

Attention cord-cutters: Redbox rolled out a free online streaming service with live TV

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Cord-cutters now have another website they can visit to catch up on TV shows for free.

Redbox recently launched a basic online streaming service, entering a crowded field of ad-supported live entertainment offerings on the internet. The company best-known for its DVD kiosks quietly added a video viewing tab to its website called "Free Live TV."

The tab is home to shows like "Forensic Files" and "Family Feud." There are news channels with [video content](#) from U.S. TODAY and TMZ, as well as categories like Epic Viral Videos. Redbox is also throwing in some of its original content.

The service includes some live entertainment free of charge and it doesn't require a subscription, so you don't have to log in or sign up for anything.

Over time, the service is being added to smart TVs from Samsung, Vizio and LG. It'll also be available on Roku, Apple TV and Chromecast in the coming months, Redbox said.

For now, you can also stream the content on iOS and Android devices.

The service is similar to other online streaming offerings like STIRR, Pluto TV and Xumo but isn't nearly as robust as free services like Facebook Watch. Redbox's latest move follows a failed attempt to pull in online subscribers with a [streaming service](#) in 2013.

In 2017, the company launched the rental service Redbox On Demand, which doesn't require a monthly subscription but lets users buy or rent premium content starting at \$1.99 per rental. The [service](#) lets you earn points to use at the company's actual kiosks.

Redbox is a market leader in the movie rental space, averaging about 1 million rentals a day, the company reports. In 2019, Redbox announced plans to fund and develop original content across multiple genres

including action, comedy and suspense/thrillers.

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