



# Apple April Event: What we're Watching

*April 2021*





**Alexander Skogberg**  
@Skogberg



Really pleased with Apple's event today! Will definitely be getting AirTags for my keys, laptop bag and cabin luggage. iMacs were lovely, but holding out for the new rumored Macbook Pro not announced today.

2:03 PM · Apr 20, 2021 · Twitter for iPhone



**Sean Yoo** ✓  
@SeanYoo



i think Ted Lasso is the first and only tv show that everyone on the timeline is unanimously in favor of and i think season 2 is going to bring world peace

1:30 PM · Apr 20, 2021 · Twitter for iPhone



**peter clark**  
@plc



it's amazing that Apple can make an iMac that has a much better screen and a supremely fast computer inside of it and it be \*thinner\* than a regular dumb monitor ... oh and cost less (and look 100x better)

6:57 PM · Apr 20, 2021 · Twitter for iPhone



**Yannick** @ylynfatt · Apr 20  
Its [#AppleEvent](#) day. Let's see what they have in store today.



2



3



**Daren Dhoray** @ddhoray · Apr 20  
That new iMac 🤖



1



1



**Yannick**  
@ylynfatt



Replying to @ddhoray

Looks good and the M1 Chip should be just as good in the iMac as in their other Mac computers.

8:34 PM · Apr 20, 2021 · Twitter for iPhone



**Colin Cornaby**  
@colincornaby



The one thing I think is great about the new iMac: After years of pushing personal devices, Apple is finally back on central family desktop devices. Touch ID as a way to log into personalized accounts on a shared desktop Mac is 👍

2:31 PM · Apr 20, 2021 · Twitter Web App



# Summary

1

**Revamped M1 iMacs stole the show:** Purchase Intent Mentions spiked alongside Sentiment as consumers expressed pleasure with the iMac's appearance, functional elements, performance, and cost. The top wish-list item in tweets expressing sentiment was a larger screen.

2

**AirTag looks to be a hit:** Sentiment is high for a new product launch, at 75% positive. Comparatively, AirPods Sentiment was nearly 20 points lower on its announce date.

3

**Ted Lasso is producing demand for Apple TV:** Apple TV demand spiked on Tuesday, and original content series Ted Lasso is driving demand. The show records the highest consumer happiness rating among large original content series in our universe.

4

**Apple Podcast upgrades met with yawn:** Apple trails competitor Spotify in the podcasting space. Mentions of consumers listening to Apple Podcasts have decreased -5% YoY compared to +23% YoY for Spotify Podcast listening mentions.

iMac demand surged in November 2020 when Apple announced an updated lineup of Mac devices powered by its own system-on-chip, the M1.

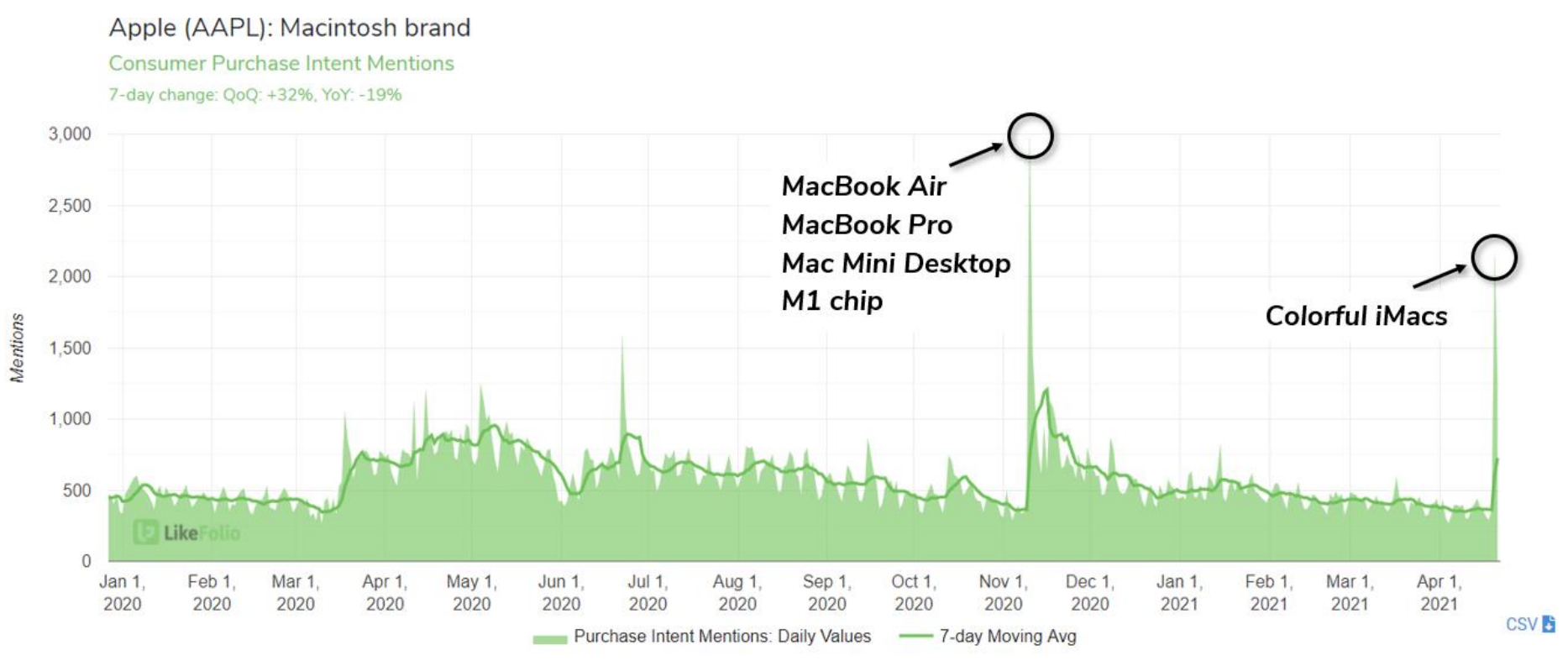
On April 20 Apple unveiled its first major iMac redesign since 2009, featuring seven colors and also powered by its M1 Chip.

Purchase Intent mentions spiked on both announcement dates.

Mac brand demand has steadily risen since 2015 and thrived in 2020 as consumers increasingly worked from home and set up home offices.



# April Event: iMac Purchase Intent Spike



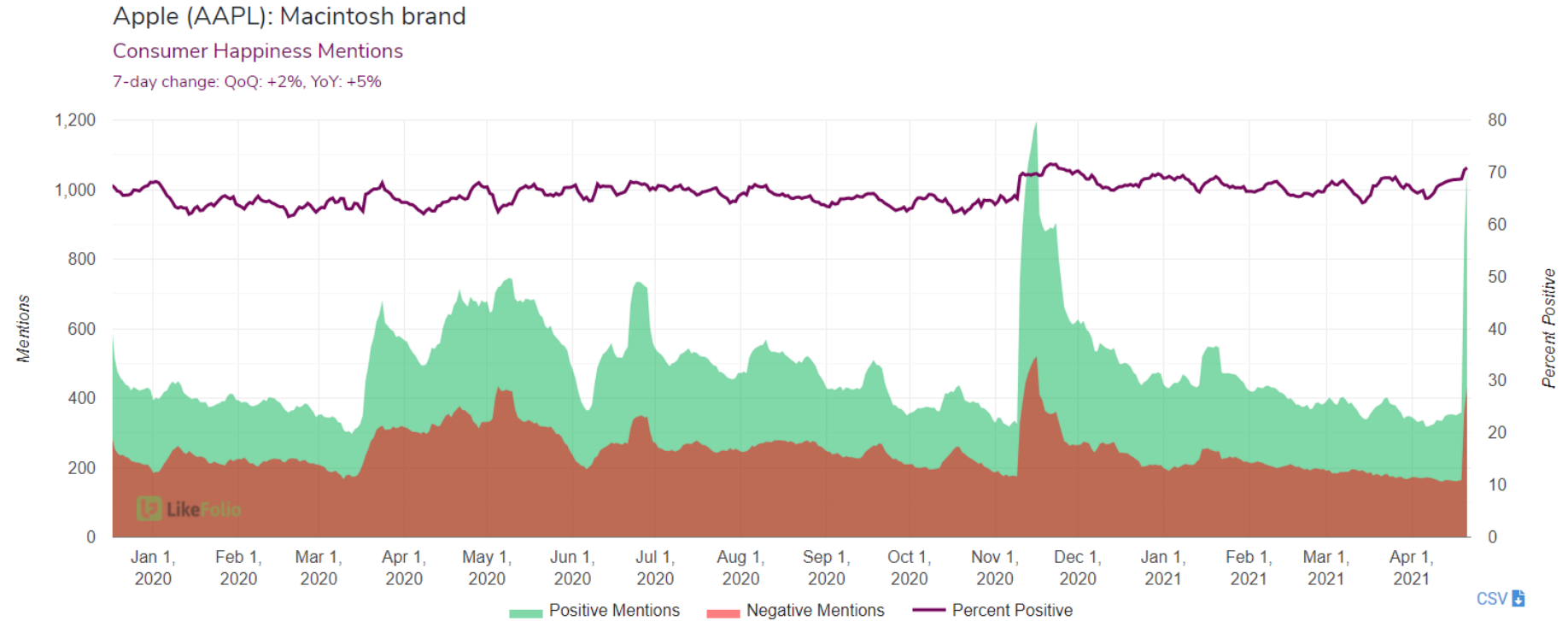
Consumer Sentiment spiked positively on both recent Mac brand announcements -- a nice sign alongside increased demand.

Mac brand sentiment has increased by 5 points YoY.

The top “wishlist” item present in sentiment tweets analyzed was a larger screen. Many consumers indicated they would wait in hopes of future versions with this feature.



# April Event: iMac Sentiment Boost



We analyzed +3,500 positive sentiment tweets from April 20-21 to determine the main drivers: What do consumers like about the new iMac?

**Appearance** – “love the colors”, “beautiful display”, “looks sexy”

**Features** – appreciated ethernet hookup, improved camera, and Touch ID integration

**Performance** – positive reaction to speed and M1 Chip performance

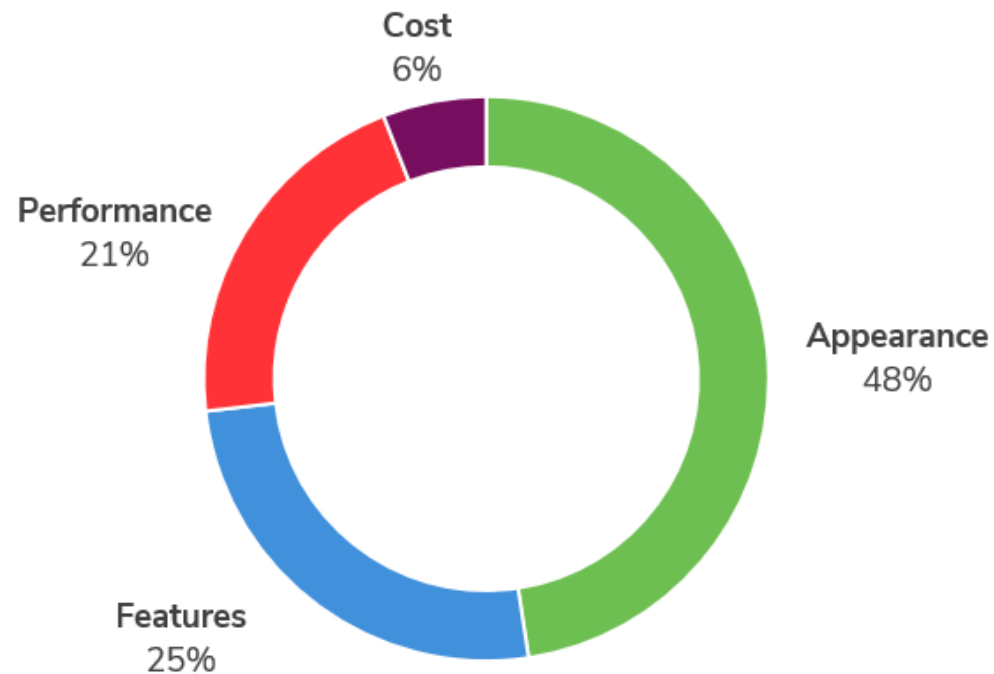
**Cost** – “cheaper than expected”, cost isn’t bad



# April Event: iMac Sentiment Drivers

## iMac Positive Sentiment Drivers

~3,500 Tweet Sample April 20-21



Apple announced AirTags (individual item trackers) to consumer delight.

On the date of announce, sentiment was more than 75% positive.

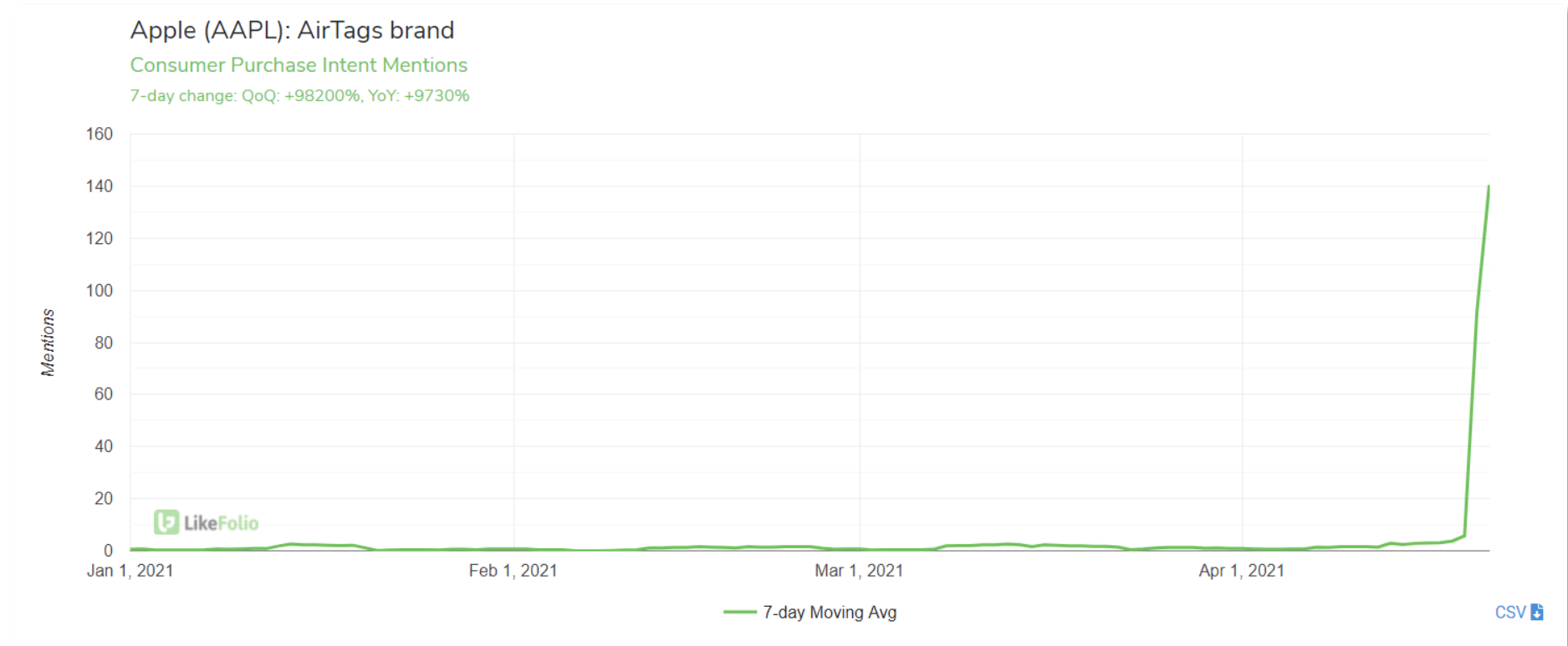
For comparison, AirPods sentiment was ~55% positive when the brand was announced in 2016.

AirTag Mentions have already overtaken competitor, Tile ([read more here](#)).

Pre-orders begin April 23, and we'll be watching for continued traction.



# April Event: AirTag Demand Exploding



Apple first launched its Apple TV streaming device more than a decade ago.

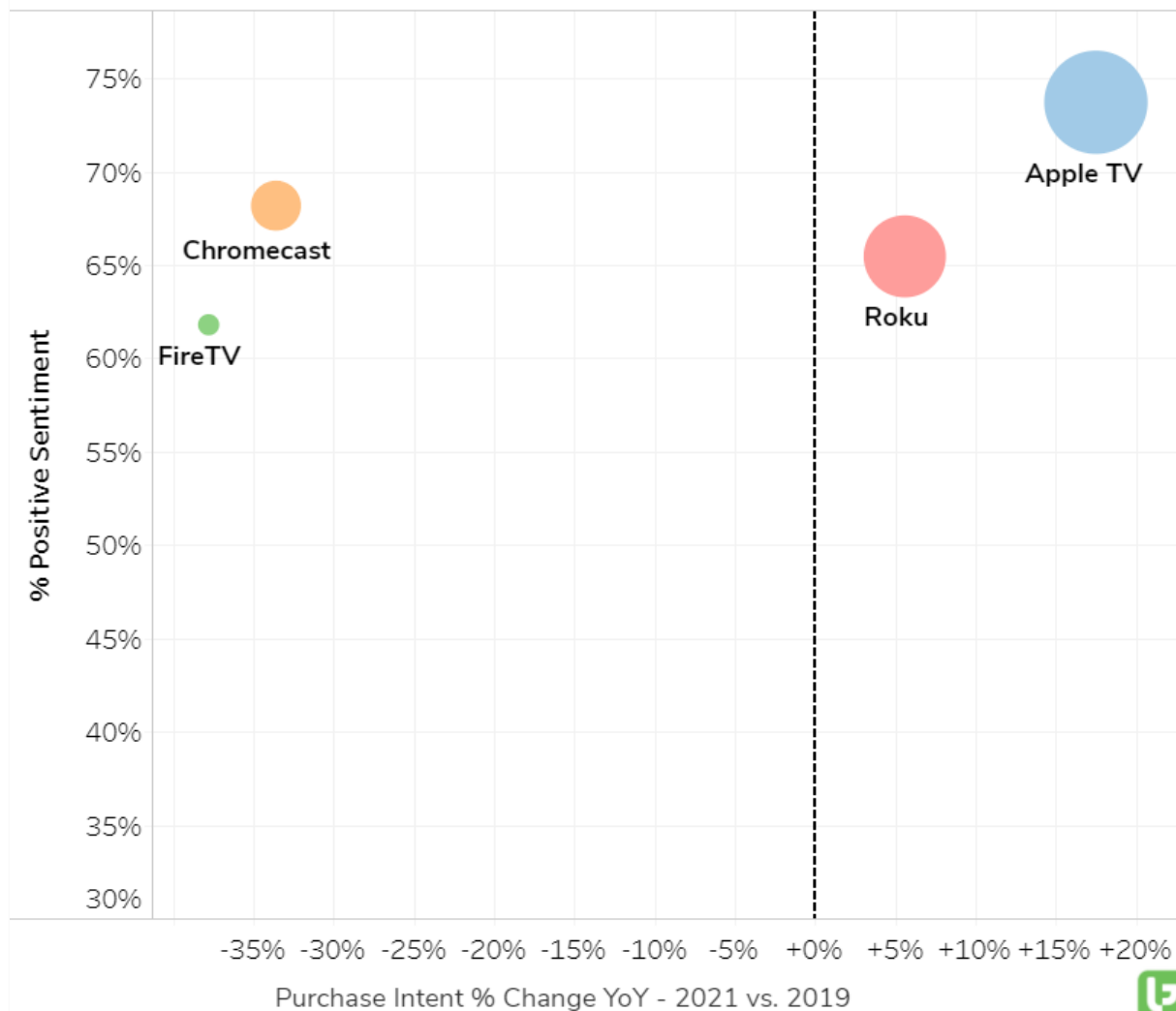
The brand surged in popularity when AAPL launched streaming content subscription “Apple TV+” in November 2019.

Now, Apple TV is one of the main players in the streaming game. Note this view does include streaming content and device mentions, but showcases comparative strength vs. Amazon and Google streaming devices. (Volume is represented by the size of each circle.)

Apple TV mentions have surged +70% QoQ (on a 7day moving average) since the announce of Apple TV 4K.

## April Event: Apple TV 4K

2 Year Change in Purchase Intent vs. Current % Positive Sentiment



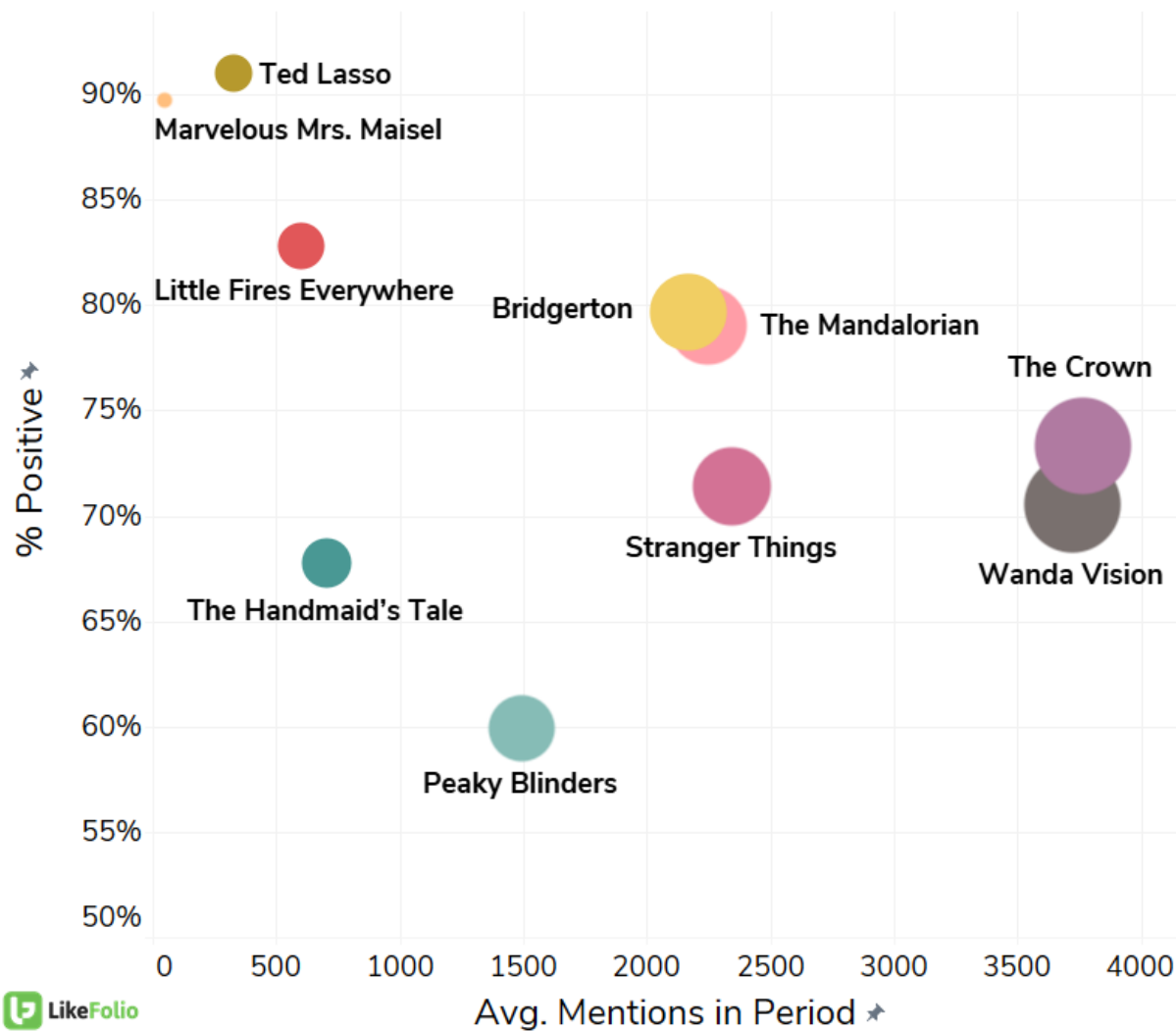


Apple has proven it can hang in with the big guys when it comes to content production quality.

In the last year, Ted Lasso retained the highest consumer sentiment rating in our coverage universe vs. other original content releases.

# Apple Event: Consumers Love Ted Lasso

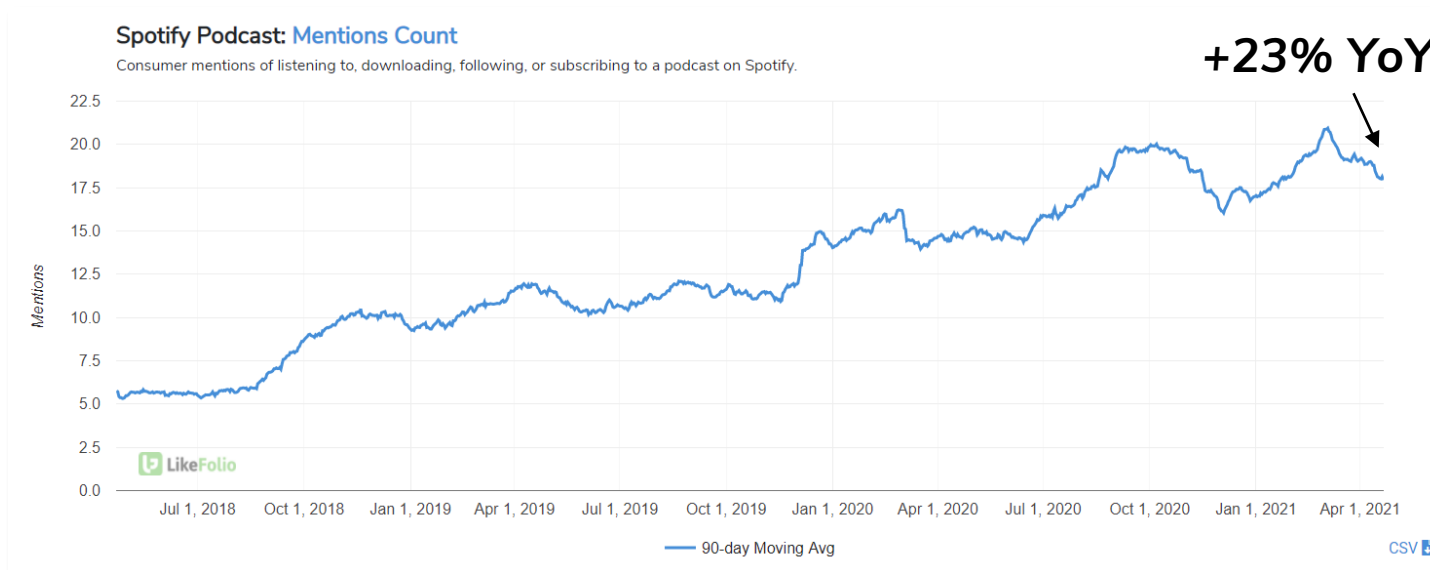
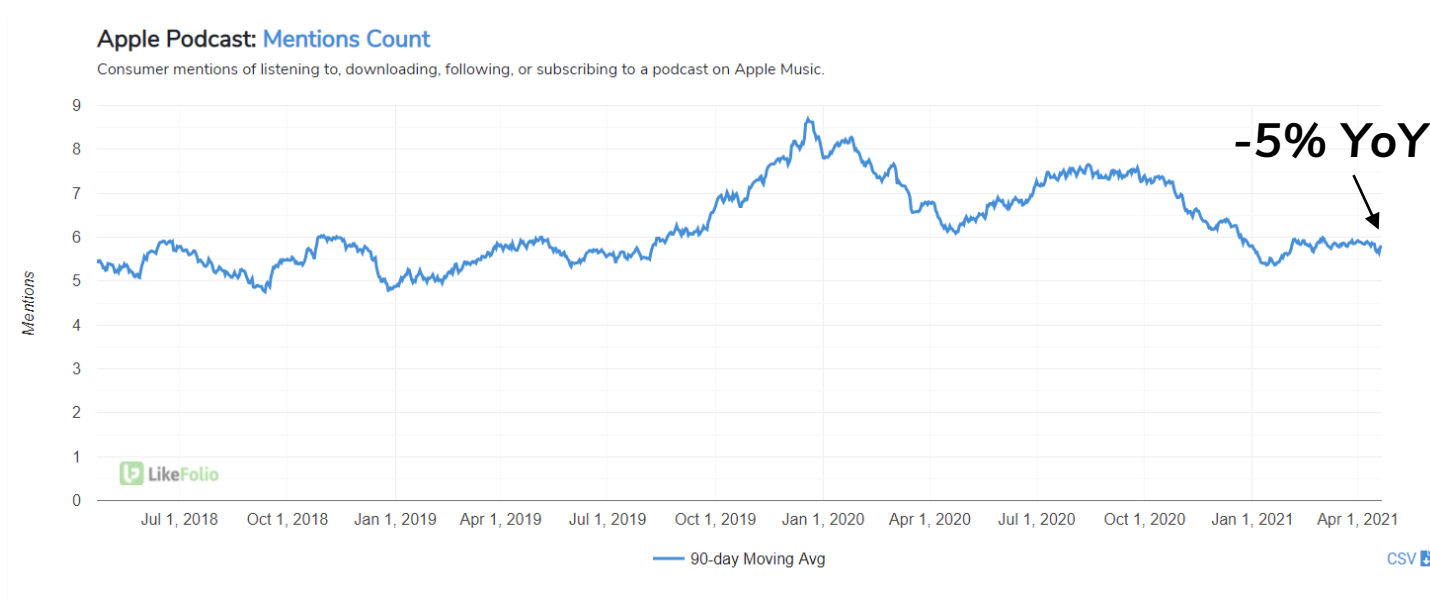
Original Content Compare, % Positive Sentiment vs. Mention Volume



Consumer mentions of engaging with Apple's Podcast platform are slipping YoY.

While we are entering a tough comparison period (last year at this time, consumers were stuck inside seeking digital entertainment), the company is trailing its largest competitor: Spotify.

# April Event: Apple Podcasts Trail Spotify



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