



Pandora Selects OpenText's Digital Asset Management Platform for Streaming Advertising

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Pandora to Originate and Manage More Than 35,000 Annual Audio and Display Ads with OpenText Media Management

WATERLOO, Ontario, April 11, 2019 /PRNewswire/ -- OpenText™ (NASDAQ: OTEX), (TSX: OTEX), the global leader in [Enterprise Information Management \(EIM\)](#), today announced Pandora, the largest streaming audio provider in the U.S., selected OpenText Media Management as the asset storage and management application for its audio and display advertising.



Powered by the [Music Genome Project®](#), Pandora delivers its users personalized music that continually evolves with their tastes. An important element of this customization is an intelligent media strategy. Providing advertisers with an engaging, targeted, scalable platform is an integral part of Pandora's business strategy. Hosted on AWS via [Risetime](#) managed services, and partnering with [Cyangate](#) on implementation services, [OpenText Media Management](#) will support the production and management of over 35,000 advertisements per year. Pandora is available on mobile, web and over 2,000+ CE devices.

"Pandora's creative team helps thousands of advertisers bring their brands to life on our unique platform and maintaining the quality and accessibility of our digital assets in a streamlined fashion is key to scaling our success," said Casey Baker, Pandora's Director of Advertising Creative Operations.

"When evaluating our options, OpenText Media Management stood out as a solution to manage creative assets through the entire lifecycle. Its robust customization capabilities and seamless systems integrations were critical in our selection process," Baker continued.

"Every customer touch point is critically important, including brand engagements and advertising," said OpenText SVP and CMO Patricia Nagle. "OpenText Media Management solutions enable efficient creation, review and distribution of assets, which Pandora has done a great job leveraging to uplift its advertising operations. It's a best-in-class solution for this demanding industry."

The digital media business is incredibly complex. With a huge volume of advertising assets, a streamlined process and the ability to search for and reliably access these assets is critical to keep up with demand. OpenText Media Management serves the entire enterprise by helping users extend business processes with digital media workflows and digital asset management (DAM) services for controlled access to digital media assets - inside and outside the firewall.

For more information on OpenText™ Media Management, click [here](#).

About OpenText

OpenText, The Information Company™, enables organizations to gain insight through market leading information management solutions, on premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit [opentext.com](#).

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