

Pandora Launching New Paid Subscription Service



Pandora will soon offer a paid music subscription service with on-demand programming by the end of the year. Pandora is one of the more popular streaming services because they have a free option in addition to the \$5 a month plan which eliminates advertising from the listening experience. Universal Music Group, Sony Music Entertainment, the Orchard, Merlin Network and a host of independent labels and distributors have made deals with Pandora for their new service. The contracts for the new product are specific to the United States only and should provide serious competition to Spotify, Google Play Music and Apple Music.