

# Pandora Media, Inc. (USA): Market Research Report

https://marketpublishers.com/r/P094144546FEN.html

Date: January 2015

Pages: 160

Price: US\$ 3,500.00 (Single User License)

ID: P094144546FEN

## **Abstracts**

This report presents quick facts about Pandora Media, Inc., which is principally involved in Internet Radio Business. Illustrated with 154 tables, the report showcases the company's recent news stories and events, sales performance, key markets and market position as against its competitors operating in the industry.



## **Contents**

- 1. COMPANY SNIPPETS
- 2. MAJOR PRODUCTS AND SERVICES
- 3. SALES DATA

**Table 1.** Pandora Media, Inc.'s Sales by Business Segment Worldwide (2013-2014) in Percentage for Advertising, Subscription and Others

- 4. COMPETITION BY DIVISION
- 5. MARKET OVERVIEW

Advertising

**Table 2.** Advertising Market by Region Worldwide (2014) - Percentage Breakdown by Value for Asia, Europe, Latin America, United States and Others

**Table 3.** Advertising Market by Country Worldwide (2014) - Percentage Breakdown for Argentina, Australia, Brazil, China, Colombia, Germany, Hong Kong, India, Indonesia, Japan, Russia, UK, USA, and Others

**Table 4.** Advertising Market by Medium Worldwide (2014) - Percentage Share Breakdown by Value Sales for Cable TV, Digital (Internet & Mobile), Directories, Local TV (ex. Cable), Magazines, National TV (ex. Cable), Newspapers, Outdoor and Radio

**Table 5.** Advertising Market by Segment Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for Online Advertising, Online Display, Rich Media, Video Advertising, Socially-Enabled Advertising, and Others

**Table 6.** Global Marketing/Advertising Automation Market (2014) in US\$ Million

**Table 7.** Advertising Market by Category in Australia (2014) - Percentage Share Breakdown by Value Sales for Cinema, Metro TV FTA, Online, Outdoor, Print (ex-



directories), Print directories, Radio and Others (Includes Regional TV - FTA, and Subscription)

**Table 8.** Advertising Market by Channel in Australia (2014) - Percentage Share Breakdown by Value for Quokka, Radio, The West Australian (Including Magazines) and Others

**Table 9.** Advertising Market by Type in Australia (2014) - Percentage Share Breakdown by Value for Magazines, Metropolitan TV, Newspapers, Online, Radio, Regional TV, Subscription TV, and Others

Table 10. Advertising Market in Australia (2014) in A\$ Million

**Table 11.** Advertising Market by Segment in Australia (2014) - Percentage Share Breakdown by Value Sales for Magazines, Newspapers, Online, Radio and Others

**Table 12.** Advertising Market by Category in Brazil (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

**Table 13.** Advertising Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Catalogue/Direct Mail, Community Newspapers, Conventional Television, Daily Newspapers, Internet, Magazines, Mobile, Out-of-Home, Radio, Specialty Television, Yellow Pages, and Miscellaneous

**Table 14.** Advertising Market by Category in China (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

**Table 15.** Advertising Market by Medium in China (2014) - Percentage Share Breakdown by Value for Broadcast, Internet (Non-Video), Magazines, Mobile, Newspapers, Online Videos and Television

**Table 16.** Advertising Market by Medium in France (2014) - Percentage Share Breakdown by Value Sales for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and TV

**Table 17.** Advertising Market by Category in India (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

Table 18. Advertising Market by Media in Japan (2014) - Percentage Share Breakdown



by Value for Internet, Magazine, Newspaper, Radio, Television and Others

**Table 19.** Advertising Market by Segment in North America (2014) - Percentage Market Share Breakdown by Value Sales for Online Advertising, Online Display, Rich Media, Video Advertising, and Others

**Table 20.** Advertising Market by Category in Russia (2014) - Percentage Share Breakdown by Value Sales for Online Advertising, and Others

**Table 21.** Advertising Market by Segment in Russia (2014) - Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, TV, Cinema, and Others

**Table 22.** Advertising Market by Channel in Russia (2014) - Percentage Share Breakdown by Volume Sales for Mail. ru (excl. OK), OK, Radio (Russia), TV (Channel 1), TV (CTC Media), TV (NTV), TV (Russia), TV (TNT), Vkontakte, Yandex, and Others

**Table 23.** Advertising Market by Segment in Russia (2014) - Percentage Share Breakdown by Value Sales for Internet, TV, and Others

Table 24. Advertising Market in the US (2014) in US\$ Million

Digital Advertising

Table 25. Global Digital Video Ad Spend (2014) in US\$ Million

**Table 26.** Digital Video Ad Spend in the US (2014) in US\$ Million

**Table 27.** Digital Ad Spending by Segment in the US (2014) - Percentage Market Share Breakdown by Value Sales for Digital Video Ad Spend, and Others

**Table 28.** Virtual and Digital Goods Advertising Market by Web Sites Worldwide (2014) - Percentage Share Breakdown by Value for Facebook and Virtual and Digital Goods Websites

Internet Advertising



- **Table 29.** Global Internet Advertising (2014) in US\$ Million
- **Table 30.** Internet Advertising by Type Worldwide (2014) Percentage Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television
- **Table 31.** Spending on Advertising through Internet by Region Worldwide (2014) Percentage Market Share Breakdown by Value Sales for Asia-Pacific, North America, Western Europe, and Others
- **Table 32.** Spending on Advertising through Internet by Country Worldwide (2014) Percentage Market Share Breakdown by Value Sales for Australia, France, Germany, Japan, South Korea, UK, USA, and Others
- **Table 33.** Spending on Advertising through Internet by Country in Asia-Pacific (2014) Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others
- **Table 34.** Advertising through Internet Market by Segment in Canada (2014) Percentage Share Breakdown by Value Sales for Automotive, Entertainment, Financial/Insurance, Government, Media, Packaged Goods, Retail, Technology, Telecommunications, Travel/Leisure and Others
- **Table 35.** Spending on Advertising through Internet by Country in Central and Eastern Europe (2014) Percentage Market Share Breakdown by Value Sales for Czech Republic, Poland, Russia, Turkey, and Others
- **Table 36.** Internet Advertising Market in China (2014) in RMB Million
- **Table 37.** Internet Advertising (including Display, Mobile, Online Video) Market by Country in Europe (2014) Percentage Share Breakdown by Value for France, Germany, Italy, Spain, Sweden, UK, and Others
- **Table 38.** Spending on Advertising through Internet by Country in Latin America (2014) Percentage Market Share Breakdown by Value Sales for Argentina, Brazil, Chile, Colombia, Venezuela, and Others
- Table 39. Spending on Advertising through Internet by Country in North America (2014)
- Percentage Market Share Breakdown by Value Sales for Canada, and USA



**Table 40.** Spending on Advertising through Internet by Type in the US (2014) - Percentage Market Share Breakdown by Value Sales for Classifieds, Display, Internet Video, Rich Media, Paid Search, and Social Media

**Table 41.** Spending on Advertising through Internet by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value Sales for France, Germany, UK, and Others

Table 42. Internet Advertising in Western Europe (2014) in US\$ Million

Radio Advertising

**Table 43.** Spending on Advertising through Radio by Country in Asia-Pacific (2014) - Percentage Share Breakdown by Value for Australia, China, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, and Thailand

**Table 44.** Advertising through Radio Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Automotive, Entertainment, Financial/Insurance, Government, Media Promotion, Petroleum & Auto Parts, Restaurants, Retail, Telecommunications, Travel & Transportation and Others

**Table 45.** Spending on Advertising through Radio by Country in Central & Eastern Europe (2014) - Percentage Share Breakdown by Value for Croatia, Czech Rep., Greece, Hungary, Poland, Romania, Russia, and Turkey

**Table 46.** Spending on Advertising through Radio by Region Worldwide (2014) - Percentage Share Breakdown by Value for Asia Pacific, Central & Eastern Europe, North America, Western Europe, and Rest of World

**Table 47.** Radio Frequency (RF) Switch Shipments by Type Worldwide (2014) - Percentage Market Share Breakdown by Volume for Main Switch and Sub Switch

**Table 48.** Global Military Ground Tactical Radio Market by Value Sales (2014) - Percentage Share Breakdown for Bharat Electronics Limited, Exelis, Inc., Harris Corporation, Raytheon Company, Selex ES, Tadiran, Thales Group, Ultra Electronics Holdings and Others

**Table 49.** Spending on Advertising through Radio by Country in Middle East & North



Africa (2014) - Percentage Share Breakdown by Value for Argentina, Brazil, Latin America, Mexico, Puerto Rico, Saudi Arabia, and UAE (United Arab Emirates)

Table 50. North America Land Radio Market (2014) in US\$ Million

**Table 51.** Spending on Advertising through Radio by Country in North America (2014) - Percentage Share Breakdown by Value for Canada and USA

**Table 52.** Spending on Advertising through Radio by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for Local Radio, and Network Radio

**Table 53.** Spending on Advertising through Radio by Country in Western Europe (2014) - Percentage Share Breakdown by Value for Austria, Belgium, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Spain, Sweden, Switzerland, and UK

Media Advertising

**Table 54.** Global Spending on Media through Advertising (2014) in US\$ Billion

**Table 55.** Global Automotive Ad Spending through Media (2014) in US\$ Thousand

**Table 56.** Spending on Media by Region Worldwide (2014) - Percentage Market Share Breakdown by Value for Asia Pacific, Europe, Latin America, Middle East & Africa, and North America

**Table 57.** Advertising through Media Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Automotive, Dealer Automotive, Drug Products, Entertainment, Financial/Insurance, Food, Restaurants, Retail, Telecommunications, Travel & Transportation and Others

**Table 58.** Spending on Advertising through Major Media by Medium in France (2014) - Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

Table 59. Spending on Media through Advertising in France (2014) in £ Million

**Table 60.** Spending on Media through Advertising in Germany (2014) in £ Million



- **Table 61.** Spending on Advertising through Major Media by Medium in Germany (2014) Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television
- Table 62. Media & Entertainment Market in India (2014) in INR Million
- **Table 63.** Media and Entertainment Market by Category in India (2014) Percentage Share Breakdown by Value Sales for Animation & Visual Effects (VFX), Digital Advertising, Films, Gaming, Music, Out of Home (OOH), Print, Radio, and Television
- **Table 64.** Spending on Advertising through Media and Entertainment by Machinery and Equipment Manufacturers in India (2014) Percentage Market Share Breakdown by Value Sales for Digital Advertising, Out of Home (OOH), Print, Radio, and Television
- **Table 65.** Spending on Advertising through Major Media by Medium in Italy (2014) Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television
- **Table 66.** Spending on Advertising through Major Media by Medium in Spain (2014) Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television
- **Table 67.** Spending on Media through Advertising in Spain (2014) in £ Million
- **Table 68.** Spending on Media by Category in the UK (2014) Percentage Market Share Breakdown by Value for Cinema, Magazines, News Papers, Outdoor, Radio, Search & Online, and TV
- Table 69. Spending on Media through Advertising in the UK (2014) in £ Millions
- **Table 70.** Advertising Market by Media in the US (2014) Percentage Share Breakdown by Value Sales for Direct Media, Local Media, and National Media
- **Table 71.** Advertising Market by Media in the US (2014) Percentage Share Breakdown by Value Sales for Cable TV, Direct Mail, Directories, Local Broadcast TV, Magazines, National Broadcast, Syndicated TV, Newspapers, Outdoor, Radio, and Others
- **Table 72.** Direct Media Advertising Market by Medium in the US (2014) Percentage Share Breakdown by Value Sales for Direct Mail, Directories, Internet Yellow Pages,



Lead Generation, and Paid Search

**Table 73.** Spending on Advertising through Major Media by Medium in the US (2014) - Percentage Market Share Breakdown by Value Sales for Internet, Magazines, Newspapers, Outdoor, Radio, and Television

**Table 74.** Time Spent on Media by Adults in the US (2014) - Percentage Market Share Breakdown by Volume for Digital, Print, Radio, TV, and Others

**Table 75.** Local Media Advertising Market by Medium in the US (2014) - Percentage Share Breakdown by Value Sales for Local Broadcast Radio, Local Broadcast TV, Local Cable TV, Local Digital, Online Media, Local Newspapers, Local TV Political Advertising, and Outdoor

Table 76. Retail Ad Spending through Media in the US (2014) in US\$ Million

Table 77. Wireless Ad Spending through Media in the US (2014) in US\$ Thousand

**Table 78.** National Media Advertising Market by Medium in the US (2014) - Percentage Share Breakdown by Value Sales for Magazines, National Cable TV, National Digital, Online Media, National Newspapers, National Syndication, Network Broadcast TV English Language, Network Broadcast TV Spanish Language, Network, and Satellite Radio

Mobile Advertising

**Table 79.** Spending on Advertising through Mobile by Category Worldwide (2014) - Percentage Market Share Breakdown by Value for Display Ads in the US, International and Search Ads in the US

**Table 80.** Advertising through Mobile Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Automotive, Drug Products, Entertainment, Financial/Insurance, Media, Packaged Goods, Retail, Technology, Telecommunications, Travel/Leisure and Others

**Table 81.** Mobile Advertising Market in China (2014) in US\$ Million

Online Advertising



- Table 82. Global Online Advertisement Market (2014) in US\$ Million
- Table 83. Global Online Advertising Market (2014) in US\$ Millions
- Table 84. Global Online Advertising Spend (2014) in US\$ Million
- **Table 85.** Global Online Search Advertising Market (2014) in US\$ Million
- **Table 86.** Online Advertising by Segment Worldwide (2014) in Units for Mobile formats, Out of home, Print, Radio, Search, Social formats, TV, Video, and Others
- **Table 87.** Online Advertising Market by Region Worldwide (2014) Percentage Breakdown by Value for Asia-Pacific, Central and Eastern Europe, Latin America, Middle East and Africa, North America, and Western Europe
- **Table 88.** Spending on Advertising through Online by Type Worldwide (2014) Percentage Market Share Breakdown by Value Sales for Classifieds, Digital Video, Display Ads, Lead Generation, Mobile, Rich Media, Search, and Sponsorship
- **Table 89.** Online Search Advertising Market by Country Worldwide (2014) Percentage Share Breakdown by Value for US, and Others
- **Table 90.** Online Advertising Spend through Medium in Australia (2014) Percentage Breakdown by Value for Classifieds, Display, Search and Directories
- **Table 91.** Online Classifieds Advertising Market in Australia (2014) in A\$ Millions
- Table 92. Online Search Ads Market in China (2012-2017) in US\$ Million
- **Table 93.** Online Advertising Market by Segment in China (2014) Percentage Share Breakdown by Value Sales for Display, Paid Search, and Others
- Table 94. Online Advertisement Market in India (2014) in US\$ Million
- **Table 95.** Advertising through Internet by Category in the US (2014) Percentage Market Share Breakdown by Value Sales for Classifieds, Digital Video, Display/Banner Ads, Email, Lead Generation, Mobile, Paid Search, Rich Media and Sponsorship



**Table 96.** Advertising through Online by Type in the UK (2014) - Percentage Market Share Breakdown by Value for Online Classified, Online Display, Paid Search, and Online Other

**Table 97.** Online Advertising Market by Category in the US (2014) - Percentage Share Breakdown by Value for Classifieds / Auctions, Display Advertising, Lead Generation/E-mail, Mobile, and Search

**Table 98.** Online Advertising Market in the US (2014) in US\$ Million

**Table 99.** Online Real Estate Spending on Advertising by Medium in the US (2014) - Percentage Share Breakdown by Value Sales for Broadcast TV, Cable TV, Direct Mail, Newspapers, Other Print, Out of Home, Radio, and Others

**Table 100.** Online Search Ads Market by Company in the US (2014) - Percentage Share Breakdown for Google and Others

**Table 101.** Online Search Ads Market by Media in the US (2012-2017) in US\$ Million for Mobile and Others

Spending on Advertising

Table 102. Global Spending on Advertising (2014) in US\$ Million

**Table 103.** Spending on Advertising through Sector Worldwide (2014) - Percentage Share Breakdown by Value for Automotive, Consumer Electronics and Technology, Entertainment and Media, Food and Beverages (incl. Alcohol), Household Products, Personal Care, Pharmaceuticals, Restaurants, Retail, Telecommunications, and Others

**Table 104.** Spending on Advertising through Medium Worldwide (2014) - Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

**Table 105.** Spending on Advertising through Hispanic Media Worldwide (2014) - Percentage Market Share Breakdown by Value for Cable TV, Internet, Magazines, Network TV, Newspapers, Spot Radio and Spot TV

**Table 106.** Spending on Advertising by Region Worldwide (2014) - Percentage Market



Share Breakdown by Value Sales for Asia Pacific, Latin America, North America, Western Europe, and Others

**Table 107.** Spending on Advertising by Country Worldwide (2014) - Percentage Market Share Breakdown by Value Sales for China, Germany, USA, and Others

**Table 108.** Spending on Advertising by Segment Worldwide (2014) - Percentage Breakdown by Value Sales for Online, and Others

**Table 109.** Spending on Advertising through Medium in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

**Table 110.** Spending on Advertising by Country in Asia-Pacific (2014) - Percentage Market Share Breakdown by Value Sales for Australia, China, Japan, and Others

**Table 111.** Advertising through Out-of-Home Medium Market by Segment in Canada (2014) - Percentage Share Breakdown by Value Sales for Alcohol, Automotive, Entertainment, Financial/Insurance, Food, Media Promotion, Restaurants, Retail, Telecommunications, Travel/Leisure and Others

**Table 112.** Spending on Advertising by Country in Central and Eastern Europe (2014) - Percentage Market Share Breakdown by Value Sales for Poland, Russia, Turkey, and Others

**Table 113.** Spending on Advertising through Medium in China (2014) - Percentage Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

**Table 114.** Personal Computer (PC) Advertising Market in China (2014) in US\$ Million

**Table 115.** Spending on Advertising through Media in India (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

**Table 116.** Spending on Advertising through Print Media by Language in India (2014) - Percentage Market Share Breakdown by Value for English, Hindi, Tamil, Telugu, and Others

Table 117. Spending on Advertising by Country in Latin America (2014) - Percentage



Market Share Breakdown by Value Sales for Argentina, Brazil, Colombia, Mexico, and Others

**Table 118.** Spending on Advertising by Country in Middle East and Africa (2014) - Percentage Market Share Breakdown by Value Sales for Egypt, Kuwait, Pan Arab, Saudi Arabia, UAE, and Others

**Table 119.** Spending on Advertising by Country in North America (2014) - Percentage Market Share Breakdown by Value Sales for Canada, and USA

**Table 120.** Spending on Advertising through Media in the UK (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

**Table 121.** Spending on Advertising through Media in the US (2014) - Percentage Market Share Breakdown by Value for Internet, Print, Television, and Others

Table 122. Spending on Advertising through Media in the US (2014) in US\$ Million

**Table 123.** Spending on Direct Mail Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Addressed, and Unaddressed

**Table 124.** Spending on Advertising by Category in the US (2014) - Percentage Market Share Breakdown by Value Sales for Major Media, and Marketing Services

**Table 125.** Spending on Advertising through Cable TV in the US (2014) in US\$ Million

**Table 126.** Spending on Advertising through Network TV in the US (2014) in US\$ Million

**Table 127.** Personal Care Ad Spending through Media in the US (2014) in US\$ Thousand

Table 128. Beverages Ad Spending through Media in the US (2014) in US\$ Thousand

Table 129. Spending on Advertising through Cinema in the US (2014) in US\$ Thousand

**Table 130.** Spending on Advertising by Sector in the US (2014) - Percentage Breakdown by Value Sales for Traditional, and Digital



**Table 131.** Spending on Advertising by Country in Western Europe (2014) - Percentage Market Share Breakdown by Value Sales for France, Germany, Italy, Spain, Switzerland, UK, and Others

**Table 132.** Spending on Advertising through Medium in Western European (2014) - Percentage Market Share Breakdown by Value for Cinema, Internet, Magazines, Newspapers, Outdoor, Radio and Television

Music

**Table 133.** Music Market in France (2014) in € Thousand

**Table 134.** Music Market by Type in the US (2014) - Percentage Share Breakdown by Value Sales Digital Music and Non-Digital (Physical) Music

**Table 135.** Music Market by Category in the US (2014) - Percentage Share Breakdown by Value Sales for Digital Non-Streamed Music, Digital Streamed Music and Non-Digital (Physical) Music

**Table 136.** Music Market by Category in the US (2014) - Percentage Share Breakdown by Value for Downloads, Physical Format, Subscription & Streaming and Others

**Table 137.** Digital Music Market by Type in the US (2014) - Percentage Share Breakdown by Value Sales Digital Non-Streamed Music and Digital Streamed Music

**Table 138.** Digital Music Market by Format Worldwide (2014) - Percentage Share Breakdown by Value for Ad-Supported Streams, Downloads, Mobile, Subscriptions and Others

**Table 139.** Streaming Music Services Market by Category in the US (2014) - Percentage Share Breakdown by Value for Non-Subscription on Demand, Streaming Radio and Subscription

**Table 140.** Music Streaming/Subscription Market by Category Worldwide (2014) - Percentage Share Breakdown by Value for Digital, Performance Rights, Physical Format and Synchronisation

#### 6. COMPETITIVE LANDSCAPE



## Advertising and Marketing

**Table 141.** Market Shares of Leading Advertising and Marketing Providers Worldwide (2014) - Percentage Market Share Breakdown by Value for Dentsu Aegis Network Ltd., Havas Media Group, Interpublic Group Plc, Omnicom Group, Inc., Publicis Groupe, and WPP Plc

**Digital Advertising** 

**Table 142.** Market Shares of Leading Digital Advertising Companies in Japan (2014) - Percentage Breakdown by Value for Asatsu-DK, Inc., Dentsu, Inc., Hakuhodo, Inc. and Others

**Table 143.** Market Shares of Leading Digital Display, Rich Media, Video Advertising Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Facebook, Inc., Twitter, Inc., and Others

**Table 144.** Market Shares of Leading Display Advertising Companies by Value Sales in Russia (2014) - Percentage Breakdown for Mail. Ru Group, Yandex, and Others

**Table 145.** Market Shares of Leading Domestic Display Advertising Companies in the US (2014) - Percentage Breakdown by Value for AOL Inc., Facebook. com, Google, Yahoo! Inc., and Others

Land Radio

**Table 146.** Market Shares of Leading Land Radio Companies by Value Sales in North America (2014) - Percentage Breakdown for EF Johnson Technologies Inc., Harris Corp., Icom America Inc., Kenwood U. S.A. Corp., Motorola Solutions Inc., Tait Communications and Others

Land Mobile Radio

**Table 147.** Global Land Mobile Radio Market by Value Sales (2014) - Percentage



Share Breakdown for Airbus Group (EADS), E. F. Johnson Company, Harris Corporation, Hytera, ICOM, Inc., Kenwood Corporation, Motorola, Inc., RELM Wireless Corporation, Tait Communications and Others

Media Ad Spending

**Table 148.** Market Shares of Leading Insurance Providers Advertising Spending through Media in the US (2014) - Percentage Breakdown by Value for Aflac Incorporated, Allstate Corporation, American Family Mutual Insurance Company, Government Employees Insurance Company, Liberty Mutual Group, Nationwide Mutual Insurance Company, Progressive Corporation, State Farm Mutual Automobile Insurance Company, UnitedHealth Group, Inc., Zurich Insurance Group Ltd. and Others

**Table 149.** Market Shares of Leading Media Ad Spending Retailers in the US (2014) - Percentage Breakdown by Value for Best Buy Company, Inc., Gap, Inc., The, Home Depot, The, J. C. Penney Company, Inc., Kohl's Corporation, Lowe's Companies, Inc., R. H. Macy & Co., Sears Holdings Corporation, Target Corporation, Wal-Mart Stores, Inc., and Others

Mobile Display Advertising

**Table 150.** Market Shares of Leading Mobile Display Advertising Companies by Value Sales Worldwide (2014) - Percentage Breakdown for Apple, Inc., Google, Inc., Millennial Media, and Others

Online Advertising

**Table 151.** Market Shares of Leading Online Advertising Companies Worldwide (2014) - Percentage Breakdown by Value Sales for Facebook, Inc., Google, IAC/InterActiveCorp (IAC), Microsoft Corporation, Twitter Inc., Yahoo! Inc., and Others (Includes AOL, Inc., Pandora, LinkedIn, Millenial Media)

Music

Table 152. Market for Music by Country Worldwide (2014) - Percentage Share



Breakdown by Value Sales for Australia, Brazil, Canada, France, Germany, Italy, Japan, Netherlands, United Kingdom, United States and Others

**Table 153.** Market Shares of Leading Music Companies Worldwide (2014) - Percentage Breakdown by Value for EMI Group Limited, Solar Music GROUP, Universal Music Group and Warner Music Group

### 7. COMPANY FACTS

**Table 154.** Pandora Media, Inc.'s Advertising Market by Category in the US (2014) - Percentage Share Breakdown by Value for Mobile Display Advertising, Online Display + Video + Rich Media Advertising and Radio Advertising

#### **8. RECENT INDUSTRY DEVELOPMENTS**



### I would like to order

Product name: Pandora Media, Inc. (USA): Market Research Report
Product link: <a href="https://marketpublishers.com/r/P094144546FEN.html">https://marketpublishers.com/r/P094144546FEN.html</a>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

## **Payment**

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <a href="https://marketpublishers.com/r/P094144546FEN.html">https://marketpublishers.com/r/P094144546FEN.html</a>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <a href="https://marketpublishers.com/docs/terms.html">https://marketpublishers.com/docs/terms.html</a>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970