

# Amazon offers Anime Strike, first subscription TV channel

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Online giant Amazon has created its first subscription channel, Anime Strike, in an expansion of its streaming television offerings.

The on-demand channel, which features Japanese animation shorts and features, will be available for \$4.99 to Amazon Prime subscribers in the United States.

The new channel made its debut this week as other [content providers](#) such as HBO and Showtime begin offering standalone online subscriptions which do not require a cable or satellite subscription.

The launch comes with Amazon in competition with other streaming TV operators such as Netflix and Hulu in a global market that is shifting away from traditional pay-TV models.

Amazon offers a large catalog of films and TV shows, including a number of its original productions, some of which have won awards.

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