Messi’s move to MLS is a big deal for Apple

The announcement comes after much consternation about where Messi would land following a stint in Paris; rumors placed him returning to Barcelona or heading for a big payday in Saudi Arabia. But in coming to MLS, he instantly makes an MLS Season Pass subscription, which is available through Apple TV Plus, much more appealing, particularly for a global audience who might otherwise be focused on the big leagues in Europe.

On June 6th, Apple also announced that it would air a four-part docuseries on Messi on Apple TV Plus, which now feels like foreshadowing, and Messi will reportedly also get a piece of the Apple / MLS broadcast partnership.

Update June 7th, 4:13PM ET: *Added details about the deal from* The Athletic*.*

https://www.theverge.com/2023/6/7/23752531/messi-mls-streaming-apple-tv-plus