

Disney ends up with Hulu

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Thanks to a massive \$52-66 billion dollar deal (depends who you ask), Disney has acquired 21st Century Fox and their assets. While Disney acquires things like the Marvel properties, one of the interesting side effects of the deal is that Disney now ends up with majority ownership of Hulu (60%). No one is sure how this all will go, but I think it's a pretty safe to be that Hulu will be seeing some changes in the next year. [Fortune has the full story.](#)

Three months ago, Disney announced plans to start its own streaming service, which would go live in 2019. Today, those plans seem a bit less certain.

With its acquisition of 21st Century Fox, Disney will bump its ownership stake in Hulu to 60%. And while Disney certainly wins if it collects revenues from both companies, it's much more cost effective to have a single one. The real trick, though, will be convincing Comcast, which owns a 30% stake in Hulu.

Using Hulu as the home for all things Disney would give the company a huge head start, rather than building an audience from scratch. The service stopped giving subscriber numbers last year, but is estimated to have between 12 million and 16 million paid users.