

NEXT BIG SOUND

ABOUT NEXT BIG SOUND

The primary mission for Next Big Sound at Pandora is to empower music makers to make informed decisions using data from Pandora and major social and video streaming platforms. At the heart of this mission is a powerful analysis platform that puts this data into context and provides meaningful benchmarks to help drive artists' careers and market their music.

In addition to the analysis platform, Next Big Sound offers engaging industry content—including in-depth, data-driven blog posts, as well as Billboard and Pandora Charts. These can be viewed and shared freely without creating an account on Next Big Sound.

WHEN TO USE NEXT BIG SOUND

Whether you're pushing a new record, planning a tour, setting your marketing goals, or just working to better engage your fanbase, Next Big Sound can provide you with detailed, timely information about who and where your fans are and how they're engaging. Evaluate your marketing success by tracking your development relative to industry benchmarks, target your most passionate fans by analyzing your Pandora and social data, and put artist and record performance into context with Next Big Sound's valuable, industry-wide perspective.

QUESTIONS?

Please visit ampplaybook.com/help for all questions regarding Next Big Sound. Or:

- Visit the Next Big Sound Help Center: help.nextbigsound.com for FAQ's and detailed walk-throughs of the most common and useful workflows in Next Big Sound.
- Questions about metrics? Visit: nextbigsound.com/glossary