Can Apple really start a classical music revolution?

The tech giant Apple has confirmed that later this month it will launch Apple Music Classical, a streaming service and app featuring the globe’s largest classical music catalogue.

But how will it work?

Before the March 28 launch, Apple says it’s working with “renowned classical music professionals” such as the Royal Philharmonic Orchestra, as well as with “some of the world’s most respected labels, such as Decca Records.”

Well, for a start, nothing has been done on this scale before. Apple Music is set to contain ‘five million tracks. To date, using a mainstream classical streaming service has been like trying to play a cor anglais with a blindfold on’.

Some may shrug at this news. It has been five years since listening via streaming overtook buying or downloading songs as the main way we consume music. And there’s already classical music on its existing Apple Music services such as Spotify.

But classical, a streaming service and app specifically for classical music. Pre-order today on the app. But how will it work?

From the Tuesday

Classical concerts

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