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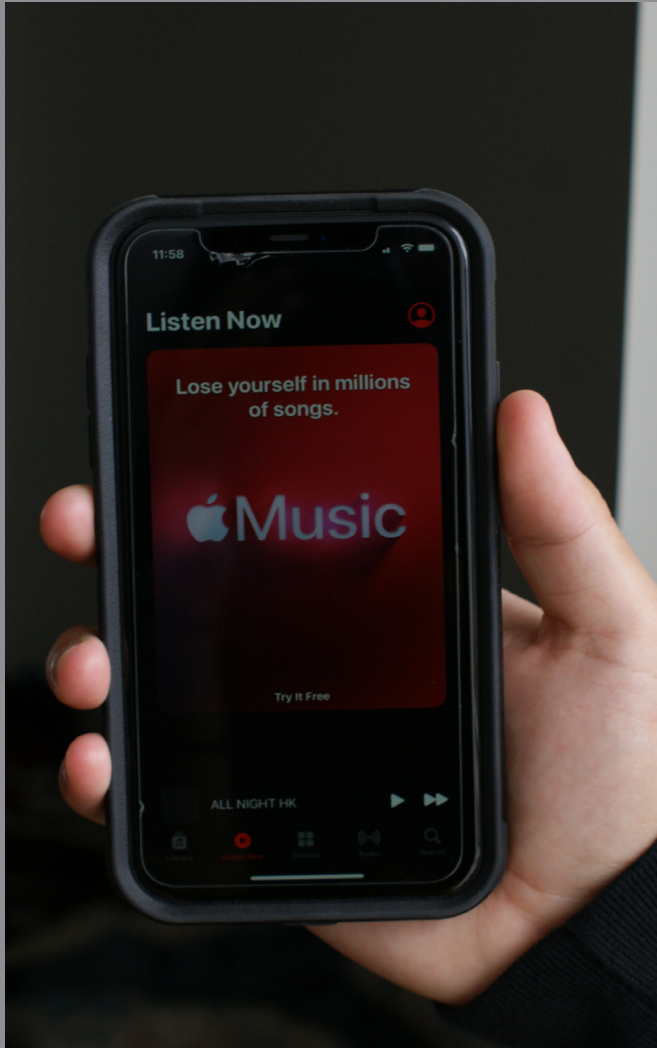
# Today's Music.

How Apple's streaming service leads the future of music.



# Apple Music.

*Nour Abuhussein & Jem Hyder*



Apple music is Apple's 10 billion dollar music streaming service and is one of the leading competitors in the music streaming industry. Due to the brand's successful product lineup and reputation for excellence, apple music gained a headstart to the music streaming industry. There are multiple factors that play a part in the listening experience for the user, some include subscriptions fees involved, contents, sound quality, interface which all determine how it compares to its rival competitors.

## **Interface:**

The interface on apple music has stayed relatively the same through its many years of updates, with simple features of making playlists accessing radio much like Apple's standard core apps and products, Apple Music has a minimalist, sleek design which is easy to navigate through. Apple's 72 million user platform's interface contains tabs for library where your playlists and saved songs reside, for you- where Apple uses their 'genius' technology to curate playlists and songs to your taste, browse

and radio- a channel where special guests and artists have podcast segments and other material to be played alongside music.

A special feature on Apple Music which is unseen in other streaming giants is the option for consumers to view live lyrics of the current song playing. When the lyric is selected, it skips to that particular part within a song.

Apple music is compatible with a vast variety of devices and supports iOS, Android, Google, Mac and PC. Like its rivals, the platform also features browser support for convenience, such as listening at a public library computer and for users who own devices with minimal amounts of storage.

With the rapid advancements of technology, hardware connectivity is becoming outdated; therefore, the majority of the population relies on Bluetooth technology. Apple music includes 'Airplay' (iOS) and 'Chromecast' connectivity, which allows users to listen to audio via bluetooth to external speakers.



## Apple's marketing strategy

Apple offers a range of discounts for various audiences, such as a free three month trial which allows users to experience the service first-hand at no extra cost and the family bundle package which could save consumers from spending extra subscription fees on various accounts. This clever marketing strategy creates attraction to the service by targeting potential customers with risk-free samples of the service.

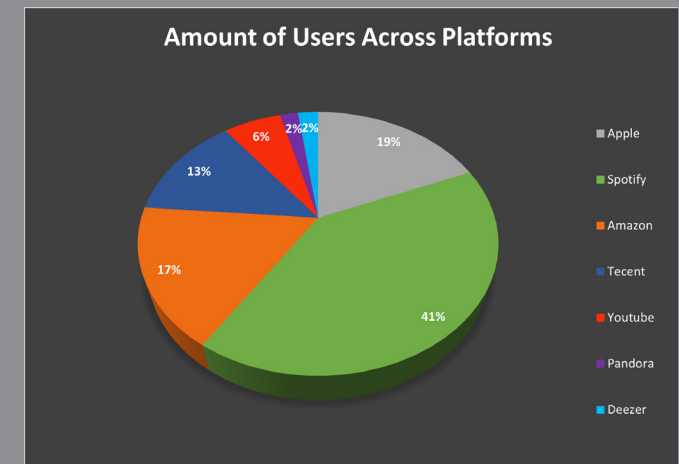
### Apple Music vs Rivals

Despite Apple Music's huge success, competitors such as Spotify are still topping the industry and leading the competition with an estimate of 130 million subscribers compared to Apple Music's 60 million subscribers. This is due to Spotify's free tier service and Spotify Premium's impressive feature which allows the download of 10,000 songs on up to five individual devices, allowing uninterrupted offline music streaming; unlike Apple's free tier which only allows the use of Beats1 radio.

However, Apple Music's library contains over 60 million songs, which is unmatched by their rivals.

Music artists prefer Apple's service due to the fact it is paid subscription only and it pays artists during the three month free trial period for users. The use of the previously existing iTunes platform to create a music streaming service meant that they would have a large consumer base to advertise their service to.

Apple Music is a premium streaming service targeted towards individuals and families who seek a streaming service with a sleek and user-friendly interface. With the largest library of songs to choose from out of its rivals, Apple Music allows users to discover new music. With the fall of downloadable content, streaming services like Apple Music are how the majority of people listen to music now.



### References:

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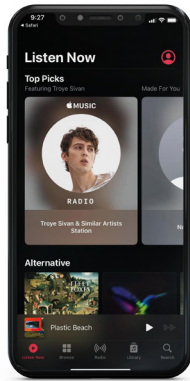
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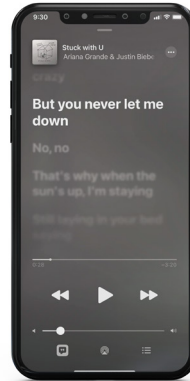
Freepik. (2019). Freepik. [https://www.freepik.com/free-psd/smartphone-mock-up-isolated\\_4075457.htm#page=1&query=iphone%20](https://www.freepik.com/free-psd/smartphone-mock-up-isolated_4075457.htm#page=1&query=iphone%20)

# This is Apple Music.



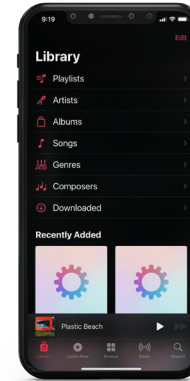
## Listen.

Try our curated playlists made just for you.



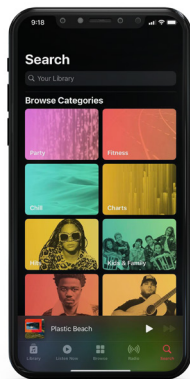
## Play.

Play, skip, pause... lyrics? Enjoy your music, differently.



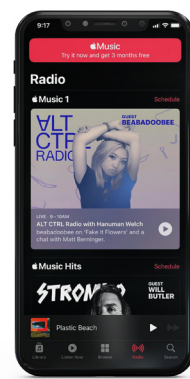
## Sort.

Pick through your music. Artists? Title? Genre? You're covered



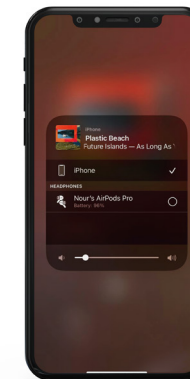
## Search.

Quickly find anything you need. Song? Podcast? We've got it.



## Radio.

Jam to the latest hits with our channels made just for you.



## Connect.

Seamlessly connect between your wireless devices.