

App Store complaint report

Hulu: Stream TV shows & movies · Hulu, LLC · current version 9.39.1

Generated 2026-10-23 from the 300 most recent public App Store reviews across 1 storefronts (2026-09-05 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	1.54
Reviews with a complaint	272 (91%)
Storefronts	US 300
All-time App Store rating (US)	4.57 from 1,429,908 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	152	2.4	9.38.1 (51), 9.38.0 (36), 9.39.0 (29)
Pricing / subscription	113	2.5	9.38.1 (48), 9.39.0 (25), 9.39.1 (20)
Ads	103	2.2	9.38.1 (42), 9.38.0 (20), 9.39.0 (18)
Performance	67	2.5	9.38.1 (17), 9.38.0 (16), 9.39.1 (14)
Feature requests	63	2.1	9.38.1 (26), 9.39.0 (12), 9.38.0 (11)
Crashes / freezes	56	2.6	9.39.0 (14), 9.38.1 (13), 9.38.0 (13)
UX / design	40	2.2	9.38.1 (14), 9.39.1 (8), 9.39.0 (7)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
9.39.1	46	1.6	91%
9.39.0	61	1.5	93%
9.38.1	118	1.4	90%
9.38.0	55	1.8	87%
9.36.1	20	1.5	95%

Representative quotes

Bugs

“New bug – When I launch the app, I get a message about the upcoming pricing increase. I tap OK and nothing happens. I’ve tried this repeatedly, restarting the app, deleting, and re-downloading the app, nothing works. Can’t get past the screen.” (1★, v9.39.0, US, 2026-10-09)

“Buggy again – After probably 6 months of dealing with this buggy app on iPhone, iPad, and AppleTV they finally fixed it. Then two updates later we're back to the same awful app as before. After only a few minutes of streaming something, the UI becomes almost u” (1★, v9.38.0, US, 2026-09-11)

Pricing / subscription

“The worst streamer – Easily the worst streaming app. Constantly crashes when opening the app, over-priced and even if you are paying for premium you can’t ever download anything even though it’s a feature you are paying for. The price is ridiculous, I’m out.” (1★, v9.39.1, US, 2026-10-13)

"OVERPRICED – With the upcoming price increase, i have ended my subscription. \$100 is not justified. If you want more customers, set it up so more people can help pay for the account. Or the better option. LOWER PRICES TO \$70/month. Cap it right there. You stil" (1★, v9.39.0, US, 2026-10-12)

Ads

"Ads – How is it that Hulu can play 15 minutes of ads for a 45 minute show, absolutely awful viewing experience once I am done with American Horror Story I am canceling my plan and never looking in the direction of this greedy app again" (1★, v9.38.1, US, 2026-10-05)

"WAY WAY TO MANY ADS!!!! – Literally so many ads something has to be wrong with Hulu because literally every 5 mins cannot stand it barely can grasp what the show is about before being interrupted so annoying going to cancel my subscription" (1★, v9.38.1, US, 2026-09-20)

Performance

"Downloads function poorly – App would be great if the down loadable content worked correctly. HBO app works perfectly but HULU is nothing but problems and extremely slow" (1★, v9.38.0, US, 2026-09-10)

"Live tv – To watch live tv on a iPad or phone is amazing but on a tv with Roku o Samsung or android tv it's very slow and the channels guide need to be fix make it more simple and make it show all channels without having to scroll every time I need to change a" (3★, v9.39.1, US, 2026-10-21)

Feature requests

"Hulu Live is Awful – Update Oct 2026: they've begun adding commercials you can't skip to your recorded content. I have CANCELED this terrible and GREEDY service. Nothing like Disney ruining everything they touch. The people who run streaming services obviou" (1★, v9.39.0, US, 2026-10-09)

"Getting worse by the day – I legit wish I could give this app negative stars. It's getting worse with every update and now I can't even record NFL games. Not worth the \$\$ please pick any other streaming app" (1★, v9.38.1, US, 2026-09-27)

Crashes / freezes

"A steaming service that takes advantage – Not only do you have to pay a monthly fee just to be able to watch the content on this app. But they do no maintenance on it so it actually runs the way it should. Shows and movies constantly crash. Volume crashes. Una" (1★, v9.38.1, US, 2026-09-20)

"Low quality, not worth the cost – 5G connectivity is horrible while traveling. For the excessive costs of subscriptions, the quality of connectivity is disgusting. The signal cuts out if you walk three steps below street level. The video freezes, PIP closes au" (1★, v9.39.1, US, 2026-10-19)

UX / design

"Awful UI & Poor Live TV Performance & Terrible Sorting of Sports In the Guide to What's Upcoming – TL;DR: Terrible app and Disney could not care less. And for the price, they SHOULD!!!!!! Hulu is terrible on all platforms and is not at all intuitive. " (1★, v9.38.1, US, 2026-10-02)

"Overall solid, though ad plan costs too much and is HELL for anime watchers – Overall Hulu is pretty solid. Navigating the UI can be a bit overwhelming at first and it's confusing that your 'continue watching' is only found in the middle of the browsing new sh" (3★, v9.38.1, US, 2026-09-21)

The 10 most important fixes

1. Reduce ad frequency and length [Ads · 94 reviews · avg severity 2.2/3 · versions 9.38.1, 9.38.0]

Cap ads per session, avoid unskippable video, and never show ads in the middle of a core task.

"Irresponsible ads – I'm completely appalled by the ads we see. They're not targeted and we have no input whatsoever for sometimes two-minute ads. Hims, Hers, Olympic, alopecia, and a multitude of drug offers that never persuade anyone to bu" (1★, US)

2. Justify or adjust the price [Pricing / subscription · 57 reviews · avg severity 2.4/3 · versions 9.38.1, 9.39.0]

Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

"Abismal Buggy App – Update 9/2026 - Hands down the buggiest app and Hulu has the audacity to increase prices another \$10 again this year! Every year you raise your prices and every year all of the apps get buggier and buggier! Maybe if you " (1★, US)

3. Fix in-use crashes and freezes [Crashes / freezes · 32 reviews · avg severity 2.5/3 · versions 9.39.1, 9.39.0]

Match quoted actions to crash reports; ship a hotfix for the top stack trace.

“Had lots of bugs – Watching live tv is difficult. It randomly glitches and closes every other hour. Don’t even think about rewinding. Entire app will freeze” (1★, US)

4. Speed up loading [Performance · 29 reviews · avg severity 2.5/3 · versions 9.38.1, 9.39.1]

Profile cold start and the slowest screens on older devices; cache content.

“Awful App – The worst streaming app I’ve ever encountered. Sluggish, slow and unresponsive. Kicks you out of the app frequently.” (1★, US)

5. Improve content quality [Feature requests · 28 reviews · avg severity 2.2/3 · versions 9.38.1, 9.38.0]

Review the content areas users name; add a "report a problem" button on content.

“Not updating latest content – Latest hotstar yeh fitoor tera hindi episodes are not getting updated regularly” (1★, US)

6. Simplify navigation [UX / design · 21 reviews · avg severity 2.2/3 · versions 9.38.0, 9.38.1]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

“Annoyingly inconvenient – Randomly just restarts my episodes to before the ad break if I’m trying to pick back up a show, has constant error playing video message for no reason, hard to navigate and find “continue watching” bar, will never ” (1★, US)

7. Ship the most requested feature [Feature requests · 20 reviews · avg severity 1.9/3 · versions 9.38.1, 9.39.0]

Read the quotes below for the exact request; consider a public roadmap.

“Bring back nana□ – Please bring back NANA □” (1★, US)

8. Stop data / progress loss [Bugs · 16 reviews · avg severity 2.4/3 · versions 9.38.1, 9.38.0]

Reproduce sync and restore paths; add server-side backup and a visible "restore" option.

“Playback error – I swear you people at Hulu are brain dead. I watched an episode on my tv, then switched and watched some on my phone. When I went back to the TV it was still at the spot I left the tv, it didn’t update to where I left off o” (1★, US)

9. Soften the redesign backlash [UX / design · 15 reviews · avg severity 2.3/3 · versions 9.38.1, 9.39.0]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

“Unreliable Recording – The DVR has become incredibly frustrating. You can no longer tell in the Live Guide whether a show is actually scheduled to record—you used to be able to. Even worse, it does not reliably record NEW episodes. This hap” (2★, US)

10. Fix crash on launch [Crashes / freezes · 11 reviews · avg severity 2.8/3 · versions 9.39.0, 9.39.1]

Check crash logs (Xcode Organizer / Crashlytics) for the affected version and device models first.

“App not working – The app crashes immediately whenever I open it” (1★, US)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.