

## New Hulu UI and Live TV Rolls Out to 2017 Samsung Smart TVs

*By: Richard Irving, VP of Product* We are happy to announce that, beginning today, the new Hulu experience and Hulu with Live TV will be available on 2017 Samsung Smart TVs. Hulu users who watch on these Samsung Smart TVs will be automatically upgraded to the new Hulu experience and can start enjoying the new, highly personalized UI the next time they fire up their Hulu. You can begin taking advantage of creating up to six profiles, including Kids Profiles, ensuring that each member of the family has the most tailored, personal lineups complete with the most current and relevant content for them to watch at any given moment. If you subscribe to the Hulu with Live TV plan, you'll have access to all the Hulu on-demand content including Hulu Originals and next-day episodes you know and love in addition to over 50 top and on-demand live sports, news, entertainment and local TV channels. If you're a sports lover, check out our expertly curated one-stop game day destinations in the UI, like "College Football" or "NFL" which compile all of your live and upcoming games for easy-to-find access, or head over to the "Sports" destination for more great games and sports shows. You can also customize your Hulu experience by adding premium add-ons— SHOWTIME®, HBO and Cinemax— selecting the No Commercials plan, upgrading to the Enhanced Cloud DVR or unlimited screens at home. We hope you enjoy your experience on your supported Samsung Smart TVs. Hulu's new experience and Live TV service are also currently supported on Apple TV (4th gen.), Amazon Fire TV devices, Roku devices, Xbox One, iOS and Android mobile devices, Nintendo Switch and Chromecast. We will continue to rollout to more devices soon.