

Spotify face-off with Apple Music

Spotify, the Swedish music streaming service and Apple Music's biggest competitor, is on track to reach 30 million paid subscribers in the next three months. Spotify currently has over 98 million users

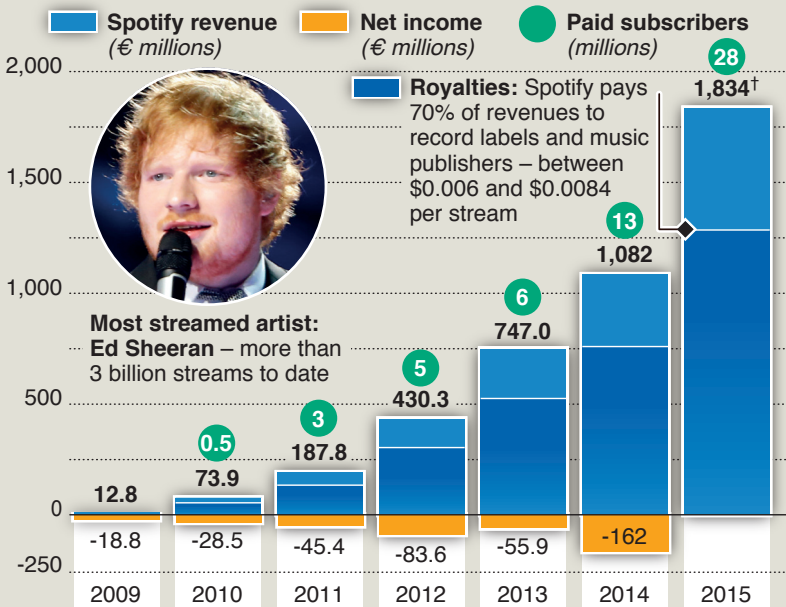


Spotify: Launched as invitation-only service in 2008, currently has more than **28 million** paying subscribers. Service available in 59 countries.

Cost: €8.96-€15.25 per month (\$9.99-\$17) in different territories

Apple Music: Debuted June 2015. Has already amassed more than **11 million*** paid subscribers. Available in 113 countries.

Cost: \$9.99 (€8.96) per month. Family subscription \$14.99 (€13.45)



*Apple vice-president Eddie Cue [†]Estimate by Music Business Worldwide

Sources: Spotify, Statista, Music Business Worldwide Picture: Associated Press © GRAPHIC NEWS