



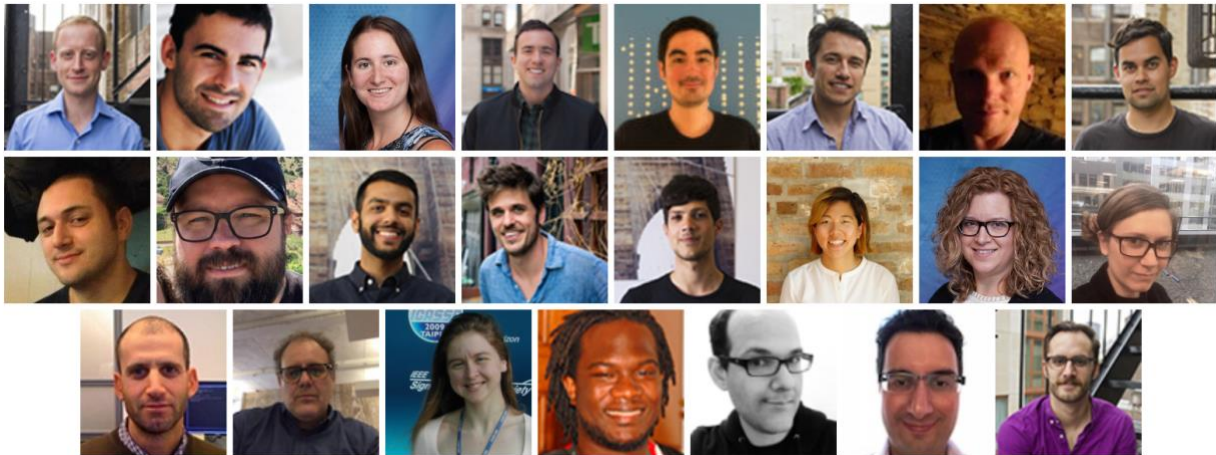
## Brittany

- Artist & Industry Insights at Next Big Sound | Pandora



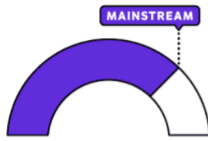
For me, music was always a hobby. I played the violin, I sang in chorus, I would listen to my favorite artists and try to go to shows... When I was 13 years old, the only jobs I knew were the jobs my parents or friends' parents had. I found that my skills in subjects like math and science actually translated to working with data. Today, I work with music data on Pandora's Next Big Sound team. I love my job, and I love that I can be at the intersection of music and technology. I'm grateful that this industry is welcoming to diversity and women which is part of what makes the music itself so interesting.

Brittany's team at Next Big Sound:



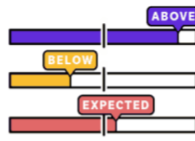
Brittany says: "Today you can have a real impact if you understand what other people are working on, how they work, and the language in which they're communicating. You can connect to creative musicians and their teams by using your skills in story-telling through analyzing and visualizing data to make a real difference."





**ARTIST STAGES**

We benchmark every artist, from Undiscovered to Epic, based on their social and streaming audiences.



**METRIC PERFORMANCE**

We make it easy to see how every artist is performing and visualize the growth of each metric.



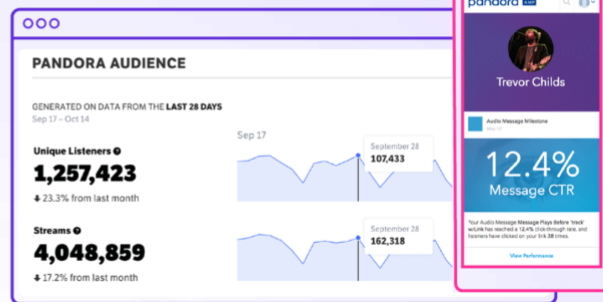
**AUDIENCE MAP**

We show you where your artist's fans are growing across the U.S when you connect Pandora AMP.

At Pandora's Next Big Sound group, Brittany helps enable the artist, the manager, or their team to make smarter decisions. The data helps the artist to quickly learn from their experiences. One example would be looking at geographic data: On Pandora's site, an artist can check out this map, see where people are listening to their music, and the artist can decide, "Here are the places where I have an audience, that's where I should play shows." Or maybe a newer artist wants to open for a bigger act. They can look at data and say "Hey, I'm trying to open up for you 'cause we noticed we actually have really similar audiences. That could be a really great fit." Or an artist can release songs without that additional promotional push and then use the data to inform decisions around where to promote their music next. An artist will just release a single and see what happens. If it is performing well, then oftentimes they try to build off of the momentum to keep getting engagement from fans and listeners since people are paying attention and already engaged.

## ENGAGE AND GROW FANS

Use Next Big Sound alongside Pandora AMP to connect with fans, promote your content, and grow your audience on Pandora.



Brittany said that one realistic thing about the Beats Empire game is that it shows how many different data points and how many different steps can be considered when an artist releases music... in this example, you need to sign an artist, you need to then record music with them and then you have a marketing plan. And like in the game, Brittany says "our team definitely visualizes data. We found that the visualizations are often something that everyone can understand" – whereas the data for the plays of just one song on Pandora might include hundreds of data points, no one can understand that with using a computer to organize and visualize the data. She says "there is an endless amount of data right now, and when people set out to track data, there's often so many possibilities that it's difficult to know what to actually focus on. Being required to prioritize what you actually want to look at in terms of data is very valuable, and I think it's a great thing that this game emphasizes."