**Hulu Eliminates In-Show Ads if You Watch One Beforehand**

Hulu is offering viewers of its ad-supported service the opportunity to watch shows uninterrupted if they view an interactive spot first. Fox Networks Group has signed up for the initiative, which cuts the ad-viewing time from two minutes and 30 seconds during a show to 30 seconds before it.

***Los Angeles Times 11/3/15***

[***http://www.latimes.com/entertainment/envelope/cotown/la-et-ct-hulu-ad-engagement-truex-fox-20151103-story.html***](http://www.latimes.com/entertainment/envelope/cotown/la-et-ct-hulu-ad-engagement-truex-fox-20151103-story.html)