Title:
How Does Apple Manage To Dominate The Mp3 Player Market With The Ipod

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Summary:
In the realm of MP3 players, Apple (producer of Macintosh computers and related technology) is the definite dominator when it comes to having the most highly-purchased products among the other manufacturers. One of the main reasons for this – simple as it may seem – is basically out of customer loyalty to the originator of this portable audio device. It was the first of its kind on the market and still remains today, the brand of choice.

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Keywords:
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Article Body:
In the realm of MP3 players, Apple (producer of Macintosh computers and related technology) is the definite dominator when it comes to having the most highly-purchased products among the other manufacturers. One of the main reasons for this – simple as it may seem – is basically out of customer loyalty to the originator of this portable audio device. It was the first of its kind on the market and still remains today, the brand of choice.

Apple actually released the iPod in 2001 as a portable audio device that was strictly compatible with Macintosh technology. Working in unison with Apple's iTunes, Mac users were able to create, maintain and utilize countless numbers of sound files in their music and audio libraries. However, due the growing popularity among its customers, many Windows users were feeling left out and wanted to be able to take advantage of this great new way of listening to and downloading music and other audio as well. So, in 2002, Apple produced a new form of iPod that was compatible with both Macintosh and Windows interfaces. And later in 2003, they gave the Window's world a compatible version of iTunes as well. This made the audio playing and storing consumer market very happy.

Then eventually, other companies like Sony and Samsung began producing MP3 players as well but have never reached the level of success that Apple has with their iPods. And moreover, it doesn't look like those competitors ever will.

Statistics show that Apple and their iPod actually dominate the MP3 player market with a 70% selling advantage over other manufacturers of these types of portable MP3 audio devices. And when it comes to hard-drive based MP3 players, they've got a whopping 90% lead over the competition.

The main reasons consumers complain about the non-Apple brands of MP3 players is that not only are the competitor versions too expensive, but they are strongly lacking in form. They just don't have the ease of operation in terms of user-interfacing and also don't include a lot of the convenient and 'cool' features that the Apple iPod does either. Generally speaking, the iPod emphatically outperforms the other manufacture's brands of portable audio devices by a mile (or more).

And with the addition of Intel into the Apple product line as a whole, the iPod is only going to continue to be improved upon causing it not only to remain the favorite, but also further expand its appeal throughout the music-loving universe.