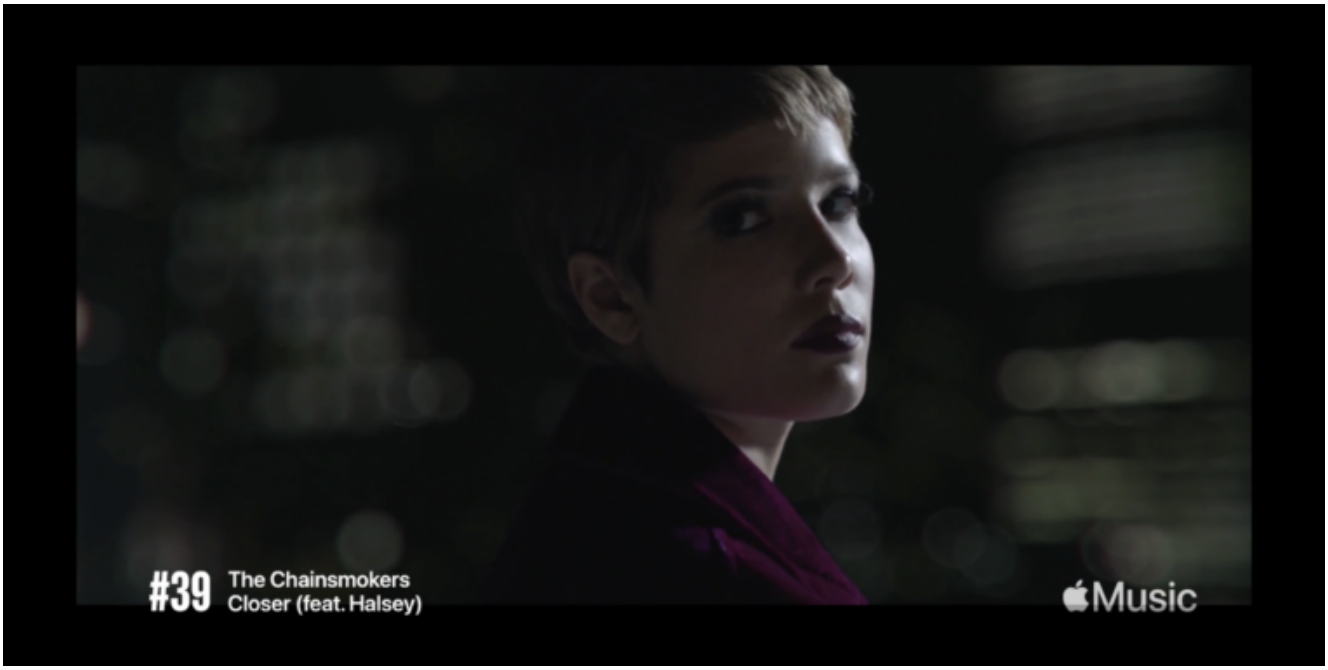
1980s MTV is back, sort of: Apple launches Apple Music TV channel



reader comments

82 with 59 posters participating

Share this story

- Right now the channel is just an uninterrupted stream of music videos, with the name and artist of each song appearing at the beginning and end.
  Samuel Axon
- You can find the channel in the Browse tab of the Music app…
  Samuel Axon
- …or Watch Now in the TV app.
  Samuel Axon

Today, Apple launched a 24-hour streaming video channel called

Apple Music TV that will harken back to the early days of MTV by playing mostly music videos—but in this case, it's ad-free.

Viewers will be able to watch the channel in either the TV app (on an Apple device like a Mac, iPhone, or Apple TV) or the Music app (it's found in the Browse tab). Additionally, you can find it at apple.co/AppleMusicTV.

There is no live chat, there aren't any interactive features, and there's no integration at all with the Apple Music app (like the ability to favorite songs), so users may find the service is barebones compared to some other music-focused streaming offerings.

However, those who just want the return of the early MTV formula of marathoning music videos 24 hours a day with few additional frills will find a lot to like here.

It currently seems like the channel will stream human-curated music videos the vast majority of the time. The opening act for the channel is a marathon of the top 100 music videos streamed on Apple Music. Other special events will follow—like a day-long Bruce Springsteen event featuring videos and interviews on October 22 to coincide with Springsteen's new album. Also, Apple Music TV will debut new music videos each Friday.

Apple Music TV will not require a subscription to Apple Music or Apple TV+, but for now, the channel is only available in the United States, likely due to licensing restrictions.

Offering this channel will give Apple a place to air some of the music-related content it has already produced, though the company hasn't yet said whether it plans to air documentaries (like the award-winning, Spike Jonze-directed *Beastie Boys Story* on Apple TV+) there.

The channel's availability on hundreds of millions of active Apple devices will also make it a marketing tool for the

company, especially in terms of promoting artists that have a relationship with the Apple Music service.

Listing image by Samuel Axon

https://arstechnica.com/?p=1715699