

# Best Amazon Prime Video Plans for iPhone Users in the UK

Compare Every Plan, Price and Perk - Find Your Perfect Fit in 2026

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<https://bit.ly/amazon-prime-subscription-for-ios-users>

*Semantic keywords: Prime Video subscription tiers UK, cheapest way to get Prime Video iPhone, Amazon Prime monthly vs annual UK, ad-free Prime Video plan, Prime Video Ultra UK iPhone*

## Why Plan Choice Matters for iPhone Users

Not all Amazon Prime Video subscriptions are created equal - and when you are watching on an iPhone, the plan you choose affects not only the price you pay but also the streaming quality, ad experience, and extra features you unlock. This guide breaks down every available plan for UK residents so you can make an informed decision before you subscribe.

Key factors to consider when choosing your plan: your monthly budget, whether you also shop on Amazon regularly, whether you are a UK student, and whether you can tolerate limited adverts or prefer a completely ad-free experience.

## All Available Amazon Prime Video Plans in the UK (2026)

Plan	Price (UK)	Best For
Amazon Prime (Monthly)	GBP 8.99/month	Shopping + Full Streaming
Amazon Prime (Annual)	GBP 95/year	Best Long-Term Value
Prime Video Only	GBP 5.99/month	Streaming Without Shopping Perks
Prime Student	GBP 4.49/month (6mo free)	UK Students & Young Adults
Prime Video Ultra	Add-on to Prime	Ad-Free 4K HDR Streaming

**Amazon Prime - Monthly (GBP 8.99/month)**

The flagship plan. Includes Prime Video (ad-supported on some content), free next-day delivery on millions of items, Prime Music (2 million songs), Prime Reading, Prime Gaming, and exclusive member deals. Best for: users who both stream and shop on Amazon regularly. Cancel any time - no long-term commitment. New subscribers receive a 30-day free trial automatically.

### Amazon Prime - Annual (GBP 95/year)

Identical benefits to the monthly plan but paid upfront for the full year, saving approximately GBP 12.88 compared to 12 monthly payments. Best for: users committed to Amazon's ecosystem who want to minimise annual spend. Set a calendar reminder to review before renewal each year.

### Prime Video Only (GBP 5.99/month)

A streaming-only subscription with no shopping perks. Gives you full access to Prime Video's content library - Amazon Originals, licensed films, and TV series - without delivery or other Prime benefits. Best for: iPhone users who purely want streaming and do not shop frequently on Amazon.

### Prime Student (GBP 4.49/month after 6-month free trial)

Available to UK students in higher education who verify via a valid .ac.uk email address. Offers 6 full months free, then 50% off the standard monthly price. Includes all Prime benefits plus special student deals. Best for: UK university and college students. One of the best-value streaming deals in the UK market.

### Prime Video Ultra (Add-on to Prime)

An optional add-on for existing Prime subscribers who want to remove adverts from on-demand Prime content. Also includes enhanced 4K, Dolby Vision, and Dolby Atmos. Available monthly or annually. Note: live sports and some promotional content may still include ads. Best for: binge-watchers who find ads disruptive.

## Which Plan Is Right for You?

Your Situation	Recommended Plan
I want maximum value and I also shop on Amazon	Amazon Prime Annual (GBP 95/year)
I just want to stream, no shopping perks needed	Prime Video Only (GBP 5.99/month)
I am a UK student or aged 18-24	Prime Student (6 months FREE)
I hate adverts and want 4K HDR quality	Prime + Prime Video Ultra add-on
I want to try before committing to a payment	Any plan with the 30-day free trial

# How to Subscribe on iPhone - Quick Steps

## Step 1:

Open Safari on your iPhone and go to: <https://bit.ly/amazon-prime-subscription-for-ios-users>

## Step 2:

Sign in to your Amazon account or create a free account at [amazon.co.uk](https://amazon.co.uk).

## Step 3:

Select your preferred plan - the 30-day free trial applies automatically to new subscribers.

## Step 4:

Enter your UK payment details (Visa, Mastercard, Amex, or Amazon Gift Card accepted).

## Step 5:

Download the free Amazon Prime Video app from the App Store.

## Step 6:

Log in with your Amazon account credentials and start streaming immediately.

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## Frequently Asked Questions

### Q: What is the cheapest Amazon Prime Video plan in the UK?

A: The cheapest route is Prime Student - free for 6 months then GBP 4.49/month for eligible UK students. For non-students, the standalone Prime Video plan at GBP 5.99/month is the lowest-cost entry point into Amazon's streaming library.

### Q: Can I switch between Prime Video plans on my iPhone?

A: Yes. You can upgrade, downgrade, or cancel your plan at any time via your Amazon account at [amazon.co.uk](https://amazon.co.uk). Changes take effect at the end of your current billing cycle. Plan changes cannot be made directly inside the Prime Video iOS app.

### Q: Does the Prime Video-only plan include all the same content as full Prime?

A: Yes, in terms of the Prime Video streaming library, the content catalogue is identical. The Prime Video-only plan simply excludes non-streaming Amazon Prime perks such as free delivery, Prime Music, and Prime Gaming.

### Q: Will I be charged through Apple if I subscribe on my iPhone?

A: Only if you subscribe through the App Store's in-app purchase system. Subscribing via Safari at [amazon.co.uk](https://amazon.co.uk) means you pay Amazon directly at their published UK prices. This is the recommended method for UK iPhone users.

### Q: Can I use my Prime subscription on multiple Apple devices?

A: Yes. Your Amazon account works across iPhone, iPad, Mac, and Apple TV simultaneously. You can stream on up to three devices at the same time from one account.

[Compare Plans and Start Your Free Trial Today](https://bit.ly/amazon-prime-subscription-for-ios-users)

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