

Cablevision strikes deal to offer Hulu streaming services

28 April 2015

Cablevision Systems Corp. struck a deal with Hulu to offer the Internet television service's on-demand content to its Optimum customers, the first pay-TV company to do so.

Bethpage, New York-based Cablevision did not provide pricing or say when the service would become available. It has more than 3.1 million customers in the New York metropolitan area.

The deal comes a week after Cablevision announced that it is offering an Internet package that includes a digital antenna for TV service. That is aimed at so-called "cord-cutters" who detest pricey channel packages. The company will offer HBO's stand-alone streaming service.

"There is a new generation of consumers who access video through the Internet, and whatever their preference, Cablevision will facilitate a great content experience," Kristin Dolan, chief operating officer at Cablevision, said in a statement.

While the move is unlikely to win back customers who've already cut the cord, it could help retain those who are on the fence about leaving cable and opting for Internet TV services such as Hulu or Netflix. If it's successful, larger cable companies such as Comcast—which co-owns Hulu—or Time Warner could follow suit.

Hulu offers full libraries of series such as Empire, South Park, CSI, Nashville and current season programming from five of the six top broadcast networks. Hulu subscribers currently pay \$7.99 per month. The company is owned by The Walt Disney Co., Twenty-First Century Fox Inc. and Comcast Corp.

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