

Ledals Redistributor: Enacting Policies that Frustrate Salespeople and Customers



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Introduction of company

Pandora Internet Radio is a music streaming and automated music recommendation service that serves as "custodian" of the Music Genome Project. The service, operated by Pandora Media, Inc., is only available in the United States, Australia and New Zealand. The service plays musical selections of a certain genre based on the user's artist selection. The user then provides positive or negative feedback for songs chosen by the service, which are taken into account when Pandora selects future songs.

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History of the company

- Savage Beast Technologies was founded by Will Glaser, Jon Kraft, and Tim Westergren in 2000.
- The Music Genome Project technology was developed by Glaser and Westergren.
- The Music Genome Project became Pandora internet radio in 2004.
- In 2007, the U.S. Copyright Royalty Board ruled to increase per song royalty rates for Internet radio stations. The Internet company has been unprofitable for most of existence and continues to seek new investors from Wall Street and Silicon valley.
- In April 2013, Pandora announced that their radio streaming service had passed 200 million users.

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History of the company

At the end of the 1990s, we started by offering an
HTML and Web Design service.
The main reason for this was to help our clients
improve their online presence.
In 2001, we started building our own content management
system for our clients. This system was designed to be easy to use and
flexible enough to handle any type of content.
In 2003, we started offering our services to a wider range of clients.
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Introduction of company

Produce Internet Radio is a music streaming and subscription service that connects
"listeners" of the Music Genome Project. The service, operated by Produce Media, Inc., is only available in the United
States, Canada and New Zealand. The service plays musical selections of a certain genre based on the user's current
selection. The user then provides positive or negative feedback for songs chosen by the service, which are taken into
account when the system suggests future songs.

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Some investors worried about other substantial threats:

1. Lack of structure — Producers pay royalties for every song
played.

2. Fees for advertising dollars — Producers derive 85
percent of its revenues from advertising dollars.

3. Dependence on artists — Producers's ability to grow
depends entirely on the ability to establish and maintain
relationships with makers of commercial music, many
highly mobile artists.

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structured.

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Key things you should



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- Internet radio
- apps for mobile phones
- DVD
- radio in cars

Not like

Adventures

- the human ear
- plan and individual approach

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- radio in cars

Not like every radio

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Any time any where



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Not Out of the Woods

- Although a large and growing member base is encouraging, Pandora is far from declaring financial success.
- Only one number is not growing for Pandora---profits.

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