



Photo: Apple Corp LTD

The Beatles Groundbreaking Catalogue Available Now to Stream on XITE For the First Time.

Announcement Coincides With The Release Of Rubber Soul, New Special Edition Out Today Via UMG / Apple Corps Ltd.

In celebration of the release of **Rubber Soul New Special Edition**, **UMG and Apple Corps Ltd.** are proud to announce that **The Beatles'** seminal back catalogue is available to stream on XITE for the first time.

The Beatles' role in modern popular culture can not be overstated, with groundbreaking music that has endured for decades. Their energy, charisma and creativity spawned 'Beatlemania,' the original global super-fandom, which to this day sets the standard for true fan connection. They are a legendary music powerhouse that excites and inspires fans across generations and around the world. And now, fans who use XITE will be able to access the band's

extensive back catalogue.. Today's announcement marks the first time it has been made available on XITE and is another signifier of the continued reach and ever-growing appetite for the music of John Lennon, Paul McCartney, George Harrison, and Ringo Starr.

First released on 3rd December 1965, *Rubber Soul* marked a pivotal moment in The Beatles' evolution. Arriving at the end of a remarkable year that saw John Lennon, Paul McCartney, George Harrison, and Ringo Starr reach artistic and commercial heights, the album revealed a band pushing beyond the conventions of pop music and embracing a more adventurous approach to songwriting and recording. Widely heralded as one of the greatest albums of all time and a milestone in the evolution of the pop album, *Rubber Soul* reflects the start of a period when, unburdened by concert, radio or film commitments, The Beatles' music, ideas and unbridled creative ambitions began to truly flourish.



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The Beatles' impact on culture is now being turbo-charged by Apple Corps Ltd's plans to bring their music to fans across the generations in pioneering, creative manners. Earlier this year Apple Corps Ltd. announced the world's first official fan experience The Beatles at 3

Savile Row. Set to launch in 2027, it will feature seven floors of never-seen-before material from Apple Corps Ltd's extensive archives, rotating exhibitions, a fan store, and the recreation of the original studio where Let it Be was recorded. It will also give fans the opportunity to tread in the bands footsteps as they relive the iconic rooftop concert – immortalised in Peter Jackson's Get Back – on the exact spot it took place. This year Apple Corps Ltd. officially recognized 25th June as Global Beatles Day, the fan initiative set up in 2009 to share The Beatles message: 'All You Need Is Love'.

All this comes ahead of the anticipated release of **The Beatles – A Four Film Cinematic Event**, in 2028 which will bring John Lennon, Paul McCartney, George Harrison, and Ringo Starr's iconic stories to the screen across an unprecedented four major biopic films, directed by Sam Mendes. The project marks the first time Apple Corps Ltd. and The Beatles have granted full life story and music rights for a scripted film.



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For more information on The Beatles, please contact:

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Contact details

Rozan Swartjes

Marketing & Content Manager
rozan.swartjes@xite.com

Melanie Ramos

VP Marketing/Director Data Analytics
melanie@xite.com

Shelly Powell

North American Partnerships
shelly@xite.com

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