

# Pandora Radio: Fire Unprofitable 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.



- radio in cars

*Not like every radio*

## *Adventures*

- the human ear
- plan and individual approach

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*Any time any where*



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



## *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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