

Apple Removes HMV UK app from the iOS App Store

Written by Australian Business

TORONTO, Oct. 21, 2013 /CNW/ - [HMV](#) has confirmed that the iOS version of its new digital music app, which was released on October 17th 2013, has been temporarily removed from the UK iOS App Store by Apple in spite of the Cupertino, California-based tech company previously giving HMV's app its approval.

HMV stressed that Apple's removal of the app only prevents further iPhone users from downloading it. Users who have already downloaded the app will continue to be able to use it and will not notice any changes to the experience.

HMV's developers are working around the clock to deliver an updated version of the iOS app for Apple's approval which will retain the innovative Image Search and Sound Search functionality to discover music and listen to 30 second previews. The updated app will also provide access to users' "MyHMV" locker to manage all HMV downloads made via the company's HTML5 store - m.hmvdigital.com - and the new hmv.com which is set to launch this Thursday.

Paul McGowan, Chairman of HMV and CEO of [Hilco Capital](#), commented: "It is disappointing that Apple has chosen to suspend an app that has proven to be very successful in only a few short days despite Apple having already approved the exact same version on 15th September. We are unable to explain the change in Apple's position as we have been given no explanation by them as to any difference they view between the approved version and the one suspended this evening. The Android and HTML versions of the app are spectacular and are proving a big hit with UK consumers with downloads growing constantly over the last few days."

Since its launch last Thursday (17 October), HMV's digital music store has proven popular with British customers with the app downloading over 10,000 times with 4 star and 4.5 star reviews in the iOS and Google Play app stores respectively.

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"HMV has always strived to offer music fans alternative ways to consume the entertainment they love" said Nick Williams, president of hmv Canada. "This app adds another exciting dimension to our customers' shopping experience and we are looking forward to its release in Canada."

[hmv Canada](#) anticipates distribution of the app for its Canadian clientele in late November.

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About hmv Canada

hmv Canada's first store opened in 1986, from which it has grown to become a Canadian entertainment market leader with 111 stores from Newfoundland to British Columbia, including flagship locations in Toronto, Edmonton, and Montreal. hmv Canada is an innovator in its market, launching in 2009 [hmvdigital.ca](#) its digital music store, in 2010, the [hmv Pure](#) customer rewards program, which has attracted over 1.4 million paid cardholders, and in 2012 [The Vault](#) music streaming service, giving users access to millions of tracks to stream on a personal computer or mobile device. hmv has been named Canadian Music Retailer of the Year for the past 20 years, and has also been recognized as the Canadian Entertainment Network DVD Retailer of the Year. In July 2011, Re:Capital Canada, a subsidiary of Hilco Capital, acquired hmv Canada from the UK's HMV Group plc.

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SOURCE HMV Canada Inc.