**After 20 years, the iPod is dead**

**Apple has discontinued the iPod Touch**

The iPod was released more than 20 years ago, permanently transforming the technology industry and helping to redefine Apple products as luxury - not just gadgets.



The iPod is dead now.

Apple today unveiled the latest iPod Touch model, the iPod Touch. And lest you assume that the company has another media player in the corner, its media release has made it clear that the iPod is no more. Apple SVP Worldwide Marketing, Greg Joswiak, says:

“***Music has always been part of our core at Apple, and bringing it to hundreds of millions of users in the way iPod did impacted more than just the music industry — it also redefined how music is discovered, listened to, and shared.***

***Today, the spirit of iPod lives on. We’ve integrated an incredible music experience across all of our products, from the iPhone to the Apple Watch to HomePod mini, and across Mac, iPad, and Apple TV. And Apple Music delivers industry-leading sound quality with support for spatial audio — there’s no better way to enjoy, discover, and experience music***.”

I repeat: iPod is dead.

I will admit, I do not have many sympathetic words to share with my iPod. I was a weird Zune man, so you'd better read my colleague Callum retrospective if you'd like to scroll down the scroll wheel down memory lane.

But even a guy who doesn’t like Apple like me can’t deny how important the iPod was. It was an unusual product that describes the industry, one that is married and operates the way a few brands started.



Of course, there are still plenty of media players for the portable music diehards out there; Sony still sells Walkmans (Walkmen?) For thousands of dollars. And it’s not like the iPod Touch was selling very well, or Apple wouldn’t stop giving it up. Most people's music needs are well provided by their iPhone and Android devices.

But just as it is fun to have phones that can do everything a little bit, there is something to be said about the machine which was good at one thing.

Apple says it will continue to sell the iPod Touch while it is still available. Something tells me it won’t last long, as long as people will buy it without anticipation. The end of the age, after all.