

## New Hulu Experience and Hulu with Live TV Beta Launches on Amazon Fire TV Devices

*By: Richard Irving, Head of Product* When we first introduced the new Hulu experience and Hulu with Live TV (beta) in May, we launched on five platforms -- Apple TV, Xbox One, iOS and Android mobile devices, and Chromecast. Focusing on a handful of devices allowed us to learn a lot from our viewers on those devices and make many improvements over the past few weeks. Now, we're excited to bring the brand-new Hulu to even more TV fans. Beginning today, Hulu's new experience and Live TV service will be available on the Amazon Fire TV and Amazon Fire TV Stick. Hulu viewers who watch on these devices will be upgraded to the newly revamped user interface and will now also have the option to subscribe to the Hulu with Live TV (beta) plan. Today, once automatically upgraded to Hulu's new user experience, existing Hulu Amazon Fire TV and Fire TV Stick users will be able to personalize their service. From creating a personal profile to picking favorite TV shows, networks and movies, the new Hulu experience makes it easier for viewers to watch what they love across all Hulu plans. The more a viewer watches, the more tailored the service gets. In addition, viewers with the new experience can now subscribe to our Hulu with Live TV (beta) plan and stream from their Amazon Fire TV and Fire TV Stick devices. Subscribers to this plan can enjoy live and on-demand programming from more than 50 popular sports, news, entertainment and kids channels—plus Hulu's entire premium streaming library with limited commercials— all for just \$39.99 per month. This includes 50 hours of Cloud DVR recording storage, up to six individual profiles and two simultaneous streams per account, with options to upgrade to an enhanced Cloud DVR with 200 hours of storage and unlimited in-home concurrent screens. Amazon Fire TV and Fire TV Stick users can add premium add-ons HBO®, Cinemax® and SHOWTIME® to their Hulu experience. With the highly-anticipated season of *Game of Thrones* underway, the HBO add-on gives fans live and on-demand access to Jon Snow, the Khaleesi and her dragons, and other popular HBO characters and programming. Fans of HBO®, Cinemax® and SHOWTIME® can have live and on-demand access to their favorite premium series, films and specials from each network. The Hulu app on the Amazon Fire TV and Fire TV Stick will automatically upgrade to the new Hulu experience through an over-the-air (OTA) update. To sign up for a one week free trial of the Hulu with Live TV beta plan, please visit <https://www.hulu.com/live-tv>. To upgrade your current plan, go to <https://www.hulu.com/account> to change your plan options. We will continue to roll out to more devices soon. We hope you enjoy your new experience on Amazon Fire TV and Fire TV Stick devices and are always listening to our customers on ways we can improve your experience. You can submit your feedback and vote on existing ideas here at <https://hulu.uservice.com>.