

# Google introduced YouTube Music and YouTube Premium



Hi YouTube Red, this is a new paid service for YouTube.

Google has divided YouTube Red service into two new services: YouTube Music to stream music online, including a free version with ads and a \$ 9.99 / month version; YouTube Premium for videos with original content and fees of \$ 11.99 / month.

YouTube Music is a direct competitor to Spotify, including a new mobile application, a new desktop player, both dedicated to music. According to Google, YouTube's advantage is to combine official songs and 'thousands' of playlists, remix, cover, live and the MV. Google AI is also integrated to discover new songs by word or description.

New music discovery is the focus of YouTube Music with the Home screen suggesting music tracks based on listening history, location and activity. Google also emphasizes the diversity of playlists, which are also used to suggest new music to users.

In terms of price, YouTube Music is also suitable for popular music applications today (\$ 9.99 / month), capable of listening in the background, downloading music and listening experiences without advertising. Anyone who is subscribing to the Google Play Music package is a member of YouTube Music. Play Music doesn't disappear anywhere, though it's unclear what the future will look like when two apps overlap.

	YouTube Premium	YouTube Music Premium
	\$11.99	\$9.99
Ad-free music	✓	✓
Listen in the background	✓	✓
Downloads	✓	✓
		
Ad-free video	✓	
Play in the background	✓	
Downloads	✓	
All YouTube Originals	✓	

### *Service packages of the new YouTube service*

YouTube Premium \$ 11.99 includes all features like YouTube Music and access to YouTube Originals video library. Google promises to expand the Originals section with many 'movies and series', including comedy, psychology, reality shows, adventure action shows from England, Germany, France, Mexico . YouTube Premium has absolutely no advertising, can play in the background and download for offline listening.

YouTube Premium is the new name for YouTube Red and Google and does not require Red subscribers to pay more. Where Red supports it, you can keep the previous \$ 9.99 price that you registered before Google launched YouTube Premium.

Red support countries include the US, Australia, New Zealand, Mexico and South Korea, all soon to have YouTube Premium. When launched, there will be Austria, Canada, Denmark, Finland, France, Germany, Ireland, Italy, Norway, Russia, Spain, Switzerland, Sweden and the UK. Google said it will then expand further.

YouTube Music launched on May 22 to the current YouTube Red markets.

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