

pandora AMP™

FOR TICKETFLY





ENSURE EVERY ARTIST YOU BOOK IS USING AMP TO PROMOTE THEIR SHOW

Artist audio messages are an incredibly powerful and personal way for artists to promote their shows at your venue. Compared to live event promotions on social networks, these messages regularly show results 2-10 times stronger and are completely free for artists and their teams.

Here's what you need to do to make sure every show at your venue is promoted using an Artist Audio Message that plays to the artist's fans alongside their music on Pandora:

STEP 1 - PUT IT IN THEIR CONTRACT

Include in your agreements a requirement that all artists you book must promote their show with at least one Artist Audio Message. Depending on how far out the show is, there may be time for additional messages - for example, a "Just Announced" message, a general show promotion and a "Time's Running Out" message a few days before the event. Multiple messages can run simultaneously, and you can share some messages off of Pandora (via an auto-generated direct link) to increase reach.

Suggested language:

For Promoters:

Promoter will require each artist performing at a Ticketfly event to record an Artist Audio Message ("AAM") via AMPCast on the Pandora Artist Marketing Platform ("AMP"). Artists who are not currently registered on AMP, will be required to register at: amp.pandora.com/claim-artist in order to record an AAM. For more information on AMP, check out: <https://ampplaybook.com/>

For Venues:

Venue will require each artist performing at the Venue to record an Artist Audio Message (“AAM”) via AMPcast on the Pandora Artist Marketing Platform (“AMP”). Artists who are not currently registered on AMP, will be required to register at: amp.pandora.com/claim-artist in order to record an AAM. For more information on AMP, check out: <https://ampplaybook.com/>

STEP 2 - HAVE THEM CLAIM THEIR AMP ACCOUNT

- **Any artist you book that is currently spinning on Pandora is eligible for an AMP account.** If the artist’s team doesn’t already have AMP access, direct them to <https://amp.pandora.com/claim-artist> to claim their AMP account.
 - If they have verified Twitter credentials they will be automatically approved. If not, they may provide other proof of identity and our AMP Support team will approve their claim as quickly as possible.

STEP 3 - DOWNLOAD THE TOOLS

Once their AMP artist claim has been approved, they’ll immediately be eligible to access **AMPcast** via the mobile Pandora app. AMPcast enables artists to create and publish audio messages to play to their fans on Pandora and easily view their message performance metrics.

[Download Pandora for iPhone](#)

[Download Pandora for Android](#)

For more information on using AMPcast, visit <https://ampplaybook.com/ampcast/>

Note: If their music is released through a label, distributor, or aggregator with whom Pandora has a direct licensing deal, they are also entitled to the powerful AMP tools found at amp.pandora.com to manage integrated promotional campaigns including Artist Audio Messages and Featured Tracks.

Please direct all queries to amp-support@pandora.com

STEP 4 - EQUIP YOUR ARTISTS WITH TICKETING LINKS

All Artist Audio Messages can include a promotional link which creates a tappable button for listeners who hear the message on Pandora. Make sure the artists you book at your venue have the correct ticket purchase URL and custom tracking code so you can measure the effectiveness of their messages.

STEP 5 - GEO, GEO, GEO!

All Artist Audio Messages can be geo-targeted to up to five U.S. markets to ensure that the message is being heard by the most relevant fans who are most likely to purchase tickets.

THE GOLDEN RULE - MAKE IT PERSONAL

Thanks to the work of Pandora's **Music Genome Project**™, Pandora is able to ensure that Artist Audio Messages are played to the right fans at the moment when they're most engaged with the artist. This careful, contextual delivery makes audio messages much more effective than traditional radio "liners" and even paid promotional placements.

Work with the artists you book to craft messages infused with their own personality and sense of humor - something as simple as recounting a favorite memory about the city or venue can make all the difference. Personal, natural-sound messages will maximize effectiveness and sell more tickets!

Here are a few examples of exceptional messages for live events:

[Lush Boston Tour Message](#)

[Marian Hill Tour Message](#)