

Amazon launches HD music streaming

Amazon Music has become the first of the big three streaming services – the others being Spotify and Apple Music – to offer CD-quality audio

● Spotify leads pack in terms of number of paid subscribers

● But when it comes to year-on-year percentage increase, Amazon is ahead

amazon music
HD

Subscription rises attributed in part to popularity of smart speakers, like **Amazon Echo**



AUDIO FILE FORMATS

Amazon Ultra HD: FLAC, 24 bit, 192kHz

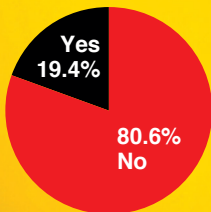
Amazon HD: FLAC, 16 bit, 44.1kHz

Apple Music: AAC, 256kbps

Spotify: MP3, 320kbps

Once preserve of audio-philles, high-definition music may be gaining mass market appeal.

But can listeners really hear any difference between MP3s and lossless audio?*



Big three music labels support **Amazon Music HD**

Sony Music Entertainment

Universal Music Group

Warner Music Group

*Listeners chose perceived best audio from three formats: 128kbps MP3, 320kbps MP3 and lossless WAV
Sources: Financial Times, BBC, Forbes, NPR Picture: Bruce Mars (Unsplash) © GRAPHIC NEWS