Apple TV Plus is free to stream this weekend

Apple TV Plus will be free to stream this weekend from January 4th through the 5th, similar to HBO's old free weekends on cable. The company posted the news on social media alongside a short trailer featuring some of its top shows, with the tagline "see for yourself."

A press release from Apple indicates the free weekend covers the TV Plus "library of award-winning original series and films" and says it starts on January 3rd, not the 4th as listed in its video and tweet — we've contacted Apple for more details of exactly when the promotion starts.

> ***Apple:***
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> *Apple TV+ is ringing in the New Year by offering an all-access pass to customers all around the world. Enjoy Apple TV+ for free the first weekend of 2025 (January 3 through January 5), Apple TV+ will be free on any device where Apple TV+ is available. All you need is an Apple ID to see what all the buzz is about.*

Streaming services like Netflix have offered limited free streaming on some of their top content before, but this is a new approach from Apple, which teased last week that it might provide some free streaming days soon.

https://www.theverge.com/2024/12/30/24332085/apple-tv-plus-free-weekend-january-2025-offer