

Hulu revenue up to \$695M; 3 million subscribers

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(AP)—Online video service Hulu says revenue this year will grow about 65 percent to \$695 million.

Hulu says it has more than doubled the number of subscribers who pay \$8 a month for Hulu Plus. The figure now exceeds 3 million. Hulu Plus gives users a broader selection of back episodes and access over mobile devices, [game consoles](#) and Internet-connected TVs. Both free and paid versions of Hulu come with ads.

In a blog post, Hulu CEO Jason Kilar said Monday that the service has spent \$500 million on content this year, boosting the number of titles it offers by 40 percent. Hulu also debuted its first scripted original series, "Battleground," this year.

[Hulu](#) is owned by the parent companies of broadcasters ABC, NBC and Fox.

More information: Hulu blog post: blog.hulu.com/2012/12/17/a-big-2012

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