

The rumours have been making the rounds for a while, and now Apple is set to confirm them-- the iPhone maker is indeed launching a video streaming service, the imaginatively dubbed Apple TV+.



Presented at the "show time" event held at the Steve Jobs Theatre, Apple TV+ promises to be "home to some of the highest quality original storytelling that TV and movie lovers have seen yet." And Apple appears to be backing up such claims to rival Netflix and Amazon Prime Video by opening its massive chequebook, since the service will offer programming featuring the likes of Oprah Winfrey, Jennifer Aniston, Reese Witherspoon, Octavia Spencer, J.J. Abrams, Jason Momoa, M. Night Shyamalan and even Steven Spielberg.

"We're honored that the absolute best lineup of storytellers in the world-- both in front of and behind the camera-- are coming to Apple TV+," the company says. "We're thrilled to give viewers a sneak peek of Apple TV+ and cannot wait for them to tune in starting this fall. Apple TV+ will be home to some of the highest quality original storytelling that TV and movie lovers have seen yet."

In addition, Apple is also bringing changes to the Apple TV app. A separate offering from Apple TV+, it allows customers to pick and choose from a selection of traditional channels, premium networks and online streaming services. One can subscribe to channels or services as they will, and they consume content either by streaming or downloading it to their device, be it iPhone, iPad, Apple TV (as in the STB), Mac, smart TV or streaming device.

In terms of hardware, the event brings just a simple name change-- the humble 4th generation Apple TV is now known as the Apple TV HD, probably to distinguish it from the newer and more

Apple, Netflix Rival

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powerful Apple TV 4K.

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