

Hulu Plus Arrives on Apple TV

Apple TV owners who fired up their set-top-box on July 31 might have noticed a new addition — Hulu Plus.

Apple began quietly pushing out the Hulu Plus channel to Apple TVs across the U.S. Users should see the new Hulu Plus app on their Apple TV home screen without having to download an update, though some may need to reboot the streaming media box for the app to appear.



With the update, users who already subscribe to Hulu Plus can log in to access their account, and begin watching Hulu's library of network television shows on demand. New users are offered a free one-week trial. Those who want to continue after the free trial will have to shell out \$7.99 a month for the service.

Hulu Plus joins a number of other third-party content providers already available on the Apple TV, including Netflix, MLB.TV, the NBA, NHL, Vimeo, YouTube, and WSJ Live. Though Apple has referred to Apple TV as a "hobby," the Cupertino tech giant has been steadily adding new apps to the streaming media box, giving users more of a reason to cut the cord from their traditional cable TV packages.

Apple's \$99 set-top box supports 1080p playback and can access the iTunes store so users can watch movies, play Internet radio, and, for \$25 per year, access their entire music library. Those who also have an iPad, iPhone, or iPod touch can stream photos, video, and music stored on an iOS device to their HDTV.

Take the guided tour:

http://www.hulu.com/watch/385681?plus_email&utm_medium=Email&utm_source=ExactTarget&utm_campaign=ATV-Announcement_Plus