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[Apple To Lower iTunes Plus Prices?](#)

Some tracks are already available for the regular \$0.99 price...

It wasn't that long ago when DRM free music on the iTunes Store seemed nothing more than just wishful thinking, despite what Steve Jobs thought on the matter. Today, iTunes Plus is old news, but recent rumors hint at yet another big change in the works. Infinite Loop reports that, according to their source, Apple will soon be lowering the prices on DRM free tracks, making them cost as much, as the regular DRM tracks of old. While this might seem like the unthinkable at a first glance, the first indications of this are already here. A significant number of tracks and albums are already available for \$0.99 instead of the \$1.29 they are supposed to cost. If this continues to include all iTunes Plus tracks, it will definitely be a big win for customers. While so far, of the major labels, only EMI has agreed to sell their DRM free tracks on Apple's online digital music store and none of the others are showing signs of a change of heart, it would seem that indie labels will be joining iTunes Plus. It makes sense for Apple to lower prices, considering that they are no longer the only company offering such a service, and that competitors such as Amazon offer the same thing for just \$0.99. Furthermore, it is more in tune with Apple's policy of the single universal price. However, there are potential issues with this move. For one thing, it makes no sense to have the same track, for the same price in DRM and non-DRM form... it would only create confusion. Furthermore, iTunes Plus tracks also had the advantage of better quality, but with the price reduction, Apple will have a hard time explaining why some tracks have a much better quality than others, despite being identical in all other aspects. People have already bought certain iTunes Plus tracks for the new \$0.99 price, but whether or not this will apply to everything instead of just a few select tracks remains to be seen.