



# STREAMING INNOVATION FORWARD 2020

## 10 MUSIC INNOVATIONS OF THE YEAR

Music streaming services continued to relentlessly innovate and develop new products and experiences for fans and artists. Here are 10 innovations that helped stream music forward in 2020.



**1 Amazon Music HD** Partnered with Universal Music Group and Warner Music Group to exclusively remaster and deliver thousands of songs and albums to Ultra High Definition, or the highest quality streaming audio available, and remix music in 3D Audio formats including Dolby Atmos and Sony 360RA, offering a truly immersive listening experience. [read more](#)



**2 [RE] Discover** Created a catalog exploration program that provides listeners with a monthly curated playlist of a beloved artist and encourages music fans to rediscover great music. [read more](#)

**3 Apple Music Radio** Launched two new global radio stations (Apple Music Hits and Apple Music Country) and rebranded their flagship global radio station to Apple Music 1, reaching over 165 countries, offering more in-depth artist interviews, global exclusives, and premiers that foster culture-moving, news-making music moments. [read more](#)

**4 Apple Music TV** Launched a 24-hour stream of music videos offering specially curated video blocks, live shows and events, chart countdowns, and even exclusive new premiers. [read more](#)



**5 Curated Station Modes** Gave fans even more control over their listening experience by offering selectable and thematic sub-stations curated by their favorite athletes, activists, icons, and other custom communities. [read more](#)

**6 Virtual Concert Series** Elevated artist connections, even without the ability to tour, through virtual concerts, including virtual meet and greets, artist Q&As, exclusive merchandise, live chat, and brand partnerships. [read more](#)



**7 Emerging Artists** Worked to raise the profile of unknown and emerging artists to an expanding audience by making deliberate moves in top playlists, like Chill Vibes, to place lesser-known artists alongside some of the biggest names in music. [read more](#)

**8 COVID-19 Music Relief Project** Partnered with 20 verified organizations that offered financial relief to those in the music community most in need — matching donations dollar for dollar, and launched Artist Fundraising Pick enabling artists to raise money directly from fans. [read more](#)



**9 Save Our Stages Fest** Partnered with NIVA for the Save Our Stages Fest (#SOSFEST), which was livestreamed over three days with all original performances and raised more than \$1.8M to support independent venues. [read more](#)

**10 Analytics for Artists** Launched a new tool to give artists the most comprehensive and complete view of their audience, global reach and performance across YouTube. [read more](#)