**Apple Aiming for Apple TV+ Launch in November**

The company will introduce a small selection of shows and then expand its catalog more frequently over several months, people familiar with the matter said. A free trial is likely as Apple builds up its library, said the people, who asked not to be identified because the plans aren’t public.

***Los Angeles Times 8.19.19***

<https://www.latimes.com/business/story/2019-08-19/apple-targets-apple-tv-plus-launch-november-price-999?utm_source=Listrak&utm_medium=Email&utm_term=Apple+Aiming+For+Apple+TV%2b+Launch+In+Nov.&utm_campaign=Ianniello+Gets+%2470M+In+Consolation+Money>