

Overview

Hulu Ad Swap is the next evolution in user choice and control, an ad innovation designed to dramatically improve the advertising experience for users and results for brands. Hulu Ad Swap puts complete control in the hands of the user by enabling them to instantly swap out of an ad they are watching for one that is more relevant.

How It Works

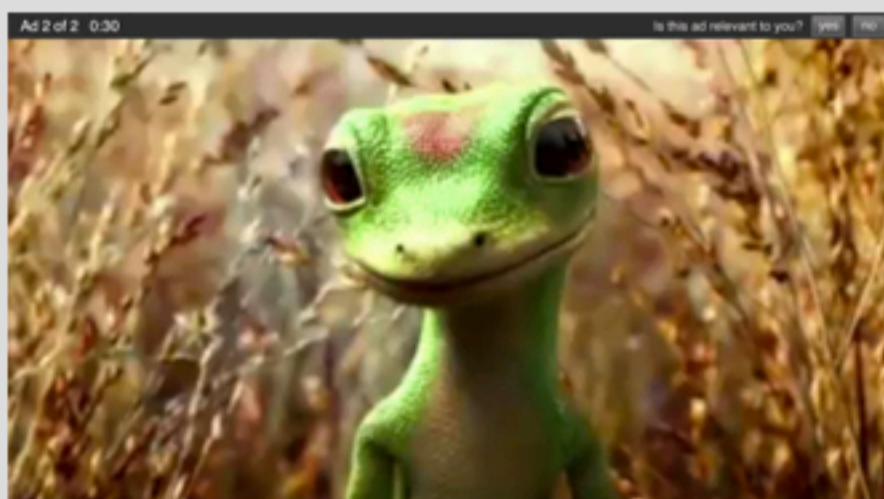
When an ad begins to play, a user can click on the Hulu Ad Swap icon in the top left corner:



This button will bring up a number of ad choices, customized to that user's profile and previous ad viewing preferences.



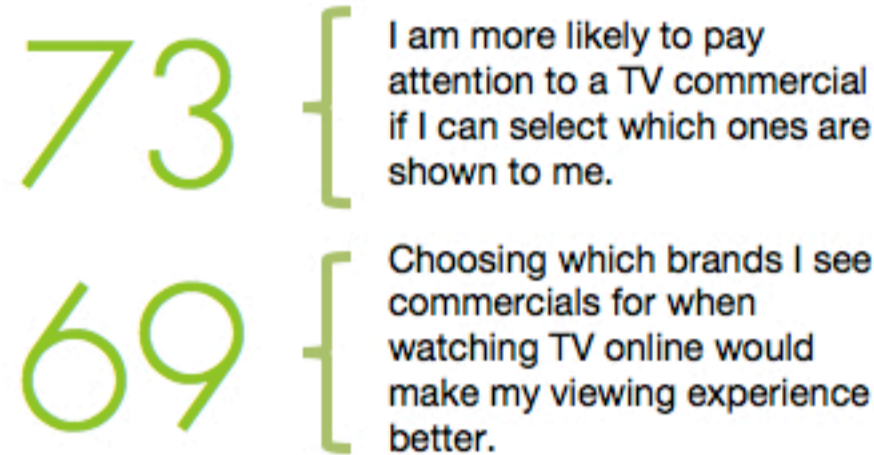
At this point, the user can select a more relevant ad from the available choices.



Key Research Results

Viewers want to choose relevant ads for themselves:

% Strongly or Somewhat Agree



Hulu Ad Swap improves advertising effectiveness:

% Improvement



Benefits

For Users

The user now has ultimate control and the power to choose their ad experience in real-time.

For Advertisers

The advertiser will reach a more engaged audience through consumer opt-in, therefore driving higher engagement, brand and message recall, likeability, and purchase intent among consumers.

For Content Owners

Ad innovation facilitates higher ad prices, which gives us the ability to better monetize content on behalf of content owners.



Methodology

In July 2011, Penn Schoen Berland interviewed 1500 online video viewers between the ages of 14 and 54 to understand how consumers engage with Hulu Ad Swap. For the purpose of this research, Hulu designed a special mini-site to replicate the Hulu experience. Respondents were recruited to view one of 4 popular television shows of their choice with a pre-determined set of advertisements. 500 respondents engaged with the mini-

site without Hulu Ad Swap and 1,000 respondents were exposed to the version with Hulu Ad Swap. This research measured consumer perceptions of Hulu Ad Swap, as well as brand recall, favorability, and purchase intent.

Contact

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