

USER GUIDE

pandora AMP™

ARTIST AUDIO MESSAGING

Pandora Artist Audio Messaging (AAM) is a unique, effective tool for speaking directly to your fans as they interact with your music—both as they listen on Pandora and as they follow your social networks.

SPEAK TO YOUR FANS

— WHERE THEY'RE ALREADY LISTENING



WHAT IS ARTIST AUDIO MESSAGING?

Audio Messaging allows you to create short messages that play on Pandora as soon as listeners launch your station or before/after any of your songs. These messages are a great way for you to connect to your fans with specific content and promotions, and they provide an intimate window into your music. In some cases, the audio messages you create can be shared to social to broaden their reach and pull even more fans into a listening experience on Pandora.

WHAT ARE CAMPAIGNS?

When an Artist Audio Message is created, it automatically launches a Campaign. A single Campaign can include multiple AAMs and/or Featured Tracks to support new music or live events. Campaigns including multiple elements can uniquely engage fans with your content. They also provide insightful data to help shape effective marketing strategies.

MESSAGE GUIDELINES

Artist Audio Messaging is a simple, organic tool to directly update your fans about what's important to you. Although these messages can be used to promote new music, videos, or tour dates, they shouldn't be thought of as advertisements. Instead, imagine you're speaking to a fan face-to-face.

Think of Artist Audio Messages as:

- Personal
- Conversational
- One-to-one, directed to the individual fan

Don't think of Artist Audio Messages as:

- Advertisements
- Focused on the mass market
- A general or impersonal statement

Recommended Message Topics

- Album or song releases
- Tour dates and ticket sales
- Thoughtful track intros/outros or behind-the-scenes stories
- New content on Pandora - Premieres, Mixtapes, etc.
- Thank you messages for fans as they listen to your station or to a particular song

Additional Message Guidelines

- Messages must be recorded by the artist
- Messages can be set to play before or after a specific track. If you don't indicate a specific track, the message will play as soon as a listener starts your station, or before or after any of your tracks on any station.
- Music beds are not allowed behind the voice-over
- Make sure the substance of your message matches the "call to action" / button destination
- Messages can be linked to a download store, a ticket sales site, an artist's webpage, a new video, or most other destinations
 - Messages are not allowed to link off Pandora to a streaming service, such as Spotify, Apple Music, or SoundCloud
- Explicit language is not allowed. This includes:
 - Sexually explicit / pornographic material
 - Hate speech
- Fans can hear the expression on your face. As you record your message, be upbeat, energetic, and smile if you're feeling it!

EDITING GUIDELINES

- The audio message should be less than 15 seconds long total
- All content must be clear and understandable to the listener
 - No distortion (clipping, “fuzzy/crunchy” sound)
 - No distracting background noise
 - Minimize room reverberation/echo
 - No choppy audio edits or glitch noises
- Audio should be “ready for air”
 - Multiple messages should be edited and uploaded to Pandora as separate files
 - Any silences should be removed
 - Must blend well into the volume and quality of songs on Pandora; An RMS level of around -17 is ideal

SCRIPT GUIDELINES

Pandora recommends the following structure for your Audio Message:

INTRODUCTION / UNIQUE LISTENER MESSAGE / CALL TO ACTION*

**if applicable*

Introduction

- Address the Pandora listener as if you were speaking directly to one person
- Identify who you are in your own voice and style
- Examples:
 - *Hey there -- this is Stonedog.*
 - *Hello hello hello... this is Stonedog.*
 - *This is Stonedog and you're listening to Pandora...*

Unique Listener Message

- Cater your message to your most engaged fans
 - By default, any fan who has created a station based on your music is eligible to hear your audio messages

- Messages can be broadcast on Pandora at three times:
 - At the launch of your artist station
 - Before or after any of your songs on any station
 - Before or after one specific song on any station
- Messages can include exclusive, “insider” info based on the type of message recorded. Some examples:
 - **New Music:** I’m so excited to share my new song, “Forever” with you. I wrote this song during some time off in the mountains, and you can actually hear a sample I recorded from the porch of my cabin in the middle of the night during the intro. I hope you like it!
 - **Buy Tickets:** What’s up, USA? We’re going to be on the road all summer playing songs from the new album and hanging out with you! Tap the screen to check out tour dates and exclusive VIP packages only for Pandora listeners.
 - **New Video:** You just heard my new single, “Forever.” We just released the music video, and it’s my favorite one we’ve ever done. Tap the screen to watch!
- **Boost engagement by encouraging fans to thumb up the music they like:**
 - You’re about to hear my new single “Forever.” If you like it, give it a thumbs up, then tap the button on your screen to download it for free from my website!
- **Note: Do not reference your own artist station by name.** When thanking fans for listening to your music, please thank them for listening on Pandora, rather than specifically on your artist station, as a listener may hear your audio message alongside your song on a different artist station
 - i.e. **DO NOT say** “Thanks for listening to Stonedog radio”

CALL TO ACTION (CTA)

- If the message includes a call to action, the audio message should reference the step the listener can take, based on the type of message:
 - **Buy Tickets:** Tap the button on your screen to buy tickets now.
 - **New Music:** Tap the button on your screen to pre-order our new album today.
 - **New Video:** Tap the button on your screen to watch the new video now.

AUDIO SPECIFICATIONS

We are able to accept many common audio formats for audio messages. File types, quality requirements, and other audio guidelines are detailed below.

File Types

- We **can** accept .wav, .aif, .mp3, .mp4, and .m4a
- We **cannot** accept .wma, .aac, and .flac

Audio Quality

- Uncompressed audio (.wav, .aif)
 - 16 bit, 44 kHz
- Compressed audio (.mp3, .mp4, .m4a)
 - Minimum: 128 kbps
 - Preferred: 320 kbps or higher

Volume Levels

- An RMS level of around -17 is ideal

USING THE SELF-SERVE PLATFORM

Artist Audio Messages are created and scheduled using the self-serve creation form found within AMP.

To create an Artist Audio Message:

- Log into AMP and click the blue plus (+) sign to the right of the header bar
- Click "Artist Audio Message" in the dropdown
- Your AAM will be automatically assigned the name "Message w/o Link," but you can create a custom name by typing in the field provided

Note: This title is not surfaced to listeners

Draft

Artist Audio Message: Message w/o Link ×

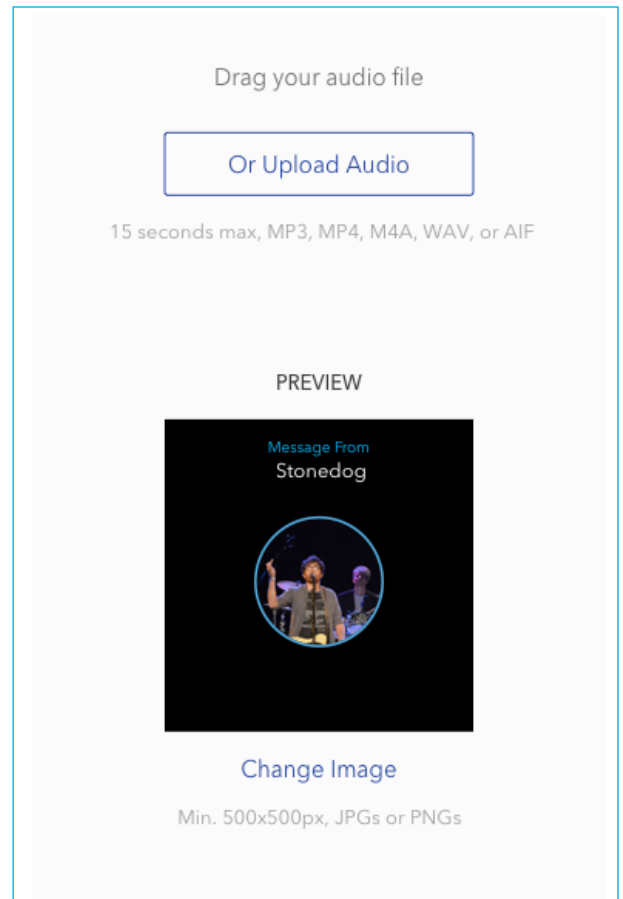
Connect with your fans by creating a brief audio message that plays when listeners launch your Pandora station or before/after they hear any of your songs.

To upload an audio message:

- Drag your audio file into the grey box on the left-hand side of your screen or click “Or Upload Audio” to select a file
- Audio files must be no longer than 15 seconds, and .mp3, .mp4, .wav, or .aif format

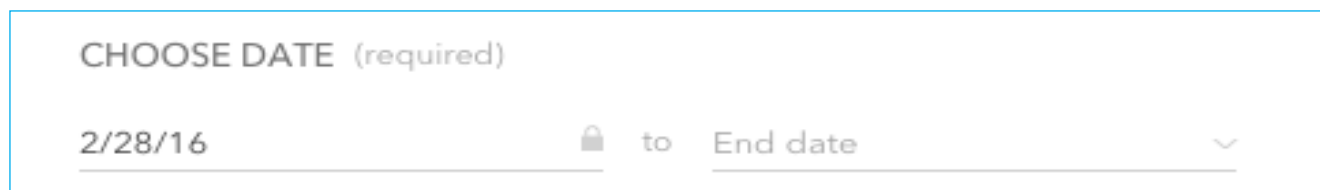
Preview:

- By default, the image that accompanies your AAM will be the artist photo we have on file
 - This image will be cropped to a circle
- To upload a different image, click “Change Image”
 - Images must be at least 500x500px and .jpg or .png format
 - This image will NOT be cropped to a circle and will fill the full field of the AAM
- The Preview field will update to reflect what your AAM will look like to listeners



Choose start and end dates for your AAM to run:

- Start date must be later than today
 - Please allow 4 days for approval before a message is set to begin airing
- End date must be no later than one year after the start date



Optional: Choose a track to accompany your message:

- By default, messages will play upon launch of the artist’s station or before or after any of the artist’s tracks
 - If your message does not reference a specific track, there is no need to attach that message to a specific track
- If you wish to have your message play before or after a specific track by the artist, select the appropriate option from the dropdown under “Choose Track to Accompany Message”
 - After selecting “Before a specific track” or “After a specific track” from the dropdown, begin typing the track name in the space provided, and select the track from the pop up list
 - Each track’s 7-day spin count will be surfaced in the pop up to help you identify your most popular tracks

CHOOSE TRACK TO ACCOMPANY MESSAGE

Before a specific track by Stonedog ▼

Type a track name here ▼

Optional: Create a call-to-action

- If you wish to include a call to action link with your message, type or paste the URL in the space provided under “Create A Call To Action”
 - A CTA button label will be created automatically
 - If you wish to change the button label, select a new label from the drop down
- Note: Messages CANNOT link to a competitive streaming service*

CREATE A CALL TO ACTION

Something to promote? Type or paste a URL here to make a button.

Choose a button label ▼

Optional: Target your message

- By default, messages will play in all US, AUS, and NZ markets
- If you wish to have your message play only in a specific market or markets, select “Play this audio message only in some markets” from the dropdown under “Localize It”
 - To select a specific market, begin typing the market or city name in the space provided and select the appropriate marketing from the pop up
 - You can target up to 5 of the 210 US DMAs per message

Note: Geo-targeting is currently only available in the US

LOCALIZE IT

Play this audio message everywhere ▼

Choose specific markets here to target your listeners by location. ▼

Complete Campaign Information

- Creating an audio message creates a Campaign
- Name your Campaign in the Title field provided - if you do not name your campaign, a name will be automatically generated for you

To publish your Campaign, click “Post Campaign”

- Alternately, click “Save as Draft” to return to your campaign later for further editing and publishing

Campaign Title

We've given your campaign a title automatically, but you can edit it here.

TITLE


Title goes here

- To add more elements to your campaign, including additional Artist Audio Messages or Featured Tracks, click the blue plus sign (+) to the right of the header (at the top of your screen).

MESSAGE SHARING

You can now share audio messages from Pandora using a URL that automatically plays your message and launches your station when it's clicked. This broadens the message's reach, drives traffic to your Pandora station, and increases your overall Pandora audience.

An AAM is shareable if it's active and is not set to play with a specific track. A share link will be automatically generated and displayed under shareable AAMs in the Live section of the Campaign under the Campaigns tab in AMP. Quick hyperlinks to share on Facebook and Twitter will be provided. You can write your own post to accompany the link or use the auto-generated text provided. If an AAM isn't shareable, a share URL will not appear.

Dec 24, 2015 - Jan 5, 2016				
	WIDO tour markets	Listeners	Listeners from Social	Visited link (CTR)
	1-5 Artist Message	51,100	103 74 added your station	4.66% 1,493 clicks / 32,060 views
Show More				

A notification will be sent when a shareable message goes live for the first time.

REPORTING

You can find real-time performance metrics and live campaign updates in the Feed under the Activity tab in AMP.

Performance metrics for all campaigns can be viewed under the Campaigns tab. You can sort campaigns by status (All, Live, Draft, Complete) using the menu on the right. Campaigns will be listed in the center panel, sorted by when they were last edited.

Clicking on any campaign will open detailed performance metrics for that campaign, broken out by campaign element. The following stats are displayed for Artist Audio Messages (see image above):

- Listeners: The number of unique listeners who have heard this AAM
- Listeners From Social: The number of unique listeners who have visited the share URL
 - In the caption, “X added to your station” indicates the number of listeners that created your Pandora artist station for the first time as a result of visiting the share URL
- Visited Link (CTR): The click through rate, calculated by the number of clicks divided by the number of visual impressions. *Note: This is only reported for messages that include a call to action*
- Clicking “Show More” will reveal data graphs over a set time period. Data graphs can be created for Unique Listeners, Listeners from Social, and Message Views vs. Message Clicks over a period of:
 - 1 Day
 - 1 Week
 - 1 Month
 - 3 Months
 - 1 Year
 - All-Time

Note: Click “Edit Campaign” to the right of the header when viewing the Campaigns tab to easily update existing campaigns.

HOW TO GET HELP

Support is available at ampplaybook.com/help for all questions regarding message content, recording criteria and product features.