

# Adele to shun streaming for launch of giant album "25"

November 19 2015

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Spotify acknowledged November 19, 2015, that "25," the new album from British singer and songwriter Adele, will not be available to users of its music-streaming service—at least initially

Adele will shun streaming as she launches her long-awaited album "25," which is predicted to be the biggest release in years.

Spotify, the largest site in the fast-growing sector of [streaming](#), made

clear that "25," which comes out Friday, would not be available.

"We love and respect Adele, as do her 24 million fans on Spotify. We hope that she will give those fans the opportunity to enjoy '25' on Spotify alongside '19' and '21' very soon," the Swedish company said, referring to the English singer's previous two albums.

Adele's representatives did not immediately comment, nor did rival streaming services, but the singer has given no indication she will offer "25" to Spotify's competitors.

With the move, Adele becomes the most high-profile holdout from streaming since Taylor Swift, who pulled her catalog off Spotify last year as she released her blockbuster album "1989."

Adele's "25" is expected to surpass Swift's album and easily become the biggest in a decade.

Music business journal Billboard, quoting industry sources, said that Adele's label had shipped 3.6 million copies of "25" to retailers.

That would be the biggest number since boy band NSYNC's "No Strings Attached" in 2000, which came out nearly a year before Apple's iTunes shook up the industry by mainstreaming digital sales.

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