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Talk: Apple to Launch All-You-Can-Eat iPods

Research shows customers are more likely to pay once and get unlimited library access

In what is thought to be the most radical of moves on behalf of the Cupertino, Calif.-based electronics manufacturer, the Financial Times is reporting that premium [iPod](#), [iPhone](#) devices are on the way. The news follows market research findings that say customers are more likely willing to pay "a lump sum upfront" and get unlimited [iTunes](#) access rather than having to pay every time they intend to download something. "Apple is in discussions with the big music companies about a radical new business model that would give customers free access to its entire iTunes music library in exchange for paying a premium for its iPod and iPhone devices," says the web site. Apple has of course kept its mouth shut on the matter, but "executives familiar with the negotiations" are implying that price points are already being discussed in Cupertino, as far as access to the labels' libraries go. Although it looks like a radical move on behalf of Apple, it shouldn't be too much of a surprise either, if the plan does materialize, as Nokia has already closed a "comes with music" deal with Universal Music last December. Adding survey results showing that consumers would rather pay a premium of up to \$100 to get unlimited access to music for their device's lifetime, or a \$7-\$8 monthly subscription, all signs point to new iPod/iPhone models. Apple needs to act fast though. It has been reported that Finnish competitor Nokia is already planning to win over as many of the major labels as possible, before launching the first 'comes with music' devices. The deal sounds advantageous too. Customers would get to keep up to 40 to 50 tracks a year, which they would be able to hold on to even if they were to change the device or their subscription lapses, the Financial Times says. So I guess that leaves you, the reader to confirm these findings. Are you, or aren't you willing to pay once and get full access to a music library, or do you prefer the current model (paying per item)?