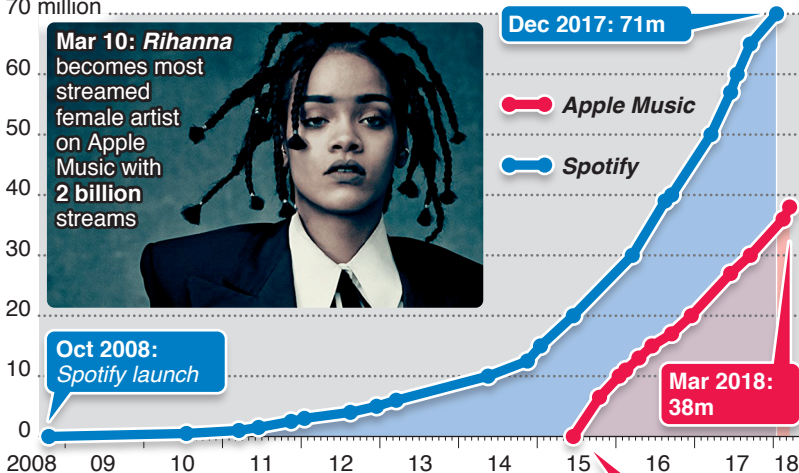


Apple's rapid ascent into music streaming

Apple is gaining subscribers to its music streaming service at the rate of 400,000 a week, as it continues to try and usurp market leader Spotify

NUMBERS OF PAYING SUBSCRIBERS

70 million



Apple Music benefits from being preinstalled on millions of iPhones, iPads, Apple Watches and Apple TV (also available to download for PC and Android)