

HBO to launch streaming service with Apple TV

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HBO CEO Richard Plepler speaks on stage during an Apple special event at the Yerba Buena Center for the Arts on March 9, 2015, in San Francisco, California

HBO announced its standalone online TV service will launch next month, appearing on Apple's streaming media player.

Known for shows like "Game of Thrones" and "Boardwalk Empire," HBO enters the streaming-only video market dominated by Netflix as

part of a partnership with the California tech giant.

HBO chief Richard Plepler made the announcement at a San Francisco [media](#) event hosted by Apple.

The service called HBO Now will cost \$14.99 per month and launch April 12.

"HBO Now is the next phase of innovation at HBO," said Plepler, who heads the unit of media giant Time Warner.

"With this new partnership, a natural evolution for the network, we have access to millions of Apple customers who are used to getting their favorite apps immediately. Now, they can do the same with an HBO subscription."

Apple has its streaming [media player](#) since 2007, and the addition of HBO provides increased appeal for the device, especially for consumers who want to end cable or satellite subscriptions.

The Apple TV box competes with others in the market such as Roku and Amazon Fire and services from Microsoft and Sony.

HBO offers consumers a streaming video service similar to that of Netflix, Amazon or Hulu, but with a large amount of original content—something the others have only recently begun to produce.

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