

YouTube launches "Music" streaming service

Google's parent company Alphabet is entering the fiercely contested music streaming battleground with its new *YouTube Music* service



YouTube Music

Drake, Spotify's most streamed — artist with 49m monthly listeners

Launch: May 22, 2018 (U.S., Mexico, S. Korea, Australia, New Zealand)

Selling point: App provides recommendations based on user's listening habits, location and activity

Cost: *YouTube Music* (ad-supported)

*YouTube Music Premium** (no ads)

Free

\$9.99

Marketplace: Despite YouTube having over one billion monthly music users, it faces stiff competition from *Spotify*, *Apple* and *Amazon*

Predicted streaming subscribers by end of 2018

(*Spotify will be bigger than nearest two rivals combined*)



Spotify

\$9.99

83m



MUSIC

\$9.99

58m



Global recorded music revenues by segment, 2017

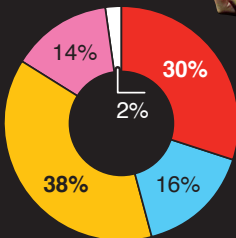
Physical (CDs)

Digital

Streaming

Performance rights

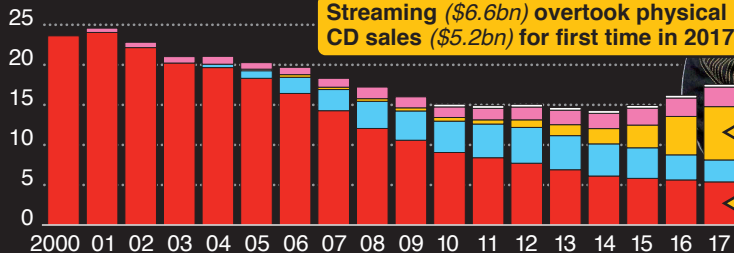
Sync†



24m Includes *Prime Music* (part of Amazon Prime service) and *Music Unlimited* (\$9.99)

Global recorded music industry revenues, 2000-2017

\$30 billion



*Also comes bundled with *YouTube Premium* video service for \$11.99

†Music licence granting rights to synchronise music with visual media (film, TV, ads, games etc)

Sources: YouTube, Reuters, Music Business Worldwide, IFPI

Picture: AP

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