

## YouTube Music, YouTube Premium goes live in India



Just a few days after the launch of global music streaming service Spotify, Indian consumers now have yet another option as Google launched two new services - YouTube Music and YouTube Premium in India.

They say they know that "India loves watching music videos on YouTube", because for Indians, music has "always been much more than just audio" - and that testifies the launch of YouTube Music in India. Another new Google-YouTube service to join the list for the country is - YouTube Premium - both of which were unveiled way back in 2017 globally, but have just made it to India this week. The launch of YouTube's music streaming service comes right close to the launch of Spotify, with almost similar services - but with the signature video-ed style.

So now on, YouTube Music can be accessed from India, and the ad-supported version will be free for anyone to stream music songs. Signature features like smart suggestions, personalised recommendation, pre-made playlists across genre, mood, activity, or language will be included in the app. And to take it to exclusive level, the paid subscription of ₹99 per month gives special features like ad-free access, ability to playing songs in the background and offline download option. Paid users can also enjoy "Offline Mixtape" feature that automatically downloads up to 100 songs they might like on their mobile device.

If you are really into entertainment over YouTube, you can pay an extra monthly price of ₹129 to open up doors to millions of videos including YouTube Originals, music and completely ad-free via YouTube Premium - which is seen as a service that can take a hit on Netflix, Hotstar, etc. Also, in case you are a paid subscribers of Google Play Music - there's no need to pay for YouTube Music Premium membership because that will be part of your subscription each month, by default; excluding YouTube Premium.