

Apple Plays Music at WWDC 2015

Written by Marco Attard
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The Worldwide Developers Conference (WWDC) tends to be more relevant to developers, but that doesn't mean it lacks in consumer interest-- not when Apple revealed its much rumoured music streaming service.



Simply named Apple Music, the streaming service claims to be nothing less than THE all-in-one app for music listening, sharing and discovery. It allows users to stream from most of the iTunes catalog, offers "perfect" curated playlists and features Beats 1, a global 24 hour radio station led by ex-BBC radio DJ Zane Lowe.

As the rumours suggested the service is solely subscription-based (\$9.99 monthly), even if the Beats 1 stations are available for free in an ad-supported version. In an obvious dig against Spotify, Apple promises musicians (even unsigned ones) get a fairer deal for their work, and highlights the fact Taylor Swift's music will also be available for subscribers to listen to. Less fortunate are users wanting to stream the Beatles, since least according to Bloomberg negotiations are still underway.

In addition, Music will act as a social network of sorts, allowing users to easily connect with artists (and vice versa) through Facebook, Twitter, iMessage and email. Artists can also share lyrics, photos, videos and songs for fans to further share on social media.

Apple Music will be available in 100 countries on all iDevices and PCs (via iTunes) from 30 June, and an Android version should launch sometime on Q3 2015.

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