

# Apple brings iTunes and AirPlay 2 to Samsung smart TV models

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While the tech world is low, standing still with CES 2019, Samsung and Apple suddenly shake hands in an ambitious deal, which is to bring the 'golden eggs' of Apples to iTunes Movies and TV Shows, as well as AirPlay on smart TV models from producer Kim Chi.

## 1. Apple is testing iOS 13

According to a recent announcement by Samsung, the support features for both applications will be preloaded on the company's 2019 smart TVs, and will be available through versions. Firmware update for production devices in 2018 and previous years with iTunes. Specifically, this support package will include the iTunes Movies and TV Shows application exclusively for Samsung TVs, with 4K HDR content, available in 100 countries, and AirPlay 2 will be available on Samsung TVs in more than 190 nation. This is not only a beneficial cooperation for consumers, but also an important milestone in the relationship between the two giants in the technology world at the present time.



Apple has always been a very serious technology firm in sharing its ecosystem. This is the first time Apple has opened access to its iTunes video library for third-party devices except for Windows PCs. Surprisingly, Apple decided to cooperate with Samsung - one of its most "horny" competitors in the market. Thanks to this partnership, besides other streaming services such as Netflix and Amazon Prime Video, which are widely available on most smart TVs, owners of Samsung smart TV models will have more. Access to iTunes library without paying extra for Apple TV.

1. Apple may lose \$ 9 billion because iPhone sales in some markets are not as expected

In a press release, Eddy Cue, senior vice president for Software and Internet Services at Apple, said the purpose of the partnership was: 'We look forward to bringing the iTunes experience and AirPlay 2 reaches more customers worldwide through Samsung smart TVs. iPhone, iPad and Mac users will now have another way to enjoy their favorite content on the big screen at home. '



In addition, Apple is also ready to offer its own online TV service to compete seamlessly with Amazon and Netflix. Although not yet announced the official launch time, observers said that it is likely that this new service will be launched in the first half of 2019. Or even it can appear right in the upcoming 2018 CES framework. , wait and see!

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