

## **Spotify Premium increases the free trial period by up to 3 months**

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### **Spotify and Apple Music are competing on the number of subscribers**

Spotify currently boasts more than 100 million subscribers, including those who actually pay for online music privileges and many free listeners. However, Spotify wants more people to register, especially when Apple Music competitor is growing at a rapid pace.

Apple Music debuted in 2015. Unlike Spotify, Apple Music does not offer a free option, so all 60 million users of this app have to pay to use it. But then, users were able to enjoy a 3-month free experience, more than 2 months longer than Spotify's deadline.



### **Spotify extends the free trial period to 3 months**

So, as a way to entice all Spotify Premium subscribers, Spotify is renewing the free trial from 1 month to 3 months, putting it on a par with Apple Music. This seems to be a reasonable way to counter the growing threat

created by Apple Music.

Spotify announced this change in a Spotify Blog post about the benefits of signing up for Spotify Premium, including no ads, music and podcast download options, as well as the ability to play music on demand on the device.

The 3-month free trial is available from August 22 and will apply to all users who qualify for Spotify Premium registration, including individual and student packages. Note that only those who haven't tried Premium are eligible to participate.

See more:

1. Be wary of the "ad" sharing the "free" Spotify Premium account so as not to be deceptive

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