

YouTube Music

YouTube Premium

YouTube Music and YouTube Premium launch in the Egypt

- YouTube Music, a music streaming app, offers people a new way to experience the music they love through a versatile catalogue of official songs, albums, covers, videos, live performances and more.
- YouTube Premium, a paid subscription on the main YouTube app, offers ad-free viewing, background playing, offline access, as well as, access to a YT Music subscription.
- All users in Egypt will get a one free month trial on YouTube Premium.

Monday June 15, Cairo - YouTube announced on Tuesday that [YouTube Music](#), a music streaming application and [YouTube Premium](#), a paid subscription which provides an ad-free experience on YouTube, are now available in Egypt.

YouTube Music, with its massive and diverse musical catalogue on YouTube, is designed to offer people the music they love and help them discover new songs and artists. Music is the second most popular category on YouTube in the Middle East after entertainment.

Key features of YouTube Music include:

1. **Rich musical catalogue:** From official singles and albums, to covers and remixes, YT users who want to listen to the song, explore the album it's part of, watch its videos, or discover its remixes.
2. **Smart Search:** A feature to help users find songs with just a few lyrics.
3. **"Discover Mix"** : On the home tab features new music based on past listening habits and user likes.
4. **Offline smart downloads:** For paid members, the Offline Mixtape automatically downloads up to 100 songs on their mobile device.

YouTube Premium, will provide members four features

1. **Ad-free viewing**
2. **Background play**, audio will continue to play even if a user exits the YouTube app
3. **Offline access where** users can download any video on YouTube to watch whenever they want
4. **An included YouTube Music subscription** which enables them to listen to music offline and without ads on the YouTube Music app.

“For over a decade, millions in Egypt have come to YouTube to watch, learn and also listen. With music being the second most popular category on YouTube, I am excited to launch YouTube Music in Egypt which will give our users access to the massive music catalogue that exists on our platform, helping them find the music they love. From new releases by Cairokee to iconic classics by Mohamed Abdel Wahab, and of course viral covers to live performances, it’s all here.” said **Hisham El Nazer, General Manager of Google Egypt**. “We’re also excited to launch YouTube Premium, an ad-free subscription service that allows our users in Egypt to watch all their videos on YouTube without ads, and also enables background play and other amazing features” he continued.

Liliana Abu Dalo, Head of Music Partnerships at YouTube in the Middle East and North Africa

“We’re proud that Egypt’s rich musical heritage has a home on YouTube and we’re excited about bringing it closer to our users with YouTube Music. Over the years, YouTube played an important role in the success of music labels and artists in the Arab world. We built YouTube Music to help people find and enjoy the music they love whether it’s through official releases, iconic music videos or favorite live performances all while bringing artists closer to their fans.

YouTube Music subscriptions start at 49.99 EGP (or 74.99 EGP for family plans) and YouTube Premium at 59.99 EGP (or 89.99 EGP for family plans). Both services will roll out to all users in the coming weeks, starting September 10.

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About YouTube Music

YouTube Music is a music service made for music listening, on top of the magic of YouTube: making the world of music easier to explore and more personalised than ever. Whether you want to listen, watch or discover - all the ways music moves you can be found in one place - not just music videos, but official albums, singles, remixes, live performances, covers and hard-to-find music you can only get on YouTube.