



## Amazon Prime Music Celebrates One Year in the UK

July 28, 2016

*The number of Prime members using Prime Music has doubled since launch and members are listening more - playback hours have more than tripled*

*British artists dominate listening charts since launch*

LONDON—28 July, 2016 -- Prime Music is celebrating one year of connecting Prime members in the UK with the music they love to listen to, with over one million songs, hundreds of Prime Playlists and Prime Stations available to Prime members at no additional cost to their membership.

After just one year, Prime Music has already become one of the top streaming music services in the UK, with more than a million Prime members having listened to Prime Music since launch, and the number of Prime members streaming each month more than doubling since July 2015. Prime members are also listening more – total monthly Prime Music playback hours have more than tripled since July 2015.

Prime Music is an ad-free listening experience; Prime members can even download their favorite music to their mobile devices for anytime, anywhere listening, regardless of connection. To celebrate Prime Music turning one, check out the best and most popular playlists, stations and albums here: [www.amazon.co.uk/PrimeMusicBirthday](http://www.amazon.co.uk/PrimeMusicBirthday).

"Our Prime members love having music as a part of their membership, and to mark the first year anniversary of Prime Music launching here in the UK we're excited to see that more than double the amount of Prime members are enjoying Prime music," said Paul Firth, Head of Amazon Digital Music UK. "We're most excited that our Prime members are streaming more -- thanks to the combination of the regular additions of new release albums from major UK and international artists like Coldplay, Little Mix, One Direction, Lukas Graham, Jess Glynne and more, and our popular Prime Playlists and Prime Stations built specifically for UK customers, we have seen playback hours having more than tripled since launch. We are always listening to our Prime members and will continue to enhance Prime Music to make it the best music streaming service for them."

### A Year in Prime Music

- More than a million Prime members have listened to Prime Music since launch, with the number of members streaming each month more than doubling since July 2015
- Total monthly Prime Music playback hours have more than tripled since July 2015
- Hundreds of [Prime Playlists](#) have been added to Prime Music—listeners can enjoy up to 50 tracks in each playlist, which are curated by Amazon Music Experts and categorised based on genre, artist, decade, mood (such as "Happy & Upbeat," "Relaxed & Laid Back", "Hard & Heavy") or activity (such as "Work & Reading," "Party & Entertaining," "Travel & Commuting", "Family Friendly", "Fitness")
- Hundreds of [Prime Stations](#) have been added to Prime Music, giving listeners an ad-free internet radio service—the continuous stream of music can be paused, replayed, or skipped without any restriction
- Pop and indie reign supreme as the top genres in Prime Music
- The current most-listened to song: "Uptown Funk" by Mark Ronson feat. Bruno Mars
- The current most-listened to album: "A Head Full Of Dreams" by Coldplay
- The current most-listened to playlist: "Best of Prime Music"
- The current most-listened to station: "Top Pop"
- The most-listened to new artists in "The Next," Amazon's programme for developing artists: Jack Garratt; Against the Current; Gavin James
- Prime members love lyrics. X-Ray Lyrics lets Prime Music customers seamlessly follow along to lyrics onscreen while songs are playing—"Uptown Funk" by Mark Ronson feat. Bruno Mars is the top track for X-Ray Lyrics
- New release albums: Prime members have enjoyed listening to new release albums including Coldplay – A Head Full of Dreams, Ed Sheeran – X (Wembley Edition), Little Mix – Get Weird, One Direction – Made In the A.M., Sia – This Is Acting, Lukas Graham – Lukas Graham, Meghan Trainor – Thank You, Biffy Clyro – Ellipsis, Charlie Puth – Nine Track Mind, Jess Glynne – I Cry when I laugh, Blink 182 – California, Elvis Presley – If I Can Dream: Elvis Presley with the Royal Philharmonic Orchestra
- Amazon Studios music: Exclusive music from Amazon Original Series including a [newly recorded version of "Stand By Me"](#) by Andrew Bird for *Gortimer Gibbon's Life on Normal Street* and playlists of music from the Golden Globe-winning series [Mozart In the Jungle](#), and Golden Globe, Emmy and BAFTA-winning series, [Transparent](#) are on Prime Music.
- Amazon launched the [first-ever Christmas album from multi-platinum GRAMMY-award winning band Train](#) exclusively on Prime Music in November, and recently unveiled a ["Songs of Summer"](#) playlist of original recordings of New renditions of popular summer songs and newly-written songs, and Amazon Original Family Music recordings including Lisa Loeb's ["Nursery Rhyme Parade"](#)

### Top 20 artists streamed on Prime Music since launch:

1. Coldplay
2. Ed Sheeran
3. Sia
4. The Beatles
5. One Direction
6. Taylor Swift
7. Little Mix
8. Fleetwood Mac
9. David Guetta
10. David Bowie
11. Elvis Presley
12. Meghan Trainor
13. Eminem
14. Birdy
15. Mumford & Sons
16. George Ezra
17. Panic! At The Disco
18. Shawn Mendes
19. Katy Perry
20. Foo Fighters

"British artists continue to dominate the charts both here at home and abroad," added Paul Firth. "So it's no surprise that seven out of ten of the top streamed artists on Prime Music since launch are from the UK."

### Top 10 songs streamed on Prime Music since launch:

- |                                   |                              |
|-----------------------------------|------------------------------|
| 1. Uptown Funk                    | Mark Ronson feat. Bruno Mars |
| 2. Adventure Of A Lifetime        | Coldplay                     |
| 3. Happy (From "Despicable Me 2") | Pharrell Williams            |
| 4. Stitches                       | Shawn Mendes                 |

5. Get Lucky	Daft Punk feat. Pharrell Williams and Nile Rodgers
6. Budapest	George Ezra
7. Ghost	Ella Henderson
8. 7 Years	Lukas Graham
9. Hey Mama (feat. Nicki Minaj, Bebe Rexha & Afrojack)	David Guetta
10. Dear Future Husband	Meghan Trainor

**Top 10 Artist Albums streamed on Prime Music since launch:**

1. A Head Full Of Dreams	Coldplay
2. x (Wembley Edition)	Ed Sheeran
3. Title (Deluxe)	Meghan Trainor
4. Get Weird (Deluxe)	Little Mix
5. Wanted On Voyage (Deluxe) [Explicit]	George Ezra
6. 100 Hits Of The '80s	Various
7. Made In The A.M. (Deluxe Edition)	One Direction
8. Handwritten (Deluxe)	Shawn Mendes
9. Listen	David Guetta
10. This Is Acting	Sia
11. 1000 Forms of Fear	Sia
12. Uptown Special [Explicit]	Mark Ronson

**Top 10 Prime Playlists streamed on Prime Music since launch:**

1. Best of Prime Music
2. Relaxing Acoustic Pop
3. 50 Great Jukebox Hits
4. 50 Great 80s Classics
5. 50 Great Happy Songs
6. 50 Great UK Chart Number Ones
7. 50 Great Christmas Songs
8. 50 Great Feel-Good Classics
9. 50 Great Modern Pop Songs
10. Morning Cup of Coffee

**Top 10 Prime Stations streamed on Prime Music since launch:**

1. Top Pop
2. Best of Prime Music
3. All 80s
4. Classic Rock
5. Easy Pop
6. Top Indie
7. All 90s
8. Dance Pop
9. Top Hard Rock
10. Modern Country

"It was important that British music expert programmers should build the Prime Playlists and Stations for our UK customers," added Paul Firth. "The fact that the 'Best of Prime Music' Playlist and Station feature in the top 10 most streamed in both categories is testament to our approach of building this service specifically for UK music fans."

Ends.

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