

Pandora is one of the largest subscription-based, music streaming platforms in the United States that provides personalized music, podcasts, and audiobooks to a diversity of listeners. It is available as a free downloadable application on several mobile app stores such as Google Play and is easily accessible to log in on PC and Mac computers. On Google Play, Pandora is ranked the number one grossing application for music and audio.

The functionality of this application is designed and structured through a process known as the Music Genome Project, an analysis that tests multiple individuals' tastes in music as no one will like the same genre or song as everyone else. Pandora is powered by an analysis in combination with a thumbs up and down feature that records how individuals personalize their music which determines what plays next. Based on a person's music interests, he or she is given a choice of stations by genre, band similarities, and songs shared by other users. Giving a thumbs up to a song allows similar tracks to be played while giving a thumbs down blocks the tune from being played on the station. Giving a thumbs down twice to the same artist on a station bans that artist from being played unless the band is given a thumbs up for a song that the user likes. Listeners can play any track from Pandora's library to create personal playlists that users can listen to offline.

There are three subscription plans when signing up to Pandora: Free, Plus, and Premium. If the Free subscription is selected, users are given access to create personalized stations, search and play what he or she wants, enjoy podcasts, and have unlimited skips by using advertisements. However, songs cannot be heard offline, and users cannot make and share playlists with this plan. With the Plus subscription, personalized stations and skips are now ad-free and listeners can play their favorite songs offline for three hours on each station. Though just like the Free subscription plan, users still cannot make and share playlists. Pandora Plus costs four ninety-nine a month and is thirty days free. As for the Premium subscription, everything is completely ad-free, listeners are given unlimited offline listening, and the option to make and share playlists is now available. Pandora Premium costs nine ninety-nine a month and is sixty days free with three discount plans: Family, Student, and Military. The Family plan allows up to six accounts with one low price and one easy bill. New and existing subscribers can keep their own music and use all the Premium features for fourteen ninety-nine a month. The Student plan deducts the price to four ninety-nine while the Military plan reduces it to seven ninety-nine.

Once the decision of a subscription is made, users need to create an account to save their favorite stations and songs. When signing up, it is required to enter an email address, create a password, submit the birth year, review the terms of use and privacy policy, and choose to stay signed in or not. It is optional to use Pandora without signing up for an account, but personalized stations and songs will not be saved. Once an account is created, listeners can find their favorite artists by browsing stations and albums. After that is done, it is time to start listening. Also, users can visit Pandora Community, a place to connect with creators and fans to discuss music. It is available to ask questions, find solutions, and share ideas.