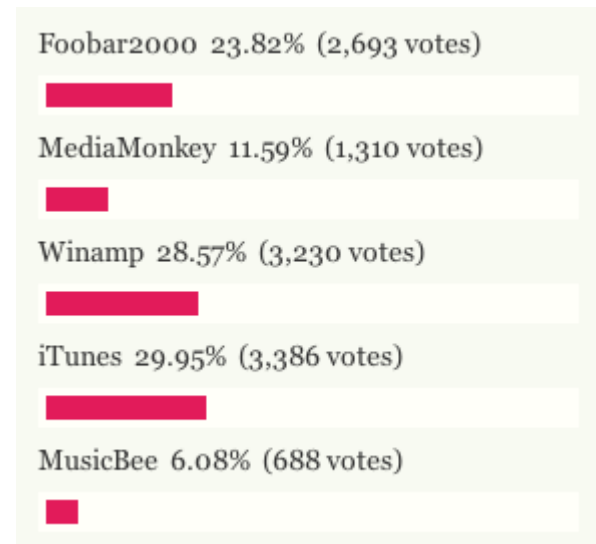


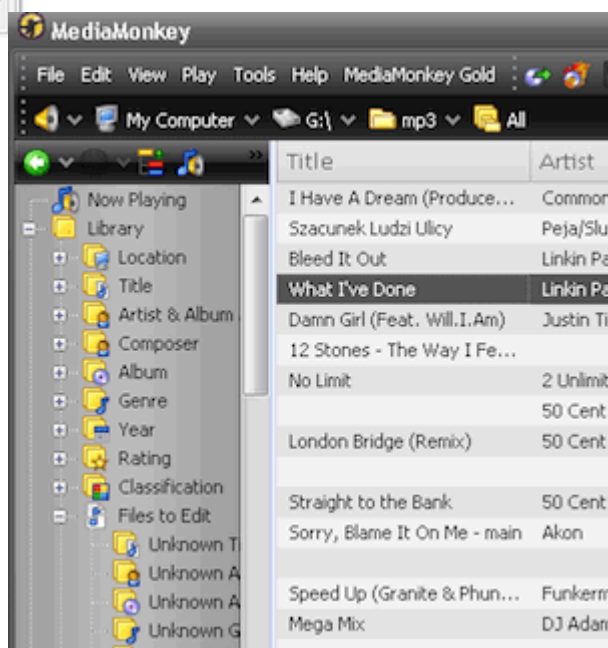
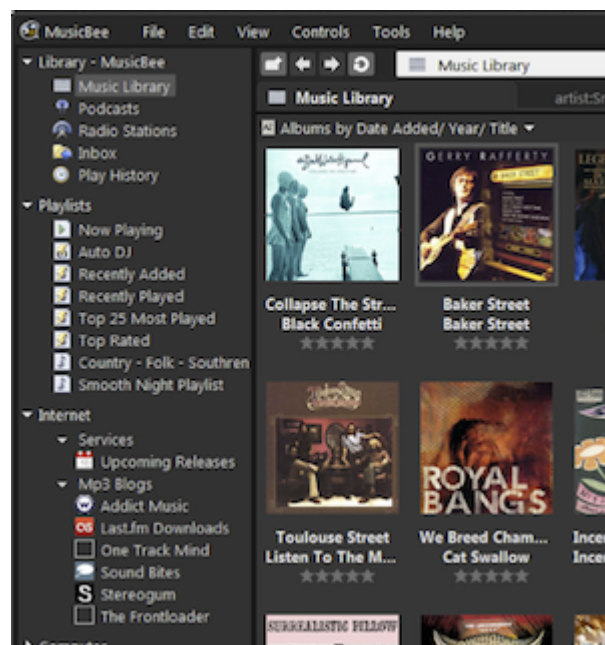
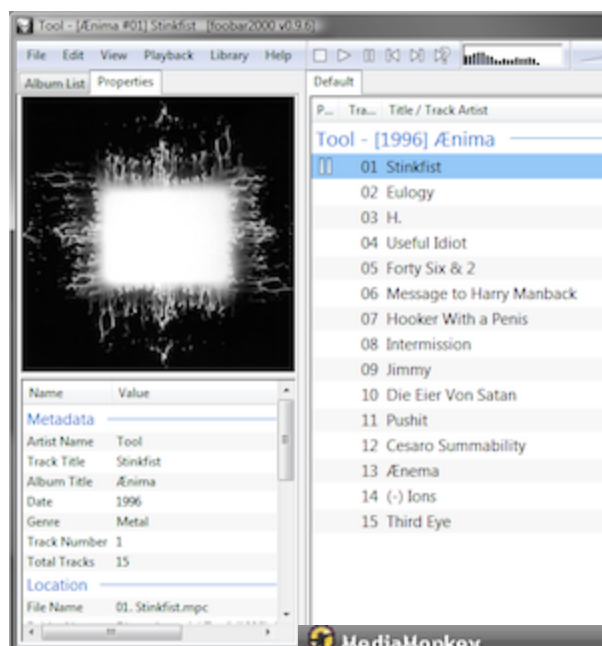
Windows Music Players

Most popular players on Windows

1. iTunes (29.95%)
2. WinAmp (28.57%)
3. Foobar2000 (23.82)
4. Media Monkey
5. Music Bee

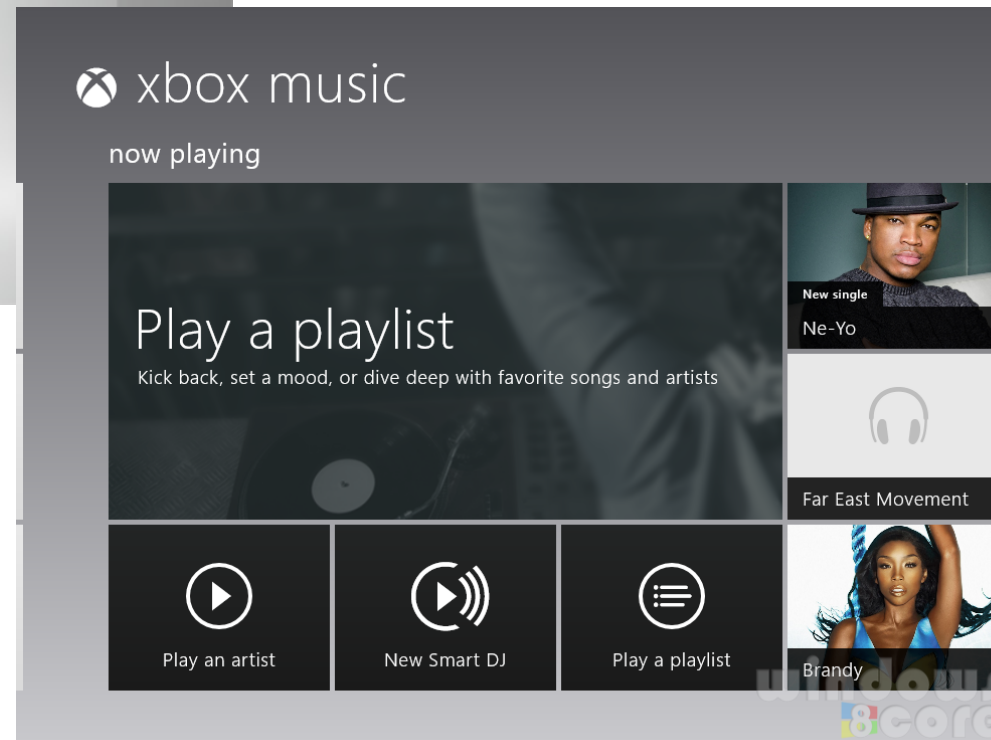
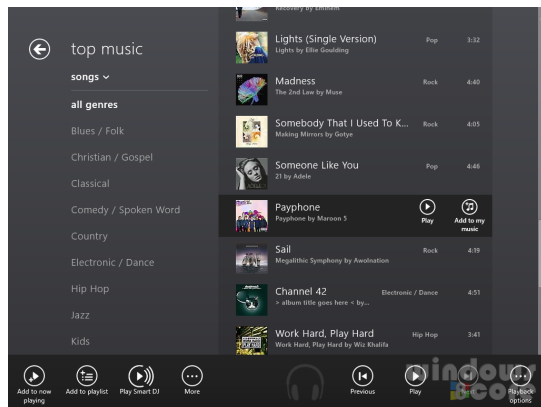
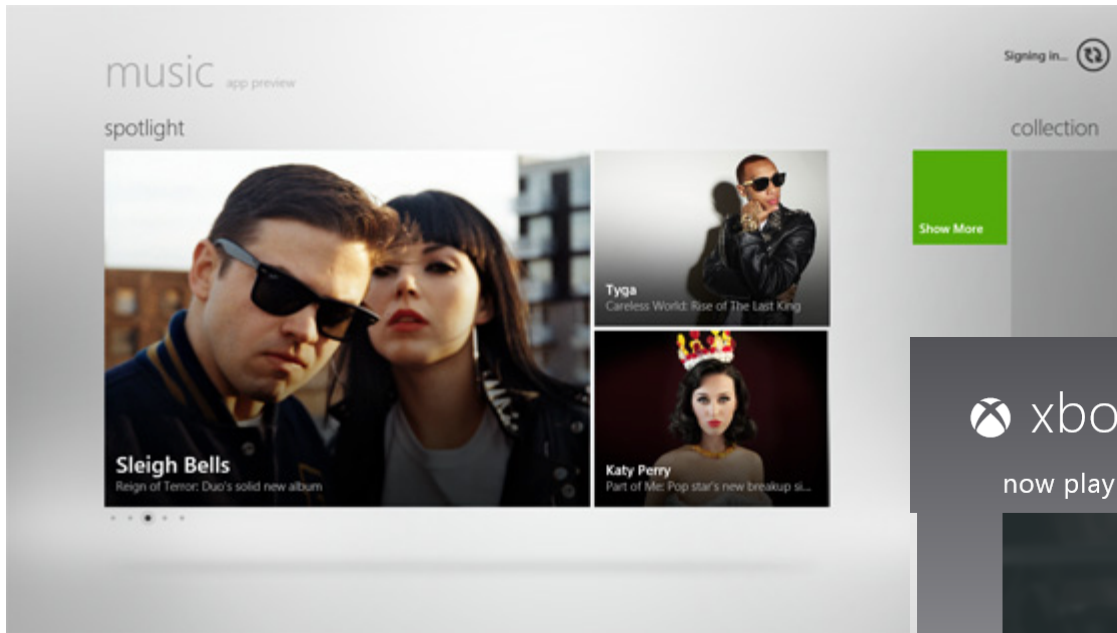


Zune and Spotify present a negligible penetration
(Lifehacker - Aug 2012)



Windows 8 / XBox music

Just released



Key features

- Free streaming music (30m tracks)
- Music purchase
- Cross platforms / cloud based (sync)
- Meant to propose an alternative to iTunes (after the failure of Zune)

= iTunes + Spotify

