

Thomas Huang

Amazon Kindle – AmazonXM

The Kindle is an e-book reader produced by Amazon.com for the consumption of digital books, music, videos, and applications. AmazonXM is a music streaming and recommendation service that will compete with Spotify and Pandora. As the tech-savvy replace the technically challenged in the workforce, an XM service would generate significant revenue for Amazon from its large customer base.

AmazonXM is a service that enables Amazon to replace third party music streaming applications being used by their customers. A customer can download this application to their phone or desktop for free which many current services does not allow. AmazonXM allows the listener to choose between listening to a radio station that they've placed their preferences in, but it also allows them to build a library containing all the songs they want to listen to in addition to recommending songs similar to those in the library. In addition, AmazonXM provides social media integration with the music where if a friend is listening to something on Google+ or Facebook, you can join them and listen to the same music they're listening to through a link provided by their post. In addition to creating your own library or radio stations, AmazonXM will provide playlists tailored towards your mood such as "happy," "in love," "dancing," and "relaxing."

AmazonXM is a music streaming and recommendation service that would bridge the gap between music streaming and radio services. Unlike many services with a set subscription fee, AmazonXM provides a range of options. While there is a free version, there is also an ad-free basic and premium package, which charges a \$.99 and \$1.99 service fee, respectively. The premium package allows customers to download music for offline listening, but would automatically be deleted if the package were cancelled. Then there is the choice between 50, 100, or unlimited hours of listening time for \$1.49, \$2.99, and \$7.99, respectively. If a person pays for 50 hours of music but only uses up 40 hours, the remaining ten hours can be rolled over to next month with a 5% deduction, or 9.5 hours of playing. However, they must pay for another month of basic or premium package in order to use those 9.5 hours. As the ownership of music is no longer seen as essential, music streaming services have become more prevalent and it is in Amazon's best interest to pursue a service in this area.