

Shopping at the iTunes Music Store

At the iTunes Music Store, you can search for, browse, audition, and buy music. Wander the store's virtual aisles or search for specific songs or artists. Listen to 30-second clips of your finds. Buy just the songs you want, or buy entire albums. iTunes downloads your purchases into your music library, from which you can add them to playlists, burn them to CDs, and transfer them to an iPod.

If you've experimented with music-swapping services, you'll find the iTunes Music Store easier to use and much more reliable. And you'll be able to take off that eye patch, since you won't be pirating from your favorite artists.

You can use the music store with any kind of Internet connection, but a high-speed connection—for example, a cable modem or DSL line—works best. Music takes a long time to download over a slow modem connection.

Before you can buy music, you must set up an account by providing billing information and creating a password. Once that's done, you can buy songs and albums with a couple of mouse clicks.

The music you buy is stored in AAC format and is tied to your account in ways that guard against the piracy that pervades the MP3 scene. And yet you still have plenty of freedom to burn CDs and move your music between computers.

Let's go shopping.

Getting Set Up: Signing In

Step 1: Step into the Store

Be sure you're connected to the Internet, then click the Music Store item in the iTunes Source list. iTunes connects to the music store. You can browse and search at this point, but you can't buy music until you sign in.



Step 2: Sign In

To sign in, click the Sign In button in the upper-right corner of the store, then complete the dialog box below.

If you don't have an Apple account, click Create New Account and then supply your billing information.



If you're an America Online subscriber, you can charge your purchases to your AOL account. Click AOL, specify your screen name and password, then click Sign In.

If you're a .Mac member, have purchased from the Apple online store in the past, or have ordered prints or books through iPhoto, you already have an Apple account. Specify your ID and password here, then click Sign In.

See how to go shopping.

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The Music Store at a Glance

Navigate within the store (see below).

Each genre has its own area of the store; choose a genre to display its area.

Publish your favorite playlists for others to see and rate (page 39).

Featured items appear in these virtual aisles. To move within an aisle, click the blue arrows at the edges of the aisle.



Browse by genre, artist, and album (page 33).

Search the store. To search only by artist, album, song name, or composer, click the magnifying glass and choose a category. After typing search criteria, press the Return key to do the search.

What's everyone else buying? Top song and album downloads appear here.

Getting Around in the Store

The navigation bar changes as you move within the store; click the buttons to jump to areas that relate to what's on your screen.

Go back or forward one screen.

Go to the front of the music store.

The current genre appears here; click it to go to that genre's main screen.

To go to the current artist's discography, click the artist's name. Some discographies have photos, videos, and links to artist Web sites.

The album you're currently viewing.



From Browsing to Buying

Once you've created an account and signed in, you're ready shop at the iTunes Music Store. You might start by browsing the store's virtual aisles, clicking on the little album thumbnail images or the text links around them. (The links are underlined when you point to them.)

You might jump to a genre by using the Choose Genre pop-up menu. You might use the Browse button to quickly navigate genres, artists, and albums. Or you might use the Power Search option to home in on exactly what you're looking for.

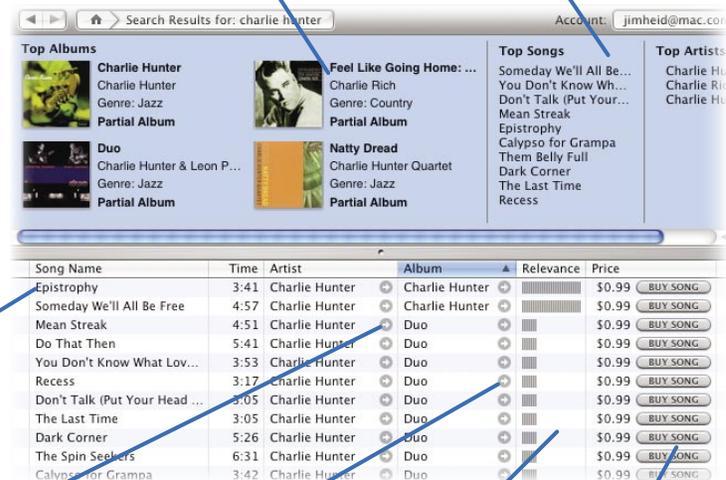
The end result of any searching or browsing session is a list of songs. Here's where you can play 30-second song pre-views, locate additional songs from an artist or album, and most important, buy songs and albums. You can also burn your purchases to audio CDs and transfer them to an iPod.

Working with a Song List

You've searched or browsed your way to a list of songs. What happens next is up to you.

Go elsewhere: Click an album name or photo to display its songs. Click an artist name for a discography. Click the genre name to go to that genre.

Follow the pack: The most popular songs and artists that complement your search appear here, each as a clickable link.



Play a preview:
Double-click a song to hear a sample.

See more: In the Artist column, click the arrow for the artist's discography.

Drill down: In the Album column, click the arrow to show the entire album.

Who cares? The Relevance column isn't very useful. To hide it, Control-click on its heading and uncheck Relevance. (You can show and hide other columns, too.)

Buy: To buy a song, click its Buy Song button.



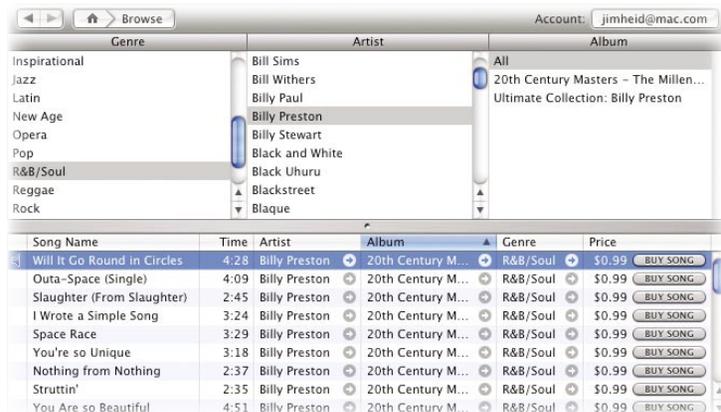
To Shop Faster, Browse

If you're the type who heads for a mall directory instead of wandering around, try the music store's browse mode, where you can quickly home in on genres, artists, and albums. Browsing is efficient, and because it discards graphics in favor of all-text displays, it's fast, even over slow Internet connections.

Step 1. With the music store displayed, click the Browse button in the upper-right corner of the iTunes window.

Step 2. Choose a genre, then an artist.

Tip: You can navigate the browse boxes with the keyboard. Use the arrow keys to move up and down, or type the first few letters of a word to jump to it. To jump between boxes, press Tab or Shift-Tab.



Power Searching

With the music store's Power Search feature, you can specify multiple search criteria at once—for example, to search for only those versions of *Giant Steps* performed by John Coltrane.

Step 1. Click the music store's Power Search option, or choose Power Search from the search box's pop-up menu.

Step 2. Specify your search criteria and click Search.



Tips for the Music Store

Stopping Stutters

Saddled with a slow connection? Improve song previewing by tweaking iTunes' preferences.

Choose Preferences from the iTunes menu, click the Store button, and then check the box labeled Load Complete Preview Before Playing. From now on, iTunes will load the entire preview before playing it. You'll wait longer to hear the preview, but at least it won't be interrupted.

Authorizing and Deauthorizing

Unlike the music files that iTunes creates when you rip a CD, the music tracks you buy contain some playback and copying restrictions designed to prevent music thieves from sharing the songs through Internet file-swapping services.

When you buy a song, the iTunes Music Store embeds your Apple ID in the music file that downloads to your hard drive. To play the song, you must authorize your Mac, a one-time process that simply involves typing your Apple ID and password. You can authorize up to five Macs (or Windows PCs) per Apple ID.

If you've already authorized five computers to play your purchases and you want to play them on a sixth computer, you'll have to deauthorize one of the other five. Choose Deauthorize Computer from the

Advanced menu, choose Apple Account in the subsequent dialog box, and then type your Apple ID and password. You must be connected to the Internet to deauthorize a computer.

Burning What You Buy

You can burn purchased songs to audio CDs, but iTunes imposes a minor restriction on your burning endeavors. If a playlist contains purchased music, you can burn a maximum of seven CDs containing that playlist.

Binge Buying? Get a Cart

When you go into a store, chances are you don't just buy one thing. Most of the time, you grab a shopping cart so you can haul all of your purchases to the cashier at once.

iTunes provides a shopping cart, and using it is a better way to shop when you're picking up several songs.

When the shopping cart is active, iTunes doesn't download each purchased song immediately. Instead, it slings them into a shopping cart. When you're ready to check out, a couple of clicks buys the songs and begins their download.

Shopping for multiple tunes is more convenient in shopping-cart mode. Navigating the music store is faster, too, since iTunes isn't downloading a song in the background while you shop.

To use the shopping-cart mode, choose Preferences from the iTunes menu, click Store, and then click the option labeled Buy Using a Shopping Cart. The Buy Song button that appears next to each song now reads Add Song: click it to add a song to your cart.

ADD SONG

To buy the songs in your cart, click the Shopping Cart item in the Source list, then click the Buy Now button near the lower-right corner of the iTunes window.



Keep Informed

If you use iCal (page 86), you can subscribe to daily calendar updates of top songs, albums, and new releases by going to Apple's iCal site (www.apple.com/ical).

And if you use a newsreader program such as NetNewsWire, you can create RSS newsfeeds containing this information by going to www.applemusic.com.

When Downloads Go Awry

If your Internet connection is interrupted during a download, you haven't lost your money. Simply reconnect and choose Check for Purchased Music from the Advanced menu. iTunes will resume any incomplete downloads.

The "Purchased Music" Playlist

Once you start buying tunes, iTunes creates a playlist for you named Purchased Music. iTunes adds songs you buy to this playlist; it's a handy way to get an at-a-glance look at the music you've bought—and to preview your next credit card bill.

Because the Purchased Music playlist is something new, iTunes displays a small information window each time you select the playlist. To bypass this message, check the box labeled Do not show this message again.

You can delete songs from the Purchased Music playlist; doing so does not delete them from your music library. And though I'm not sure why you'd want to, you can also add songs you've ripped to the Purchased Music playlist.

You can even delete the Purchased Music playlist entirely, although I don't recommend it—this playlist pairs up nicely with iTunes' backup features (described on page 50).

Get that Song's Address

Every song and album in the music store has its own Internet address. You can copy this address and include it in an email, or link to it from your personal Web site. Using this address is a fun way to let other people know about the music you've found.

To copy an item's Web address, point to the item, press the Control key (that's Control, not ⌘), and choose Copy iTunes Music Store URL from the shortcut menu that appears.



Next, switch to your email program, create a blank email, then paste the address into the body of the email.



You can also drag a song to the desktop; this creates an icon that, when double-clicked, takes iTunes to the appropriate song or album. If you've stumbled on an interesting-sounding album but you want to wait and explore it later, use this technique to put a temporary bookmark on your desktop.

Hiding the Link Buttons

The music store has always had link arrows (➔) that let you jump to a page for an artist, album, or song. Starting with iTunes 4.5, these buttons also appear when you're viewing your music library or a playlist. The buttons are Apple's way of letting you search for (and buy) songs relating to ones you already have.

If you'd rather not see these buttons—maybe so you don't accidentally click one and beam yourself into the music store—you can turn them off. Choose Preferences, click the General button, then uncheck the box labeled Show Links to Music Store.

What Are They Playing in Peoria?

With the Radio Charts category, you can get a list of top songs from more than 1000 radio stations in over 100 cities.

First, click Radio Charts in the Choose Genre area (or in Browse mode). A list of cities appears. Click a city name, and an often-diverse list of stations appears. Click a station to see its top tunes. It's a fun way to see what people are listening to in your home town, in a popular college town, and yes, in Peoria.