Apple TV Plus is being rebranded to… Apple TV



The Apple TV Plus streaming service is being rebranded with a “vibrant new identity,” according to the Cupertino company, and is “now simply Apple TV.” The announcement was briefly mentioned at the bottom of Apple’s latest press release regarding the December 12th streaming debut of *F1 The Movie*. At the time of writing, no changes have been made to the current Apple TV Plus branding across Apple’s website or press portal.

The change is likely to cause some confusion, given that the new name is already used by the Apple TV app that allows users to buy or rent movies, and hardware like the Apple TV 4K. Even the wording on Apple’s own announcement highlights the muddled branding, saying that *F1* is available to purchase on Apple TV “ahead of its global streaming debut on Apple TV,” and that “Apple TV is available on the Apple TV app” on devices like…

you got it, Apple TV.

Apple hasn’t shared any other details about the new branding for its streaming service, so it’s unclear if it will be introducing an updated logo, or finding other ways to distinguish it from existing products. We’ve asked Apple if any changes will be made to the Apple TV app and Apple TV hardware, and will update if we hear back.

https://www.theverge.com/news/798857/apple-tv-plus-rebrand-streaming-service