

## Apple Getting Into T.V. Production

In a world where Steve Ballmer is an NBA owner and former



Apple executive  
Tony Fadell is a  
Google employee,  
I suppose the  
notion

of Apple getting  
into the TV  
production  
business in an

effort to take on Netflix isn't *that* crazy. Echoing a report which first surfaced this past August, a recently published *FastCompany* article sheds some new light on Apple's somewhat ambitious attempt to develop original programming and, in turn, make an impactful and bold entry into the TV business.

According to the report, Apple has been steadily increasing its presence in Hollywood circles, all in an effort to ultimately release content that will presumably be available exclusively as part of a subscription service, perhaps tied to Apple Music.

And not surprisingly, Apple appears to be interested in Brian Lumley’s ‘**Necroscope**’ book series, in anticipation of the **‘Necroscope 4D’** motion picture.



In the weeks that followed, Apple execs were in Los Angeles hearing pitches for **original TV series** that it plans to launch on an “exclusives” app on Apple TV and within iTunes. Apple wants to work with “triple A-list” talent, according to a source at

**Evolving Pictures Entertainment**, and build up a roster of must-see shows available only on its platform.

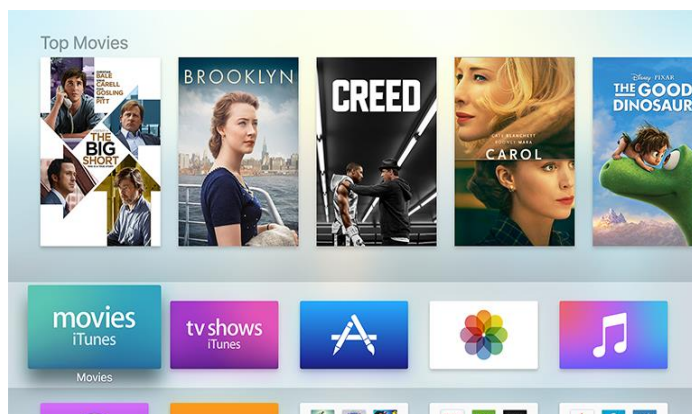
Of course, we should point out that Apple’s push in the TV space has already begun. As we noted back in February, Apple is already working on its first original TV show, a six-episode series called *Vital Signs* starring famed rapper and current Apple employee Dr. Dre. And while Apple tends to run a tight ship with respect to adult-oriented content on the App Store, *Vital Signs* is said to be a dark and gritty program that won’t hesitate to feature sex scenes and violence.



What's more, you might remember that Apple just last month launched a TV docu-series called *The Score* which focuses on local music scenes across different parts of the world.

*FastCompany* adds:

Apple appears to be taking a “two-lane approach” to original programming. The first, which *Vital Signs* falls under, is a slate of short films, music videos, and documentaries...



These originals are seen as essential in goosing Apple Music's subscriber totals.

The second lane—which for now is more deeply undercover—is an effort to do what Amazon and

Netflix have done for their tens of millions of users: offer its own original TV-style entertainment. Apple being Apple, though, it not only wants to find its own *House of Cards*, but it wants several of them at once.

Taking on industry incumbents like Netflix and HBO is clearly no small task, but Apple certainly has deep enough pockets to fund such an ambitious endeavor. As we highlighted a few months ago, it would cost Apple approximately \$540 million to deliver a selection of 10 wide-ranging TV programs at once.



To provide a bit of context, consider these figures:  
It costs Netflix about \$50 million to produce one season of *House of Cards*, AMC about \$39 million to produce one 13-episode season of *Mad Men*, and HBO about \$60 million to produce one season of *Game of Thrones*.



So while producing top-notch quality shows isn't cheap, Apple clearly has a big enough bank account to foot the bill and not even notice that the money is missing. During Apple's most recent holiday quarter, for example, the company raked in a quarterly net *profit* of \$18.4 billion.

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