

Music subscription service Tidal offers its first free tier

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For the first time, you can join the music streaming service Tidal for free.

On Wednesday, Tidal confirmed it would offer a free option in the U.S., allowing consumers to explore the [service](#) at no cost.

Tidal said the free tier will offer access to the [music](#) streamer's full catalog and playlists with "limited interruptions."

For listeners who want higher-fidelity sound quality, Tidal now has two [subscription plans](#). Tidal HiFi for \$9.99 a month offers Hi-Fi sound, offline listening and no ads. The \$19.99 a month HiFi Plus option offers optimal [sound](#) quality as well as features such as direct-to-artist payments, where a portion of a listener's monthly subscription fee goes toward their top streamed artist.

"We're building a platform that values art, artists, and culture, and for the first time opening the platform experience up to a wider group of fans with the free tier," said Jesse Dorogusker, head of Tidal, in a statement.

In 2015, Tidal emerged as a potential contender to stalwarts like Spotify and Apple Music due to the backing of hip hop mogul Jay-Z. Tidal was billed as an artist-centric service available for a paid subscription delivering the best quality audio along with other perks from invested artists.

Earlier this year, Jay-Z sold his stake in Tidal to payments service Square for \$297 million in cash and stock. As part of the deal, Jay-Z was named to Square's board of directors.

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