, powerful, and simple to use. Just choose your video ad budget, structure your campaign, and start and stop whenever you want.

You can get started for as little as \$500 per campaign, and you only pay for completed ads.

Learn how we've helped companies like yours!



REASON 4

Ongoing Support and Education

Self-service shouldn't mean sink or swim. Our teams are here to help you every step of the way with onboarding webinars to help you get started,

insights articles to keep you on the latest tips and trends

ebooks, FAQs, and more. You can always reach us by clicking on the Contact Us button anywhere in the platform. So, don't worry if you have questions or need a little guidance. We're here to help and want you to succeed!

REASON 5

Complement Your Current Ad Campaigns

Advertising on Hulu can help you add a unique slice to your existing advertising efforts.

Streaming video ads are a great way to complement your current ad campaign by driving brand awareness while connecting with your customers. Tell your company's story through video ads through these evolving new media touchpoints with the power and flexibility of Hulu Ad Manager.



The streaming TV landscape is rapidly evolving, so it's important you team up with a leader in ad-supported streaming TV. Hulu's ad-supported growth is accelerating and reaching audiences at scale. Hulu Ad Manager puts the tools to reach this audience at your fingertips.

[Learn more about advertising on Hulu Ad Manager today!](#)

¹ comScore, OTT Intelligence Report, November 2020
² comScore, Custom Report, August, 2020

³ comScore OTT, Intelligence Report, November 2020
⁴ Hulu Internal Data, Q4 2020 vs. Q4 2018 and Q4 2019 Engagement for Ad-Supported Viewers