Pandora.

Disintermediator or Disintermediated?

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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.

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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Some investors worried about other substantial threats:
Cost structure — Pandora pays royalties for every song played.
Fees for advertising dollars — Pandora derives 80 percent of its revenues from advertising dollars.
Dependence on devices — Pandora's ability to grow depends entirely on its ability to establish and maintain relationships with makers of connected devices, especially mobile devices.
Any time any where
• Internet radio
• apps for mobile phones
• DVD
• radio in cars
Adventures
- the human ear
- plan and individual approach

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Not like every radio

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