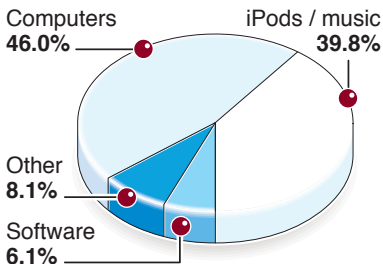


Apple and Motorola unveil iTunes phone

The eagerly-awaited iTunes phone is set to extend Apple's dominance of the MP3 player and music download markets – where they control an estimated 80% and 75% of sales respectively. By the end of the year there are expected to be 40-50m music-enabled mobile phones in Europe alone

BREAKDOWN OF APPLE SALES



Motorola ROKR



*iTunes player: 100 songs / 8 albums
MP3, AAC and protected AAC*

MAJOR MUSIC DOWNLOAD SERVICES

Cellphone:

T-Mobile

O₂

cingular

*Specification:
Tri-band GSM,
GPRS data,
Bluetooth,
512Mb memory,
0.3 megapixel
camera
Price: **\$250***

Customers: 28 million, UK
Music library: 250,000 tracks
Price per track: £3.00 (\$5.50)

Customers: 24 million, UK
Music library: 130,000 tracks
Price per track: £2.00 (\$3.70)

Customers: 50 million, U.S.
Will be first carrier to offer iTunes
Current price: \$2.45

Internet:
napster

Microsoft
msn music

Sony
CONNECT

iTunes

In 3 countries
Music library: 1.5 million songs
\$0.99

20 countries
Music library: 1 million+ songs
\$0.99

4 countries
Music library: 700,000+ songs
\$0.99

20 countries
Music library: 1.5 million songs
\$0.99