

Why Pandora for Business

Falls Short for Multi-Location Brands

Pandora for Business might seem convenient, but partial licensing, drifting playlists, and limited control can cost your brand consistency and compliance.

Licensing Gaps and Confusion

- **Pandora for Business:** Operated by Mood Media with partial performance rights coverage.
- **What That Means:** You will not get sued for playing songs, but Pandora's library silently omits music from major artists not covered by SESAC.
- **Result:** Your playlists feel safe but incomplete. Many popular songs simply never appear, and your brand sound suffers.

Pandora for Business = Partial Coverage and Hidden Costs

- Covers ASCAP, BMI, and GMR but not SESAC
- Missing SESAC means fewer songs and artists, even if you do not notice it
- Algorithm-driven playlists drift over time, changing your store's sound
- Each location and zone requires its own hardware and license
- No centralized scheduling or oversight for multi-location brands

Custom Channels Builds Music for Business

- Fully licensed across all major PROs, including SESAC
- Wide, brand-safe music library updated daily
- Human-curated playlists that stay consistent and on-brand
- Centralized control for every location and zone
- In-store messaging and POS integration for timed promotions
- Reliable, U.S.-based support from people who know your setup

Best Practices for **Music For Business**

Smart brands look beyond coverage checkboxes. Choose a platform that:

- Delivers full PRO licensing so you never lose key artists
- Keeps music consistent and on-brand across all locations
- Syncs messaging and promotions with your POS for real-time updates
- Offers centralized control for music, messages, and schedules
- Provides scalable hardware and responsive in-house support