

Disney CEO left his position on Apple's Board of Directors ahead of the launch of the new Apple TV Plus streaming service

Disney is also about to launch its own streaming service, Disney Plus.

Disney CEO Bob Iger has just left Apple's board amid the tech giant that has confirmed its plans to launch its video streaming platform at the iPhone launch event last week.

Iger's resignation was submitted on Tuesday, coinciding with the loss of Apple products, where the company revealed more information about its monthly paid streaming service, Apple TV Plus.

Disney executives have been on Apple's board of directors since 2011. However, his presence in the board of directors is becoming increasingly complex as the hard-hitting hardware business forces the company to make the Consider alternative revenue streams, such as paid newspaper reading services and competition with Netflix.

Disney also announced a streaming service of its own in April - Disney Plus - which made Iger's position even more difficult.

Iger told reporters earlier this year that he would leave the boardroom when Apple executives began discussing their streaming service plans. However, he also said that because Apple's business is primarily focused on hardware, he will not have to go out for too long.

With Apple officially announcing that the Apple TV Plus service will be released on November 1, and will be priced quite cheaply for just \$ 5 a month, it's clear that Iger decided it was time to leave.



" I respect Tim Cook, his team at Apple, and the board members," Iger said in his resignation. " Apple is one of the most admired companies in the world, famous for the quality and integrity of its products and its people, and I am forever grateful for being a part of it. a member of the board of directors of the company ".

In response to Bob Iger's decision to leave, Apple said: *" More than anything, Bob is our friend. He has worked with all his heart, and has always been generous in time and in making recommendations. Although we will be disadvantaged when we are no longer dedicated by him as a board member, we respect his decision, and we expect our relationship with Bob and Disney will continue to grow further in the future. "*

Iger's decision to leave is not the first time a senior executive has left Apple management because of a conflict of interest.

Eric Schmidt, former Google CEO, once sat at the same table with Steve Jobs on Apple's board of directors. But as the two companies' businesses increasingly overlap - especially as the battle between iOS and Android gets hotter - Schmidt says the situation has become too awkward and eventually, he decided. resignation.

Reference: BusinessInsider

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