

Disney CEO Bob Iger Exits Apple's Board As Two Companies Prepare To Launch Competing Streaming Services

Disney CEO Bob Iger has departed Apple's board of directors, as the two companies prepare to launch competing streaming services this fall.

Iger resigned on Tuesday, according to a [regulatory filing on Friday](#).

The Hollywood executive's departure came on the same day that Apple announced details of the Apple TV+ service, [which debuts Nov. 1](#)—ahead of Disney's own streaming service, [Disney+, which launches on Nov. 12](#).

Apple not only beat Disney to market; it undercut the Burbank entertainment giant on price, offering its service for \$5 a month, versus Disney's \$7 monthly fee (albeit with considerably less content). The technology giant is offering a year of service free with the purchase of a new Apple device.

The space of Netflix rivals will soon be crowded with new entrants, including WarnerMedia's HBO Max, which is hosting a media event on Oct. 29, and Comcast's forthcoming NBCUniversal streaming service.

Iger's departure seemed inevitable, as both companies moved on a collision course in the looming Hollywood streaming wars.

Apple and Disney each issued admiring statements on Friday, with Iger lauding Apple CEO Tim Cook in a statement to the New York Times, and Apple hailing the Disney executive as "exemplary."

Neither company responded to *Forbes'* request for comment.

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