

PANDORA®

WE'VE HIT 2 MILLION
REGISTERED LISTENERS IN
AUSTRALIA AND NEW ZEALAND

THANKS TO YOU, PANDORA ANZ
GREW TO 2 MILLION REGISTERED
LISTENERS IN LESS THAN 2 YEARS.

**THAT'S 2 NEW REGISTERED
USERS EVERY SECOND!**



TO DATE WE HAVE STREAMED OVER
190+ MILLION
HOURS OF MUSIC
TO ANZ EARS



OUR LISTENERS HAVE PERSONALIZED
THEIR STATIONS WITH
**90+ AUSSIE
AND KIWI
MILLION THUMBS**



OUR LISTENERS ENJOY MUSIC ACROSS NEARLY
29+ MILLION
PERSONALISED STATIONS



EVERYDAY WE STREAM
384+ THOUSAND HOURS
OF MUSIC WHICH IS
EQUIVALENT TO
**44 OF MUSIC
YEARS ACROSS
ANZ**



PEOPLE ENJOY
PERSONALIZED RADIO
EVERYWHERE WITH NEARLY
**75% OF MONTHLY
LISTENING**
DONE ON MOBILE AND OTHER
CONNECTED DEVICES

CHECK OUT OUR BLOG TO READ A PERSONAL
LETTER FROM OUR FOUNDER, TIM WESTERGREN.



Source: Pandora Internal Metrics, June 2014

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