

Hulu Adds PBS Kids, Local PBS Stations & Magnolia Network To Live TV Channel Lineup

Fixer Upper: Welcome Home, Frontline and Masterpiece Join Premium Live and On-Demand Content Library for the Hulu + Live TV Subscription Service

Hulu announced today it is adding new channels to its core Live TV lineup including PBS Kids, local PBS affiliates and Magnolia Network. The new additions bolster Hulu + Live TV's robust offering, providing viewers with a full, live and on-demand TV experience. With 4.5 million subscribers, the streaming subscription service now includes more than 90 top channels featuring live sports, national and local news, and entertainment, Hulu's on-demand streaming library, award-winning Originals, next-day network TV shows, access to Disney+ and ESPN+, and features such as unlimited DVR. "As one of the largest live TV streaming services in the U.S., we are committed to providing a best in class user experience and a premium national and local channel lineup for our millions of subscribers," said Reagan Feeney, SVP, Live TV Content Programming and Partnerships for Hulu. "PBS, PBS Kids and Magnolia Network are among the most frequently requested channels by our subscribers and we're thrilled to add them to our core line-up that now includes more than 90 live channels." Local PBS stations, reaching audiences in more than 300 markets and cities across the country, will begin streaming live on Hulu + Live TV in the coming months. PBS favorites include *American Experience*, *Antiques Roadshow*, *Frontline*, *Great Performances*, *Masterpiece*, *Nature* and more, while PBS Kids programming helps prepare children for success in school and life through trusted, educational media, available anytime and anywhere. Subscribers can access popular series such as *Daniel Tiger's Neighborhood*, *Alma's Way* and *Wild Kratts* as part of their base plan. "We are thrilled that one of the largest live TV streaming services is now home to quality local programming from PBS Member Stations," said PBS Chief Digital and Marketing Officer, Ira Rubenstein. "As more and more households look to digital streaming offerings, this announcement is part of our commitment to meet audiences where they are with the PBS programming they know and love. PBS will continue to make trusted content available to all households across as many platforms as possible. We thank Hulu + Live TV for working with us to provide our viewers with more ways to watch programs through their local PBS station." Beginning May 25, Magnolia Network and its popular original programming will join the core channel line-up on Hulu + Live TV. Select titles including *Magnolia Table with Joanna Gaines*, *Silos Baking Competition*, *Maine Cabin Masters* and more will also be available to stream on-demand. Live TV subscribers can also enjoy content from Hogar de HGTV now that it is part of a group of Spanish language channels featured in Hulu's Espanol add-on (\$4.99/month). Subscribers have the ability to customize their Hulu experience with live streams and on-demand content from these channels when added to their subscription plan. For more information and to see if your local PBS station is available through Hulu + Live TV, visit: <https://www.hulu.com/live-tv>.

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ABOUT HULU Hulu is the leading and most comprehensive all-in-one premium streaming service that offers an expansive slate of live and on-demand entertainment, both in and outside the home,

through a wide array of subscription options that give consumers ultimate control over their viewing experience. As part of the Disney Entertainment segment, Hulu is the only on-demand offering that provides access to shows from every major U.S. broadcast network, libraries of hit TV series and films – including licensed content available exclusively on Hulu – and award-winning Hulu Originals, both with and without commercials. With Hulu + Live TV, subscribers receive a unique combination of access to 90+ live news, entertainment and sports TV channels from 20th Television, The Walt Disney Company, ABC, NBCUniversal, CBS Corporation, The CW, Turner Networks, A+E Networks and Discovery Networks, as well as access to Disney+ and ESPN+ included as part of the base plan. Visit [hulu.com](https://www.hulu.com) to subscribe or learn more about the service. **ABOUT PBS** [PBS](https://www.pbs.org), with more than 330 member stations, offers all Americans the opportunity to explore new ideas and new worlds through television and digital content. Each month, PBS reaches over 42 million adults on linear primetime television, more than 15 million users on PBS-owned streaming platforms, and 56 million people view PBS content on social media, inviting them to experience the worlds of science, history, nature, and public affairs; to hear diverse viewpoints; and to take front-row seats to world-class drama and performances. PBS's broad array of programs has been consistently honored by the industry's most coveted award competitions. Teachers of children from pre-K through 12th grade turn to [PBS LearningMedia](https://www.pbs.org/learningmedia) for digital content and services that help bring classroom lessons to life. As the number one educational media brand, [PBS KIDS](https://www.pbs.org/kids) helps children 2-8 build critical skills, enabling them to find success in school and life. Delivered through member stations, PBS KIDS offers high-quality content on TV — including a PBS KIDS channel — and streaming free on [pbskids.org](https://www.pbskids.org) and the [PBS KIDS Video app](https://www.pbs.org/kids/video), games on the [PBS KIDS Games app](https://www.pbs.org/kids/games), and in communities across America. More information about PBS is available at [PBS.org](https://www.pbs.org), one of the leading dot-org websites on the internet, [Facebook](https://www.facebook.com/pbs), [Instagram](https://www.instagram.com/pbs), or through our [apps for mobile and connected devices](https://www.pbs.org/apps). Specific program information and updates for press are available at [pbs.org/pressroom](https://www.pbs.org/pressroom) or by following [PBS Communications on Twitter](https://www.pbs.org/communications). **ABOUT MAGNOLIA NETWORK** Magnolia Network is a media joint venture between Chip and Joanna Gaines and Discovery, Inc., comprising a family-friendly library of premium, Emmy-winning unscripted original content streaming on discovery+, a brand-immersive app and a cable network. At Magnolia Network, we believe in telling life's stories authentically and empowering our viewers to move past their comfort zones and try new things. We seek to entertain through smart, layered storytelling that inspires creativity, upholds beauty and draws out curiosity. Here, we are creating a space where we hope viewers will feel their time with us is never without purpose, but rather is time well spent.