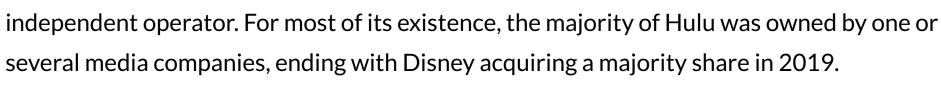


DAVID CURRY **UPDATED: MAY 4, 2022** 0 in y Hulu entanglement with the media conglomerates of America has placed it in stark contrast



to Netflix, which while subservient to the licensing demands of the industry, is considered an

created during the era when several media companies had stakes in the company but did not want to launch any new titles on it. Hulu before that period was intensely competitive with Netflix, attempting to break new ground with innovative online partnerships. Sadly, for Hulu, it was always in the shadow of Netflix, as its rival added millions of customers every year in North America, Europe and South America. Netflix and Amazon Prime Video

This perception of Hulu as a place film and TV studios dump content is a misconception,

both launched original TV series in 2015, another move that pushed the video streaming services away from old media's control. - ADVERTISEMENT -

It would take Hulu two years to copy Netflix and Prime Video's model, launching The

Handmaid's Tale in 2017. It became an instant hit for the streaming service, and provided Hulu with a way to rebrand as a content producer in its own right, instead of an aggregator for old television shows and movies.

full control. Disney, in comparison to Comcast and 21st Century Fox, has implemented one of the smartest digital strategies in the past decade. In its first year, Disney+ has almost reached 100 million subscribers worldwide, and ESPN+ has over 10 million subscribers.

As Hulu started to gain traction through its original series, Disney began to acquire more of it

from other media conglomerates. First came the acquisition of 30 percent of Hulu from 21st

Century Fox, then a month later AT&T sold 10 percent of the company to Disney. A month

after that, Comcast announced it would sell its 33 percent share to Disney by 2024, ceding

From mobile app onboarding to long-term customer loyalty, learn what it takes to deliver better mobile app experiences during the #MAXMonth throughout June! Sign up for web notifications.

That said, it is not clear what Disney's future plans are for Hulu, and if it will ultimately come

• Hulu generated approximately \$4.4 billion revenue in 2020, subscription revenue

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for now.

Hulu key statistics

services

People

Owner

Industry

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

Year

H1 2019

H2 2019

H1 2020

Sources: CNET, CNBC, Collider, The Verge, Disney

Hulu Live TV Subscribers

Business type

accounted for \$2.9 billion

mobile app experiences

under the Disney+ umbrella. The company currently offers a \$12.99 bundle, which includes Hulu, Disney+ and ESPN+, which points to Disney being comfortable with multiple platforms,

The content you need to deliver better

Comcast **Hulu overview** Launch date 29 October 2007 HQ Los Angeles, California

Jason Kilar (co-founder), Kelly Campbell

(President), Bob Chapek (CEO, Disney)

The Walt Disney Company

• Over 39 million people subscribe to Hulu, 4.1 million of those subscribe to Hulu's Live TV

• Disney valued the app at \$15.8 billion in 2019, when it agreed to acquire the rest of it from

Hulu revenue Year Revenue

Subsidiary

\$0.2 billion

\$0.4 billion

\$0.6 billion

\$1 billion

\$1.1 billion

\$1.6 billion

Video streaming

2016 \$2 billion 2017 \$2.4 billion 2018 \$3.1 billion \$3.5 billion 2019 2020 \$4.4 billion Sources: CNBC, eMarketer, J. P. Morgan, GeekWire, The Verge, Variety **Hulu Ad Revenue Ad Revenue** Year 2016 \$0.9 billion \$1 billion 2017 \$1.5 billion 2018 \$1.6 billion \$1.5 billion 2020

Hulu Profit Year

with the ad-free version more exast well.	pensive. Users can also pay a far higher amount for Live TV	
Hulu subscribers		
Year	Subscribers	
2011	1 million	
2012	2 million	
2013	4 million	
2014	6 million	

17 million

25 million

28 million

39 million

43 million

2 million

2.7 million

3.4 million

Live TV Subscribers

H2 2020 4.1 million Sources: Engadget, StreamingClarity, Disney **Hulu Valuation Valuation** Year \$2 billion 2010 \$5.8 billion 2016 \$9.3 billion 2018 2019 \$15.8 billion Note: The Walt Disney Company has agreed to buy Comcast's one-third ownership in five years, at a valuation of at least \$27.5 billion. However, that is a future valuation of the app, not the current valuation, which was \$15.8 billion one month before the announcement.

Want to know more? Read our video streaming sector profile

How much of Hulu's revenue is from subscriptions?

What is the most watched programme on Hulu?

What is the average monthly revenue of a Hulu subscriber?

Hulu FAQ

\$67.24

(Variety)

More Video App Data TikTok Revenue and Usage Statistics (2022)

Netflix Revenue and Usage Statistics (2022) in

Video Streaming App Revenue and Usage Statistics (2022) Twitch Revenue and Usage Statistics (2022)

Disney Plus Revenue and Usage Statistics (2022)

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Sources: <u>eMarketer</u>, <u>Firstpost</u>, <u>Variety</u> **Hulu Subscription Revenue** Year **Subscription Revenue** \$1.1 billion 2016 2017 \$1.3 billion 2018 \$1.6 billion \$1.9 billion 2019 \$2.9 billion 2020 Sources: <u>eMarketer</u>, <u>Firstpost</u>, <u>Variety</u>, Disney **Profit** 2017 (\$0.9 billion) (\$1.8 billion) 2018 (\$1.5 billion) 2019 2020 (\$0.6 billion) Sources: <u>Variety</u>, <u>Forbes</u> **Hulu users** Hulu offers three packages for subscribers, which include ad-supported and ad-free versions,

2015 10 million 12 million

Sources: CNBC, Deadline, TechCrunch, WSJ Hulu vs competitors: users

In 2020, the average Hulu subscriber generated \$12.24, while a Live TV subscriber generated

In 2019, subscription revenue accounted for 54 percent of Hulu's total revenue (Firstpost)

Little Fires Everywhere is the most watched drama on Hulu ever (Jason Lynch)

How many subscribers does Disney's video streaming platforms have combined?

Combined, Disney+, Hulu and ESPN+ have 137 million direct to consumer subscribers

YouTube Revenue and Usage Statistics (2022)

Business of Apps

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