

iTunes Music Store Launches in Denmark, Norway, Sweden and Switzerland

May 10 2005

Apple today launched four new iTunes Music Stores in Denmark, Norway, Sweden and Switzerland featuring songs from all four major music companies and over 1,000 independent record labels. The four new iTunes Music Stores offer the same innovative features, breakthrough pricing and seamless integration with iPod that have made iTunes the number one online music service in the world. Since its launch just two years ago, the iTunes Music Store has extended its reach to more than 70 percent of the global music market with stores in 19 countries and more than 400 million songs purchased and downloaded worldwide.

"The iTunes Music Store has revolutionized the way we discover and enjoy music, and is now selling more than half a billion songs per year," said Eddy Cue, Apple's vice president of Applications. "With iTunes Music Stores now in 19 countries, music fans around the world can enjoy the number one online music service in the world."

In conjunction with the iTunes Music Store launch in Switzerland, Apple and UBS today announced a promotion to give every Swiss citizen a free song on the iTunes Music Store as part of their new "UBS Generation" and "UBS Campus" packages. UBS is offering song cards for music downloads in all of their branches, which can be used instead of a credit card to purchase tracks from the iTunes Music Store.

The iTunes Music Store offers the largest online catalog of music in the world, with over 1.5 million songs in the US and catalogs around the

world averaging over one million songs each. Exclusive music featured today on iTunes Music Stores includes tracks from Lucinda Williams and Van Morrison, as well as the complete catalogs of Bananarama and Rammstein. The new European stores are launching with exclusives from Kent, Stereophonics and The Cardigans. In addition, the iTunes Music Stores today added downloadable music videos to play on your Mac or PC with the purchase of albums or tracks from Dave Matthews Band, Gorillaz, Morcheeba and The Shins.

Every iTunes Music Store offers Mac and PC users the same innovative features such as iMix, Party Shuffle, audiobooks, the ability to create and print stunning jewel case inserts and automatic WMA to AAC conversion. All iTunes Music Stores feature the same groundbreaking personal use rights, giving users the ability to play songs on up to five personal computers, burn a single song onto CDs an unlimited number of times, burn the same playlist up to seven times and listen to their music on an unlimited number of iPods.

Citation: iTunes Music Store Launches in Denmark, Norway, Sweden and Switzerland (2005, May 10) retrieved 27 June 2024 from <https://phys.org/news/2005-05-itunes-music-denmark-norway-sweden.html>

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