**As Teens Jump Ship, Pandora's CEO Strategizes Ways to Bring Listeners Back**

A survey from Piper Jaffray has found that teens are abandoning Pandora at a significant rate, delivering another blow to the company, whose stock price fell 25% after a dismal fourth quarter revenue forecast was released. CEO Robert Lynch says the company needs to investigate new forms of content, integration with voice-activated assistants and adding features to its ad-supported plans to better compete with other services.

***Business Insider 11/5/17***

<http://www.businessinsider.com/pandora-investors-should-be-scared-of-teen-usage-patterns-2017-11>