Nielsen Broadcast Data Systems (BDS) to Track XM Satellite Radio Airplay

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Washington D.C., June 24, 2003 -- XM Satellite Radio, the nation's leading satellite radio service, announced that Nielsen Broadcasting Data Systems (BDS) will begin tracking music played on XM Satellite Radio starting next month.

Record labels depend on Nielsen BDS for information about radio airplay. As the music industry's leading music-monitoring service, Nielsen BDS provides data that Billboard magazine uses to determine its airplay charts. XM Satellite Radio is the first and only satellite radio company to be monitored by Nielsen BDS.

Nielsen BDS will utilize its extensive computer technology to identify songs played on ten XM Satellite Radio channels 24 hours a day, 365 days a year throughout the United States. XM playlists, as monitored by Nielsen BDS, will be available to Nielsen BDS subscribers and included in its national airplay charts.

"BDS monitoring heralds a new stage in XM's growth and importance as our commitment to breaking artists can now be fully illustrated and documented to the music community," said Lee Abrams, chief programming officer for XM Satellite Radio. "The fact that BDS wants to track the songs played on XM is a great reflection of the impact that XM is making on radio listeners."

"Nielsen BDS is committed to providing meaningful information on music airplay whether from terrestrial radio or from any other significant delivery platform. XM's pioneering role in satellite radio and their overwhelming consumer acceptance makes it clear that their information will impact Nielsen BDS's services in a very positive way," said Rob Sisco, president of Nielsen Music and COO of Nielsen Retail Entertainment Information.
About XM Satellite Radio

XM is America's #1 satellite radio service. With more than 600,000 subscribers today, XM is on pace to have more than one million subscribers later this year. Whether in the car, home, office or on the go, XM's loyal listeners enjoy 101 digital channels of choice: 70 music channels, more than 35 of them commercial-free, from hip hop to opera, classical to country, bluegrass to blues; and 31 channels of premier news, sports, talk, comedy, kids, and other entertainment programming.

XM's strategic partners are leaders in the automotive, retail, consumer electronics and media industries. Currently available on 25 of General Motors' 2003 models, XM will be featured on 44 of GMs most popular models beginning later this year. Honda has announced it is making XM available on the Honda Accord, Honda Pilot and Acura RL, Acura TL and Acura MDX models. Toyota, Isuzu, Infiniti, Nissan, Audi and Volkswagen will offer XM to their customers. Consumers can also purchase XM's leading-edge car, home and portable audio receivers, including the critically acclaimed Delphi XM SKYFi Radio, at Wal-Mart, Best Buy, Circuit City and other major retailers nationwide. XM's strategic investors include General Motors, American Honda Motor Co. Inc., Clear Channel Communications, and DIRECTV. For more information about XM, visit our Web site at www.xmradio.com.

About Nielsen Broadcast Data Systems (BDS)

Nielsen Broadcast Data Systems (BDS), a division of Nielsen Entertainment, has been providing radio airplay data to record companies since 1989 and is regarded as the standard music monitoring service utilized by the music industry. Nielsen BDS is present in more than 128 markets and monitors more than 1100 radio stations as well as monitors music video channels MTV, M2, VH1, BET, CMT, and Great American Country 24 hours a day, 7 days a week and detects over 1 million songs weekly. Nielsen BDS currently houses one of the largest music libraries in the world recognizing more than 400,000 songs. In addition, Billboard and Billboard's Airplay Monitor magazines use Nielsen BDS data in the determination of their airplay charts.

Nielsen Entertainment, a division of VNU Media Measurement & Information, combines the resources of Nielsen Broadcast Data Systems (BDS), Nielsen EDI, Nielsen Entertainment Marketing Solutions (EMS), Nielsen NRG, Nielsen SoundScan, Nielsen VideoScan, Nielsen BookScan, and Nielsen ReelResearch to provide market information, creative testing, marketing solutions and analytical tools to the global entertainment industry. This includes measuring box office results; tracking radio station airplay; measuring music, video/DVD, and book sales; and providing specialized market research services for motion pictures and television programming. Collectively, these businesses have served the entertainment community for more than 80 years in 16 markets around the world. For more information visit www.nielsen.com/nielsen_entertainment.html.

Factors that could cause actual results to differ materially from those in the forward-looking statements in this XM
press release include demand for the company's service, the company's dependence on third party vendors, its potential need for additional financing, as well as other risks described in XM Satellite Radio Holdings Inc.'s Form 10-K filed with the Securities and Exchange Commission on 3-31-2003. Copies of the filing are available upon request from XM Radio's Investor Relations Department.

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