



Hulu Scores Exclusive Rights to Livestream Music Festivals

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Hulu is extending its collaboration with ticket sales company Live Nation Entertainment and event management and concert promotion company C3 Presents to livestream select performances from three of 2022 and 2023's biggest music festivals: Bonnaroo, Lollapalooza and Austin City Limits. This marks the first time a single platform has had streaming rights to all three live musical events.

Hulu subscribers will be able to watch select performances as well as special footage and behind-the-scenes looks from each festival, with the streaming schedules announced in the weeks prior to each event. Each festival will offer two live feeds, and Bonnaroo and Lollapalooza will also offer Thursday feeds.

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"Hulu and Live Nation are both committed to delivering exceptional entertainment to fans, so we are thrilled to be collaborating with them, again, as we expand our offering to include these three legendary festivals," said Joe Earley, president, Hulu, in a statement. "Each event is unique, but all three bring people together for incredible music, artistry, and experiences, which we are fortunate to be able to share with Hulu subscribers."

"The demand for live music is at an all-time high and the live experience has never been more connected to digital," said Charlie Walker, partner, C3 Presents, also in a statement. "By expanding our partnership with Hulu, even more fans will be able to tune into each of these incredible festival experiences in real-time and enjoy live performances from their favorite artists with the fans on-site."

Bonnaroo 2022 will take place June 16-19 in Manchester, Tenn., and feature performances from Stevie Nicks, Machine Gun Kelly, The Chicks, Roddy Ricch, J. Cole and more. Lollapalooza is scheduled for July 28-31 in Chicago's Grant Park with a line-up that includes Metallica, Dua Lipa, Green Day, Doja Cat, Jazmine Sullivan and more. Performers for Austin City Limits, which takes place over October's first two weekends include the Red Hot Chili Peppers, Pink, The Chicks, SZA, Kacey Musgraves, Flume, Paramore and Lil Nas X.