

# Hulu College One-Sheet

Our Ad Sales Mission – To create the world's most effective video advertising service

Hulu is a joint venture with NBC, FOX, ABC



Hulu now hosts  
content from  
6 of the 6  
Major Networks



**FOX**

**UNIVISION**

**THE CW**

**CBS**

Hulu is #1 in Online Premium Video  
Marketplace With Over 2 Billion Streams

Source: comScore Video Metrix, Feb. 2014

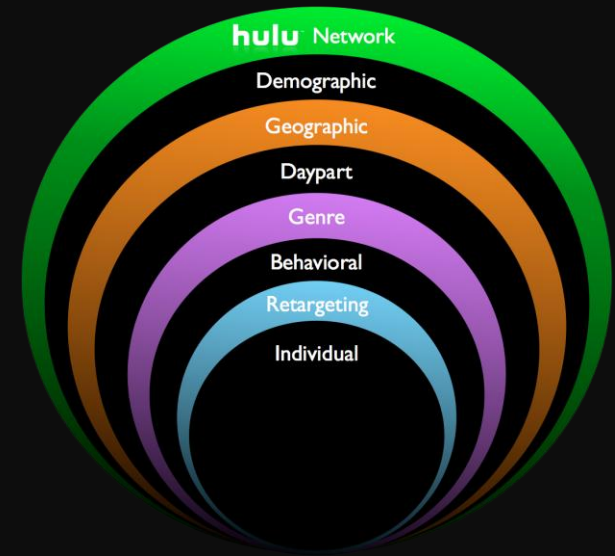
## Current Hulu Metrics

- 16.2 million unique viewers (desktop/laptop)
- Average Age: 38
- Minutes per Viewer: 224
- Composition: A18-49 audience: 61%
- Composition: A25-54 audience: 53%
- Male: 48%
- Female: 52%

Source: comScore Video Metrix, Feb. 2014

For more information on ad products please go to:  
<http://www.hulu.com/advertising>

## Targeting



## Sample Rate Card

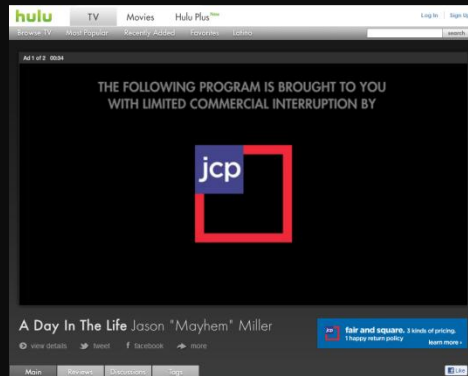
Basic Product List	CPM * (Cost Per Thousand)
Video Commercial	\$45
Companions 300x60 & 300x250	\$12
Slate	\$20
Ad Player Skin	\$20

\* Sample rates only

**hulu**

# The Hulu Ad Experience

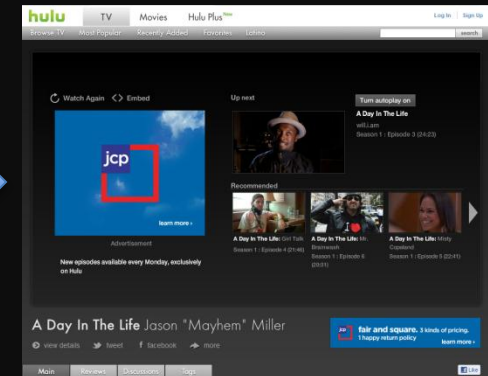
## Branded Slate



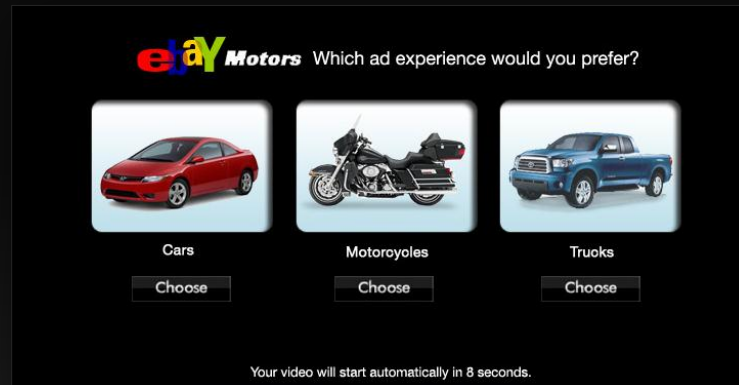
## Video Commercial



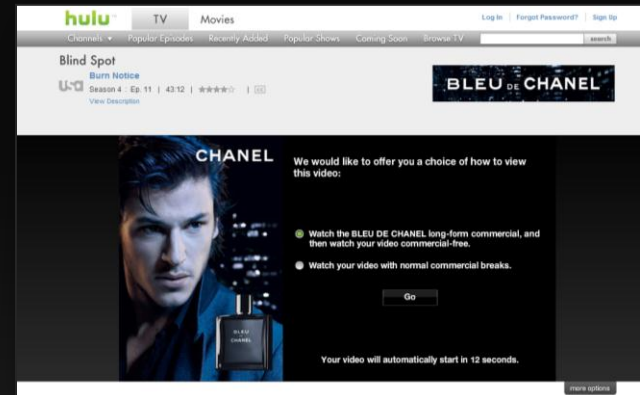
## End Card Banners



## Ad Selector



## Branded Entertainment Selector



More information can be found: <http://www.hulu.com/advertising>