Tim Cook hints at iCloud Plus tier for AI power users

Apple may allow users to pay to increase their AI usage limits. During an earnings call on Thursday, Apple CEO Tim Cook said that he believes people will want to use Apple Intelligence and the upcoming Siri AI “a lot,” adding that “we will have some kind of upgrade possibilities on iCloud Plus where people can buy up the stack.”

This fall, Apple will broadly launch its long-delayed Siri AI with iOS 27, which can do things like answer questions about what’s on your screen and take action across your apps. It also includes a new standalone Siri AI app that offers a ChatGPT-like interface.

In June, Apple said that its AI features, including image generation, have “daily usage limits because they rely on powerful server models.” It added that “increased access” is available across most of its iCloud Plus plans, but it seems that Apple may want to add tiers for people who plan on using its AI features heavily.

Apple reported earning $30.74 billion in revenue from its services business over the past few months, which includes subscriptions like iCloud Plus, Apple TV, and Apple One.

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