

Apple makes big push into music streaming

Tech giant Apple has unveiled its Apple Music streaming service – designed to challenge rivals such as Spotify, Google and Amazon



APPLE MUSIC CATALOGUE

More than 30 million songs available for streaming, alongside your own *iTunes* music library. Service allows content to be downloaded for offline listening



CURATION: “For You” section provides hand-picked playlists based on your personal tastes. **“New”** lists most popular current music across genres



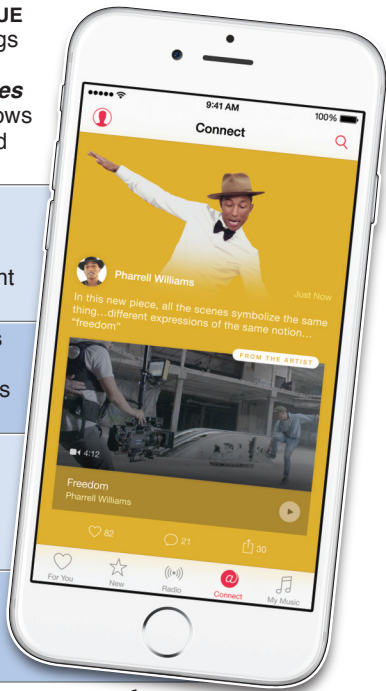
SIRI INTEGRATION: Ask Apple’s digital assistant to find music you want to hear, such as songs from specific years or genres



BEATS 1: 24-hour global radio station hosted by real DJs broadcasting live music and interviews from New York, Los Angeles and London



CONNECT: Artists can share photos and songs with fans who subscribe, and respond directly to fans’ comments



AVAILABLE: In 100 countries on June 30 for iOS devices (Android in autumn). After free three-month trial, users pay \$9.99 per month, or \$14.99 for families (up to six people)



MUSIC