October 7 2026, 06:00 (PDT)

Formula 1® on Apple TV to Debut in Dolby Atmos, Alongside Dolby Vision, Delivering a More Immersive Race Experience

Experience every turn, overtake, and roar of the track with stunning picture and immersive sound, beginning with the Formula 1® MSC Cruises United States Grand Prix™ 2026



EXPERIENCE IN Dolby Vision·Atmos

Official U.S. Broadcaster of Formula 1®

SAN FRANCISCO, October 7, 2026 – Today, Dolby Laboratories (NYSE: DLB) and Apple announced that Dolby Atmos is coming to Formula 1® on Apple TV[1] beginning with the 2026 U.S. Grand Prix™, joining Dolby Vision to deliver an even more immersive viewing experience. For the first time, fans in the U.S. with an Apple TV subscription will be able to experience every Formula 1 race weekend in both Dolby Vision and Dolby Atmos.

Dolby Atmos puts fans at the heart of the action, surrounding them with the energy, drama, and emotion of Formula 1. From team radio communications and race

commentary to the roar of the engines, on-track battles, and the intensity of the pit lane, Dolby Atmos brings the unmistakable sounds that define the sport to life.

Paired with Dolby Vision, fans can take in every detail of race weekend through richer colors, greater contrast, enhanced brightness, and lifelike clarity. From the vibrant liveries of each team to the atmosphere and character of Formula 1's most iconic circuits, Dolby Vision is the ultimate complement to the spectacular visuals that define Formula 1. Together, Dolby Vision and Dolby Atmos deliver a more immersive Formula 1 experience, bringing exceptional picture and sound together to capture the full intensity of the sport.

Formula 1 in Dolby Vision and Dolby Atmos is available through the Apple TV app on supported Apple devices and compatible Dolby-enabled TVs, soundbars, and home theater systems.

"Formula 1 is one of the most captivating sports in the world, where every circuit, team, and race weekend has its own visual and sonic identity," said John Couling, Senior Vice President of Entertainment, Dolby Laboratories. "Together, Dolby and Apple have redefined how audiences experience entertainment, from music to movies and TV. Now, with Dolby Atmos joining Dolby Vision for Formula 1 on Apple TV, we're setting a new bar for how fans experience the sights and sounds of the sport."

"We're always looking for new ways to make Formula 1 on Apple TV even better for fans," said Oliver Schusser, Apple's vice president of Music, Sports, Apple TV, and Beats. "The sound of Formula 1 is such an important part of what makes the sport so exciting, and with Dolby Atmos joining Dolby Vision, fans can experience the energy and intensity of every Grand Prix in a whole new way. It's another example of how we're continuing to innovate across the viewing experience to bring fans closer to the action."

For decades, Dolby has brought fans closer to the sports they love through innovations that make every moment more immersive and engaging. By capturing

the emotion, excitement, and intensity of the action, Dolby helps recreate the feeling of being at a race. With Dolby Vision and Dolby Atmos, Formula 1 on Apple TV delivers an even more immersive race weekend, bringing the sights and sounds of the track to life in a whole new way.

Apple TV is the exclusive U.S. home of Formula 1, delivering every practice, qualifying, Sprint session, and race live and on demand. Subscribers get comprehensive coverage and analysis, expansive programming, exclusive original content, and every Grand Prix in stunning 4K with Dolby Vision, which launched at the start of the season. Viewers can also personalize how they follow the action with Multiview, including one-tap team layouts featuring the main broadcast and onboard feeds, as well as dedicated Podium and Data Multiviews with real-time race information. Fans can learn more about Formula 1 on Apple TV and subscribe HERE.

Experience Formula 1 in Dolby Atmos and Dolby Vision for the first time with the 2026 U.S. Grand Prix beginning Friday, October 23, exclusively on Apple TV.

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1. To watch F1 on Apple TV, viewers are required to have a U.S. Apple TV subscription. An Apple TV subscription does not include third-party branded subscription services, or content available for rental or purchase in the Apple TV app.

About Dolby

Dolby Laboratories (NYSE: DLB) is a world leader in immersive entertainment. From movies and TV, to music, sports, gaming, and beyond, Dolby transforms the science of sight and sound into spectacular experiences for billions of people worldwide across all their favorite devices. We partner with artists, storytellers, and the brands you love to transform entertainment and digital experiences through groundbreaking innovations like Dolby Atmos, Dolby Vision, Dolby Cinema, and Dolby OptiView.

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