

The background of the slide is a grid of numerous small, semi-transparent album covers from various music genres and eras. The covers are arranged in a grid pattern, with some text labels visible below them. The overall color scheme is light blue and white, with a curved bottom edge. The Pandora logo is prominently displayed in the center-left area.

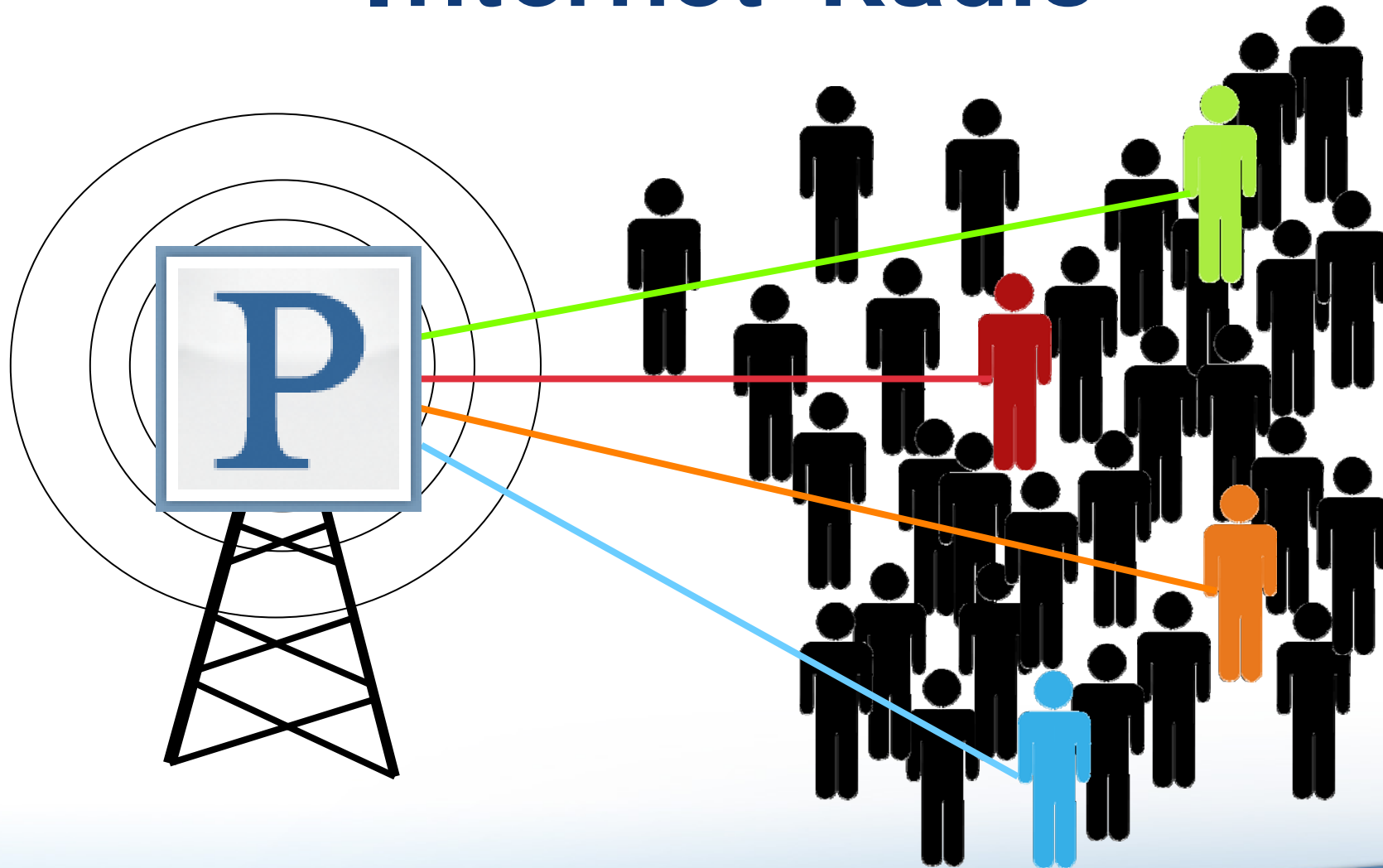
**PANDORA**  
created by the Music Genome Project

## Redefining Radio in a Connected World

## In a broadband connected world...

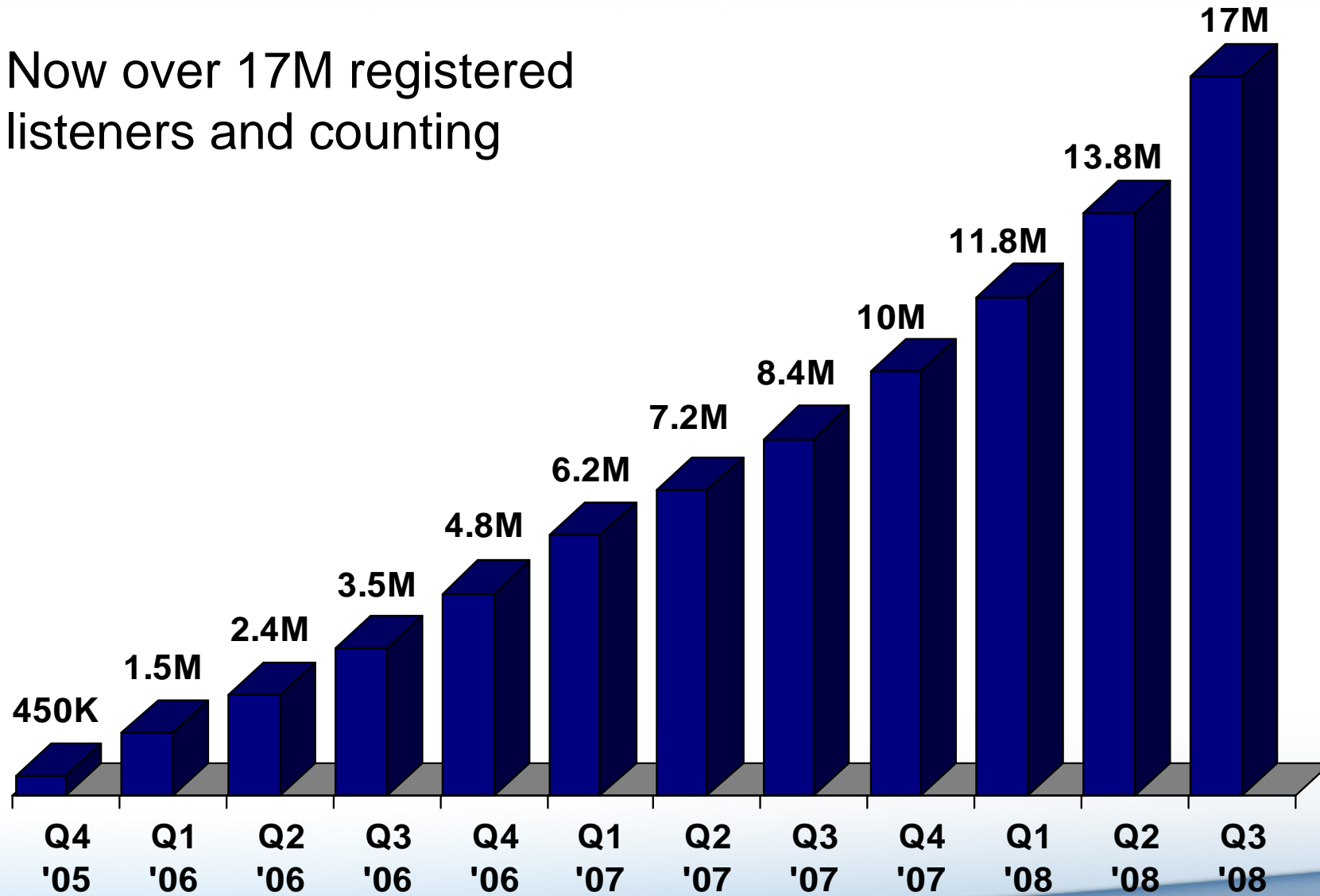
- Internet radio allows an on-going conversation between you and the “DJ”
- The DJ has a deep knowledge of all the music you’ll ever want to hear
- Your feedback improves your listening experience — and that of others like you
- Your IP-connected CE device (TV, clock radio, phone, mp3 player, car stereo) is your personal radio that streams just to you, and caters to your tastes
- When you hear a song you love, you’re just a click away from information and purchase options

# Internet Radio



# Pandora's Growth Story – Registered Listeners

Now over 17M registered listeners and counting



# Pandora Embedded in CE Devices

## Let's embed Pandora in your CE Devices in 2009

- Pandora is available as a **free service** to consumers on your devices, and is monetized through audio ads
- Alternatively, a listener can subscribe for \$36/year to have no ads in the service
- Pandora has invested in a self-serve developer center interface for our silicon and CE partners
- The Dev Center houses the Pandora API, tools and sample code that enables third-parties to integrate the Pandora service into their embedded platform
- Pandora will certify your device integration of our service before it is made available to consumers

# Pandora in devices

- The Pandora Service is a universal account on CE devices, mobile phones, and the computer – your stations travel with you seamlessly from one interface to the next
- Pandora has launched in the following devices
  - Samsung Blu Ray Disc Player
  - Logitech Boombox, Squeezebox and Transporter
  - Sonos Digital Music System
  - Chumby
  - Grace Digital Tabletop Radio
  - Over 40 mobile phone models



## Recent iPhone Success

- Pandora is the most downloaded music application on the iPhone
- As of 10/27/08, there were over 1.6M downloads of Pandora on the iPhone
- With more than 4,500 user reviews and counting, Pandora is very highly rated at 4½ out of 5 stars

[View Pandora in the App Store](#)

- The Pandora application works well over WiFi, 3G and Edge; many users say they're listening in their car

[Watch Pandora iPhone Video](#)



**PC WORLD**

*Top 20 Products of 2007*

**The New York Times**

*“A radio station just for you.”  
“Killer App”*



*“I’m just totally hooked.”*

**SPIEGEL**

*“The best music tool  
invented since the iPod.”*

**TIME**

*Most Amazing Inventions of 2005  
50 Coolest Websites of 2006*



*“Pandora doesn’t  
have listeners.  
They have fans.”*



*Best of the Web*

**The Daily Telegraph**

*“What the Internet was invented for”*

**FORTUNE**

*“The most efficient new music  
discovery mechanism in history”*

**FAST COMPANY**

*The iPod Killer*

**Entertainment**

*“Great New School Radio: #1”*

**TechCrunch**

*“I am in love with Pandora. It’s like the  
internet was invented so Pandora could be.”*

**PANDORA**

*“Your own private DJ.”*

