

The Virgin Islands Consortium

AT&T Debuts 'Watch TV' With New Unlimited Plans; Service Available In U.S. Virgin Islands Upon Launch

Technology / **Published On June 22, 2018 12:09 PM /**

Staff **June 22, 2018**



Days after closing the AT&T-Time Warner merger, AT&T is wasting no time rolling out its newest video offering called WatchTV. This service will be available in the U.S. and also the U.S. Virgin Islands, according to Kelly Layne Starling, AT&T's media relations person for South Florida and the U.S. Virgin Islands.

AT&T customers with the firm's Unlimited & More, and Unlimited & More Premium plans -- scheduled for launch next week -- can stream through the WatchTV app or on select browsers at no additional cost, the company said.

AT&T said WatchTV features 30+ live channels, will be compatible on virtually every current smartphone, tablet or web browser, and certain streaming devices. In addition to live programming, WatchTV includes over 15,000 TV shows and movies on demand.

With &More Premium, customers also have the option to add one of several premium services for no extra charge. Premium services include HBO®, Cinemax, SHOWTIME® or STARZ®. If you're an anime/tech/gaming fan, you can choose VRV as your option, AT&T said.

In addition to that, you'll get 15GB of high-speed tethering, access to high definition video, and a \$15 monthly credit toward DIRECTV for those customers wanting even more great entertainment.

"We were the first wireless provider to bring entertainment and unlimited data together, and, once again, we're redefining what that means," said David Christopher, president of AT&T Mobility and Entertainment. "This is no longer about including one channel or service with your wireless plan, but an incredible lineup of content that delivers more of what you care about – over 30 live TV channels and more than 15,000 TV shows and movies on demand, as well as premium movie channels, music streaming with more to come."

AT&T said its merger with Time Warner "brings together the elements to fulfill our vision for the future of media and entertainment. We'll bring a fresh approach to how media and entertainment works for you—including new offerings that integrate content and connectivity."

The communications giant added that customers will see "a new level of choice, innovation and value as we deliver a more personalized and immersive entertainment experience—from experimenting with new forms of content to offering new ways to access and view premium content, especially on mobile devices."

The plans start at \$70 per month for an individual line (after using AutoPay and paperless bill credits) for the regular Unlimited &More plan, which doesn't include any tethering and limits video quality to 480p. This is a price increase of \$5 more per month over the current Unlimited Choice Enhanced, although multi-line service starts at \$40 per line, according to AT&T.

You'll need to pay \$80 per month for &More Premium to get 15GB of full-speed tethering and 1080p video streaming. However, this comes with an incentive: you can add a premium service of your choice -- either a TV network (such as HBO, Showtime or Starz) or a streaming music provider like Amazon Music Unlimited or Pandora Premium.