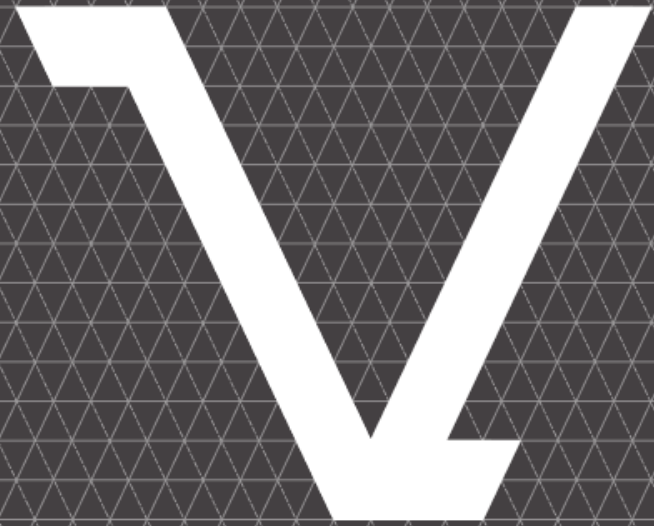


# European Hulus



**veed analytics**

October 2019

# About veed analytics

# Market intelligence  
and strategic advisory

# for the global  
video industry

# with a focus on the  
customer perspective



# Founded in 2014

# Based in Munich

# Team of product &  
content enthusiasts

# A lot of happy  
international clients

# Agenda

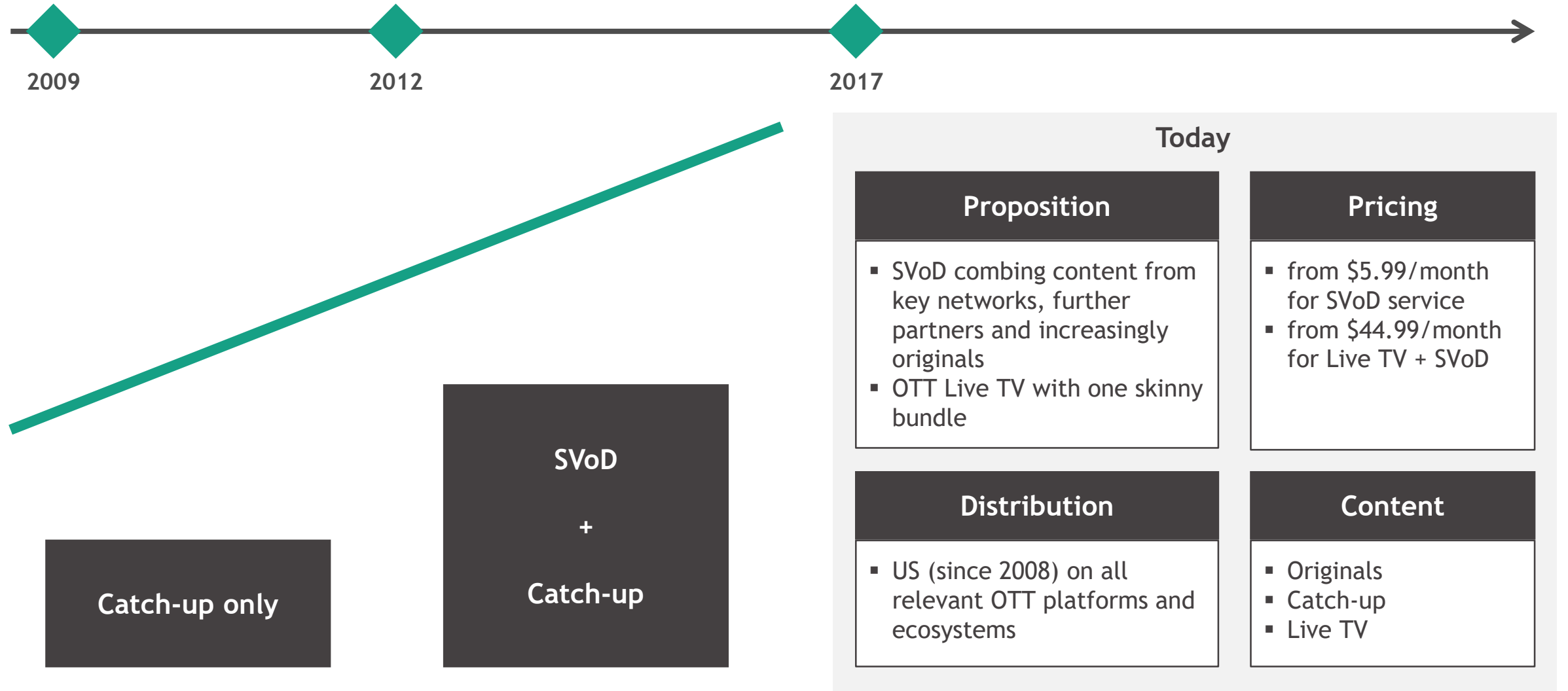
1

Hulu

2

European View

# 1. Hulu - Product Evolvement

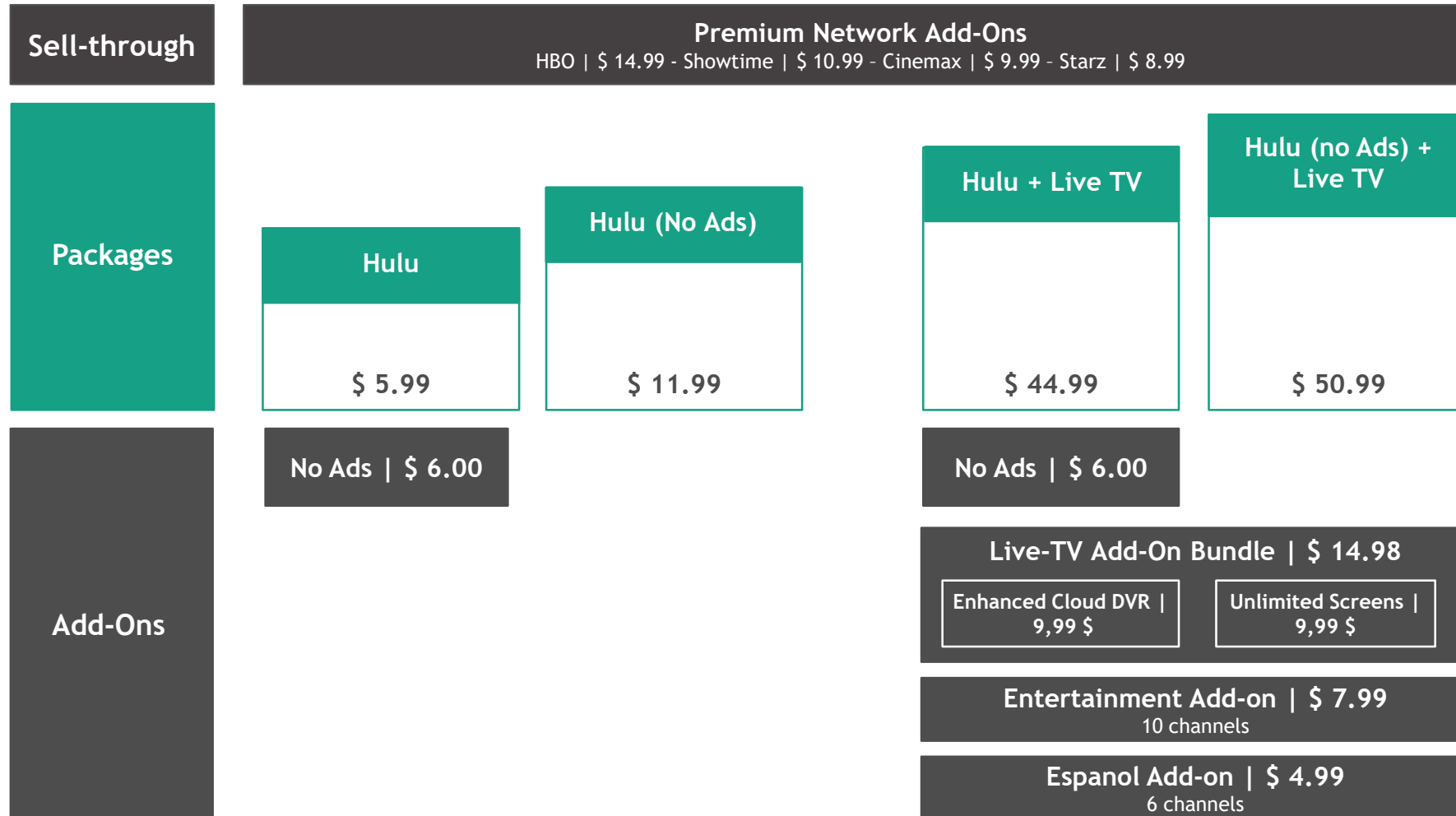


**VEED**

VIDEO SERVICES INTELLIGENCE

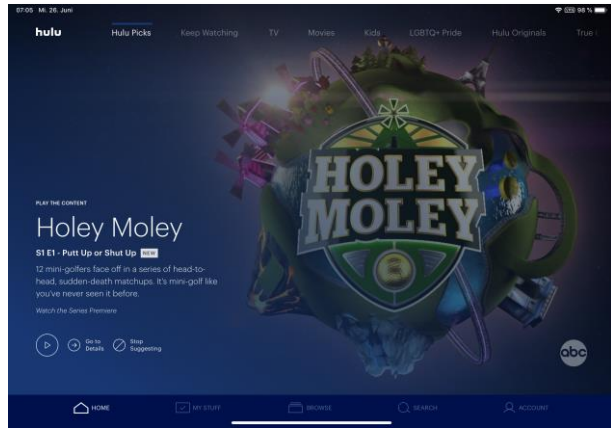
source: veed analytics, company website and service

# 1. Hulu - Packaging & Pricing

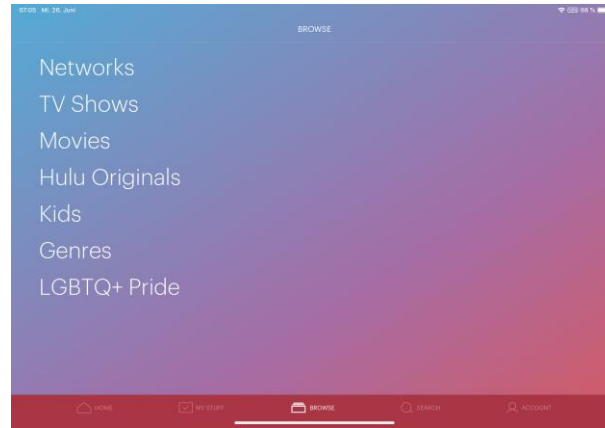


- Sell-through of HBO, Cinemax, Showtime, and Starz
- 69 originals are currently available
- In total hulu offers 4000+ movies and 3000+ TV shows/series
- Hulu collaborates with 400+ content and 2000+ advertising partners
- Part of Hulu Live TV are 67 national channels and 900+ local channels

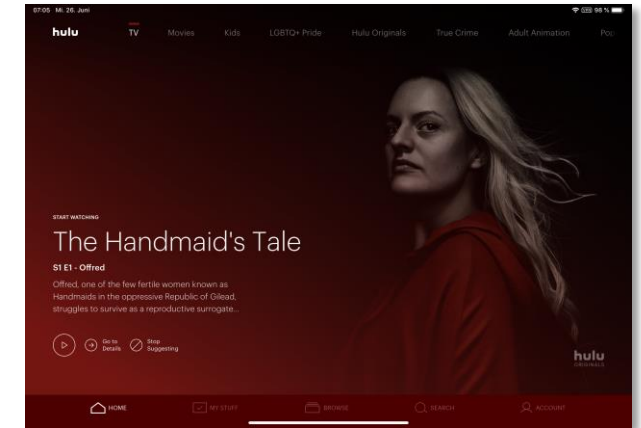
# 1. Hulu - Look & Feel



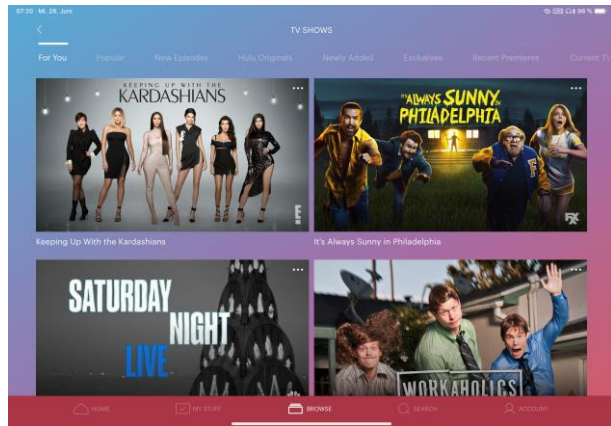
Home Screen



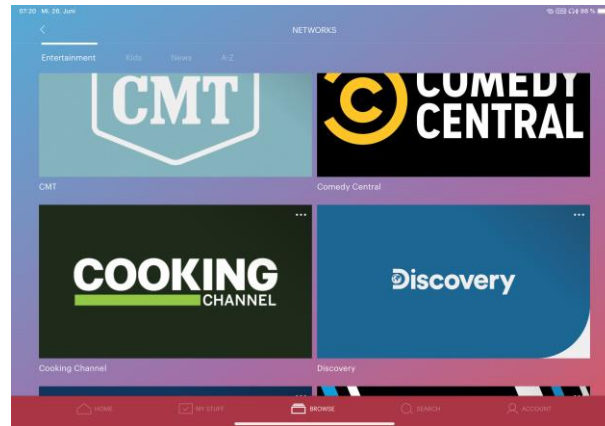
Browse Menu



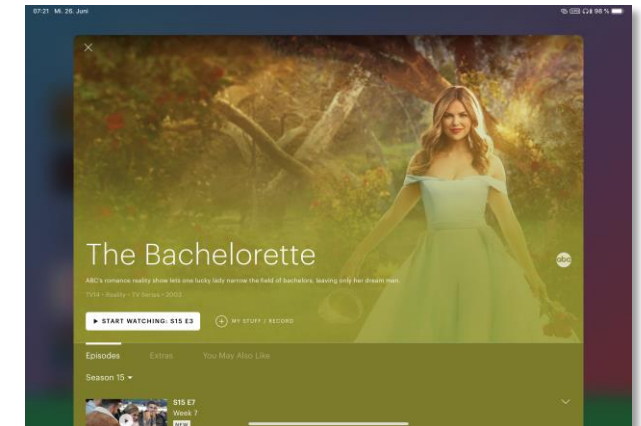
Recommended Original



TV Shows

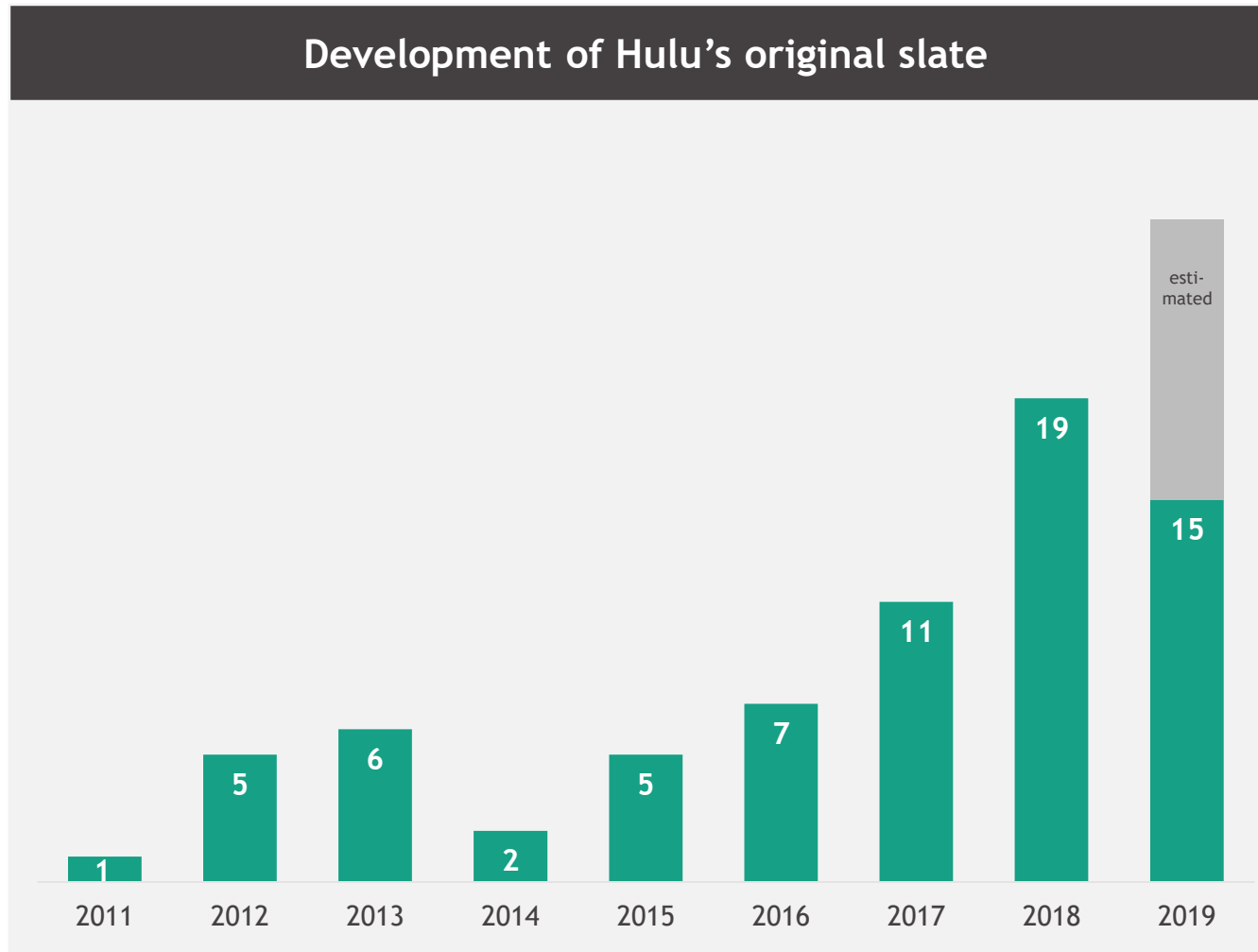


Entry via Networks



Asset Detail Page

# 1. Hulu - Originals

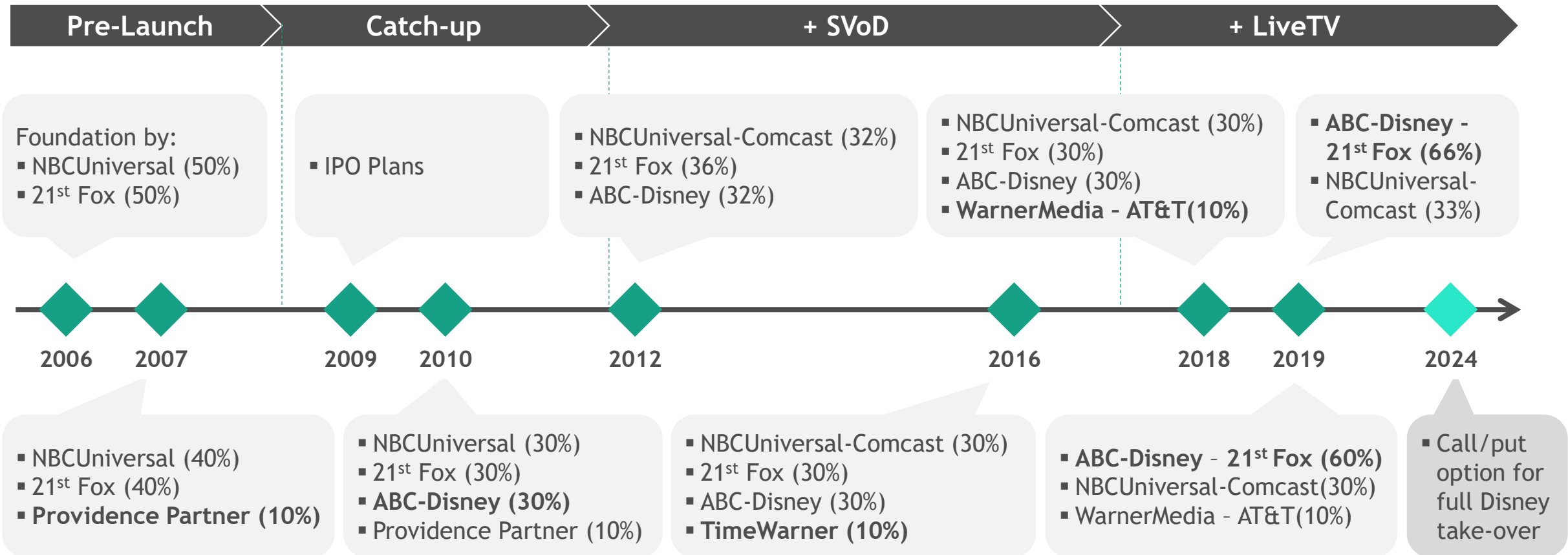


**VEED**

VIDEO SERVICES INTELLIGENCE

source: veed analytics, company website and service

# 1. Hulu - Ownership Evolvment





# 1. Hulu - Service Access & Distribution Strategy

## Supported Ecosystems

- **Mobile:** iOS, Android, Fire
- **Browser:** Edge, Firefox, Safari, Chrome
- **Gaming Console:** Xbox, Nintendo Switch, [Nvidia Shield](#), [Playstation](#)
- **Media Player:** Apple TV (4<sup>th</sup> gen), Apple TV (2<sup>nd</sup>+3<sup>rd</sup> gen), Roku, Amazon Fire TV, Chromecast, [Razer Forge](#), [Xiaomi Mi Box](#), [Nexus](#)
- **SmartTV/Blu-ray Player:** Samsung, Vizio, LG, [Sony](#)
- **STB:** [TiVo](#), [Xfinity](#)<sup>1</sup>
- **Others:** Echo Show

Core distribution via digital platforms

## Partnerships

- **Sprint:** Hulu (limited commercials) for free in unlimited plans
- **Spotify/Hulu Cooperation:**
  - In the past Spotify premium subscribers were able to upgrade from the \$9,99 to a \$12,99 plan and get Hulu Limited Commercials integrated in the package
  - Now the discount is only available for students: with a Spotify Premium Plan (\$4.99 incl. discount) Hulu's ad-supported plan and Showtime are available at no extra costs
  - Subscription is only via Spotify possible

So far no distribution partnership with any major cable operator  
Comcast X1 integration announced

# Agenda






1

Hulu

2

European view

### 3. European Platforms

Service	Corporate structure	Business Model	Launch	Originals
	JV NPO, RTL, Talpa	SVoD	2014	no
	JV P7S1/Discovery	AVoD <i>SVoD (planned)</i>	Relaunch 2019	yes
	JV RTVE, Atresmedia, Mediaset	Aggregation	2018	no
	JV BBC/ITV	<i>(probably SVoD)</i>	<i>2020</i>	<i>yes</i>
	JV France Television/TF1/M6	<i>(probably SVoD)</i>	<i>2020</i>	<i>yes</i>

### 3. Joyn - Product Overview

#### Proposition

- AVoD service combining mainly live content from networks (RTL missing)
- Catch-up content from JV partners

#### Pricing

- Currently none

#### Distribution

- Relevant OTT platforms and ecosystems
- No deals with traditional aggregators yet

#### Content

- Linear channels
- Catch-up content from JV partner
- Selected originals

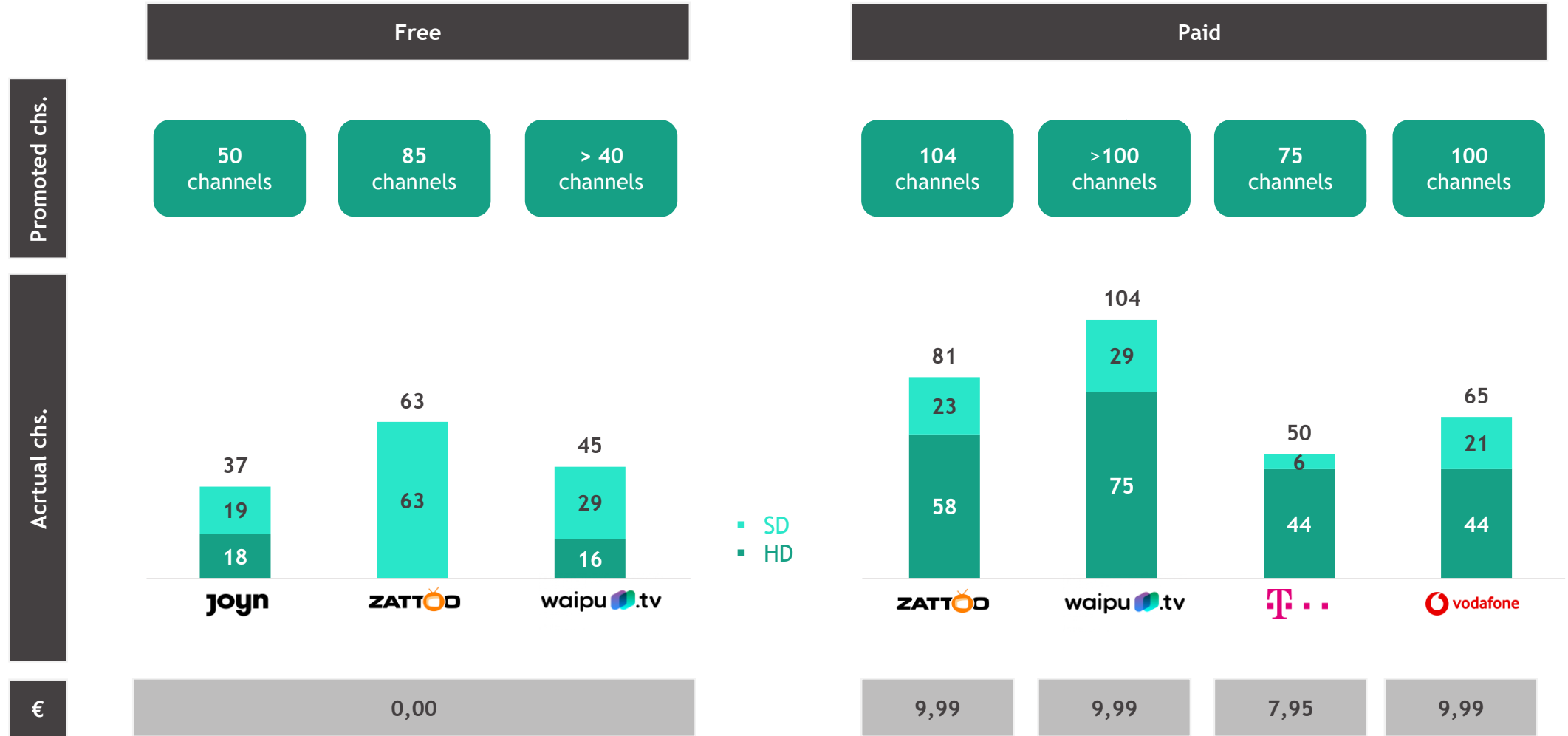


**VEED**

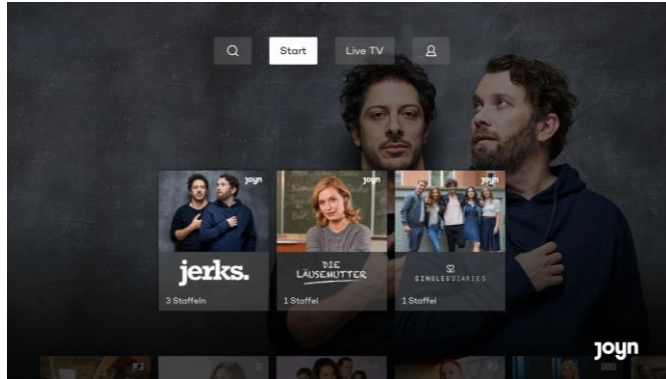
VIDEO SERVICES INTELLIGENCE

source: veed analytics, company websites and services

### 3. Joyn - Live TV Competition



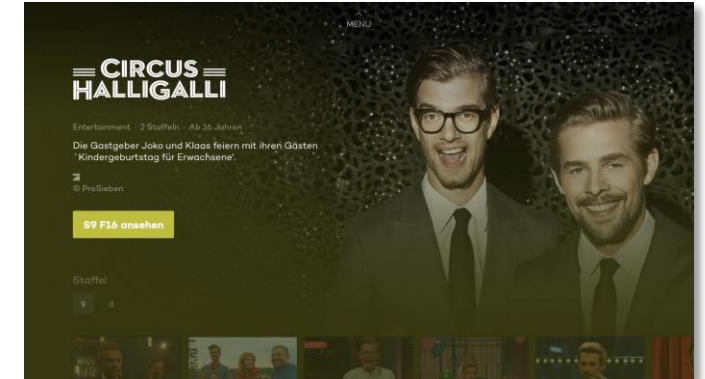
### 3. Joyn - Look & Feel



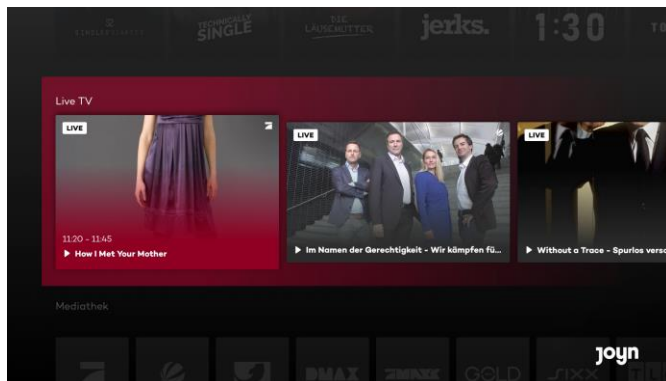
Home Screen



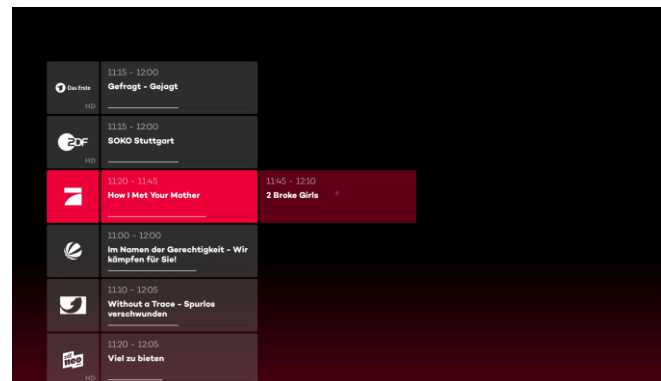
Menu



Title Screen



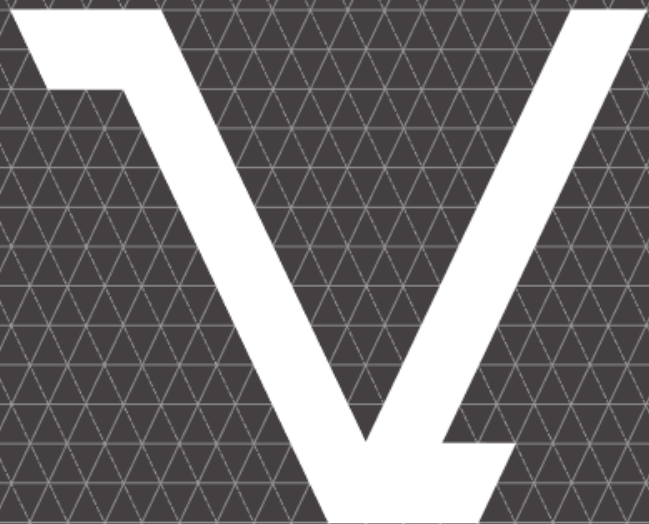
Menu Live TV



Live TV



Pre-Roll



**Dr. Bernd Riefler**  
**Founder & CEO**

veed analytics GmbH |  
+49 151 58243355 |

This document is intended for personal use of our clients only. It is based on recent public information which we consider reliable, but we do not represent that it is accurate or complete, and it should not be relied on as such.

Distribution is only permitted without any changes or omissions - publication, in whole or in parts, requires prior written consent by veed analytics GmbH and correct citation of sources.

All mentioned company names, logos, brands, brand symbols and other copyrighted material are the sole properties of the respective company; they are only used for illustrative purposes.