



Pandora Radio In Spain

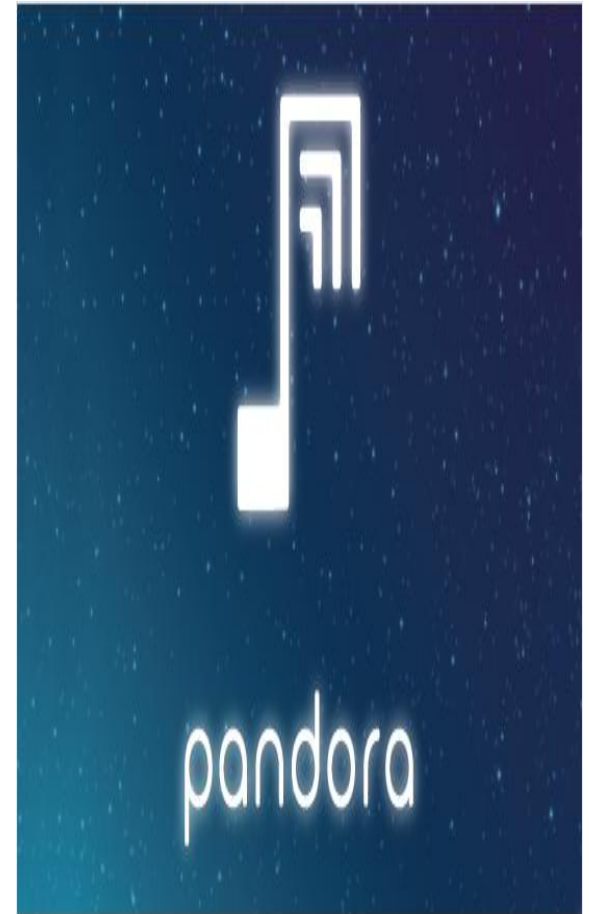
# Executive Summary

- Music Genome Project
- What you want, when you want
- For free
- Unavailable in the European Union
- Similar success with streaming service



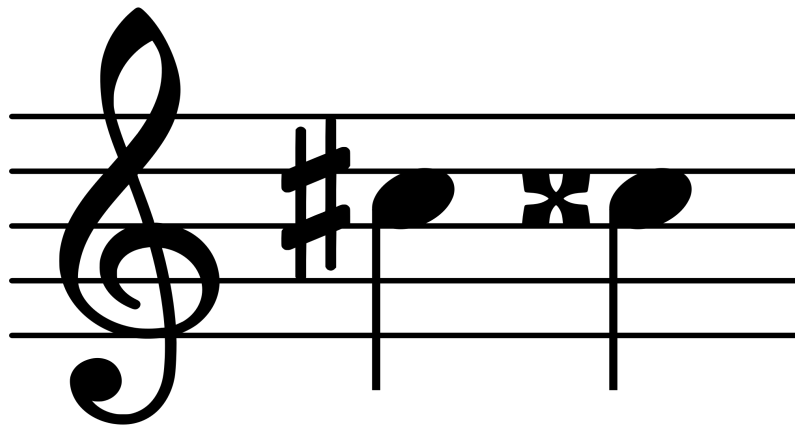
# Company Overview

- Digital music streaming
- Replacing traditional radio and videos
- Increase artist exposure and expenditure
- Artists have an equal opportunity to be discovered



# Objectives

- Provide financial compensation to musicians self-publishing work
- Promote music, bands and artists
- Cut out middlemen (e.g. record labels, packaging costs, promoters) from music distribution
- Connect artists to other musicians, fans, and producers
- Prevent work from being pirated
- Establish strong, legal online music distribution



# Situation Analysis

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# STP Analysis

- #1 streaming service, #2 search engine
- Recorded music revolutionized by technology
- Social media the most popular form of distribution
- Fans, artists, and even music connected via technology

**PANDORA®**

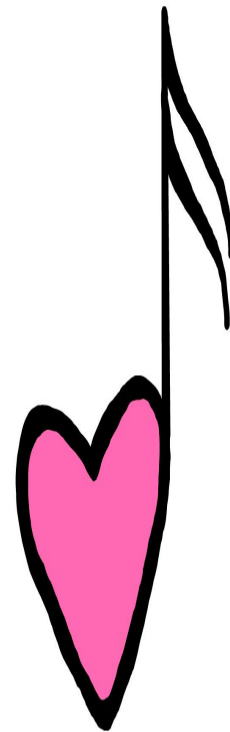
# Marketing Strategy

- Changes from online streaming to an app
- Mobile based more so than computer
- Develop Pandora Car Radios
- Develop Pandora TV
- Video streaming
- Self-releases



# Financial Projections

- Service is free in theory
- \$3.99 monthly fee for ad-free streaming
- Global exposure increases artist revenue
- 89% of Pandora's income comes from ads
- 11% from paid subscriptions
- Most income spent obtaining music royalties





# Implementation

- Pandora holds 200 U.S. Patents
- U.S.A Dominates music streaming industry
- International music market = increased GDP
- Market differentiation based on music preferences of all nationalities
- Outbid, YouTube, spotify, soundcloud,etc.



# Evaluation

- Utilize further Music Genome Project
- No “machine listening”
- traditional URL, mobile streaming, automotive protocol
- Pandora API, and [tv.pandora.com](http://tv.pandora.com)
- Internet Radio and broadcast method



# Appendix

- Pandora holds 73.6 percent of the market as of 2012.
- Industry will grow almost 15 percent in the next five years.
- Currently in the 'growth' stage
- This industry is on the rise
- Meaning more competitors will come to existence
- Late majority to the population will begin to use the technology soon.

