

The Perfect Pair: Hulu & Valentine's Day

With Valentine's Day around the corner, Hulu set out to understand how our viewers plan to spend the holiday and the role TV plays in their celebrations.

Committed to Content

- Nearly 70% of Hulu viewers would rather **stay in and watch TV/movies** than go out on Valentine's Day.
- Hulu viewers plan to **watch with their significant other** (66%) and/or watch solo (38%) for some much needed "me-time."

Valentine's Day celebrations will center around:



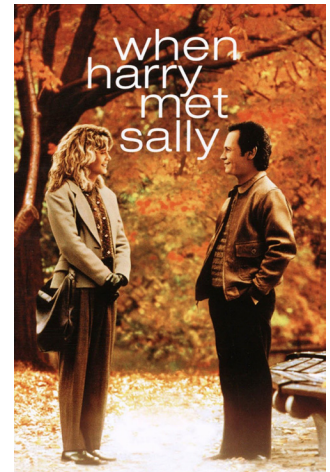
Setting the Mood for Consumers and Advertisers

Valentine's Day isn't just for couples...it's also the perfect time for brands and advertisers to reach consumers!



Streaming the Love

Top Movies



Last year, the Young Adult/Romance genre saw a...

+39%

increase in time spent watching during February

+17%

increase in time spent watching on Valentine's Day

For more info visit advertising.hulu.com