

# VIAANT & HULU ADVERTISING SOLUTIONS

## ABOUT THE PARTNERSHIP

By 2026, nearly 40% of the U.S. population is projected to cut the cord. Accordingly, it is imperative marketers include ad-supported streaming services in their media buy to ensure they engage these shifting audiences.

Hulu provides the perfect opportunity by leveraging more subscribers than the largest cable and satellite providers. By offering premium and exclusive content to both cord-cutters and pay-tv subscribers, Hulu has increased living room presence 52% since 2014. As a Hulu certified partner, Adelphic® enables marketers to programmatically access their premium inventory within a self-service platform.

- **HULU CERTIFIED PARTNER:** Automated & Data Informed Buying
- **CROSS DEVICE EXECUTION:** CTV, Mobile, Desktop
- **PREMIUM LONG-FORM CONTENT:** Clutter Free Experience
- **STRONG VIEWABILITY/COMPLETION RATE:** Engaged viewership
- **BRAND-SAFE ENVIRONMENT:** Fraud Free
- **YOUNG AUDIENCES:** Median Age: 31

## HULU ACCESS, YOUR WAY

### AUTOMATED GUARANTEED

- Guaranteed delivery at a fixed rate and bought programmatically through Adelphic using Hulu deterministic matching

### UNRESERVED FIXED

- Delivery based on decisioning that leverages Adelphic integrated targeting and optimization tools to buy inventory at a fixed rate

### PRIVATE AUCTION

- Delivery based on decisioning that leverages Adelphic integrated targeting and optimization tools using an auction-based solution

The Hulu logo is displayed in white lowercase letters on a dark blue background. To the left of the logo is a thick red L-shaped graphic element.

**92M**  
MONTHLY  
UNIQUE VIEWERS

**100%**  
AD COMPLETION

**77%**  
YOY INCREASE  
IN TIME SPENT

**VIAANT.**

viantinc.com