

Podcast | Hulu's Not-So-Secret Weapon in the Streaming Wars

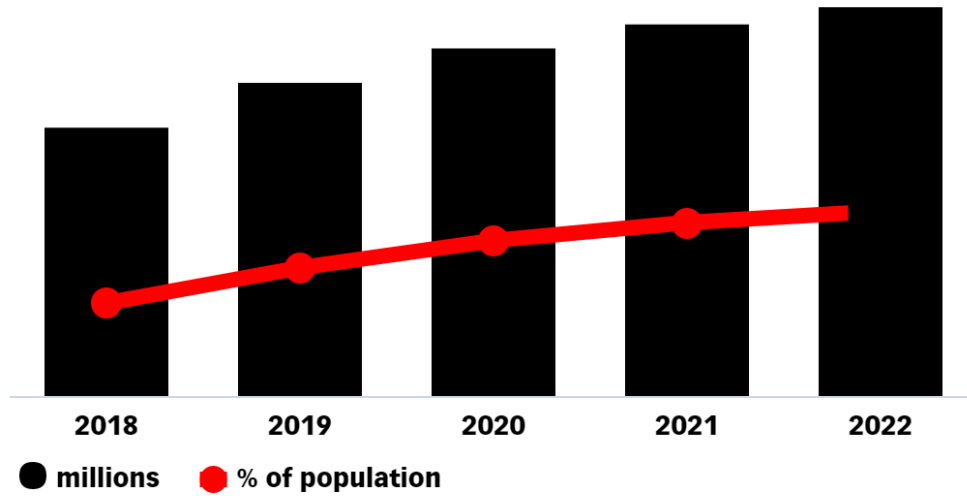
AUDIO |

eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer principal analyst Paul Verna and senior forecasting director Monica Peart discuss Hulu: how much it makes in advertising, how its ad-supported and ad-free offerings compare with Netflix and what impact Disney's increased controlling stake has on the platform.

Hulu Viewers

US, 2018-2022



Source: eMarketer, July 2018

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