



HULU STATS-AT-A-GLANCE

Revenue:

- \$695 million in revenue in 2012. We have grown more than 65% in 2012, which is an acceleration over 2011 growth levels.
- In Q1 2013, Hulu set new records for revenue.

Advertisers:

- Hulu continues to be a leader in online video. Hulu is # 1 in market share, accounting for 1 in every 3 premium video ads served, among a rapidly expanding premium marketplace. We have now served over 1,000 brand advertisers in our company's history.
- Hulu is the largest premium video advertising service in the U.S. with the most video ads online, far ahead of our competitors.
- In Q1 2013, for the first time ever, Hulu viewers streamed more than **1 billion content videos** in a single quarter.
- Hulu is **#1 in engagement** among top ad supported online video sites. Hulu viewers stay with us for 45 minutes per session - without fast-forwarding or skipping ads.

Subscribers:

- Subscriptions to Hulu Plus, our ad-supported subscription service, doubled in 2012. In Q1 2013, Hulu Plus surpassed **4 million subscribers**.
- On average, approximately **30 million monthly** uniques on the free, ad-supported Hulu service.

Content Partners:

- Hulu Plus is the only online video subscription service that offers current season content from 5 of the 6 largest U.S. broadcast networks, including The CW and Univision.
- We are continually adding to the content available on Hulu and Hulu Plus. As of April 2013, we have
 - 480 content partners on Hulu and Hulu Plus
 - More than 58,000 hours of content on Hulu and Hulu Plus (and growing)
 - More than 72,000 full TV episodes on Hulu and Hulu Plus
 - More than 2,600 TV series ("titles") on Hulu and Hulu Plus
 - More than 4,400 movies on Hulu and Hulu Plus

Distribution:

- Hulu has more than 60 online distribution partners, including: Yahoo!, MSN, AOL, IMDb and TV Guide, Xfinity as well as a growing network of personal blogs, fan sites and other websites where users choose to embed the Hulu video player.
- Hulu Plus is available on more than 350 million leading Internet-connected consumer electronics devices in market today, including Internet-connected TVs, Blu-ray players, streaming media players, gaming consoles, tablets and smartphones.
- Mobile is growing at an incredible rate, and will account for approximately **15%** of Hulu's consumed videos in 2013-2014. For context, this sort of viewing was nonexistent on our service only two years ago.
- Living room viewing is now **29%** of content consumption, and **80%** of Hulu Plus subscribers have watched with someone else.