

## Apple Closes Beats Music

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18 November 2015

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Apple shuts down Beats Music on 30 November 2015, and the streaming services urges customers to move over to Apple Music instead.



"All the pros that curated music for you are still crafting more amazing experiences," a support note on the Beats Music website reads. "Plus, on Apple Music, you'll get even better recommendations based on music you already listen to and love, 24/7 global radio with Beats 1, exciting material from your favorite artist, and more."

Sonos is also letting customers know Beats Music is ending by the end of the month, since the audio maker's products are still to get Apple Music support.

Beats Music was arguably one of the main reasons Apple acquired Beats Electronics for \$3 billion back in May 2014-- specifically as a means to bolster iTunes Radio via big name execs Dr. Dre, Jimmy Iovine and Trent Reznor. Apple Music emerged over a year later on June 2015, and according to Statista [compares pretty well to the rest of the streaming competition](#) (at least in subscriber number terms).

The end of Beats Music came to no surprise, seeing how it has not accepted new subscribers since the Apple Music launch. And now that Apple Music has an Android app, the folding of Beats Music into the Apple fold is more or less complete.

Go [What's Happening to Beats Music After November 30?](#)