

10 billionth song downloaded from Apple's iTunes

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Apple's iTunes website is reflected on an iPod music reader. The 10 billionth song has been downloaded from Apple's iTunes, seven years after the launch of the online store which provided a lifeline to the struggling music industry.

The 10 billionth song was downloaded from Apple's iTunes on Wednesday, seven years after the launch of the online store which provided a lifeline to the struggling music industry.

"10 billion songs downloaded from iTunes. And counting," read an online counter at the Apple website.

The California company behind the iPod, [iPhone](#) and Macintosh computer had promised a 10,000-dollar iTunes gift card to the person who downloaded the 10-billionth song.

To mark the landmark download, Apple provided a list of the all-time top songs on iTunes.

"I Gotta Feeling" by the Black Eyed Peas took the top slot followed by Lady Gaga's "Poker Face" and "Boom Boom Pow," also by the Black Eyed Peas.

The iTunes Music Store was launched in 2003 at a time when the [music industry](#) was struggling with [digital piracy](#) and plummeting album sales.

Initially offering songs for 99 cents, iTunes has expanded over the years and now offers television shows, movies, podcasts and other content.

In April of last year, Apple changed its song prices and individual tunes now sell for 69 cents, 99 cents or 1.29 dollars with studios deciding pricing.

Apple reportedly made the pricing concession in exchange for studios backing off demands for [digital rights management](#) software that prevents music from being copied.

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