

# Showtime to offer streaming service

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Apple has had its streaming media player since 2007, and the addition of HBO and Showtime promised to increase the appeal of 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, as well as services from Microsoft and Sony.

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(L-R) Actors Claire Danes, Damian Lewis, Rupert Friend, executive producer Alex Gansa and executive producer Howard Gordon speak onstage during a panel discussion for Showtime's "Homeland" on July 29, 2013 in Beverly Hills, California

Premium channel Showtime said Wednesday it would launch a streaming service in July, offering movies, original series and sports programming to subscribers without cable subscriptions via desktop computers and Apple devices.

The announcement by Showtime, which is owned by CBS, came a few months after HBO launched a standalone online TV service via Apple's streaming media player—appealing to "cord cutters" ready to ditch their costly cable subscriptions.

Showtime said it will release an application that will let people in the United States stream sports, films, original series like "Homeland" and other offerings to iPhones, iPads, Apple TV devices, or [desktop computers](#) for \$11 monthly.

HBO—which offers award-winning shows include "Game of Thrones" and "Veep"—entered the streaming-only video market dominated by Netflix with HBO Now, which was priced at \$14.99 per month for its April 12 launch.

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