

Apple Working on Internet Radio Service?

Written by Marco Attard
11. 09. 2012

Apple already sells music via iTunes, but does it also want to take on steaming media? The Wall Street Journal reports the company plans to create a Spotify/Pandora-style music service.



The WSJ says Apple is already in licensing talks with record labels for the service, one allowing users to create online radio stations based on their choice of artist or song. It should be available as either iOS app or within internet browsers.

According to Nielsen, more adults in the US listen to music on Pandora rather than using iTunes. Pandora has 54.9 million active users, while European rival Spotify has 16m.

In comparison iTunes user (or accounts) total 400m.

Do not expect an official launch from Apple any time soon though-- the negotiation process should take at least several months.

Go [Apple Seeks to Create Pandora Rival \(WSJ.com, registration required\)](#)