Spotify currently has 75 million subscribers, while Apple Music has 42 million, with a further eight million taking advantage of its free three-month trial.

Although more than one billion people stream music on YouTube every month, the Google-owned company lags behind its competitors when it comes to paid-for subscriptions.

Not by coincidence, these are the countries where YouTube Red - a subscription service offering original programmes and videos - already exists.

That service will soon be re-branded YouTube Premium, which will include access to all YouTube Originals as well as YouTube Music for $11.99 a month. The price paid by current YouTube Red subscribers won't change.