

How to Get Amazon Prime Video Subscription on iPhone in the UK

The Complete 2026 Step-by-Step Guide - Plans, Prices and Insider Tips

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

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Introduction

If you own an iPhone and live in the United Kingdom, gaining access to Amazon Prime Video's massive library of blockbuster films, award-winning originals, and live sports is easier than ever. Whether you are a first-time subscriber or switching from another streaming platform, this comprehensive guide covers every step - from choosing the right subscription plan to downloading the app and troubleshooting common issues.

Amazon Prime Video is one of the UK's most popular on-demand video streaming services, rivalling Netflix and Disney+. It bundles seamlessly with an Amazon Prime membership, giving you access to free next-day delivery, Prime Music, Prime Reading, and exclusive early-access deals - all for one monthly fee. This guide also explains how to subscribe at the lowest possible price, take advantage of free trials, and get the most out of the iOS app on your iPhone.

Quick Tip: New UK customers can start a FREE 30-day Amazon Prime trial - giving instant access to Prime Video, free next-day delivery, and more with no upfront cost. Students and those aged 18-24 get 6 months completely free!

What Is Amazon Prime Video?

Amazon Prime Video is a subscription-based video-on-demand (SVOD) streaming service operated by Amazon. Available in over 200 countries, it offers a vast catalogue of content that UK viewers love:

- Amazon Originals - exclusive series like The Boys, Fallout, The Rings of Power, and Jack Ryan
- Hollywood blockbusters and independent films available to stream, rent, or buy
- Live Premier League football matches via Prime Video
- Kids and family programming, documentaries, and reality shows

- Add-on Channels such as BritBox, Paramount+, Discovery+, and Apple TV+

On iPhone, Prime Video is delivered through a dedicated iOS app available from the App Store, offering offline downloads, 4K streaming on supported devices, X-Ray trivia powered by IMDb, AirPlay support, and Picture-in-Picture multitasking.

Amazon Prime Video UK - Subscription Plans and Pricing

Before subscribing on your iPhone, it is important to understand which plan suits you best. Here is a clear breakdown of all current UK subscription options:

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

The most cost-effective option for most UK users is the full Amazon Prime membership at GBP 8.99 per month or GBP 95 per year. This not only gives you Prime Video but also unlocks the full Amazon ecosystem. If you only want streaming without shopping perks, the standalone Prime Video plan at GBP 5.99/month is the right choice.

Prime Student is one of the best-kept secrets in UK streaming. Eligible students get six months of Prime entirely free, followed by a heavily discounted rate of GBP 4.49 per month - roughly half the standard price. Verify using your .ac.uk email address at sign-up.

Step-by-Step: How to Subscribe to Amazon Prime Video on iPhone (UK)

Follow these steps to get Amazon Prime Video running on your iPhone within minutes:

Step 1: Open Safari on Your iPhone

Rather than subscribing through the App Store (which may add platform costs), open the Safari browser on your iPhone. This is the recommended method for UK users to get the best pricing directly from Amazon.

Step 2: Visit the Amazon Prime Subscription Page

Navigate to the official page using this link: <https://bit.ly/amazon-prime-subscription-for-ios-users> - This takes you directly to Amazon UK's sign-up page, optimised for iOS users.

Step 3: Sign In or Create an Amazon Account

If you already have an Amazon account, sign in with your existing email and password. New to Amazon? Tap 'Create your Amazon account' and enter your name, email, and a secure password. Account creation is completely free.

Step 4: Choose Your Subscription Plan

Select from Prime monthly (GBP 8.99/month), Prime annual (GBP 95/year), Prime Video only (GBP 5.99/month), or Prime Student if eligible. First-time subscribers get a 30-day free trial applied automatically.

Step 5: Enter Your Payment Details

Add a UK payment method - credit card, debit card, or Amazon Gift Card. Amazon accepts Visa, Mastercard, and American Express. Your card will not be charged until the free trial period ends.

Step 6: Confirm Your Subscription

Review your order summary, then tap 'Start your 30-day free trial' or 'Subscribe now'. You will receive a confirmation email to your registered address immediately.

Step 7: Download the Amazon Prime Video App

Open the App Store on your iPhone. Search for 'Amazon Prime Video' and install the free official app (published by AMZN Mobile LLC). Once installed, open it and sign in with the same Amazon account you used to subscribe.

Step 8: Start Watching!

Browse the Prime Video library, search for your favourite show or film, and hit play. Download content for offline viewing by tapping the download icon next to eligible titles - perfect for travelling without using mobile data.

Ready to Start Watching? Click Below to Get Your Free Trial:

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

Why Subscribe via Browser Instead of the App Store?

This is one of the most frequently asked questions from UK iPhone users. When you subscribe to a streaming service through Apple's App Store using in-app purchases, Apple historically charges a platform fee on transactions. Subscribing directly through Amazon's website via Safari is the safest way to ensure you pay the standard published UK price. The Amazon Prime Video iOS app itself is completely free to download - you simply subscribe on the web, then log in to the app.

Amazon Prime Video Features on iPhone

Offline Downloads

Download your favourite films and series to watch without an internet connection - ideal for commuting, flights, or areas with poor signal.

4K Ultra HD Streaming

Supported on iPhone 12 and later with 4K displays. Enjoy Dolby Vision HDR on compatible content at no extra cost.

Dolby Atmos Audio

Spatial audio support on AirPods Pro and AirPods Max for an immersive cinema-quality listening experience.

AirPlay Support

Cast Prime Video content to your Apple TV or AirPlay 2-compatible smart TV directly from your iPhone with one tap.

X-Ray Feature

Pause any title to see IMDb-powered information about actors, music, and trivia - without leaving the app.

Multiple Profiles

Create up to six personalised viewing profiles with individual watchlists, recommendations, and content ratings.

Kids Mode

A dedicated child-safe browsing mode with age-appropriate content and parental PIN protection.

Prime Video Channels

Subscribe to BritBox, Discovery+, MGM+, Paramount+, and more - all managed inside the Prime Video app.

Amazon Prime Free Trial - Everything UK Users Need to Know

Amazon offers a 30-day free trial to new UK subscribers. During this period, you get full access to Prime Video, free next-day delivery, Prime Music, and all other Prime benefits - completely free of charge. The trial automatically converts to a paid subscription unless you cancel before the 30-day period ends.

Cancelling is straightforward: go to 'Your Account' on Amazon, select 'Prime Membership', and tap 'End Trial and Benefits'. You retain access until the end of the trial period even after cancelling.

Student Deal: Prime Student offers 6 months completely FREE for eligible UK students, followed by GBP 4.49/month - half the standard adult price. Verify your student status with your .ac.uk email address at sign-up.

Troubleshooting Common Issues on iPhone

Issue: App not loading or crashing

Solution: Force-close the app, check for iOS and app updates in the App Store, and restart your iPhone. If the problem persists, uninstall and reinstall the Prime Video app.

Issue: Content not available in your region

Solution: Ensure your Amazon account is set to the United Kingdom. Go to amazon.co.uk > Account > Manage Your Content and Devices, and check your country settings.

Issue: Poor video quality or buffering

Solution: Check your Wi-Fi or mobile data connection. A minimum of 15 Mbps is recommended for HD streaming. In the app settings, adjust streaming quality to match your connection speed.

Issue: Downloads not working

Solution: Ensure you have sufficient iPhone storage space. Check that the title shows a download icon. Downloads expire after a set period - check expiry dates in My Stuff > Downloads.

Issue: Cannot sign in to the app

Solution: Use the same email and password as your Amazon.co.uk account. Use 'Forgot your password' if needed. Verify your subscription is active at amazon.co.uk/prime.

Frequently Asked Questions (FAQ)

Q: Can I get Amazon Prime Video without a full Prime membership in the UK?

A: Yes. Amazon offers a Prime Video-only subscription in the UK for GBP 5.99 per month. This gives you full access to the Prime Video streaming library without shopping perks such as free delivery. However, the full Prime membership at GBP 8.99/month offers significantly better value for regular Amazon shoppers.

Q: How do I cancel Amazon Prime on my iPhone?

A: You cannot cancel directly within the iOS app. Instead, go to amazon.co.uk in Safari, sign in, navigate to Account > Prime Membership > Manage Membership, then select End Membership. You retain access until the end of your current billing period.

Q: Is Amazon Prime Video available for offline viewing on iPhone?

A: Yes. The Prime Video iOS app allows you to download eligible movies and TV episodes for offline viewing. Downloaded content is stored on your device and watched without internet. Downloads expire after a period specified in the app.

Q: Can I share my Amazon Prime Video subscription in the UK?

A: Yes. Amazon Prime allows you to share certain benefits with one other adult in your Amazon Household. Both adults can access Prime Video on their iPhones. Note that Prime Student accounts are excluded from Household sharing.

Q: What is the difference between Prime Video and Prime Video Ultra?

A: Standard Prime Video (included with Prime) shows limited advertisements on some content. Prime Video Ultra is an add-on that removes ads from on-demand Prime content and enhances 4K/HDR features. Live sports events may still include ads even with the Ultra tier.

Q: Does Amazon Prime Video work on older iPhone models?

A: The Amazon Prime Video app requires iOS 16 or later. Most iPhones from iPhone 8 onwards are supported. For 4K HDR streaming, you need at least an iPhone 12. Check the App Store listing for current compatibility requirements.

Q: How many devices can I stream on simultaneously?

A: Amazon Prime Video allows up to three simultaneous streams per account. Sub-limits per title may apply. Downloaded content counts separately from streams.

Q: Is there a free trial for Amazon Prime Video in the UK in 2026?

A: Yes. New Amazon Prime members in the UK are eligible for a 30-day free trial. Prime Student members get 6 months free. The trial must not have been used in the last 12 months. Start at: <https://bit.ly/amazon-prime-subscription-for-ios-users>

Get Started Today

Amazon Prime Video remains one of the best-value streaming services available to UK iPhone users. With thousands of titles, exclusive originals, live Premier League football, offline downloads, and Amazon shopping perks, it is hard to find a better deal in the UK streaming market. The sign-up process takes less than five minutes - use the link below to claim your free trial and start streaming today.

Start Your FREE 30-Day Amazon Prime Trial Now

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

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