

# >>> Create

HOW TO DO ANYTHING ON YOUR MAC, IPHONE & IPAD

## A Guide to iTunes Match

Keep an iTunes music library in the cloud and upgrade existing tracks for \$24.99 per year with iTunes Match.

There haven't been any truly significant advances with iTunes music since Apple unshackled songs from the FairPlay digital rights management ball and chain in early 2009. That all changed with the recent introduction of iTunes Match, a new scan-and-match subscription service offering access to your entire music library from any Mac, PC, or iOS device which can also upgrade matched tracks to higher quality versions, regardless of where you acquired them. **BY J.R. BOOKWALTER**

### >>>WHAT YOU NEED

LEVEL:  
medium

- >> iTunes 10.5.1 or later
- >> \$24.99 subscription to iTunes Match

**iTunes Match**  
Your iTunes library is now available in iCloud.

To access your iCloud library from your iPhone, iPad, or iPod touch, tap Settings, then tap Music and turn on iTunes Match.

To play music from your iCloud library on your Apple TV, select Music, then select Turn On iTunes Match.

You can also access your iCloud library from your other computers by choosing Turn On iTunes Match from the Store menu within iTunes.

iCloud requires iOS 5 on your iPhone, iPad, or iPod touch.

Done

## 1 Signing Up

While iTunes Match is part of Apple's iCloud service, it isn't free. You'll need to sign up for an annual subscription of \$24.99 with the same Apple ID you use for iTunes purchases, which can only be done from iTunes 10.5.1 (or later) on a Mac or PC. From the Store menu, choose Turn On iTunes Match, then click the blue Subscribe for \$24.99 Per Year button. Enter your Apple ID and password to confirm, click Add This Computer, and sit back while iTunes takes care of the dirty work for you.

**iTunes Match**

iTunes Match stores your music library in iCloud and allows you to enjoy your collection from anywhere, anytime, on your iPhone, iPad, iPod touch, computer, or Apple TV.

Millions of Songs to Match  
Any of your songs already in the iTunes Store are automatically available in iCloud.

Listen at 256 Kbps DRM-Free  
Play matched songs in iTunes Store quality. Even if your original was of lower quality.

No Thanks    Subscribe for \$24.99 Per Year

Your library information and unmatched songs will be uploaded to Apple and accessible with your Apple ID. iTunes Match requires iOS 5 and internet access on your iPhone, iPad, or iPod touch. To delete more than 25,000 songs from your iTunes purchase list, contact Apple Support. iTunes Match, select music, and regularly update.

Subscribe to iTunes Match in a few clicks, then enjoy a year of having your music everywhere for only \$24.99.

## 2 Scan, Match and Upload

iTunes will now perform a three-step process. First, iTunes gathers information about your music library, uploading the results to Apple's servers. Second, your music is matched against more than 20 million tracks already in the iTunes Store. Finally, iTunes will upload tracks it couldn't match, which is the lengthiest part of the process for most of us. You'll want to set aside a few hours for iTunes to do its work just in case, but you can shut down and pick up again at any time, and continue to use iTunes while Match works in the background.

If you have more than 25,000 tracks, iTunes Match won't work—at least, not unless you delete tracks to hit that magic number or

**iTunes Match**

Step 1: Gathering information about your iTunes library.  
Step 2: Matching your music with songs in the iTunes Store.  
Step 3: Uploading artwork and remaining songs.

You can continue using iTunes while iTunes Match is in progress.

After you sign up, iTunes Match will commence with a three-step process to get your music library in the cloud.



disguise them as podcasts (which are ineligible) by choosing File > Get Info (or Command-I) and changing Media Kind to Podcast in the Options tab. The service also limits individual tracks to 200MB or less, and songs with DRM will be matched and uploaded only if your computer is authorized to play them in the first place.

When finished, click Done and you're ready to go.

**iTunes Match**  
Your iTunes library is now available in iCloud.  
8855 songs are now available in iCloud.

To access your music in iCloud from your iPhone, iPad, or iPod touch, tap Settings, then tap Music and turn on iTunes Match.

To play your music from iCloud on your Apple TV, select Music, then select Turn On iTunes Match.

You can also access your music in iCloud from your other computers by choosing Turn On iTunes Match from the Store menu within iTunes.

iCloud requires iOS 5 or your iPhone, iPad, or iPod touch.

### 3 iCloud Status

iTunes Match really begins to strut its stuff with the new iCloud Status column. To turn it on, select the Music library (or any playlist) in the sidebar, choose View > View Options (or Command-J), and select iCloud Status in the middle column. Click OK and the iCloud Status column will now show at a glance whether a particular track is Purchased (bought from the iTunes Store and most likely already 256Kbps), Matched (available to download or upgrade), Uploaded (no upgraded version available), or Not Eligible (not a music track or its bit rate is below 96Kbps). Other status icons include Error (for corrupted tracks or upload problems) and Waiting (for tracks yet to be matched).



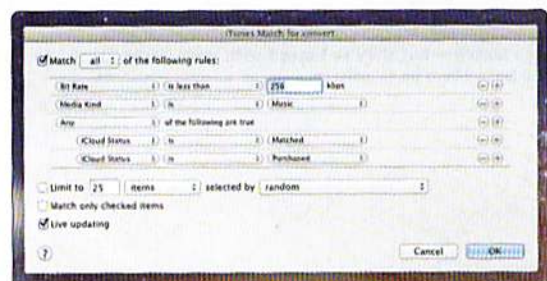
To quickly identify matched tracks, use the View Options dialog to turn on iCloud Status.

Icon	Description	Definition
	Ineligible	This icon is displayed next to items that are not eligible to be uploaded to iCloud via iTunes Match. Some examples are songs that are larger than 200MB or songs encoded at 96 Kbps or less.
	Removed	This icon is displayed when a song has been removed from iCloud (from a different computer). Songs deleted from iCloud are immediately deleted from associated iOS devices, but will remain on other associated computers until they are manually deleted.
	Error	This icon may be displayed if the song file is corrupt or if there was an error uploading the song. Try updating iTunes Match (Store > Update iTunes Match) to resolve this. If updating does not resolve the issue, try importing a new copy of the song into your iTunes library.
	Duplicate	This icon is displayed when a duplicate version of this song exists in your iTunes library on your computer. This icon will be displayed next to duplicates that were not uploaded to iCloud.
	Waiting	This icon is displayed when a song is in the process of being matched, but has not yet been processed.

A handy chart on Apple's support website shows the five types of iTunes Match icons that may appear.

### 4 Smart Playlist to the Rescue

The first thing you'll want to do is upgrade old tracks to higher-quality 256Kbps DRM-free AAC format from Apple's servers. The easiest way to find and replace these matched tracks is with a Smart Playlist; to create one, choose File > New Smart Playlist and enter the settings shown here. The goal is to find all files with a Bit Rate less than 256Kbps whose Media Kind is Music. Add "Any of the following are true" by holding down the Option key while you click the + button after the second row, then add "iCloud Status is Matched" and optionally "iCloud Status is Purchased" in case you still have older 128Kbps tracks hanging around that were never upgraded via iTunes Plus. Click OK and you'll be prompted to name the new Smart Playlist in the sidebar, and presented with a list of qualified tracks.

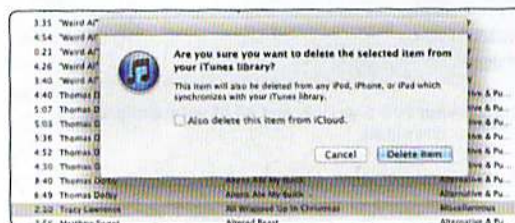


The easiest way to find and download matched tracks is to create a Smart Playlist such as the one shown here.

### 5 Purge a Track

Now that we've narrowed down tracks eligible for an upgrade, it's time to delete them. While purging your precious music might sound nerve-racking, iTunes Match makes it a snap. The actual media gets deleted, but your artwork and metadata—including play counts and Last Played data—remains intact, even after downloading the new media. Select a track in your new Smart Playlist as a guinea pig, hold down the Option key, and press Delete. iTunes will ask for confirmation; click Delete Item and then Move to Trash, which removes the track from your iTunes folder but keeps it available should something go wrong.

The selected track remains in any iTunes Smart Playlist, but there's now an icon in the iCloud Download column. Click it and the track will be downloaded from iCloud in 256Kbps DRM-free AAC format, regardless of its original format. After doing this, the track will vanish from your Smart Playlist (thanks to the "Live updating" feature), but it remains in your library as well as any previously assigned playlists.



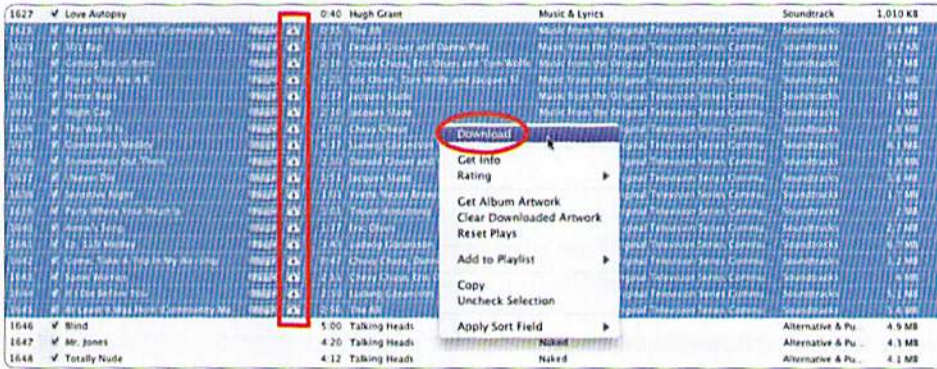
To delete a matched track, use Option-Delete and move the old media to the Trash.



## 6 Delete and Download En Masse

Now let's move on to deleting the rest of your matched tracks. This can be done a number of ways: a few at a time (useful for confirming successful matches as you go), an album or artist at a time, or even the entire Smart Playlist, all at once. Select multiple tracks and repeat the Option-Delete shortcut above. Worried you'll sprain a finger clicking each individual track for download? Fear not! Select the tracks again,

hold down the Control key, and choose Download from the shortcut menu. Now sit back and let iTunes pull the tracks down from iCloud, one after the other.

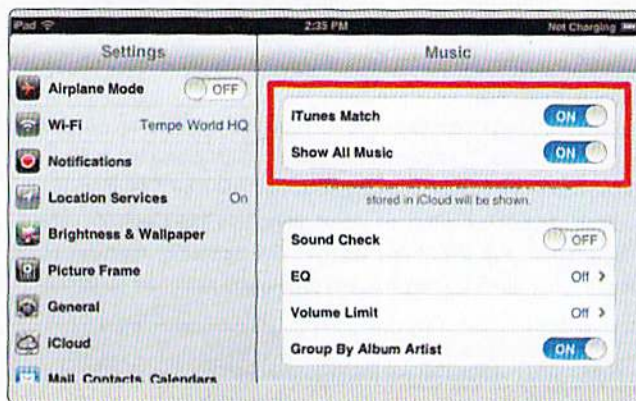


Easily download multiple tracks with the Control key and a shortcut menu.

## 7 Add Other Devices

The real beauty of iTunes Match comes when you add other devices—be they additional Mac or Windows computers, or any iPhone, iPod touch, or iPad (running iOS 5 or later). Sign in to the iTunes Store with the same Apple ID, turn on iTunes Match, and that device will now have access to your entire iTunes library. Download individual tracks and entire albums, artists, or playlists as needed, from anywhere there's an internet connection.

From your Mac or PC, choose Store > Turn On iTunes Match, then click Add This Computer to get started. From any iOS 5 device, go to Settings > Music and toggle iTunes Match on; if you prefer to view only tracks that actually reside on the device, turn off Show All Music, which by default will display everything available on iCloud. If you have favorites you'll want to always keep on the device, it's faster to sync these tracks via iTunes prior to turning on iTunes Match.



Turn on iTunes Match on your iOS 5 device, and all of your cloud-based music will be available for download.

## 8 Convert and Quit

If you have ancient tracks in your library encoded at a bit rate of 96Kbps or less, iTunes Match will ignore them—but there is a workaround. Select the songs and choose Create AAC Version from the Advanced menu, making sure your encoded quality (Preferences > Import Settings) is over the threshold. Once matched, simply delete them and download the upgraded versions, same as before. Upgraded tracks are not protected by digital rights management, so they're yours to keep; quitting iTunes Match simply ends your ability to match further tracks or access them via iCloud.



Once matched and upgraded, tracks are yours to keep even if you discontinue iTunes Match—but they're tagged with your Apple ID, so you might not want to pass them on to others.



# PLAYLIST

Everything You Need to Know about iPods, iTunes, and Mac-based Entertainment

## iTunes Match: What You Need to Know

We take on common questions about Apple's newly launched music service

BY SERENITY CALDWELL

**Q&A** iTunes Match is here (for U.S. residents, at least), and it's brought along a rush of queries, concerns, and misconceptions. Never fear: *Macworld* is here to help make sense of it all.

**Q:** What exactly is iTunes Match and why does it cost money?

**A:** Apple's \$25 yearly subscription service is part of its iTunes in the Cloud initiative (though you only need an Apple ID, not an iCloud account, to enroll).

**What Is It?** iTunes Match does two things: First, it scans and matches your tracks with songs in iTunes' catalog—so that it doesn't have to upload the songs iTunes already has—and then it uploads any unmatched tracks to Apple's servers. Second, it lets you stream those songs or download them to up to ten Apple ID-associated devices.

Up to 25,000 tracks that you have in your iTunes library—but that you didn't purchase with your Apple ID from the iTunes Store—are eligible to be matched and uploaded. If you have more than that number, you can't sign up for the service without employing a trick or two (see "Dealing with the 25,000-Track Limit").

**Why Must I Pay?** Since iTunes Match is not directly associated with iCloud, it uses separate storage for any tracks you upload. We'd also venture to guess that Apple pays record companies a certain amount when you redownload a track. Most likely, this \$25 fee helps cover that deal, and lets you upgrade songs you've ripped from a CD or received from other sources to higher-quality versions.



**Q:** Who can use the iTunes Match service?

**A:** Anyone with an Apple ID in the United States (likely due to licensing restrictions). We're not sure when it will show up in other countries, though Apple did say at its 2011 Worldwide Developers Conference that it hoped to roll iTunes Match out internationally by the end of the year.

**Q:** Can I maintain several separate iTunes Match accounts on one computer?

**A:** Unfortunately, no. You can only associate your Mac or PC with one Apple ID for iTunes Match—even if you have separate iTunes libraries and

user accounts. If you want to change to another Apple ID, you can—but after you switch, you won't be able to change it back for 90 days.

**Q:** I've got several devices. How do I turn iTunes Match on?

**A:** On an iPhone, iPod touch, or iPad, head to Settings ▶ Music ▶ Turn On iTunes Match. On a Mac, open iTunes and go to Store ▶ Turn On iTunes Match. On an Apple TV, go to Music ▶ iCloud Library.

**Q:** What kinds of content can iTunes Match upload or match?

**A:** Anything iTunes-compatible: That includes AAC (.m4a),





**View Your Matches** Select iCloud Download and iCloud Status to see how iTunes Match has categorized your tracks.

Protected AAC (.m4p), MP3, WAV, AIFF, Apple Lossless, and more.

You can't match video, PDF booklets, voice memos, or certain types of files (see [support.apple.com/kb/HT4914](http://support.apple.com/kb/HT4914)).

**Q:** How can I tell which songs the service has matched? Uploaded? Downloaded?

**A:** Turn on the iCloud Status column in iTunes by going to View ▶ View Options. This lets you see how Match has categorized songs.

**Q:** Where are my uploaded iTunes Match songs stored?

**A:** As part of your subscription, iTunes Match stores uploaded songs to a central server; when you want

to play them back or download them, Match redownloads that data locally to your device.

**Q:** So do my iTunes Match songs stream or download?

**A:** On a Mac, any cloud-stored songs stream when played, though you can download a song by clicking its iCloud download button. iOS devices have no such streaming option, however: You have to download songs in full. Apple TVs can only stream songs, because they lack on-board storage.

**Q:** Does iTunes Match replace iTunes Plus?

**A:** Yes. Previously, users who wished to upgrade DRM-laden music had to pay a 30-cents-per-track fee as part of iTunes Plus. With iTunes Match, however, you can match and replace any track you're authorized to play. (If you aren't subscribed to iTunes Match, you can still use iTunes Plus.)

**Q:** Will Apple know if any music has been illegally downloaded when it matches my library?

**A:** Good question. We don't know, but it doesn't seem likely. For one thing, that may be a privacy violation; even if that's not the case, it seems like a bad move. It's probable that part of the \$25 subscription fee is going toward



## Dealing with the 25,000-Track Limit

For now, iTunes Match only works with iTunes libraries that have 25,000 or fewer tracks (not including those you've purchased from the iTunes Store). There is a way around this size limit: Use a different library.

To do so, quit iTunes, hold down the Option key, and relaunch the app. Choose the option to create a new library. When iTunes opens, choose Turn On iTunes Match from the Store menu. Enter your Apple ID and password, and click OK.

Now open iTunes' preferences, click the Advanced preference, uncheck the Copy Files To iTunes Media Folder When Adding To Library option, and click OK. Next, select File ▶ Add To Library and browse for tracks that you want added to iTunes Match. When you're finished, choose Store ▶ Update iTunes Match.

Match runs through its three-step program—gathering information about your (new, smaller) library, matching your library with tracks in the iTunes Store, and uploading artwork and songs the Store doesn't have.

You can now switch back to your regular library (quit iTunes, hold down the Option key as you relaunch the program, and choose your old library). The tracks you've matched will still be available to your other computers and iOS devices.—CHRISTOPHER BREEN

## iTunes Match

Your iTunes library is now available in iCloud.  
23503 songs are now available in iCloud.



To access your music in iCloud from your iPhone, iPad, or iPod touch, tap Settings, then tap Music and turn on iTunes Match.

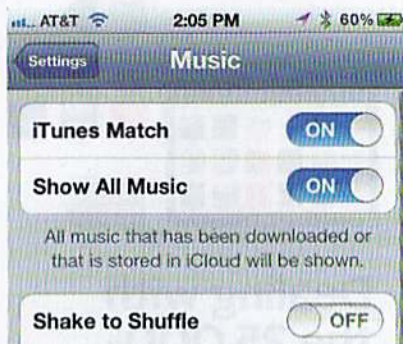
To play your music from iCloud on your Apple TV, select Music, then select Turn On iTunes Match.

You can also access your music in iCloud from your other computers by choosing Turn On iTunes Match from the Store menu within iTunes.

iCloud requires iOS 5 on your iPhone, iPad, or iPod touch.

**Sign-up Success** After matching and uploading your music, you'll see this message in iTunes.





**Hard Copy** Turn off Show All Music to view only the songs you have on your device.

placating the record companies in that regard—but that's a guess on our part.

**Q:** Some of my tracks show up as matched, but they're not in the iTunes Store. Huh?

**A:** Even if Apple doesn't sell a track, it may turn up as matched. That could be due to licensing: Record companies might be OK with users upgrading an old CD collection, but may not want to sell that music as downloads.

**Q:** How do I replace my matched low-quality songs with iTunes 256-kbps AAC tracks?

**A:** Highlight songs you wish to replace, delete them, and redownload them by clicking the iCloud download icon.

**Q:** Can I tell iTunes Match not to sync certain songs?

**A:** Yes, but it's a bit complicated. To hide purchased tracks, head to the iTunes Store on your Mac, click the Purchased link in the right sidebar, and then hover over the tracks in question and click the X button. To view hidden songs, in iTunes, go to Store ▶ View My Account.

Another option is to sync your entire music library with iTunes Match, then enable Match on a secondary computer. Highlight the songs you want to remove and press the Delete button. Your downloaded tracks still show up in your music library, with an iCloud status of Removed. iTunes Match continues to scan new tracks from your library, but Removed tracks stay unmatched.

**Q:** How can I hide iTunes Match songs I haven't downloaded?

**A:** On your Mac, open iTunes and go to Music ▶ Hide Music Not On This Computer. On your iOS device, go to Settings ▶ Music and turn off the Show All Music toggle.

**Q:** Do I lose my metadata if I delete and redownload my iTunes tracks?

**A:** Nope. Your song's rating, play count, and info all transfer over.

**Q:** Will songs download over 3G on my iOS device?

**A:** They will, but only if you allow them to. Go to Settings ▶ Store. Toggle on Use Cellular Data to download content over 3G; turn it off if you'd rather limit your device to Wi-Fi.

**Q:** I want iTunes Match on my computer, but I don't want it on my iPhone. Can I still sync normally?

**A:** Absolutely. If you leave the iTunes Match toggle flipped off on your iPhone, iPod touch, or iPad, it continues to sync normally with your computer—even if that computer is using iTunes Match.

**Q:** What happens if I don't resubscribe after the first year? Do I lose any upgraded songs?

**A:** Nope! The only thing you lose is the central storage—iCloud will no longer let you stream or download matched or uploaded songs to your various devices. Any songs you've upgraded or redownloaded are completely safe.

**Serenity Caldwell** is a staff editor for *Macworld*. Senior Editor **Christopher Breen** and Staff Writer **Lex Friedman** contributed to this story.

## How to Upgrade Tracks to iTunes Match, Fast

If you've signed up for iTunes Match, you can replace your old music files with shiny new 256-kbps AAC versions.

First, create a smart playlist with the following rules: Bit Rate Is Less Than 256 Kbps, Media Kind Is Music, iCloud Status Is Matched, and iCloud Status Is Purchased. (To add that last conditional, you need to Option-click the plus-sign [+] button.)

Now open the playlist, select all of its tracks, and then hold down the Option key while pressing Delete. If iTunes offers to move the files to the trash, allow it to, but do *not* select the box that would delete them from iCloud. Select all of

those tracks again, control-click on the selection, and choose Download. iTunes begins the long process of redownloading all your files.—**JASON SNELL**

