
The Live TV Guide Has Arrived

By: Richard Irving, VP of Product A year ago, we launched our live offering and, as this was our first foray into live TV, we've learned a great deal about how our viewers like to enjoy their live TV. One thing, in particular, we've heard from you is that at times it can be difficult to see what's on another channel or flip between two channels you're watching simultaneously. So, last Fall, we built a dedicated live destination and a dynamic guide into our Web experience for live TV (beta.hulu.com) to make it easier see what's on now, what's on next and change the channel while you watch live programming. The feedback was resoundingly positive. We found that we were able to satisfy users' desires to get to live TV through a single click, and found it much easier to channel surf. To build on the success of these features, we're bringing a dedicated live destination and an even more robust dynamic guide to your living room devices. Beginning today, if you subscribe to our live TV offering, the next time you fire up your Xbox One, Apple TV (4th gen. Or higher), Amazon Fire TV (1st and 2nd gen.) and Nintendo Switch devices, you'll have instant access to live TV. Now, there will be a lightning bolt icon to the right of the home icon that takes you directly to live playback on your most recently watched channel. Whenever you're watching live programming, you'll be able to access the enhanced guide to easily see what's on now, what's coming up next and of course switch channels. You can further personalize your live TV guide by customizing how channels are displayed to you by sorting by "All Channels" or "Recent Channels," which includes the last 10 channels you've watched. From the guide, you'll also be able to record any live or upcoming programming displayed in the guide. With the new guide, you can control whether you watch now, browse or record for later in just a few simple clicks. And because we've built the guide to deeply integrate with the rest of your experience, you can quickly resume shows that are available on-demand from the Keep Watching collection on Home. We'll continue to roll out the dedicated live TV destination and enhanced guide to more devices soon.