

Apple Inc.

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Apple Music to power playlists at Harrods and Levi's retail stores

Apple Inc's (NASDAQ:AAPL) flagship music-streaming service is getting into the retail store background music game by creating hundreds of unique playlists for each client.

According to a Wall Street Journal report, Apple Music for Business is now providing the ambient commercial music — known as muzak — for Harrods and Levi Strauss & Co (NYSE:LEVI) department stores.

Harrods began using Apple Music for Business in its London store a few weeks ago, treating customers to a custom Harrods Apple Music playlist.

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To get there, Apple partnered with PlayNetwork Inc, which provides in-store music and entertainment to retail stores, restaurants and hotels, to operate Apple Music for Business. Apple itself is building hundreds of playlists for its clients, the report said.

PlayNetwork's clients include Nike Inc (NYSE:NKE), Starbucks Corporation (NASDAQ:SBUX), Hilton Worldwide Holdings Inc (NYSE:HLT) and Pret a Manger.

The WSJ report also noted that Apple Music for Business has secured 25 accounts in its six months of operation, which will put Apple Music's muzak in more than 10,000 store locations once fully implemented.

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Price: 318.73

Market Cap: \$1.4 trillion

1 Year Share Price Graph



Share Information

Code: AAPL

Listing: NASDAQ

52 week High Low
318.74 151.71

Sector: Hardware & electrical equipment

Website: www.apple.com

Company Synopsis:

Apple Inc. designs, manufactures, and markets personal computers, mobile communication devices, and portable digital music and video players, and sells a variety of related software, services, peripherals, and networking solutions.

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