

Apple's largest-ever purchase

Apple has sealed a \$3 billion deal to buy Beats Electronics, a headphone maker and music streaming service. The acquisition will boost Apple's challenge to Spotify – the streaming music leader of the moment



Beats Electronics: Founded in 2008 by **Dr. Dre** and **Jimmy Iovine**

Beats Music: Streaming service launched in January. Now receives **16%** of all U.S. mobile iOS music revenue



\$15 billion Global music industry revenue (2013)

\$7.65 billion
Physical sales

\$6 billion
Digital downloads

\$1.05bn Performing rights

\$300m Synchronisation revenue*

Apple's acquisitions	Value
1997 NeXT computers	\$400m
2008 PA Semi microchips	\$278m
2010 Quattro Wireless mobile ads	\$275m
Siri voice technology	–
Polar Rose facial recognition software	\$29m
WiGear wireless headphones	–
2011 C3 Technologies next-generation 3D mapping	\$154m
2012 Anobit flash memory	\$390m
Chomp app store search	–
Redmatica music editing	–
AuthenTec biometrics	\$393m

2012 Color Labs photo, video sharing social network	\$7m
2013 WifiSLAM GPS start-up	–
HopStop.com transit guide	–
Matcha.tv video recommendation site	\$10m
Cue personal assistant	\$35m
PrimeSense 3D motion sensors	\$350m
Topsy Labs social media data analytics	\$200m
2014 TestFlight iOS beta app testing platform	–
Beats Electronics	\$3bn

*Includes film, TV, commercial, video games, corporate use of music

Sources: IFPI, Dealogic, Financial Times

Picture: Beats Studio

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