

PLUTO TV DEBUTS NEW HOME EXPERIENCE

An All-New Hub Presents The Latest Evolution Of Pluto TV With Linear And VOD Offerings, Personalized Curation And More In A New Home Section

Los Angeles, CA (SEPTEMBER 22, 2023) — Pluto TV, the leading free streaming television service, today announced an all-new section, *Home*, designed to optimize ease-of-access, personalization and discovery in a dedicated hub. Embedded in the global navigation panel, users will now have even more options as they journey into the world of Pluto TV, bringing together the best of both worlds, on-demand content and linear channels, in one unified destination.

The Home section of Pluto TV is designed to streamline viewing preferences with personalization based on consumption habits. A myriad of carousels, populated with key art, will act as navigational tools allowing for deeper exploration and visibility into the wide array of programming available on the platform. Thematically organized, carousels will house suggested and editorially-curated content alongside recently watched, saved and favorited programming.

With personalization at the forefront, returning users will be met with recommended programming while new users will have the opportunity to explore trending and curated suggestions. The more users watch or favorite content, the more content surfaces within *Home* and the more personalized it becomes. And, unique to Pluto TV, both live and on-demand content can intermingle within the same carousel giving users even more options to browse and discover within a single experience.

Featured Carousels:

- Marquee - On-Demand and Linear programming
- Editorially-Driven Curated
- Personalized Recommendations
- Trending Content
- Saved, Favorites & Recently Watched

“As the FAST landscape continues to evolve, so does our user experience around content discovery and personalization to seamlessly connect users to relevant programming,” said Tad Ro, Senior Vice President of Product Management, Pluto TV. *“The Home experience offers a unique display of rich sets of both Live and VOD content, even intermixing in the same carousels, and gives users more opportunity to find the content they are actively looking for, love to watch and soon-to-be new favorites within a single section.”*

The new Home experience section will debut as a phased rollout beginning on September 25th on select Roku devices and continue with launches on Android TV and Fire TV devices throughout the remainder of the year.

Media Assets: [Dropbox Link](#)

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About Pluto TV

Pluto TV, a Paramount Company, is the leading free streaming television service delivering hundreds of live linear channels and thousands of titles on-demand to a global audience. The Emmy® award-winning service curates a diverse lineup of channels, in partnership with over 400 international media companies, offering a wide array of genres, languages and categories featuring movies, television series, sports, news, lifestyle, kids and much more. Pluto TV can be easily accessed and streamed across mobile, web and connected TV devices. Headquartered in Los Angeles, Pluto TV's growing international footprint extends across three continents and over 35 markets.

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