

No IPO for Hulu for now: report

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Hulu logo. US online video entertainment site Hulu has decided not to go public for now and may examine other financing options, The Wall Street Journal reported late Monday.

US online video entertainment site Hulu has decided not to go public for now and may examine other financing options, The Wall Street Journal reported late Monday.

The newspaper, citing "people familiar with the matter," said Hulu, whose investors include News Corp., Disney and NBC Universal, is considering new subscription plans beyond Hulu Plus, its recently introduced premium service.

The Journal said Hulu's management had been looking at an [initial public offering](#) but has decided not to proceed with an IPO right now and may pursue other options, including having Hulu's current owners put in more money.

Hulu primarily offers ad-supported full-length television shows and movies for free but last month it launched subscription service Hulu Plus offering full seasons of some TV shows instead of just certain episodes.

Unlike YouTube, Hulu features only professional content and does not show user-generated material. Hulu can currently only be viewed by [Internet users](#) in the United States but plans to eventually expand worldwide.

Hulu chief executive Jason Kilar said recently that [Hulu](#) is on track to generate 260 million dollars in revenue this year.

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