Introducing Apple One, Apple’s subscription bundle answer to Amazon Prime

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After months of rumors that it was right around the corner, Apple’s subscription bundle has finally been announced. Dubbed Apple One, the service combines multiple Apple services like Apple Arcade, Apple TV+, and Apple News+ into one subscription—a page from Amazon’s book, to be sure.

Apple One will offer three tiers. The lowest-priced one, at $14.95/mo, includes Apple Music, Apple TV+, Apple Arcade, and 50GB of iCloud storage for a single user. The next one up, “Family,” offers those same services to multiple family users for $19.95/mo. The highest-priced “Premier” tier, at $29.95/mo, includes bundled magazine subscription service Apple News+ and Fitness+ as well, along with a bump to 2TB of iCloud storage.

Apple says these plans will roll out “this fall,” with a 30-day free trial for all new users to determine which tier is best for them.

Apple has been under considerable pressure from investors to make up for slowing iPhone revenue with services (and wearables) over the past few months, and the launches of Apple

TV+, Apple Arcade, and Apple News+ were part of that. That said, each of them has met mixed success compared to Apple Music, which launched in 2015. By including Apple Music in each of the bundles, Apple is essentially upselling Music subscribers to these additional services at a discount, hoping to drive the services that have not gained as much traction.

Follow our liveblog of Apple's event for more details.

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