

## Introducing Watchlist

**Ben Smith, Head of Experience, Hulu** At Hulu, we have thousands of hours of TV shows, movies, clips and kids content. And with all that content available on the service, our goal is to help you effortlessly enjoy the shows and movies you love. Over the last year we have been increasing the level of personalization across Hulu so that everyone's viewing experience is built around them. We personalize content recommendations based on what viewers like you watched, what shows are connected by plot elements and the shows you watch. Today, we are excited to bring you the next step in putting you at the center of your TV universe - Watchlist. Watchlist is a new way to store, organize and track your favorite shows and movies on Hulu. Rather than a static list, Watchlist is a dynamic, personalized lineup of your shows that changes every time you sit down to watch TV. Currently, you can track your content with features like Queue and Favorites, or by going straight to your Shows You Watch tray – but with Watchlist, we're making it effortless. We've taken the best aspects of these three features and turned them into a single, smarter place to keep track of your content that's easily accessible across all your devices, making your Hulu experience easier and more personalized. Watchlist dynamically tailors the order of your content to match how you watch TV and suggests actions for you. For example, Watchlist may suggest that you **watch the latest episode** of *The Tonight Show Starring Jimmy Fallon* or that you watch the **next episode** of *Seinfeld* or that you **start watching** *Casual*. Since new content is added to the Hulu service every day, Watchlist will suggest future episodes of a show for you. So if you've added The Mindy Project to your Watchlist, Watchlist will automatically suggest that you watch the newest episodes of the show, and alert you to where you left off. It is easy to save any episode, clip, movie or show that you'd like to watch later. Simply add it to your Watchlist by clicking the "+" button on PCs, iPhones, and iPads or the "add to Watchlist" button on gaming consoles, connected TVs, set-top boxes and Android devices. You can see your entire content lineup in the Watchlist Hub and we'll remind you when content is expiring from the Hulu service. We will roll out Watchlist to our viewers over the next couple of weeks to ensure a seamless transition to the new feature. We are excited for our viewers to migrate to Watchlist so they can get straight to watching content they love, faster and effortlessly.