



GUIDE TO

**PANDORA &
SOUNDCLOUD**

PROGRAMMATIC PRODUCTS

AUDIO and VIDEO PMPs

PANDORA/ SOUNDCLOUD OFFERING

**PRIVATE
MARKETPLACE**

Pandora & Soundcloud's Premium
Audio and Video Inventory

Data-Rich
Audience Targeting

Customized Deal IDs

Support for Programmatic
Guaranteed, Preferred Deals,
and Private Auctions



PANDORA VIDEO

PREMIUM ENVIRONMENT

Stand alone video ad, not delivered in a pod of video ads

USER INITIATED

Served upon skips and station changes

AD FORMAT

Any length up to :30. Skippable after :15.
Static companion 300x250 (mobile/web)
or 300x600 (web)

TERRITORY

U.S.A. Only

PUBLISHER

Pandora and Soundcloud available

O V E R V I E W
2 0 2 0

PLATFORMS

Pandora & Soundcloud: Desktop, Mobile In-App, Tablet. Soundcloud desktop not supported

TARGETING

ROS and Pandora Proprietary Data

SPEND GUIDANCE

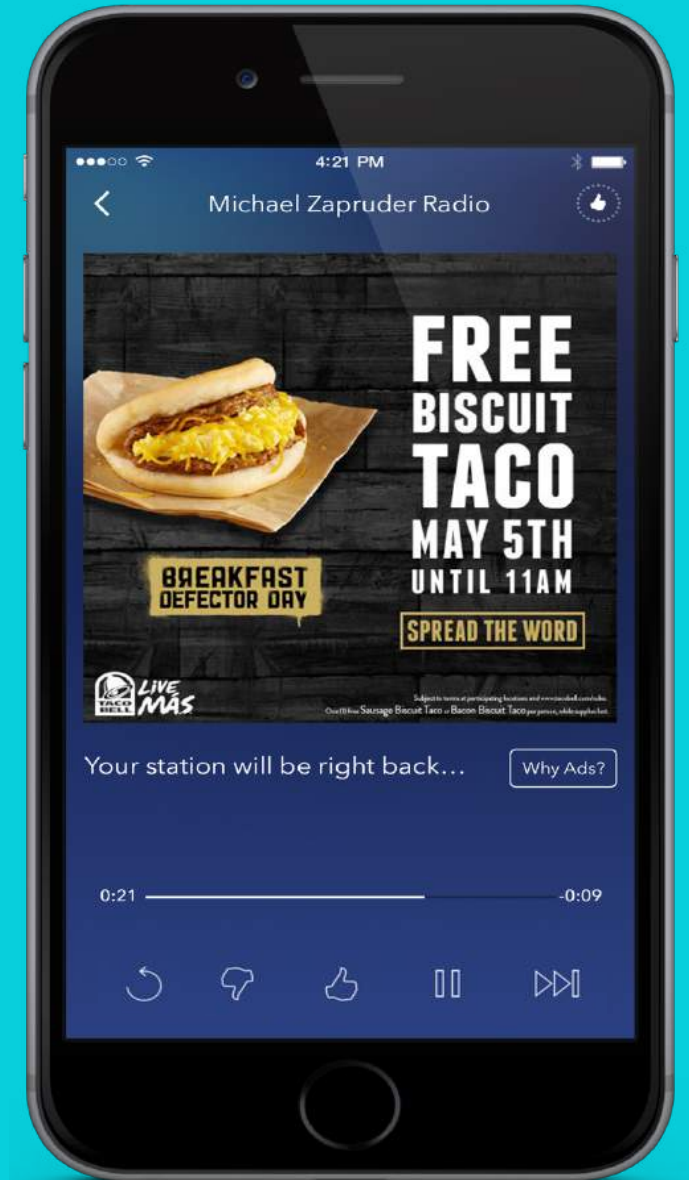
\$20k/month - PA | \$30k/month - PD & PG

DEAL TYPES

Private Auction (PA), Preferred Deal (PD), Programmatic Guaranteed (PG)

SUPPLY SIDE PLATFORM

Google AdX/AdManager only



VIDEO CAMPAIGN SET UP

BEST PRACTICES

CHECK LIST

- ✔ Utilize OM SDK wrapped VAST tags provided by measurement vendor for post-bid tracking
- ✔ Creative and tags must be SSL compliant, AdX approved
- ✔ Creatives must be VAST compliant / VPAID not accepted
- ✔ Send click-through URLs to be whitelisted (if directing to a non-brand landing page)
- ✔ Remove pre-bid filters (e.g. viewability, bot, brand safety)
- ✔ Set bid above the CPM floor (include buy side platform fees)
- ✔ Confirm client not optimizing to video clicks (not tracked)
- ✔ Make sure to include Pandora/Soundcloud App Bundle IDs are whitelisted
 - **Pandora:** iOS: “com.pandora” and “284035177” Android: “com.pandora.android”
 - **SoundCloud:** iOS: “com.soundcloud.TouchApp” and “336353151” Android: “com.soundcloud.android”



VIDEO CREATIVE SPECS

Pandora and Soundcloud video specs

| | Mobile | Web |
|----------------------|--|--|
| 16:9 Aspect Ratio | Min width: 480 Max width: 1280 Min height: 270 Max height: 720 <i>Aspect ratio is not VAST compliant, creative dimensions must be pixels</i> | 854x480 |
| 4:3 Aspect Ratio | | 640x480 |
| Max File Size | 50mb | 50mb |
| Bit Rate | 96 - 4500 | |
| Max Video Frame Rate | 24 fps | 24 fps |
| Source Video Format | .mp4 | Uncompressed .mov, .avi, .mp1, .mp4 |
| VAST Support | Mobile VAST 3.0 | Web VAST 3.0 |
| VPAID Support | No | VPAID 2.0 |
| Companion Banner | Optional Static 300x250 | Optional Static 300x250 Static 300x600 |
| Max Video Length | 30 sec | 30 sec |



PANDORA & SOUNDCLOUD

AUDIO

O V E R V I E W
2 0 2 0

PREMIUM MARKETPLACE

Audiences at scale in a personal format

AD FORMAT

Audio - :15 or :30 second non-skippable

Mobile - 300x250 (Pandora only options also (640x640 or 1080x1080)

Web - 500x500 (Pandora only options 300x600 or 300x250)

PLATFORMS

Desktop, Mobile In-App

TARGETING

ROS/ Pandora's proprietary data

SUPPLY SIDE PLATFORM

Adswizz audio only SSP - AudioMax

PRODUCT STATUS

Close Beta Q4 20

SPEND GUIDANCE

\$25k a month

DEAL TYPES

Preferred Deal and Private Auction

AUDIO COMPLETION

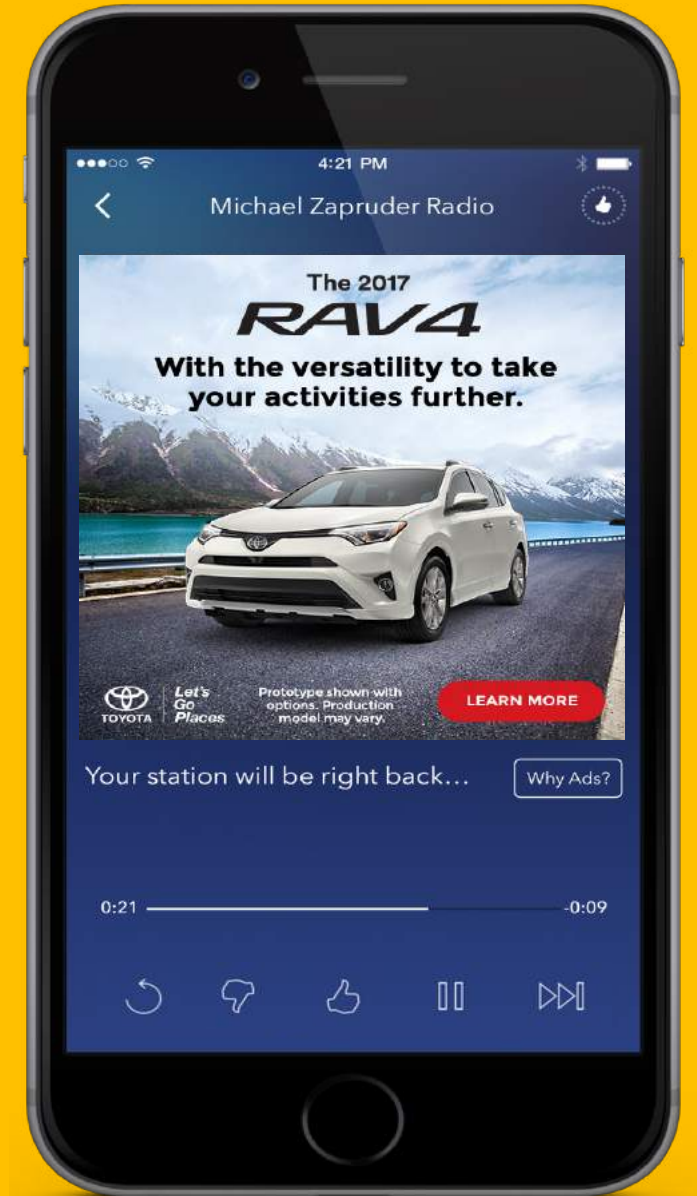
Listen through rates captured by SSP/DSP

CPM PRICING

Connect to Pandora Sales for rates

AUCTION SPECS

1st Price Auction /2nd Price supported

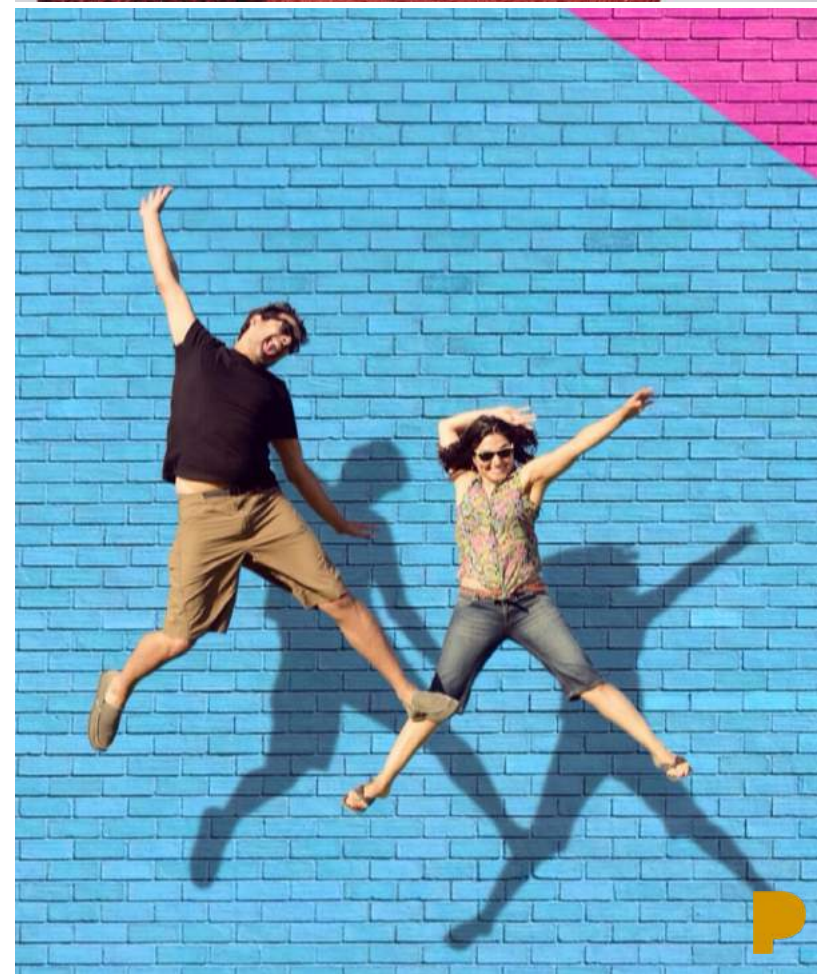


AUDIO CAMPAIGN SET UP

BEST PRACTICES

CHECK LIST

- ✔ Audio creatives must be SSL compliant/Companions static only
- ✔ 3rd party or client CRM data may limit scale. Consult Pandora rep on est. impressions
- ✔ Min required buy-side frequency capping per user 1 per hr/5 per day/15 per week
- ✔ Third party measurement and brand study enablement not yet verified with all vendors. Consult with Pandora rep for details.
- ✔ Clients must provide creative (3P tags, sound file, image, landing page) prior to launch
- ✔ Confirm client not optimizing to companion impressions
- ✔ Make sure to include Pandora/Soundcloud within any whitelists
 - **Pandora:** iOS: "com.pandora" and "284035177" Android: "com.pandora.android"
 - **SoundCloud:** iOS: "com.soundcloud.TouchApp" and "336353151" Android: "com.soundcloud.android"



AUDIO CREATIVE SPECS

Same creative specs for Pandora and Soundcloud

| | Mobile (iOS, Android) | Web |
|--|--|---|
| Audio File | Audio Length: :15, :30 (non-skippable) Format: MP4 recommended Bit rate = 128 kbit/s Max file size: 2.2MB | Audio Length: :15, :30 (non-skippable) Format: MP3 Bit rate = 128 kbit/s Max file size: 2.2MB |
| Static Companion Banner | Pandora: Up to one companion ad with two dimension options offered: Responsive 1x1 (preferred) <i>or</i> Standard 300x250 Soundcloud: Up to one companion ad: Either 500x500 <i>or</i> Standard 300x250 | Pandora: Up to two companion ads (Tile <i>and</i> Right-hand-rail); 500x500 Tile Banner (displayed where album artwork is Soundcloud: One companion only 500x500 |
| Dimensions | 1x1 = 640x640 (min recommended), 1080x1080 (max recommended). Or 300x250 (secondary option if 1x1 not available) | 500x500 tile banner, 300x600 or 300x250 (appears on the rail) |
| Static Format | .jpg, .gif | .jpg, .gif |
| 3rd Party Tag Formats | Standard, Javascript | Standard, Javascript |
| Max Initial/Polite File Size Load | 100kb | 100kb |
| Animation | No | No |
| Expanding | No | No |



MARKET TYPES & DATA ENABLEMENT

PRIVATE AUCTION

Floor CPM
Non-guaranteed inventory
Second-priced auction

PREFERRED DEAL

Flat CPM
Non-guaranteed inventory
First look before private auction

PROGRAMMATIC GUARANTEED

Video, Display PMP only
Guaranteed Inventory
Flat CPM

RUN OF SITE

FIRST PARTY DATA

Target all Pandora and Soundcloud users with premium 1st party data and/or layer your client CRM segments that have been matched to Pandora users for specialized targeting



BEST PRACTICES FOR INCOMING LEADS

ALL INVENTORY: SOUND CLOUD & PANDORA

To help facilitate the sales process send all leads for either or both Pandora or Soundcloud inventory to Pandora Sales directly. When doing so please ask your teams to collect the following information:

CAMPAIGN SET UP INFO

- Agency and Holding Co.
- Client
- Budget
- Flight dates
- KPIs
- Confirm US Territory
- Targeting Parameters
- Frequency Capping
- Requested 3rd Party Ad Tech Inclusion (e.g. Measurement)

SALES LEAD EMAIL

Programmatic-sales@pandora.com



FAQS FOR PMP ENABLEMENT

What is the SLA for gathering estimated impression avails for Pandora and Soundcloud inventory?

Pandora teams will require 24 -48 hours to properly assess campaigns and deliver estimated inventory availability.

What is the SLA for the Audio creative review?

All creatives for both Pandora and Soundcloud must be provided to Pandora for review 3-5 days pre launch. Any changes to creative during flight must be submitted for further review.

What types of 1st party audiences can Pandora and Soundcloud provide?

Pandora has a rich data set that marries platform registration data with behavioral information to provide robust, on-platform targeting across a very large variety of metrics. First party data can be used to target geography, age and gender, demographic and, of course, music styles. First party Soundcloud data can be used to target a host of attributes including, Age & Gender, Geo and Content (genre, etc.),



FAQS FOR PMP ENABLEMENT

What are the rates for Pandora and Soundcloud PMPs?

Pandora & Soundcloud boast competitive rates for premium content. Pandora will honor existing agency renegotiated programmatic rates for all formats. For detailed pricing insights with clients that have not yet executed programmatically with Pandora please contact Pandora sales.

When are video ads run on the platforms?

Pandora's auto-play video is delivered upon user engagement (e.g. user changing the station or browsing artists) to ensure a listener is interacting.

Can Soundcloud or Pandora PMPs be combined?

Pandora offers our buyers the capability to have separate PMPs that target one publisher individually (i.e. only Soundcloud or only Pandora) as well as the ability to target both publishers with one PMP deal.

How do Pandora and Soundcloud handle data privacy?

In order for Pandora to pass Mobile Ad IDs (MAIDS) for specialized targeting, we require a Data Rights Agreement be signed with the Agency and client to ensure our users information is not shared or compromised.



FAQS FOR PMP ENABLEMENT

What tactics does Pandora use to ensure inventory quality and measurement is accessible?

For mobile video, Pandora fully supports and has integrated the Open Measurement SDK (“OM SDK”) directly into our mobile app to offer viewability and fraud measurement from all vendors currently supporting the OM SDK, including: Integral Ad Science, DoubleVerify, comScore and Moat. Additionally, Pandora supports the industry-wide ads.txt and ads-app.txt initiatives. We have partnered with DSPs and supply sources to facilitate the enforcement of these ads.txt files to ensure transparency in our offering.

How can clients utilize the OM SDK solution for measurement of their video and display campaigns?

The current process is fairly lightweight and involves just trafficking a wrapped tag. The client should obtain a VAST URL from their third party ad server and then simply provide that URL to the Measurement vendor. The Measurement vendor will create a wrap the VAST tag with the OM SDK code and provide this back to the client. The client then traffics the tags through the DSP.



WHEN PANDORA PLAYS,
your message works.

