

Apple TV adds HBO Go, WatchESPN to line up

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Apple TV is displayed at an Apple Special Event at the Yerba Buena Center for the Arts, September 1, 2010 in San Francisco, California. Apple on Wednesday added HBO GO and WatchESPN to the line-up of programming available on its Apple TV devices that stream shows from the Internet to living room screens.

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"HBO GO and WatchESPN are some of the most popular iOS apps and are sure to be huge hits on Apple TV," said Apple senior vice president of internet software and services Eddy Cue.

More than a billion television show episodes and 380 million films have been downloaded from Apple's online iTunes shop, according to the Cupertino, California-based maker of iPhones, [iPads](#), iPods, and Macintosh computers.

Apple referred to its television box as a "hobby," but it promises to give the company a foothold in living rooms as lifestyles shift to streaming or downloading digital entertainment from the Internet.

Microsoft and Sony later this year will release new-generation videogame consoles designed to also serve as home entertainment hubs for music, films, television shows, social networking and more.

Apple TV boasted a selection of more than 60,000 movies and 230,000 television show episodes along with the iTunes music collection.

The company also said that [Sky News](#), Crunchyroll and Qello have joined an [Apple TV](#) roster of content providers that includes Hulu Plus and Netflix.

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