amazon music

SDK Developer Guide

1 Amazon Music Partner Program

1.1 Amazon Music Program Overview

Amazon Music allows customers to enjoy all their favorite music on multiple hardware platforms. No matter what device they are using or where they are located, customers can easily access all their music. This includes their personal music library, Amazon digital music purchases, AutoRip albums, and the entire Amazon Prime Music catalog (exclusive to Amazon Prime members).

Amazon Music currently supports a wide variety of hardware platforms:

- Partner Devices (e.g. Home Entertainment, Automotive IVI Systems)
- Amazon Devices (e.g. Echo, Fire Tablet, Fire TV)
- iOS/Android Mobile Devices
- PC/Mac Computers

Amazon Music is also available online at http://music.amazon.com.
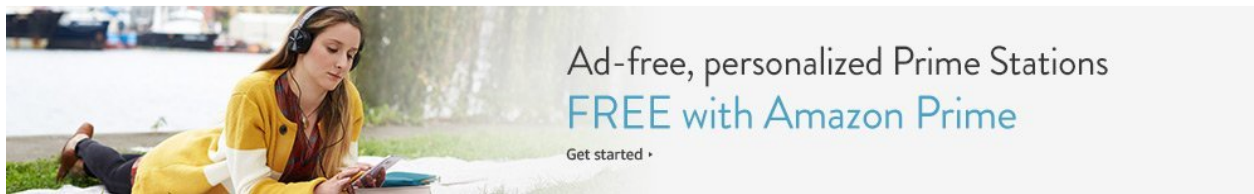
Amazon Prime members enjoy more benefits, such as instant access to over a million songs, hundreds of Amazon Prime Playlists, and personalized Prime Stations. Amazon Prime Playlists are handcrafted collections of songs from the Amazon Prime Music catalog. Prime members can listen to uninterrupted music and skip an unlimited number of tracks. On supported mobile devices, Amazon Prime members can also download Amazon Prime music for offline playback. Besides Amazon Music, Amazon Prime members also enjoy free two-day shipping, Amazon Prime Video, and access to the Kindle Owner's Lending Library.

1.2 Amazon Music Partner Program

The Amazon Music Partner Program enables Amazon Music in the home, on the road, and everywhere in-between with an easy-to-integrate SDK that allows our customers to access their music on devices they already own. This program enables our customers to access Amazon Music services from a wide variety of devices, delivering on Amazon's goal to enable access everywhere. The program has been available to home audio and automotive aftermarket manufacturers since March 2015. The program consists of several key components, including a core set of APIs, UX/UI requirements, sample integration code, and certification guidelines. Partners who integrate with the Amazon Music SDK gain access to new Prime Music features as they are made available, without the need for new API integrations.

1.3 Amazon Music User Experience

This section describes the Amazon Music User Experience on Amazon Music SDK clients.
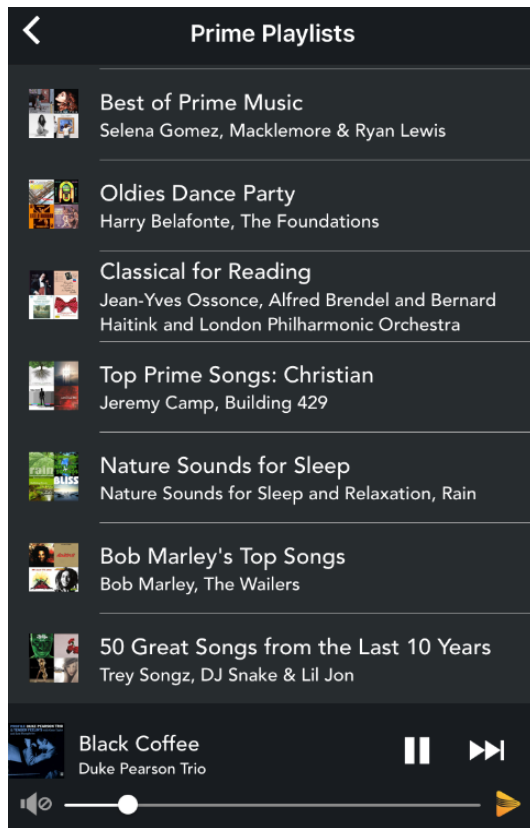
The Amazon Music SDK features a compact User Interface (UI) that emphasizes music browsing and playback. This streamlined UI is suitable for the smaller screens and restricted input methods generally available on mobile and automotive devices.

The Amazon Music SDK allows for the customization of the "look and feel" of the UI to meet partner branding requirements. No matter how the UI looks on the outside, the underlying user interactions remain constant on all SDK clients. As Amazon Music adds new functionality to the SDK, the changes will immediately appear in the client UI with no additional partner implementation required. This reduces the need for mobile app maintenance or SDK code integration by our Partners.

The Amazon Music setup process on SDK clients is painless for end users, since it uses the same "Login with Amazon" (LWA) system found on other Amazon properties. As an OAuth 2.0 token management system, LWA provides secure and reliable authentication services. Customers are protected since their account information remains on Amazon servers. The LWA system also handles password account recovery and third-party application access. This means that Partners can focus on delivering the best quality services rather than being distracted by account management issues.

Once setup is complete, users arrive at the root menu where they can browse, select, and play music. From the root menu, users can navigate to any item in the node hierarchy provided by the Amazon Music service. From an engineering perspective, nodes are nested hierarchical entities that may contain multiple sub-nodes or playable items. As users navigate or play these nodes they experience them as Artists, Albums, Tracks, Playlists, or Stations.

At present, the Amazon Music SDK supports both Amazon Prime Playlists and Stations. In the future, we plan to extend SDK support to other types of music collections, such as artists and personal music libraries. Whereas Prime Playlists are curated collections that contain a limited number of tracks, Prime Stations are dynamically generated collections containing an unlimited number of tracks. Prime Stations adapt to user preferences, expressed using the thumbs up/down buttons.

1.4 Key Concepts

Amazon Music is the umbrella brand that encompasses Amazon's entire music business. This includes the sale of physical and digital music, a cloud-based digital music storage service, and a family of apps for the purchase and consumption of music. All of Amazon's music apps and third party integrations are also called Amazon Music.

- Available to any Amazon customer
- Physical & digital music stores
- Stream, download, and on-demand playback of:
  - Music purchased from Amazon Music
  - Music purchased/obtained elsewhere that has been uploaded to Amazon's cloud service

Amazon Prime is a paid subscription service that grants members free or steeply discounted access to a plethora of services including Prime Instant Video, Prime Music, and free 2-day shipping.

Prime Music is a library of over 1 Million+ songs available as full or partial albums, playlists, and stations. Prime members using any of Amazon Music's apps have free access to this library. Within Amazon Music's apps, music that is part of this Prime benefit is labeled Prime (see Prime Music: Badges).

- One of several benefits available to Prime members only.
- Stream, download & on-demand playback of the Prime Music catalog, including Prime Playlists.
- Free streaming of Prime Stations.