



Search: News Advanced search

- Today on CNET
- Reviews
- News
- Downloads
- Tips & Tricks
- CNET TV
- Compare Prices
- Blogs
- Business Tech
- Cutting Edge
- Green Tech
- Wireless
- Security
- Media
- Markets
- Personal Tech
- News Blogs
- Video
- My News

Subscribe to News Blog

April 9, 2008 4:00 AM PDT

Hulu sells out ad inventory, more on the way

Posted by [Greg Sandoval](#) | [4 comments](#)

The good news for Hulu, the video portal jointly created by NBC Universal and News Corp., is that it sold out of advertising inventory.



The bad news for Hulu viewers is that more ads are on the way.

Jeff Zucker, president of NBC Universal, made the statements during a gathering of the International Advertising Association on Monday, according to [Adage.com](#), the Web site of magazine *Advertising Age*.

Over at [Silicon Alley Insider](#), Michael Learmonth points out that Hulu, the site that has received favorable reviews for offering users the ability to watch full-length TV shows, didn't have that much inventory to sell.

Managers wanted to limit advertising so as not to turn off visitors while the [month-old site](#) was still in its infancy. In another example of how Hulu tiptoed around advertising, the site even [offered users a choice](#) of how they watched ads.

It's obvious that Zucker and Hulu execs are confident enough in the site's traffic to boost the number of ads. And as Zucker boasted about Hulu, he couldn't resist taking a poke at YouTube.

"Advertisers want to be on something where you know what you get and not on something where you could be advertising (next to a video of) a cat on a skateboard," Zucker said, according to [Adage.com](#).

The Web site also reported that Zucker said efforts continue to try to convince Disney, Viacom, and CBS to join Hulu.

TOPICS: [Media](#)
TAGS: [NBC Universal](#), [Hulu](#), [advertising](#), [YouTube](#)
BOOKMARK: [Digg](#) [Del.icio.us](#) [Reddit](#)

TalkBack

4 comments
[Post a comment](#)

More content, please
devbost
Apr 9, 2008, 7:39 AM PDT

I wish for the site WITHOUT ADS
Stephen Russell
Apr 9, 2008, 6:44 AM PDT

Goodbye Hulu
rcrusoe
Apr 9, 2008, 6:26 AM PDT

[Read more comments >](#)

Recent posts from News Blog

- [Google launches 'Solutions Marketplace' for the enterprise](#)
- [Could digital music kill the 'record' promotion?](#)
- [First Intel Centrino 2 notebook debuts Down Under](#)
- [MySpaceTV inks international distribution deal](#)
- [Microsoft and News Corp. lock arms for Yahoo bid?](#)

[Ad Feedback](#)

Unlimited Local & Long Distance

\$24.99/MO

[CLICK HERE](#)

Vonage

About News Blog

Recent posts on technology, trends, and more.

[Subscribe to this blog](#)
Click this link to view this blog as XML.

Add this feed to your online news reader

News Blog topics

- [Apple](#)
- [Broadband](#)
- [Car Tech](#)
- [Cellular](#)
- [Cisco](#)
- [Dell](#)
- [Digital Kids](#)
- [Enterprise software](#)
- [Gadgets](#)
- [Gaming](#)
- [Google](#)
- [IBM](#)
- [Media](#)
- [Microsoft](#)
- [Music](#)
- [Open source](#)
- [Oracle](#)
- [PCs](#)
- [Politics](#)
- [Processors](#)
- [Science](#)
- [Search](#)
- [Security](#)
- [Sun Microsystems](#)
- [VoIP](#)
- [Web 2.0](#)
- [Windows](#)
- [Workplace](#)
- [Yahoo](#)

Latest blog posts from News.com

- [Live-video service Ustream.tv gets \\$11.1 million](#)
Posted in The Social by Caroline McCarthy
April 10, 2008 6:44 AM PDT
- [Google launches 'Solutions Marketplace' for the enterprise](#)
Posted in News Blog by Martin LaMonica
April 10, 2008 6:24 AM PDT
- [Echo Boom hackers: Shame](#)
Posted in Defense in Depth by Robert Vamosi
April 10, 2008 6:00 AM PDT
- [Microsoft counsel warns against Yahoo-Google deal](#)
Posted in Beyond Binary by Ina Fried

April 10, 2008 4:25 AM PDT

Sponsored Links

(about)

[Watch Free Online TV](#)

Showbiz Schmooze w/Ester Goldberg begins 4/7/08 on KoldCast TV Comedy
www.koldcast.tv

[Video Press Release](#)

Embed Video into Your Press Release And See Greater Retention Rates.
prweb.com

[Coffee Exposed](#)

A shocking secret coffee co's don't want you to know.
www.coffeefool.com

["2008 Diet Of The Year:"](#)

Finally, A Diet That Really Works! As Seen On CNN, NBC, CBS & Fox News
www.wu-yisource.com

[Bare Naked Pundits](#)

A new, fun, progressive, wacky blog \$64 for the top diary, monthly



Buzznet: The social site that says it's not a social network

Posted in The Social by Caroline McCarthy
April 10, 2008 4:00 AM PDT

Featured blogs

[Beyond Binary](#) by Ina Fried

A look at how technology is changing our lives and at the people behind all that life-changing stuff.

[Coop's Corner](#) by Charles Cooper

Charles Cooper weighs in on Silicon Valley hijinks, and he doesn't suffer fools gladly.

[Defense in Depth](#) by Robert Vamosi

Covering the latest in computer viruses and computer crime.

[Geek Gestalt](#) by Daniel Terdiman

At the tech culture nexus of video games, fire art, and virtual worlds.

[Green Tech](#)

Fresh green tech news and commentary.

[One More Thing](#) by Tom Krazit

Tom Krazit takes on the tech phenomenon that is Apple, and keeps a close watch on the chip industry.

[Outside the Lines](#) by Dan Farber

When business and technology meet, that's when things get interesting.

[The Iconoclast](#) by Declan McCullagh

Exploring the intersection of politics and technology.

[The Social](#) by Caroline McCarthy

Exploring all facets of social media and tech culture.

[Underexposed](#) by Stephen Shankland

Coverage of digital photography, science, and open-source software.

[More CNET blogs »](#)

[Ad Feedback](#)



[Site map](#) [Help center](#) [Corrections](#) [Newsletters](#) [Send tips](#) [News.com mobile](#) [Content licensing](#) [RSS feeds](#)

Search: News

Popular topics: [CES](#) [Drivers](#) [Games](#) [IE7](#) [iPhone](#) [iPod](#) [iPod Nano](#) [iPod Touch](#) [iTunes](#) [Leopard](#) [Macworld](#) [Nintendo Wii](#) [PS3](#) [Spyware](#) [TVs](#) [Vista](#) [Xbox 360](#)

[About CNET](#) [Today on CNET](#) [Reviews](#) [News](#) [Compare prices](#) [Tips & Tricks](#) [Downloads](#) [CNET TV](#)

Popular on CNET Networks: [PS3](#) [Wii](#) [Xbox 360](#) [Pussycat Dolls](#) [Free Music Videos](#) [TV Listings](#) [Prison Break](#) [Game Cheats](#)

[About CNET Networks](#) [Jobs](#) [Advertise](#) [Partnerships](#) [Site map](#)

Visit other CNET Networks sites:

Copyright ©2008 CNET Networks, Inc. All rights reserved. [Privacy policy](#) [Terms of use](#)