

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.

One 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:

Watching TV/movies at home

Staying in, cooking dinner

Something in-person with a valentine

∂♥ 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!



of Hulu viewers agree that they like "Valentine's Day ads that feel relevant to me."

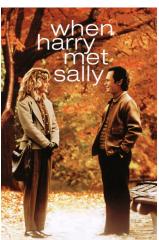


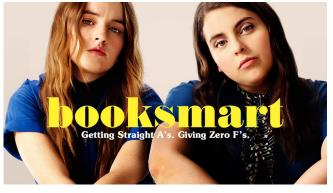
of Hulu viewers agree they are more likely to be interested in purchasing a Valentine's Day gift after seeing an ad.

♡ Streaming the Love

Top Movies







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

increase in time spent watching during February

increase in time spent watching on Valentine's Day

For more info visit advertising.hulu.com