

Controversial “Apple One” subscription

Apple has launched its “One” subscription plan which bundles key services, including Apple Music, into one cost-effective package – much to the ire of streaming rival Spotify

APPLE’S MONTHLY SUBSCRIPTION SERVICES AND FEES



Apple Music

Music streaming
70 million songs
Cost: **\$5** (student), **\$10** (individual), **\$15** (family)



Apple TV+

Movie and TV streaming
Small but expanding library of original content
Cost: **\$5**



Apple Arcade

Video games, playable on iPhone, iPad, Mac, Apple TV. More than 130 titles
Cost: **\$5**



iCloud

Backup photos and files from all Apple devices
Cost: **Free** (5GB), **\$1** (50GB), **\$3** (200GB) or **\$10** (2TB)



Apple News+

Magazines and newspapers
More than 300 titles to choose from
Cost: **\$10**



Apple Fitness+

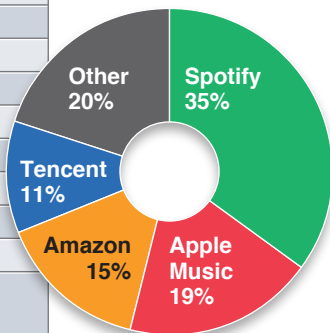
Streaming workouts for Apple Watch, iPhone etc
Arriving end 2020
Cost: **\$10**

Choosing high end plans (where available), total cost for all six services: **\$55 per month**

APPLE ONE SUBSCRIPTION

Plan	Individual	Family	Premium
Price	\$15	\$20	\$30
Max users	1	6	6
Apple Music	Yes	Yes	Yes
Apple TV+	Yes	Yes	Yes
Apple Arcade	Yes	Yes	Yes
iCloud	50GB	200GB	2TB
Apple News+	No	No	Yes
Apple Fitness+	No	No	Yes
Saving on individual subscriptions	\$6 , (\$1 if student)	\$8	\$25

MUSIC STREAMING MARKET SHARE, 2019



Spotify music streaming service. Cost: **Free** (with ads), **\$5** (student), **\$10** (individual), **\$15** (family)

Has issued antitrust complaint, saying Apple is abusing its power. It fears Apple One is too attractive for customers to decline, with many Spotify users likely to switch to Apple Music