



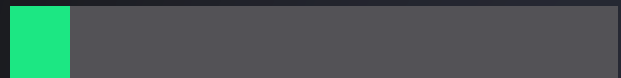
# Positioning The Brand as an Industry Market Leader

## We Have Fallen Behind The Competition... 🏳️‍🌈

# 10%

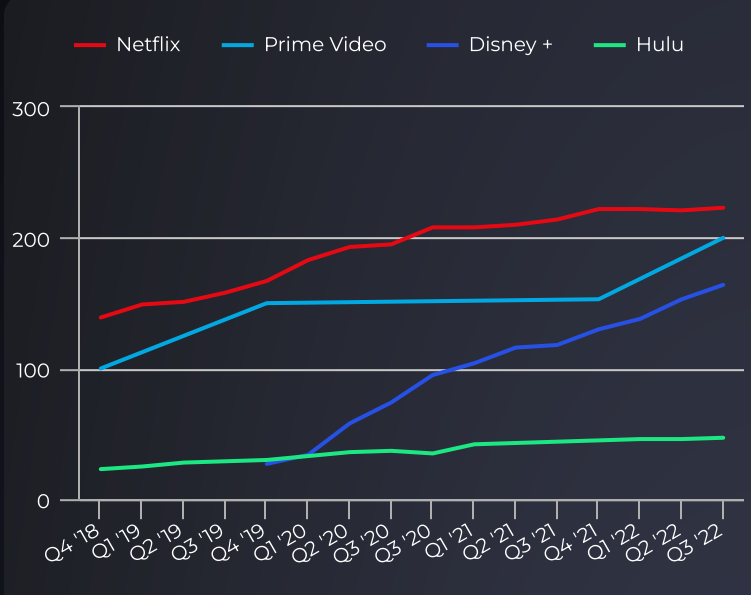
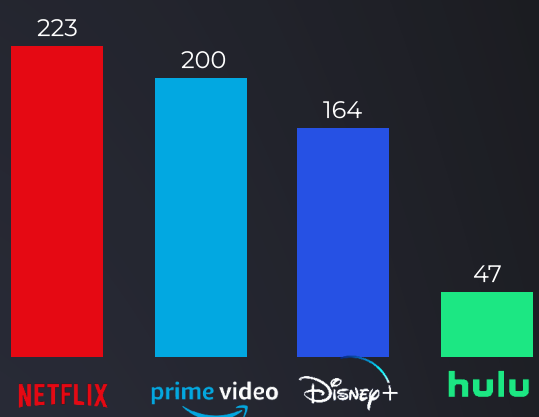
### Market Penetration

▼ **Down 3%** from Q1 '21



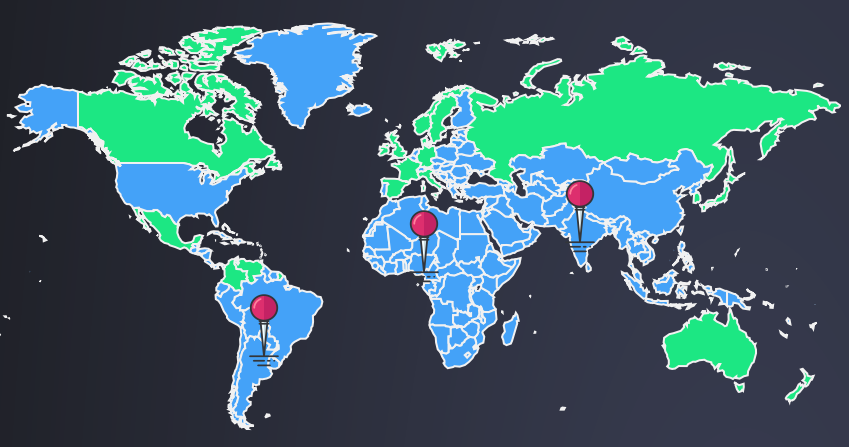
Amidst an ultra-competitive competitive environment and with the emergence of new streaming platforms in the market, Hulu has seen it's market penetration decline further from **13% to 10%** in 18 months

Hulu currently occupies bottom of the rankings on subscribers base with only **47 Million Subscribers**



Subscriber growth from Q4 2018 to Q3 2022 has remained relatively flat, growing only by 24 million customers. In the same period Disney Plus, a direct competition has witnessed exponential growth **multiplying it's subscriber by more than 6 times.**

## Delving Deeper into the Issues ⚠️

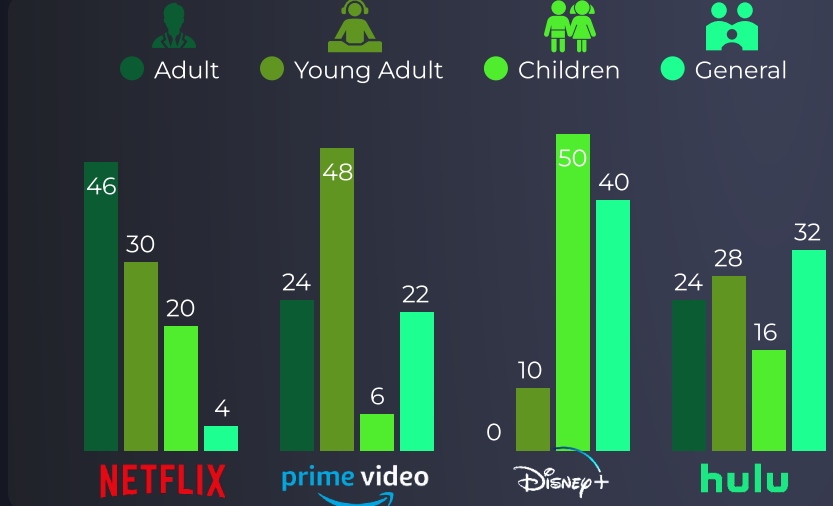
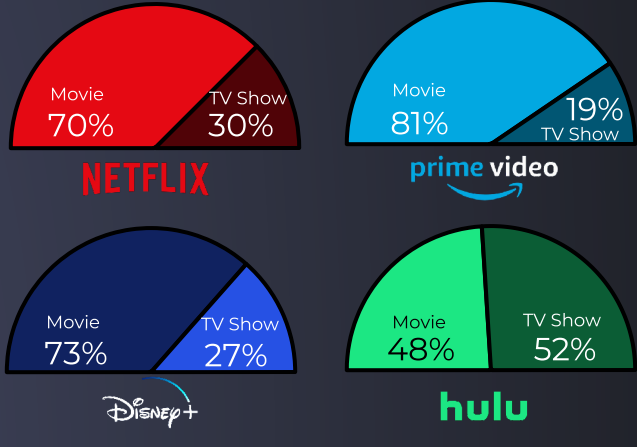


### 22 Countries

are currently featured on Hulu's streaming content portfolio. This is seemingly not enough in a market where streaming contents from diverse cultures are desired. There are untapped contents in **India, Africa, & Latin America** that could be explored to bring in new customers.

### MOVIES TO TV SHOWS RATIO

Comparing against competition, there appears to be a diluted concentration on featuring a particular type of streaming content. Hulu currently has **48%** of it's contents as Movies. This is by far the lowest concentration ratio in the industry with other platforms having at least **70%** of it's content portfolio featured as Movies



### AGE DEMOGRAPHY

Again, there appears to be no concentrated efforts on one particular age demography with its content spread out across the 4 different age groups. Compared to the industry, each streaming platform has at least **46%** concentrated efforts on a particular age-group.

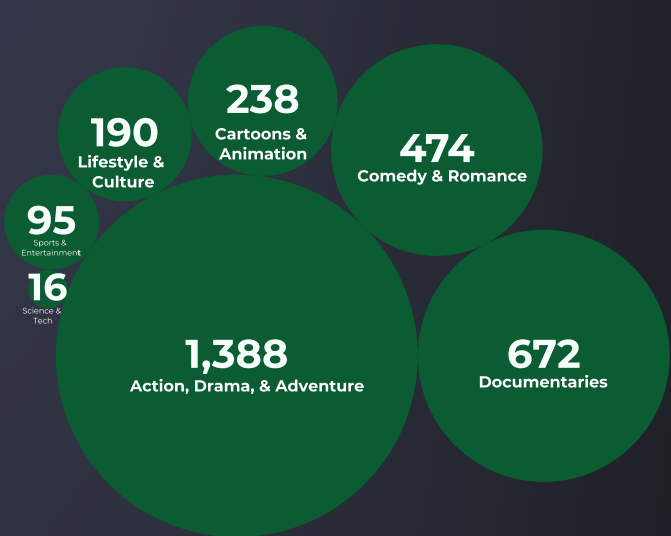
## A Closer Look at Our Current Offerings 🛒



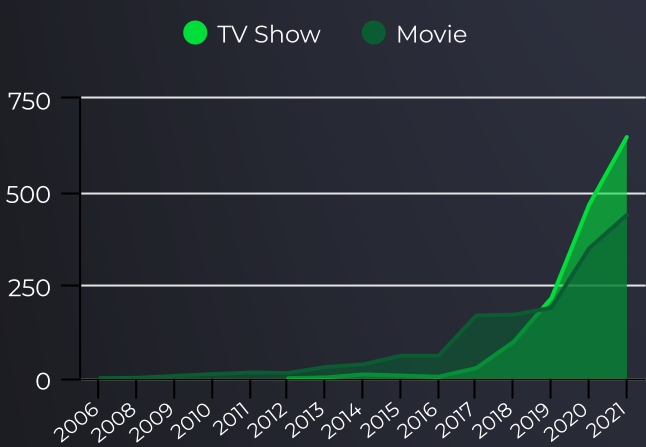
# 30%

of all Hulu contents are produced in **United States** 🇺🇸

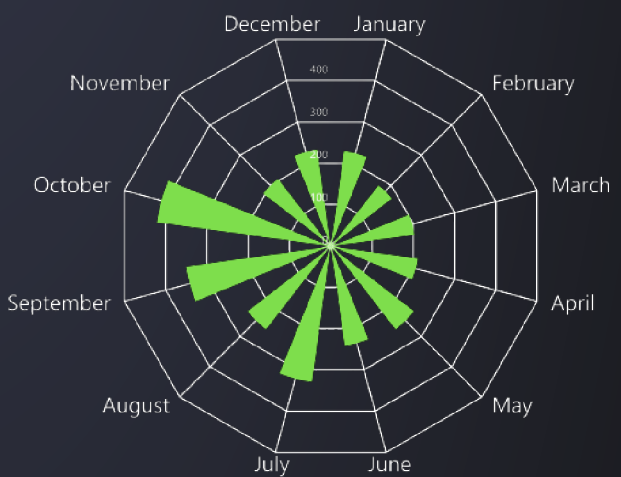
### CONTENT THEMES



### CONTENT ADDED OVER THE YEARS



### CONTENT RELEASE MONTH



## What We Can Do Differently 🧠



Tap into the Indian, African, and Latino Content Space to attract new subscribers. There are currently unexplored potential in this space.



Concentrate more on either Movie or TV show content and put strategies in place to deliver a range of this particular content to subscribers.



Target more customized contents focusing on a particular age demography. There is a need to carve a niche for itself in the market.



Target seasonal periods to deliver more contents. December is usually a period when majority of users are expected to be on holidays and therefore have more time to stream contents