

Apple TV+ tests free preview model to expand its subscriber base

Article

The news: Apple TV+ is offering a free preview of the streaming service this coming weekend, leveraging traditional cable marketing tactics to boost subscribers ahead of the “Severance” Season 2 premiere, as the platform seeks to expand its [0.2% share of TV viewership](#).

The strategy mirrors legacy cable networks' "free weekend" promotions but with a digital-first approach.

Why it matters: Apple TV+ is trying to improve its position in the crowded streaming landscape against **Netflix, Prime Video, Hulu, and Max.**

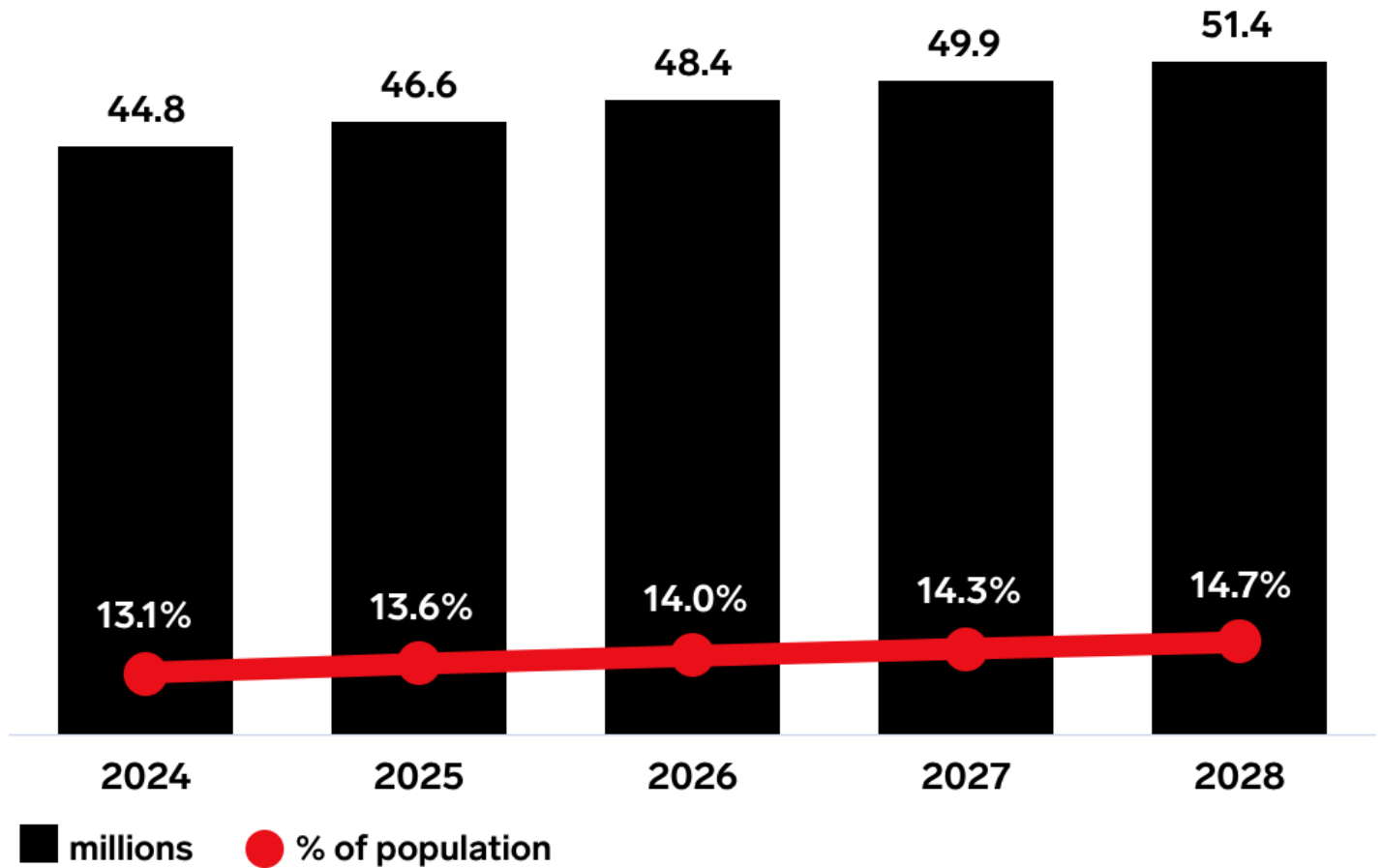
- The platform's focus on premium content has earned it a reputation as the "new HBO," though this niche positioning may limit broader appeal.
- Recent theatrical releases like "**Killers of the Flower Moon**" and "**Napoleon**" garnered critical acclaim but mixed commercial success.
- Apple wants to reduce spending on originals and license more content, having invested **\$20 billion** in original content to compete. Consumer research shows 41% of viewers choose services for specific content, while 37% prioritize library size.

Our take: Apple's blend of traditional marketing tactics with its tech-forward approach represents a calculated move in the premium streaming wars. As with its recent move to make Apple TV+ available on Prime Video, the platform is innovating around the edges.

- The service is an entry point to the company's broader ecosystem, which could act as a gateway to hardware sales and bundled subscription services.
- By timing the preview with high-profile content releases and minimizing access barriers, Apple TV+ is positioning itself as a serious contender in a crowded market.
- The success of this strategy could provide a template for subscriber acquisition efforts in streaming.

Apple TV+ Viewers

US, 2024-2028



Note: individuals of any age who watch Apple TV+ via app or website at least once per month

Source: EMARKETER Forecast, October 2024

EM EMARKETER

This article is part of EMARKETER's client-only subscription Briefings—daily newsletters authored by industry analysts who are experts in marketing, advertising, media, and tech trends. To help you finish 2024 strong, and start 2025 off on the right foot, articles like this one—delivering the latest news and insights—are completely free through January 31, 2025. If you want to learn how to get insights like these delivered to your inbox every day, and get

access to our data-driven forecasts, reports, and industry benchmarks, [schedule a demo with our sales team.](#)