**Consumers Will Pay Big Money for Music Again**

Pandora now has 4 million paid subscribers. Pandora executives are expecting 9.5 million consumers to pay $4.99 per month by 2020 for its new Pandora Plus service. And, 11 million consumers to pay $10.00 per month by 2020 for its Premium service, which will be unveiled next month. If those goals are met, Pandora expects to be a $4 billion business by 2020.

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<http://radioink.com/2016/10/25/pandoras-big-bet/?utm_source=ActiveCampaign&utm_medium=email&utm_content=Will+Consumers+Pay+Big+Monthly+Fees+For+Music%3F&utm_campaign=10+26+Wednesday+Pandora>