# **PANDORA**

Pandora is a popular music streaming service, first launched in 2000. Once considered as first-mover in the category (Blue Ocean category brand), the company has seen its market share decline over time, while their competitors like Spotify’s market share has exploded[[1]](#endnote-1). Pandora’s Music Genome project helped revolutionize the music industry by creating new standard for online music streaming[[2]](#endnote-2). However, based on their “radio station” model, a lot of competitors have occupied the market with varying degree of success. For this analysis assignment, I am considering **Spotify, Apple Music, Amazon Music**, and **Tidal** as the key competitors in the same category.

The Eliminate-Reduce-Raise-Create frame is as below:

**Eliminate**: Pandora eliminated the need to search for new music as per traditional methods. Instead the genome algorithm would suggest new music as per users’ previous saved/liked music. Traditional music platforms like radio and music releases which depended highly on social factors like market likes or music label promotions are skipped, and is focused mainly on users musical taste.

**Reduce**: They reduced the music library clutter for users by providing the ability to users to create different stations and develop and improve the playlists with machine learning. They reduced the time spent and the complexity of searching for new music from across the globe. It provided a common platform for musicians and audiophiles.

**Raise**: Unpopular music could be brought up to the forefront as per users’ musical taste, and provides a platform for the niche musically inclined crowd. The genome algorithm is based on real time feedback from the users to improve their suggestion. They raised revenues through visual and at time audio advertisements via the platform for free accounts. Premium accounts could have unlimited skips and hence providing better algorithmic output for the listener.

**Create:** Pandora created a platform for pure collaborative filtering based solely on users’ musical taste. Breaking down music into components as per musicians, helps listeners to come across unique music which they might not stumble upon otherwise.

1. <https://www.forbes.com/sites/greatspeculations/2017/03/22/pandora-media-facing-stiff-competition-as-first-mover-advantage-fades/#68fa3dae40f8> [↑](#endnote-ref-1)
2. <https://www.digitaltrends.com/music/spotify-vs-pandora/> [↑](#endnote-ref-2)