Subscribers to Amazon Prime Video with ads lose 4K support on April 10



Starting on April 10, Amazon Prime subscribers will pay $5 per month for ad-free Prime Video without ads, up from the current $3 per month on top of their Prime subscription, Amazon announced today.

On that date, Amazon will introduce a new ad-free Prime Video subscription tier called “Prime Video Ultra.” Amazon will also increase the number of simultaneous streams supported by the tier from three to five and the number of downloads permitted from 25 to 100.

Currently, Prime Video with ads is part of Amazon’s Prime membership, which starts at $15 a month. Today, ad-free Prime Video users can watch supported titles in 4K, but starting on April 10, a new Prime Video Ultra subscription will be required for 4K viewing.

You’ll also need Prime Video Ultra to use Dolby Atmos, though Prime Video’s cheaper subscription tier will include Dolby Vision, up to four simultaneous streams (up from three), and 50 downloads (up from 25).

For comparison, ad-free Netflix with 4K support is $25/month, and ad-free Disney+ with 4K is $19/month.

“Delivering ad-free streaming with premium features requires significant investment, and this structure aligns with other major streaming services while ensuring customers have the flexibility to choose how they want to watch,” Amazon’s announcement said.

Amazon first forced ads onto Prime Video for all Prime subscribers in January 2024 unless subscribers paid the extra $3 monthly fee. Since then, Amazon has been increasing the number of ads subscribers see. In June 2025, AdWeek reported that Prime Video’s ad load was six minutes per hour, compared to an industry average ad load of two to three-and-a-half minutes, per a January 2024 report from The Wall Street Journal, when the ad tier launched.

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