



## Hulu Offers New Experience Featuring Live TV In Single, Redesigned App

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Hulu recently demoed its upcoming internet TV service at the 2017 CES in Las Vegas, and its plans to challenge Sling TV, PlayStation Vue, and DirecTV Now.

The company released a two-minute trailer, above, that outlines the features of the upcoming app including live TV, two simultaneous streams, a cloud DVR feature with some storage, plus the on-demand TV shows that the service is known for, and movies, too.

According to tech news site The Verge, Hulu revealed that its service will be priced at under \$40 monthly, with competitors Sling starting at \$20-per-month, Vue at \$30 (or \$40 in markets with live network programming), and DirecTV Now at \$35. Hulu is trying to differentiate itself from competitors like Vue and DirecTV Now by focusing more on user experience.

When the app opens, there is an on-boarding process that's similar to signing up for Apple Music. Hulu asks you to choose your favorite TV genres. After that, you'll get a bit more granular and pick some individual show favorites, and the last step is ticking off your preferred cable networks.

From there, the first menu you'll see is called your Lineup. Here, Hulu gathers

everything it thinks you want to watch right away. This can be a mix of live television and on-demand reruns of an episode you might've missed. You can tell Hulu to stop recommending content you've got no interest in, and networks and advertisers aren't allowed into this section.

The Lineup will change depending on your viewing habits and the time of day, as it takes into account what's most popular and when.

When you're watching something and pull up the menu, Hulu prioritizes your most recent channels first, so it's easy to switch back and forth if you're trying to keep up with multiple shows or sports.

Hulu plans to release the app sometime in 2017.

**READ MORE:** [The Verge](#)