

# Hulu's on top for upfront spending, but Netflix's ad play means next year may be different

Article

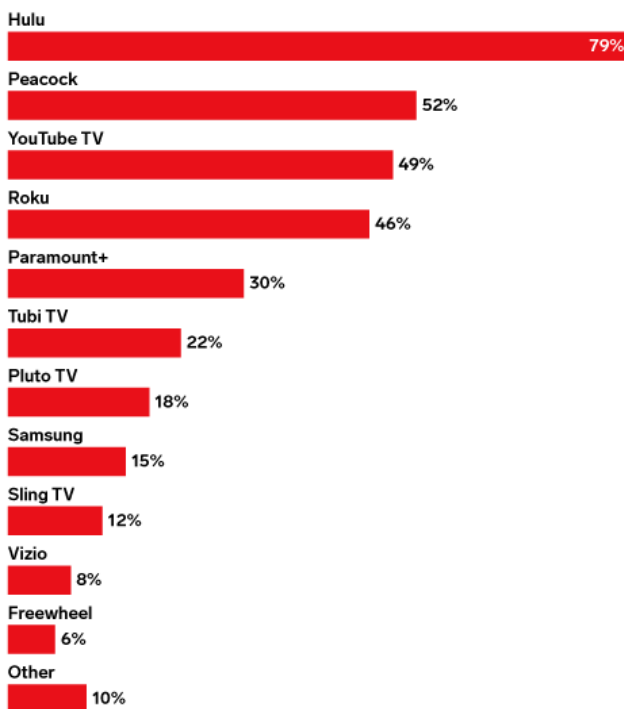
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Close to **8 in 10** branding professionals plan on allocating upfront spending to **Hulu**, per a survey from iSpot.tv. **Peacock** and **YouTube TV** are also major upfront spend magnets with **52%** and **49%** of branding professionals dishing ad dollars to those platforms, respectively.

**Beyond the chart:** The elephant in the ad spend room is **Netflix**, which has always run ad-free but plans to debut commercials as soon as Q4 of this year, the same way **HBO Max** did last year. Neither streaming platform is included in this survey, but in a shifting landscape, advertisers may allocate upfront dollars toward Netflix next year—if Netflix's advertising play feels promising for marketers.

### Streaming Platforms to Which US Brand/Advertising Professionals Are Allocating Upfront Spending, April 2022

% of respondents



Source: iSpot.tv, April 25, 2022

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