



The Value of Viewability

Businesses of all sizes know the importance of having a solid game plan in the online ad game. When the goal is maximizing viewability - ensuring that the audience you want is hearing and seeing your message - never underestimate where the game is played.

Where an ad is viewed matters, and a high-quality ad environment is key to hitting a home run with your campaign.

Here's a quick rundown of how and why running campaigns on Hulu with Hulu Ad Manager increases viewability and gives your ads the screen time they deserve.

HOW MANY EYES ARE ACTUALLY WATCHING AN AD AND FOR HOW LONG? BRANDS WANT VIEWERS TO TAKE NOTE, NOT OPT OUT.

1 Draw a Crowd

Viewers watching content on-demand pay

33% more attention
to ads than viewers watching live¹

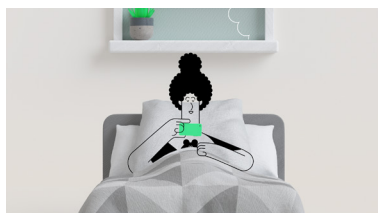
And in December 2020, viewers spent more time watching in a streaming ad environment like Hulu than in Xfinity, Sling, Spectrum TV, and AT&T Now combined.²



JUST HOW MANY PEOPLE ARE WATCHING STREAMING TV?

2 Use the Home Team Advantage

90%
of 13-54 year olds watch streaming TV³



84%
18 to 34 year olds, streaming is their primary source for TV⁴

So it's no surprise that between 2019 and 2020, viewership of streaming TV increased 57%, largely driven by the 79% growth in on demand content.⁵

Fun Fact: Hulu keeps ad breaks short and sweet—and research shows that viewers are more likely to pay attention to ads during shorter ad breaks.⁶

3 Score Marathon Wins

Binge watching a favorite show may now be the ultimate pastime. Viewers craft their own marathon, hand-picking shows from Hulu's huge streaming library, and settle in.

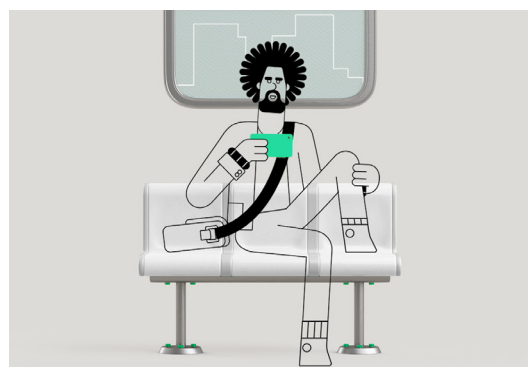
The more time a viewer spends watching, the more attention they pay to ads.



This is especially true in an on-demand environment; We even see that ad attention increases when viewers binge watch over a 3-4 hour period of time.⁷ From last night's must-watch TV and movies to Classic TV hits that we know and love to award-winning Originals, Hulu is home to the high-quality, on-demand content that drives this type of time investment.

EVER BLOWN THROUGH AN AD CAMPAIGN BUDGET UNEXPECTEDLY?

4 Save Money on Benchwarmers



Ever blown through an ad campaign budget unexpectedly? Many ad platforms charge based on views—especially within social media—even if the ad never actually plays!

Did you know that Hulu only charges your campaign after the ad has been 100% watched?

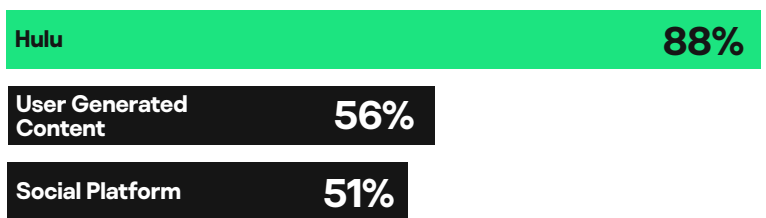
That means more bang for your buck. And Hulu viewers are over 99% fraud free⁸—bye bye, bots!

5 Stay Focused

Target practice usually means missing the mark now and again. But when you run campaigns, you want confidence that those ads will be seen. Hitting the bullseye means finding the right audience and keeping their attention.

Ads on Hulu command more attention (88%) than user-generated content (56%) or ads on a social platform (51%).⁹ Hulu captivates viewers—and pairs your ad with appropriate and safe content.

Ads on Hulu command more attention



6 Stream Ads on a Winning Platform

There are a lot of names in the streaming platform game right now—and even more subscription-only and social media channels. How can you predict who will come out ahead?



When Hulu viewers were asked who are the current leaders of the streaming wars, Hulu tops the list of its ad-supported competitors.¹⁰

Hulu's high quality environment delivers professionally produced and trusted content to watch on demand—which helps keep advertisers safe and their reputations sterling.

Hulu Ad Manager can increase the viewability of your ads by providing SMBs a premium environment for their campaigns. Top-tier content; options for all budgets; and engaged, widespread, and easily targeted audiences create massive opportunities for businesses of all sizes. Log-in and create your campaign today!

¹ TVision, Attention Evaluation - Phase 1, June 2019
² Comscore OTT Intelligence December 2020, Total Hours, United States
³ Culture Co-Op, Generation Stream Report, April 2020

⁴ Culture Co-Op, Generation Stream Report, April 2020
⁵ Culture Co-Op, Generation Stream Report, April 2020
⁶ Leflien, Attention Evaluation Phase 2, 2019
⁷ TVision, Attention Evaluation - Phase 1, June 2019

⁸ Moat, Q3 2020
⁹ Custom Nielsen Study, 2019
¹⁰ ePoll Audience Profile Study, January 2020