

POST-NETWORK
e
over-the-top (OTT)

**la trasmissione di contenuti audiovisivi
attraverso la banda larga**

2007 – OGGI

- **joint venture di network televisivi**
NBC e Fox, Comedy Central, PBS, USA Network
- **contenuti audiovisivi già andati in onda**
- **Hulu +**
- **Dal 2019, FX produce contenuti originali per Hulu, poi comprata da Disney**



BLACK FRIDAY DEALS

HULU (WITH ADS)

DISNEY BUNDLE DUO BASIC



GET HULU (WITH ADS) FOR
~~\$9.99/MO.~~

GET HULU AND DISNEY+ (BOTH
WITH ADS) FOR ~~\$10.99/MO.~~

99¢
PER MONTH
FOR A YEAR

\$2.99
PER MONTH
FOR A YEAR

Save 90% per month for a year. Ends 12/2.

Save 72% per month for a year. Ends 12/2.

GET THIS DEAL

GET THIS DEAL

Savings compared to current regular monthly price. Offer for Hulu (With Ads) plan only: \$.99/month for 12 months, then auto-renews at \$9.99/month or then-current regular monthly price. Ends 11:59 PM PST on 12/2/24. Cancel anytime, effective at the end of your billing period. No refunds or credits for partial months. New and eligible returning subscribers (who have not been Hulu subscribers in the past 1 month) only; Disney+ Basic and Disney Bundle subscribers are not eligible. Additional terms apply.

Savings compared to current regular monthly price. Offer for Disney Bundle Duo Basic plan only (includes Hulu (With Ads) and Disney+ (With Ads)): \$2.99/month for 12 months, then auto-renews at \$10.99/month or then-current regular monthly price. Ends 11:59 PM PST on 12/2/24. U.S. residents, 18+ only. Offer valid for new and eligible returning Hulu and Disney+ subscribers (who have not been Hulu or Disney+ subscribers in the past 1 month); Disney+, ESPN+, Hulu, and Disney Bundle subscribers are not eligible. Cancel anytime, effective at the end of your billing period. No refunds or credits for partial months. Additional terms apply.



Società per azioni quotata in borsa .
Le sorti finanziarie della compagnia dipendono dal suo valore di mercato,
valore che sale con l'investimento in prodotti *high profile* come ...

HOUSE OF CARDS

2013–2018, 6 stagioni, 73 episodi /capitoli

interpretato da Kevin Spacey, prodotto da David Fincher e scritto da Beau Willimon



1997

SERVIZIO DI NOLEGGIO DVD PER POSTA

1999

PRIMO MODELLO DI ABBONAMENTO

1999

NAPSTER

primo sistema di peer-to-peer di massa

2000

CINEMACH

2007

DISTRIBUZIONE E FRUIZIONE ONLINE

2015

NWTFLIX ITALIA

Da SVOD a AVOD

Da Subscription based video on demand a Advertising based video on demand