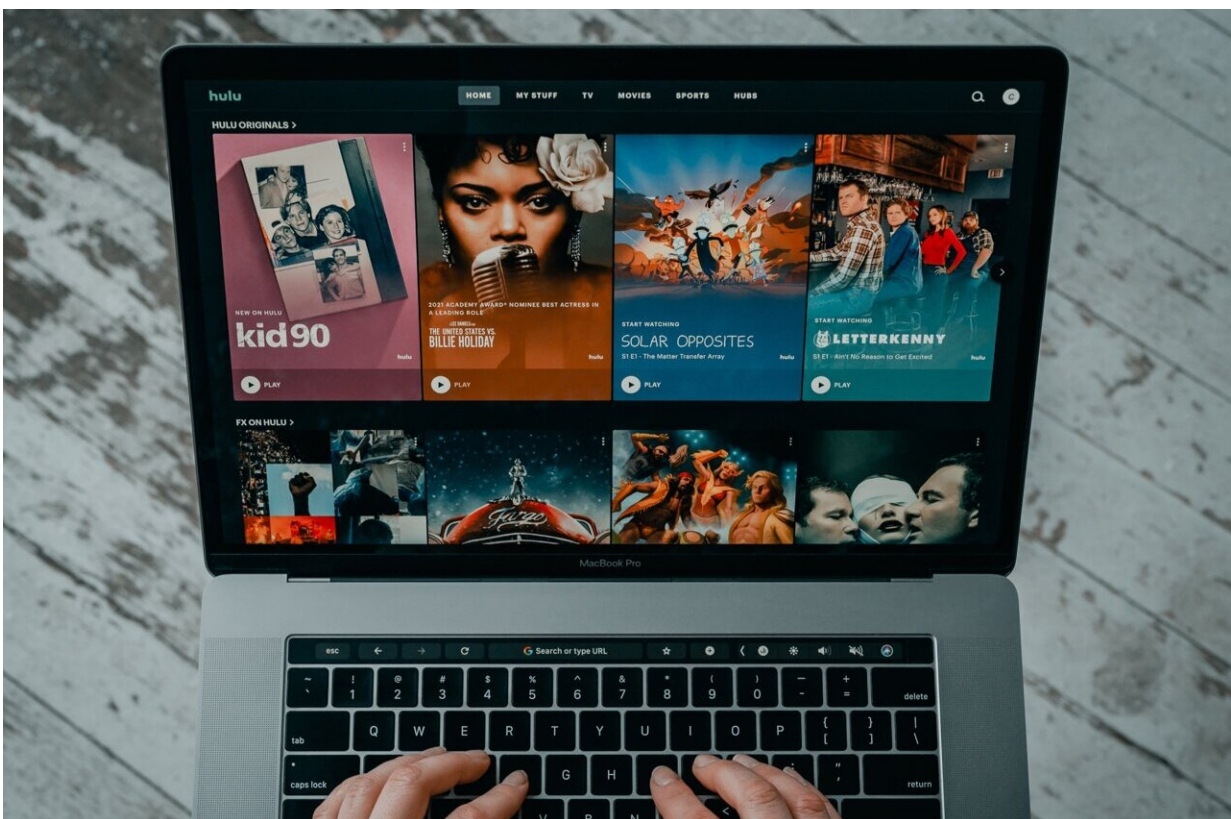


Hulu to raise prices by \$1 per month to \$12.99 for ad-free streaming, \$6.99 for video with ads

September 9 2021, by Mike Snider, Usa Today



Credit: Unsplash/CC0 Public Domain

Streaming service Hulu is raising the monthly price of its on-demand video plans by \$1, beginning Oct. 8.

The price of Hulu with No Ads will increase from \$11.99 to \$12.99 for current and new subscribers. Hulu with ads will be \$6.99, up from \$5.99.

Pricing remains the same for Hulu Live TV (\$64.99) and the Disney streaming bundle, which includes Disney+, ESPN+ and Hulu with Ads (\$13.99) or Disney+, ESPN+ and Hulu with No Ads (\$19.99).

This is just the latest price increase for Disney's streaming services. Disney+ monthly subscriptions rose \$1 in March from \$6.99 a month to \$7.99 a month. Annual subscriptions went up \$10, from \$69.99 to \$79.99. And in August, the monthly subscription fee for ESPN+ rose \$1 to \$6.99.

Last month, Disney said it had nearly 174 million subscriptions across the three streaming services: Disney+ had 116 million; ESPN+, 14.9 million; and Hulu had 39.1 million subscribers, plus 3.7 million to its Live TV with on-demand [streaming service](#). In comparison, Netflix has about 209 million subscribers worldwide.

In addition to original shows "Nine Perfect Strangers," "Only Murders in the Building" and "Vacation Friends," Hulu has added thousands of Bollywood hits and Hotstar Specials from the Disney-operated India-based streaming service.

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