

Hulu is losing money, but original content brings more benefits than costs, so Hulu should collaborate with owners and celebrities and enlarge budget for hiring experts

- Hulu is continually losing money, but subscribers are exponentially growing, and owners are supporting
- Original programming has some flaws, but it has more foreseeable benefits
- Hulu should collaborate with big names and owners and increase budget for hiring experts

Hulu is losing money, but subscribers are exponentially growing, and owners are supporting

Hulu is continually losing money

In 2017, Hulu lost \$920 million, versus a loss of \$531 million a year earlier

Hulu's losses will climb 80% in calendar year 2018 to around \$1.7 billion

Subscribers are exponentially growing

More than 20 million total in the U.S. in March 2018
Over 5 million more, 40% increase from 2016 to 2017

Total audience grew to 54 million unique viewers in 2017

Owners are supporting

Disney committed about \$450 million to Hulu for 2018

Joint ownership gives Hulu streaming rights to ABC, Fox and NBC.

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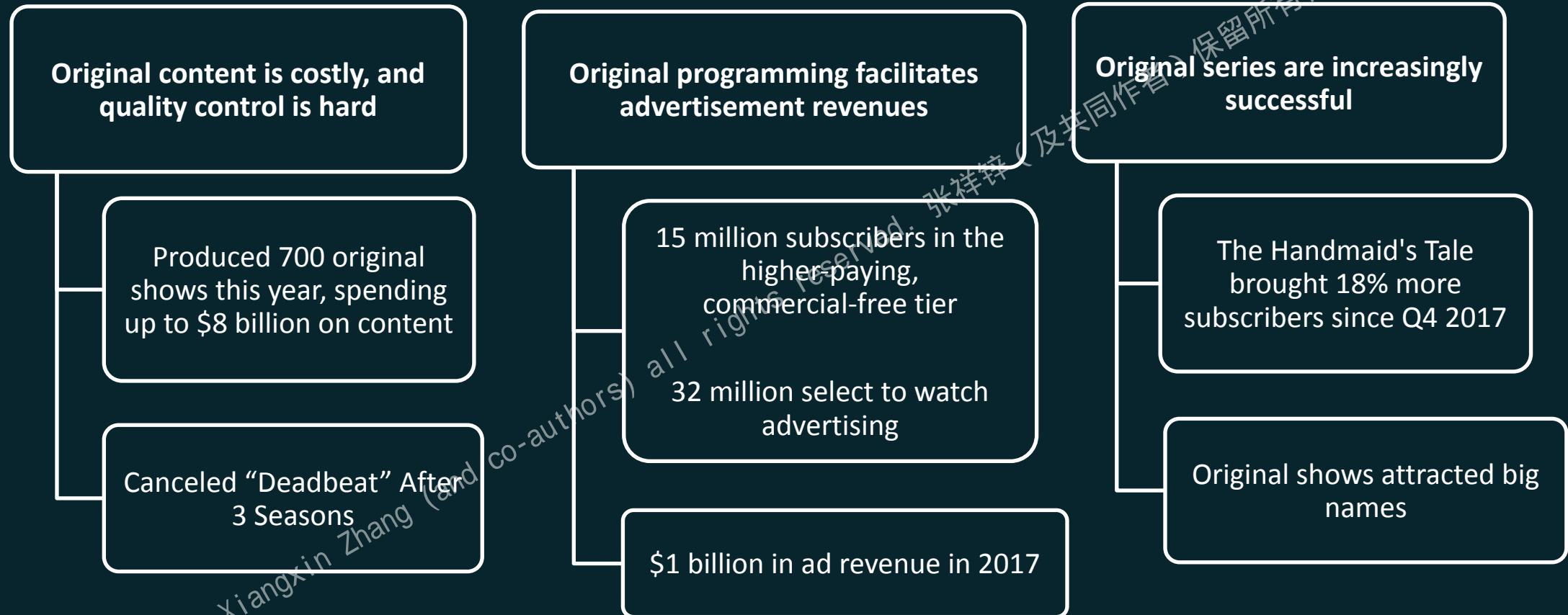
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Original programming has some flaws, but it has more foreseeable benefits



Hulu should collaborate with big names and owners and increase budget for hiring experts



Continue producing original content with big names

- Collaborate with reputable actors/actresses, directors, producers, which attracts audiences, and ensures quality



Leverage resources from parent companies

- Seek accesses to marketing channel and film production teams to better promote or produce original programs



Invest more on hiring experts of original content making

- Increase budget for hiring more talented employees from top universities and firms who have expertise in making original content