

# Pandora

Business



Pandora. com Pandora. com is an interactive online free radio station that operates on a social media platform where registered users listen to new and old songs from a collection of the famous and unknown hits. The website provides artist from various countries and music genres to have a virtual audience that request the songs and create a personal station to play personal music preferences (Pandora. com n. p.). The primary operation of the website uses the Music Genome Project initiated in 2000 with a basic objective of promoting the music and comedy industries. Specifically, the company achieves this through the provision of up-to-date music, drama, and related discussion such as a live performance on the company blog. The blog and the ‘ Submit your Request’ platforms within the website allow users to create free online profiles to participate in discussions (Pandora. com n. p.). The personalized station established the Music Genome Project allows the users to edit or refine the content to fit the personal change in music taste and preferences.

The interactive feature on the Pandora. com website characterizes it as a social media platform. The social media is an online phenomenon that supports connectivity and interaction, as well as encouraging contributions and feedbacks on online topics from the members and users of the virtual community (Pandora. com n. p.). The essential features of the social media include connectedness, participation, openness, and conversation. The Pandora. com supports these characteristics through the blog where users post and contribute to the articles on various topics.

Another unique and primary feature of the social media is the user-created and maintained an online profile that facilitate digital dialog. Although Pandora. com does not have an intensive and user-enabled profile like <https://assignbuster.com/pandora/>

Facebook, it has a platform that supports online contribution and commenting on the available topics (Pandora. com n. p.). The Pandora. com internet community has a common interest in music and comedy categorizing the website as a specified social media that confines its engagement within the entertainment industry.

#### Works Cited

Pandora. com. " Pandora Internet Radio - Listen to Free Music Youll Love."

Pandora. Pandora, 2015. Web. 6 Apr. 2015. .