All 2019 Samsung Smart TVs and "select" 2018 TV models with a firmware update in over 100 countries are getting the new Apple TV app, together with AirPlay 2 support.



"For the last decade, Samsung has been at the forefront of offering the broadest selection of content available to consumers on our Smart TV platform." the company says. "As the first TV manufacturer to integrate the Apple TV app on a Smart TV platform, Samsung continues to offer our customers incredible value and access to the Apple TV app experience on the largest screens available today."

Apple TV is integrated in the Samsung Smart TV platform, and allows users to access all iTunes movie and TV show purchases and browse over 100000 iTunes movies and TV shows to buy and rent. A number of titles are even available in 4K HDR. Customers can also subscribe to Apple TV channels via the app and, once available, access the Apple TV+ streaming service.

The app promises to work seamlessly across Samsung Smart TV services, such as Universal Guide, Bixby and Search, allowing for a consistent experience across the Samsung platform. Meanwhile AirPlay 2 allows users to view content on iDevices and Macs on their Samsung Smart TV.

Go Samsung Becomes First TV Manufacturer to Launch The Apple TV App and AirPlay 2