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## Spotify vs. Apple Music

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by Lexi Gerbino

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## STREAMING

streaming is responsible for 47% of the global revenue in the music industry today, and the main competitors are Spotify and Apple Music. Both offer similar things for the same prices, but are pulling in different numbers.



## SERVICES: SPOTIFY



### Premium Subscription

- Available on Almost All Devices
  - No ads
  - Play any song/artist
- Unlimited skips and controls
  - Spotify Connect
- Download music for offline listening
  - Personalized Playlists
  - Includes Hulu
- Student\* and Family Plan
  - \* includes hulu and showtime



### Freemium

- Available on Almost All Devices
  - Free with Ads
- Albums/Artists can be shuffled
  - Six skips per hour
  - Spotify Connect
- Personalized Playlists

# SERVICES: APPLE MUSIC

## Paid Subscription Only

- Available on Apple Products
- No ads
- Play any song/artist
- Unlimited Controls
- Can import iTunes files not available on platform
- Download music for offline listening
- Limited Playlists
- Student and Family Plans



# NUMBER OF USERS



## Spotify

286 Million active users and 130 Million premium users at the beginning of 2020



## Apple Music

60 Million subscribed users as of February 2020\*

\*Apple Music's lack of availability and free versions is most likely the cause for lower subscribers

# REVENUE

## Spotify

Total annual revenue of \$7.3 Billion in 2019



## Apple

\$12.51 Billion for services including Apple Music, iTunes, and others such as Apple TV at end of 2019

Sources: <https://www.ifpi.org/news/IFPI-GLOBAL-MUSIC-REPORT-2019&lang=en> <https://www.digitalmusicnews.com/2019/01/30/apple-music-50-million-subscribers/> <https://www.businessofapps.com/data/spotify-statistics/>

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