Hulu With Ads to Be Offered to Spectrum TV Select Customers Later This Summer

An extended agreement was reached between Charter Communications and Disney Thursday, providing Spectrum TV Select customers with the Hulu With Ads streaming service at no additional cost.

Availability will begin later in the summer, and Hulu With Ads will be offered alongside existing complimentary access to Disney's other streaming services, including the ad-supported Disney+ and ESPN's new streaming service, which is set to debut in the fall of 2025.

Additionally, the agreement sees the return of eight Disney-owned linear networks to Spectrum's channel lineup: Disney Jr., Disney XD, Freeform, FXX, FXM, Nat Geo Wild, Nat Geo Mundo, and BabyTV.

"We began this journey to transform the video proposition for consumers with Disney, so it is befitting that this new agreement and the doubling down on our strategy continues with them," said Tom Montemagno, executive vice president, programming acquisition for Charter, in a statement. "This extension is a true testament to our mutual confidence in this innovative model—which already is showing improvement in subscriber churn—and our commitment to work creatively together to achieve win-win outcomes for both of us and, most important, for our customers, all achieved mid-cycle and absent from any of the typical pressures from expiring agreements."

“With the addition of Hulu and the return of our full portfolio of channels, we’re pleased to expand and extend our agreement with Charter, delivering the most robust and valuable combination of linear and streaming entertainment for years to come,” added Sean Breen, executive vp, Disney Platform Distribution. “This agreement reflects our continued focus on leaning into the strength of Disney’s best-in-class programming across every genre and platform and our shared commitment with Charter to building innovative, consumer-focused distribution models that drive value across the board.”

An awareness marketing campaign will soon be launched to promote the new additions in the 41 states where Spectrum is available.

Once made available, Spectrum customers will be able to access Hulu With Ads directly through the Xumo Stream Box or on any Hulu-supported device.

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