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## [20 Minute NASCAR Daytona 500 Preview Available on iTMS](#)

*All kinds of new content...*

Apple is certainly branching out in terms of content on the iTunes Music Store. First it was Sports Illustrated swimsuit videos, now it's car racing. That's right, NASCAR has put together a free 20 minute preview of this year's Daytona 500, which is now available on the iTunes Music Store. The event will take place this Saturday and will be viewable on NBC. However, the most interesting part is that the freely available preview is placed in the category 'NASCAR 2006 Races,' meaning that there might be a heap of new content on its way. This is quite probable as content could be added regularly throughout the long season that stretches all the way to November. One thing is becoming increasingly clear with each passing day... The iTunes Music Store, although appropriately named at one point is becoming increasingly inappropriate. Apple could very well drop the word 'music' for 'media', which would be a lot better in the current context of all the content offered. The 'iTunes Media Store' or just the 'iTunes Store' sound a lot better, although the inclusion of iTunes will always hint strongly at music. There is little risk that customers will not be able to adapt to the new name, or be lost because they preferred the old name.