

# SLING TV LAUNCHES ON APPLE TV

Featuring today's best live and on-demand content, Sling TV debuts new user interface on Apple TV

Select Viacom networks now live on Sling TV

**SAN FRANCISCO, Jun 13, 2016** --Today from the Apple Worldwide Developers Conference (WWDC), Sling TV announced the debut of its live and on-demand Internet TV service on Apple TV. The over-the-top provider's suite of services, including its single-stream, beta multi-stream, Sling Latino and Sling International offerings, are available to Sling TV customers once they download the app from the App Store on fourth-generation Apple TV.

*“Delivering the best TV experience for our viewers means being on the devices people want to use – Apple TV is our most requested platform, and we’re excited to finally bring Sling TV to Apple TV today”*

“Delivering the best TV experience for our viewers means being on the devices people want to use – Apple TV is our most requested platform, and we’re excited to finally bring Sling TV to Apple TV today,” said Roger Lynch, CEO of Sling TV. “Incorporating Apple TV innovations like touch with the Siri Remote will enable Sling TV’s new UI to deliver the highly polished experience Apple fans have come to expect.”

## Sling TV on Apple TV

Sling TV lets Apple TV users watch the best live and on-demand content, including some of the most popular sporting events, breaking news, TV series, movies and more, starting at \$20 per month.

New Sling TV customers have access to an exclusive offer to purchase a 32GB Apple TV for \$89 when they pre-pay for three months of Sling TV’s single-stream service or beta multi-stream service. New users can sign up for Sling TV and take advantage of the Apple TV offer by visiting <https://www.sling.com/devices/appletv>.

## New content-centric user interface

Also debuting today on Apple TV is Sling TV’s new user interface (UI). The updated UI offers a more customizable and personalized viewing experience and improves content discovery of the thousands of hours of programming available on Sling TV.

In the first phase of the new UI roll-out, Sling TV customers gain access to a new personalization feature called “My TV,” which allows customers to select their favorite channels, resume watching where they left off on select programs and set favorite shows and movies for easy, one-click access. Additionally, the new UI includes enhanced content discovery, improved navigation and the ability to easily access content based on genres.

## Sling TV programming updates

Sling TV also launched 12 Viacom channels across its beta multi-stream and single-stream services, including Comedy Central, BET, Spike, MTV, Nick Jr. and many others. For a full list of new channels added to the service today, visit [blog.sling.com](http://blog.sling.com).

## About Sling TV

Sling TV L.L.C., a subsidiary of DISH Network Corporation (NASDAQ: DISH), provides over-the-top television services including, domestic and international live and on-demand programming. It is available on televisions, tablets, computers, smartphones and other streaming devices. Sling TV offers two streaming services, which collectively include programming content from Disney/ESPN (single-stream service only), Fox (multi-stream service only), NBC (multi-stream service only), HBO®, AMC, A&E, Turner, Scripps, Viacom, EPIX and Univision. Additionally, Sling Latino offers a suite of standalone and add-on Spanish-language programming packages tailored to English-dominant, bilingual and Spanish-dominant U.S. households. Sling International currently provides more than 250 channels in 20 languages across multiple devices to U.S. households. Sling TV is a next-generation service that meets the entertainment needs of today's contemporary viewers. Visit <https://www.Sling.com/>.

Follow @Sling on Twitter: <http://www.twitter.com/Sling> #TakeBackTV

## CONTACT:

Sling TV  
Candace Dean, 303-723-2985  
[candace@sling.com](mailto:candace@sling.com)

---

Additional assets available online:  [Photos \(2\)](#)