



Hulu, LLC ♦ 2500 Broadway, 2nd Floor ♦ Santa Monica, California 90404

May 6, 2019

Senator Richard Blumenthal
706 Hart Senate Office Building
Washington DC, 20510

Senator Edward J. Markey
255 Dirksen Senate Office Building
Washington DC, 20510

Senator Chris Van Hollen
110 Hart Senate Office Building
Washington, DC 20510

Dear Senators Blumenthal, Markey and Van Hollen,

Thank you for your April 15, 2019 letter addressing smoking imagery in film and television. Hulu shares your concerns and greatly respects your longstanding commitment to reducing youth smoking. This letter outlines our approach to depictions of tobacco use on our service.

Hulu is an aggregator of content, with more than 85,000 TV episodes and movies in our library. The vast majority of these titles are licensed from leading networks and studios, and depictions of tobacco use are determined by the licensors' policies and production guidelines.

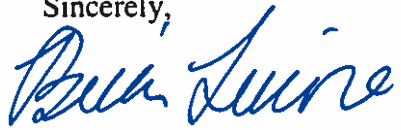
While licensed content accounts for a large percentage of our library, Hulu Originals are a critical part of our product offering. Each episode of a Hulu Original goes through multiple layers of review by Hulu's Standards & Practices professionals. These reviewers are particularly focused on identifying and eliminating glamorization of youth smoking in content that is likely to be viewed by minors.

Hulu also reduces young viewers' exposure to depictions of smoking by allowing parents to set up kids profiles for their children. Kids profiles restrict their users to Hulu's "Kids Hub." All content in the Kids Hub is rated TV-Y, G, TV-G, TV-Y7, TV-Y-FV or PG and comes from a family-friendly genre like animation, food, music or science and technology.

Finally, Hulu is distinguished from other leading streaming services by the presence of commercials for users who select our ad-supported plan. Hulu does not accept any advertisements for tobacco products or e-cigarettes. The only smoking-related commercials that can appear on our service are anti-smoking public service announcements and advertisements for smoking cessation aids.

Thank you for the opportunity to share our approach. Hulu is fully committed to limiting our young viewers' exposure to content that glorifies youth smoking.

Sincerely,

A handwritten signature in blue ink that reads "Brian Levine". The signature is written in a cursive, flowing style.

Brian Levine
Head of Regulatory Affairs and Public Policy