
Hulu Bids Nearing End

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If you are an avid fan of Hulu, you'd know that this particular company is being sold by its owners, namely, Disney, Fox and Comcast. According to multiple sources, it looks like the bid for Hulu is now nearing its end, with interested buyers pouring in to bid on the digital media service.

According to the sources, bids are coming in from DirecTV, Chernin Group / AT&T and Guggenheim Digital Media. And looking closely at the buyers, critics are adamant that Guggenheim would be the most suitable company as it can retain the site's entrepreneur spirit. DirecTV on the other hand, would like to use Hulu as part of their satellite package, and also as a standalone business. The Chernin Group on the other hand, is backed by AT&T, and has similar goals to those of DirecTV.