

Apple expected to close iTunes after 18 years

Apple is to replace its iTunes download service. The tech company will announce that three separate apps for music, TV and podcasts will **supersede** iTunes, as Apple seeks to reposition itself as an entertainment service rather than a hardware company powered by products such as the iPhone.

supersede 取代

Warner Music 华纳音乐

Launched on 9 January 2001, iTunes was Steve Jobs's then revolutionary platform for music storage, where users could rip their CDs into digital form. In 2003 the iTunes Store added the ability to buy tracks legally.

Although other companies — including Microsoft and Sony — had considered launching music stores, they “weren’t companies that had demonstrated Apple’s sophistication with regard to software”, according to the former **Warner Music** vice-president Paul Vidich.

But in the **ephemeral** world of tech, iTunes — and its use of downloads — quickly became old-fashioned as companies including Spotify introduced successful streaming models as “music’s most radically **democratic** era” began.

ephemeral 短暂的；短命的

democratic 民主的

The writing seemed to be on the wall for iTunes when the tech company launched Apple Music in 2015, with **rumours** circulating that iTunes would not exist beyond 2020. A streaming service in a similar **mould** to Spotify, Apple Music **signalled** a move away from a download model, and arrived at the same time as the company’s radio service.

rumour 传言

mould 模具；塑造

signal 标志；显著的