

Disney cancels upfront presentation, Hulu's NewFront event

Adweek reports that Disney has cancelled its upfront presentation scheduled to take place at New York's Lincoln Center on 12 May, and Hulu's NewFront event set to take place on 6 May on the Hulu Theater at MSG due to coronavirus concerns.

Other media companies such as ViacomCBS, NBCUniversal, Discovery and Fox had already announced cancellations of their upfront week events, opting for digital-only presentations. Disney's advertising sales spokeswoman said the company is 'reinventing both its Hulu NewFront and TWDC upfront presentations' in the light of recent events and for the safety of everyone involved in the events.

Details on the alternative presentation plans are yet to be announced.

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