

What is Apple REALLY Doing with TV?

Written by Marco Attard
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Reports indicate Apple has acquired **Matcha.tv**, a startup in the business of offering media guide services for video streaming feeds. Match.tv ships as an iOS app that aggregates content from Netflix, Hulu, iTunes, Amazon Prime and others. Not a huge move by Apple, but significant in fuelling further speculation about its plans in the TV space.



A September launch event from Apple seems highly likely, with many sources pointing to September 10th as the date. The most likely candidates for announcements here are the iPhone, iPad and MacBook families, with an outside chance of something totally new. As for TV, this acquisition probably comes a little late for anything substantial in September, but Apple may yet have something up its sleeve to surprise us.

What could this mean? Despite fevered speculation from many, not least Gene Munster of Piper Jaffray, Apple has not launched a full TV as yet, and it seems increasingly unlikely that it will. The TV market is brutal, characterized by low margins and slow upgrade cycles, averaging 8 years. Neither of these would seem tempting to Apple.

Yet the AppleTV has been something of a sleeper success. The little box that delivers films and TV programmes from iTunes and others, and hooks iPhones and iPads to the TV through AirPlay, has carved a sizeable niche for itself. Tim Cook indicated in May 2013 that the company had sold around 13M AppleTVs, about half of these in the past year. This is a significant installed base, and one that Apple surely has plans for.

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[Apple TV: analyst Gene Munster on Apple](#)