



Piped music: Music through the telephone line before Spotify

Piped music was a service provided by Telefónica that allowed subscribers to listen to music on demand without advertisements, just like a Spotify of its time. It was used in offices, shops and waiting rooms, but it also became a service contracted by households with high purchasing power. The cost was 425 pesetas per month (2.50 euros), when the average salary at the time was around 30 euros. It was launched commercially in 1971 and soon reached 7,000 subscribers.

Telefónica's piped music broadcast six thematic channels: one dedicated to ambient music (also known as "elevator music"); three others to classical, contemporary, and romantic music; another one to language courses, and, lastly, one that connected with Radio Nacional de España (RNE).

