

How to Watch the Apple iPhone 17 Event Live Stream

The launch of's iPhone 17 lineup is one of the most anticipated tech events of 2025. If you don't want to miss the "Awe Dropping" keynote, there are several reliable ways to stream the event live — no matter where you are or what device you use. Below is a clear, up-to-date guide on how to tune in, what time to expect, and what to do if you can't watch live.

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When is the iPhone 17 Event and What's on the Lineup

The official event date is **September 9, 2025**. The event kicks off at **10:00 a.m. Pacific Time (PT)**, which is the standard Apple keynote time. That translates to **7:00 p.m. Central European Time (CET)** — if you're in Amsterdam or anywhere else in the CET zone, that's when you should be ready.

During this launch Apple is expected to unveil the full iPhone 17 lineup — including standard and Pro versions — along with potential releases of new models of watches and earbuds.

Where (and How) You Can Watch the Live Stream

Apple makes it very easy to watch its major events. For the iPhone 17 launch, you have several streaming options depending on your device and preference: browser, app, or TV.

- **Official Apple Events webpage** — On the day of the event you can go to the Apple website's dedicated Events page and watch the stream directly from any modern browser.
- **YouTube** — Apple publishes a livestream on its official YouTube channel. This tends to be the easiest and most flexible way to view the event. Works on almost any device that supports YouTube.
- **Apple TV App** — If you use Apple devices (iPhone, iPad, Mac) or have an Apple TV (4K or HD), the event will appear in the TV app. Good option for watching on bigger screens.

Many prefer to open two tabs or windows — for instance, one with the Apple Events page and another with YouTube — to have a backup in case one stream falters.

How to Watch from Different Devices and Platforms

Because Apple's stream is broadly supported, you can join from almost any device. Here's how it typically works depending on what you have:

On iPhone, iPad, or iPod touch

Just open Safari (or any other browser) and go to the Apple Events page at start time, or open the TV app when the stream becomes available. No additional downloads needed. If you want a larger screen, you can use AirPlay to cast to a TV or Apple TV.

On Mac or Windows PC (or Linux)

Open your preferred web browser (Safari, Chrome, Firefox, Edge — all are fine) and go to the Apple Events page or open the YouTube stream. Works with almost any modern desktop setup.

On Apple TV or Smart-TV

If you have an Apple TV 4K or HD, open the Apple TV app — the event should appear there at the right time. You can also simply open the YouTube app on a smart-TV and watch via Apple's official channel. Even many smart-TVs from other manufacturers support the Apple TV app now.

On Android device or older hardware

No problem — you can still watch via the YouTube livestream using the YouTube app or any browser that supports YouTube. That makes Android phones, tablets, or older PCs entirely valid for tuning in.

What If You Miss the Live Stream

Don't worry if you can't watch live — Apple always posts the full recording shortly after the event ends. You'll find it on the same channels you'd use for the livestream: the Apple Events webpage, Apple TV app and Apple's YouTube channel.

That means you'll be able to catch up on all announcements — new devices, features, pricing, availability — at your convenience. Great if the live time doesn't work for you or if you want to re-watch certain segments.

Tips for a Smooth Viewing Experience

- **Check the start time in your timezone** — For Central Europe (Amsterdam and most of Europe), start time is 7:00 p.m. local time. Be ready a few minutes in advance so you don't miss the beginning.
- **Use YouTube reminder or calendar option on Apple site** — Apple's Events page usually allows adding a reminder to your calendar. YouTube's "Notify me" feature is also useful so you get a ping when the stream goes live.
- **Have a backup stream ready** — It's smart to open both the official site and YouTube (or Apple TV app) just in case one fails or is slow.
- **Use a stable internet connection** — Because the event is streamed globally, a stable and decently fast connection helps avoid buffering or quality drops.
- **Prefer a larger screen if possible** — For a better view of the presentations and product demos, watching on a tablet, smart-TV or via Apple TV is more comfortable than a small phone screen.

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Final Thoughts

Watching the iPhone 17 event live is easy thanks to Apple's wide support across platforms. Whether you have an iPhone, Android phone, Windows PC, smart-TV or Apple TV — you're covered. Use the official Apple Events site, YouTube, or the Apple TV app. Make sure you know the right time for your timezone (7:00 p.m. in Central Europe), and consider setting a

reminder so you don't miss the start. If you can't watch live, the full video will be online shortly after — so you'll still get to see everything.