

# The NewFronts: Hulu 'Binge Ads' and Free YouTube Originals

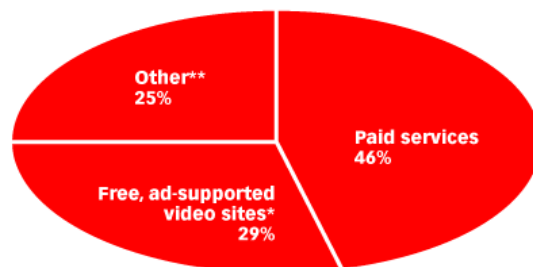
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eMarketer vice president of multimedia Paul Verna and forecasting analyst Eric Haggstrom discuss this year's NewFronts. Where do most viewers watch Hulu's content? What are these new "binge ads"? And what did they think of YouTube's presentation?

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**Share of Time Spent Viewing Video Among US Millennial Digital Video Viewers, by Type, Feb 2019**  
% of total



*Note: ages 22-35; \*e.g., YouTube, Sony Crackle; \*\*includes streaming from pay TV services, live TV streaming services and rental/video-on-demand*  
Source: Deloitte, "Digital media trends survey, 13th edition," March 19, 2019

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