

Hulu will offer live-streaming service in 2017

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This Saturday, June 27, 2015, file photo, shows the Hulu logo on a window at the Milk Studios space in New York. Hulu will offer a live-streaming service in 2017 that will offer a mix of cable and broadcast programming as well as news, sports and events. That pits the streaming service against similar offerings from Sling TV and PlayStation Vue as more and more Americans shift to watching TV online. (AP Photo/Dan Goodman, File)

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That pits the streaming [service](#) against similar offerings from Dish's Sling TV and Sony's PlayStation Vue as more and more Americans shift to watching TV online.

CEO Mike Hopkins confirmed the news at a presentation in New York on Wednesday but gave few specifics.

"Very soon, fans will be able to enjoy favorite shows and cheer for favorite teams, all on Hulu," in a "deeply personalized experience," he said.

As more people bypass traditional TV services in light of extensive online offerings from the likes of Netflix and HBO Now, cable and satellite TV companies have been offering their own Internet-based TV services. Dish debuted its \$20-a-month Sling TV service last year. Comcast and other [cable](#) companies have also experimented with online TV packages, though none are offered beyond a few markets. And Sony has been expanding its PlayStation Vue streaming service.

Hulu did not give details on the exact partners it will be working with on the [streaming](#) TV service, the exact programming that will be included or what pricing options their might be.

Separately, Hulu, which launched a virtual-reality app in March, said it will partner with event company Live Nation Entertainment Inc. to create a VR concert series later this year.

By months end, Santa Monica, California-based Hulu will have 12 million monthly subscribers, compared with rival Netflix Inc.'s 75 million worldwide.

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