

Amazon Fires Salvo at iTunes Business

Written by Marco Attard
18. January 2013

Amazon takes a carefully aimed shot at the iTunes dominance over on-iDevice music sales with the launch of an online store selling 22 million mp3s on a specially formatted HTML5 mobile website.



Optimised to run on iOS Safari, the Amazon MP3 Store dodges the 30% fee Apple charges on iOS in-app purchases. Songs purchased this way do not get added automatically to iDevice music libraries, but users can sync mp3s via PC iTunes.

Users can also download and listen purchases on the Amazon Cloud Player app (also available on Android devices).

“Since the launch of the Amazon Cloud Player app for iPhone and iPod Touch, a top request from customers has been the ability to buy music from Amazon right from their devices,” Amazon says.

Your move, Apple.

Go [Amazon MP3 Store Optimised for iPhone and iPod Touch](#)