Apple debuts For All Mankind trailer, coming to Apple TV Plus

Apple has debuted the first full-length trailer for its upcoming original series *For All Mankind*, which will land on the company's upcoming streaming service this fall.

The trailer is beautiful, showcasing the kind of prestige TV Apple is trying to sell to subscribers. Developed by *Battlestar Galactica* showrunner Ron Moore, *For All Mankind* examines the space race between the United States and Russia in the 1960s and 1970s, but with a twist. According to Moore, the question at the heart of the series is, "What would have happened if the global space race had never ended?"

For All Mankind is just one of the many original series Apple is developing for its streaming platform. This is the longest look Apple has offered from one of its series in development. CEO Tim Cook previously spoke about Apple TV Plus during a conference in March dedicated to its streaming service. Cook called the platform "the new home for the world's most creative storytellers, featuring exclusive original shows, movies, and documentaries."

There still isn't a price or launch date for the service, but it's being planned for a fall 2019 launch.

https://www.theverge.com/2019/6/3/18650809/apple-tv-plus-for-all-mankind-trailer-ron-moore-streaming-original-series-battlestar-galactica