**Report: Hulu Plus Sees Significant Customer Turnover**

Hulu Plus over the past year has suffered from a high customer churn rate, Parks Associates has found. Netflix lost 4% of U.S. broadband homes, equivalent to about 9% of its subscribers, while Hulu Plus shed 7% of broadband homes, making up about 50% of its customers. "The high churn rate for many of these services suggests that consumers are holding onto their Netflix account while experimenting with the wide variety of other video subscription options," said Brett Sappington, Parks Associates' director of research.

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<http://www.mediapost.com/publications/article/255146/ott-services-seeing-high-churn-rates.html>