

Apple settles with Samsung



Samsung, accused of copying the iPhone's design, settled with Apple in June 2018 with the latter being paid millions of dollars. A deal of, seemed to be out of this world, offering iTunes movies and TV shows on its arch-rival's TV sets was announced by Apple and Samsung.

Ahead of the annual CES technology show in Las Vegas, the move made shows Apple steering towards tech-media as iPhone sales continue to wane. Gene Munster, a longtime Apple watcher links Apple's approach to third parties is to boost services revenue. Beyond lawsuits, the tech. Giant relies much on Samsung for components like screen in the latest high-end iPhones. Both giants contend in the market for their handsets. Following many more disputes in past with Samsung, Apple has, in recent years, decided to develop its own technology to manufacture screens and processors.

The addition of iTunes on Samsung TVs comes just weeks after Apple opened up Apple Music-based on the 2014 acquisition of Beats Music, to the Amazon Echo. The moto is to seek more users in an competition to Spotify. This is also to potentially lure non-Apple users towards Apple devices when time to upgrade by exposing to them the company's products. With this, the people purchasing movies and TV shows through iTunes will open up as another potential revenue slot for the company. On Samsung TVs holding 33 percent of the smart TV market last year, Apple will need reach as possible.

Opening up iTunes to Samsung TVs means that Samsung television users no longer need to purchase an Apple TV set-top-box in order to access Apple content. AirPlay will let iPhone users stream video content from their iPhones to Samsung TVs. The deal made in order to compete with Netflix and Amazon Prime's original content offerings shows Apple's no imminent plans to enter the physical TV space.