

Elon Musk wants people to watch X video on TV

You can now watch videos posted on X on your smart TV thanks to the dedicated X app.

Social media platforms are flooded with video these days, with both short-form (TikTok-style) and long-form (YouTube-style) videos flooding your feed. X, formerly Twitter, is no exception.

X TV App is now in beta

The beta version of the X TV app is now available for download from a variety of app stores, including Google Play, the Amazon Appstore, and LG's Content Store. The app can be installed on a smart TV and then used to view videos posted on X on the big screen. To find the app, simply search for "X TV" in your smart TV's app store.

The app has been available in some app stores for a while, but with X owner Elon Musk now tweeting about it, it's clear that it's ready for public use. As a soft launch, Musk retweeted another post, adding that "X TV beta is out."



Watch videos posted on X with TV

The X TV app does what you might expect... it lets you watch videos posted on X using a dedicated smart TV app. However, you do need an X account to watch any of the content. Other than that, though, everything is free, with nothing behind an X Premium paywall.

The description of the X TV app reveals how Musk and his crew watch X and why they think a dedicated TV app is a good idea:

"The X app is everyone's trusted global digital square, on your TV! Discover a new way to experience the world of X, as we bring you unique and engaging content right to your living room."

In addition to videos posted on X, there's a promise that exclusive content and live streams will be available on the X TV app. But even in its beta state, X TV offers a Replay TV feature, where you can save up to 72 hours of content, and a Startover TV feature, which lets you start live shows from scratch. You can also record up to 100 hours of content using the Free Cloud DVR feature.

Elon Musk wants X to be a universal app



When Elon Musk bought Twitter, now officially called X, it was just a social networking app. But Musk has long harbored ambitions to create what he calls a "universal app."

While Musk's all-in-one app has always been called X, features beyond the microblogging/social networking element are still lacking. However, the X TV app could be the first to play a pivotal role.

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