

**Hulu Debuts via Private Beta and on Distribution Partners AOL, Comcast, MSN, MySpace and Yahoo!; Company Announces Major Licensing Deals with Metro-Goldwyn-Mayer Studios Inc. and Sony Pictures Television; Providence Equity Partners Makes Strategic Investment in News Corporation/NBC Universal Online Video Joint Venture;**

Business Wire

October 29, 2007 Monday 4:01 AM GMT

Copyright 2007 Business Wire, Inc.

**Distribution:** Business Editors; Entertainment Editors; Telecommunications Writers

**Length:** 1172 words

**Dateline:** LOS ANGELES

## **Body**

---

Hulu today announced the beta launch of its online video service, offering viewers a vast selection of streaming, on-demand, premium programming on a free, ad-supported basis. Hulu content includes full-length current and archived television programming as well as clips and an initial selection of feature films.

Hulu announced it has signed licensing deals with Metro-Goldwyn-Mayer Studios Inc. (MGM) and Sony Pictures Television, marking a major milestone in its mission to bring consumers the most comprehensive selection of premium video content online. A collection of over 40 television shows from Sony will be made available at Hulu.com, while full-length television shows and feature films from MGM will be available through the Hulu service. Hulu will also offer content from two leading broadcast networks (Fox and NBC), over 15 cable networks (Bravo, E! Entertainment, FX, Sci Fi, USA, and more), four of the largest Studios (Fox, MGM, Sony and Universal) and a broad array of independent, web-centric content providers. In addition, Hulu announced content partnerships with such leading programmers as Reveille, Smithsonian Networks, and World Wrestling Entertainment.

Hulu also announced it has closed a \$100 million investment from private equity firm Providence Equity Partners, the leading global private equity firm specializing in media, entertainment, communications and information companies.

"We're excited to bring a wide selection of popular content to fans, on-demand and free - from full episodes and clips of hit shows like *Heroes*, *House*, *The Office*, and *The Simpsons*, to feature films like *The Blues Brothers* and *Sideways*," said Jason Kilar, chief executive officer of Hulu. "The launch with our distribution partners as well as our beta is an important first step in delivering a service that lets people enjoy their favorites, anytime, anywhere."

"Consumers are clearly interested in easily accessing a broad spectrum of programming," said Peter Chernin, president and chief operating officer, News Corporation. "As a single source of free, on-demand programming from some of the most popular studios and online networks, Hulu helps consumers quickly and easily find and enjoy the premium content they are looking for."

"NBC Universal is excited to give consumers the flexibility to enjoy our most popular shows online when, where and how they want," said Jeff Zucker, president and chief executive officer, NBC Universal. "Hulu's clean and crisp destination site, broad distribution network, and embeddable video player make for a powerful combination and will

Hulu Debuts via Private Beta and on Distribution Partners AOL, Comcast, MSN, MySpace and Yahoo!;  
Company Announces Major Licensing Deals with Metro-Goldwyn-Maye....

While Hulu.com is debuting in private beta, consumers will be able to also visit Hulu's vast network of distribution partner websites: AOL, Comcast's Fancast.com, MSN, MySpace and Yahoo! to enjoy the extensive library of premium long-form and clip content. Together, these companies represent some of the most visited web destinations, bringing content to consumers where they are already spending much of their time. Each distribution partner features a unique, customized video player, ensuring a seamless viewing experience on all of their sites. Additionally, users can embed videos throughout the web, including their own site, in order to further extend distribution.

Hulu has partnered with a strong lineup of content providers including Bravo, CNET, Comedy Time, E! Entertainment Television, Ford Models, Fox Atomic, Fox Reality, FX Networks, FUEL TV, G4, Golf Channel, IGN, Movieola, National Geographic, Oxygen, SPEED, Sundance Channel, Sci Fi Network, The Fight Network, The Style Network, X17 Online, USA Network, Versus and more.

"Hulu is bringing together a wide array of premium content that will engage audiences and meet their rapidly growing demand for quality online video," said Jonathan M. Nelson, chief executive officer of Providence. "We are pleased to partner with News Corporation, NBC Universal and Jason and his talented team to support Hulu's growth."

Dedicated to providing users with an enhanced online video experience, Hulu.com offers an elegant interface that makes content the central focus. At the same time, innovative features allow users to enjoy, share, and embed videos in new and exciting ways. The beta period will give users an opportunity to test the service and provide valuable feedback which will help to shape the Hulu service.

To sign up for the private beta, viewers can go to <http://www.hulu.com>.

At launch of beta, Hulu's programming will include the following full-length episodes, clips and feature films:

24	Breaking Away
30 Days	Buck Rogers
30 Rock	Buffy the Vampire Slayer
The A-Team	Bulworth
Adam-12	Chicago Hope
Age of Love	Chuck
Airwolf	The Comebacks
Alfred Hitchcock Hour	Conan the Barbarian
Alfred Hitchcock Presents	Cops
American Dad!	Death Sentence
Andy Barker P.I.	Doogie Howser, M.D.
Are You Smarter Than A 5th Grader?	Dr. 90210
Arrested Development	Dragnet
Back To You	Family Guy
Battlestar Galactica	Firsthand
Battlestar Galactica Classic	Flipping Out
Big Ideas for a Small Planet	Fox Movie Channel presents "Casting Session"
Bionic Woman	Fox Movie Channel presents "Making a Scene"
The Blues Brothers	Fox Movie Channel presents "World Premier"
The Bob Newhart Show	Night Gallery
Bones	October Sky
The Breakfast Club	The Office
Friday Night Lights	Over There
Heroes	Picket Fences
Hill Street Blues	The Practice

Hulu Debuts via Private Beta and on Distribution Partners AOL, Comcast, MSN, MySpace and Yahoo!;  
Company Announces Major Licensing Deals with Metro-Goldwyn-Maye....

House	The Pretender
Inside the Actors Studio	Prison Break
It's Always Sunny in Philadelphia	Psych
The Jerk	Queer Eye
Journeyman	The Riches
K-Ville	Rob and Amber: Against the Odds
King Of The Hill	Saturday Night Live
Kitchen Confidential	Scrubs
Kitchen Nightmares	Sideways
Kojak	Simon & Simon
Las Vegas	The Simpsons
Late Night with Conan O'Brien	Solitary
Life	St. Elsewhere
The Loop	Stacked
Lost in Space	Standoff
Lou Grant	Talkshow with Spike Feresten
The Mary Tyler Moore Show	The Tonight Show
Master and Commander:The Far Side of the World	Vanished
McHale's Navy	Weekend at Bernie's
Miami Vice	WKRP in Cincinnati
Monk	Woody Woodpecker
Murder One	
My Bare Lady	
My Name is Earl	

## About Hulu

Hulu is an online video service that offers a selection of hit shows, clips, movies, and more at Hulu.com and other destination sites online. Hulu's selection of premium programming is provided by leading content companies, including NBC, FOX, MGM, Sony Pictures Television, as well as Access Hollywood, BNET, Bravo, CNET, Chiller, Comedy Time, E! Entertainment Television, The Fight Network, Ford Models, Fox Reality, FX Networks, FUEL TV, G4TV, Gamespot.com, Golf Channel, IGN, LXTV, Movieola, MyNetwork TV, National Geographic, Oxygen, Rehearsals.com, Reveille, Sleuth, Smithsonian Networks, SPEED, Sundance Channel, Sci Fi Network, The Style Network, TV.com, TV Guide, TVG, USA Network, Versus, World Wrestling Entertainment® and X17 Online. This content is available on Hulu.com and distributed through Hulu's partners: AOL, Comcast, MSN, MySpace and Yahoo!.

CONTACT: Hulu  
Christina Lee, 310-571-4759

[christina@hulu.com](mailto:christina@hulu.com)

or

Edelman for Hulu  
Becky Farina, 323-202-1898

[Becky.Farina@Edelman.com](mailto:Becky.Farina@Edelman.com)

Betsy Foudy, 323-202-1068

[Betsy.Foudy@Edelman.com](mailto:Betsy.Foudy@Edelman.com)

Hulu Debuts via Private Beta and on Distribution Partners AOL, Comcast, MSN, MySpace and Yahoo!;  
Company Announces Major Licensing Deals with Metro-Goldwyn-Maye...

<http://www.businesswire.com>

**Load-Date:** October 30, 2007

---

End of Document