**Pandora Launches On-Demand Premium Service**

Pandora has launched its on-demand Premium service, which pits it against competitors such as Apple Music and Spotify. The service costs $9.99 per month and will be made available to select users Wednesday, with a full rollout scheduled in coming weeks.

***USA Today 3/13/17***

<http://www.usatoday.com/story/tech/talkingtech/2017/03/13/pandora-debuts-premium--demand-music-tier/99093456/>