



NEWS RELEASE

Pandora Presents Sebastián Yatra Powered by Verizon

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Virtual concert features a hologram and immersive environment built on Verizon 5G Ultra Wideband and edge compute technologies

NEW YORK and OAKLAND – June 8, 2022 – Pandora and Verizon announced today that multi-platinum singer-songwriter Sebastián Yatra will perform an innovative virtual concert powered by Verizon's 5G Ultra Wideband network and mobile edge computing platform on Wednesday, June 15, starting at 8pm ET / 5pm PT. Fans can RSVP for the free event [HERE](#).

Pandora is utilizing pioneering content production technology at the Verizon 5G Lab in Los Angeles for this first-of-its-kind event. Working in collaboration with world-renowned XR production team, **Magnopus** (The Lion King, Pixar's Coco VR), Yatra performed on Verizon's XR virtual production stage and unique virtual environments were designed for each song, taking inspiration from Sebastián's music videos and iconic live performances - uniting both the physical and virtual worlds.

Yatra was 3D scanned using the volumetric capture studio at the Verizon 5G Lab, which will allow him to perform side-by-side with an AR hologram of himself for an iconic rendition of his hit song, "Tacones Rojas," all powered by Verizon 5G Ultra Wideband and edge compute.

Photos from the capture can be found [HERE](#).

The massive bandwidth and ultra-low latency that Verizon 5G Ultra Wideband and edge compute provide enables distributed rendering of assets like holograms to provide an immersive production experience combining



production camera feeds, near real-time virtual camera tracking, virtual 3D environments, the LED stage, and augmented reality foreground elements all in virtually real-time.

"The technology used in the Verizon 5G Lab to make this performance extra special was incredible. I never thought I'd perform with a hologram of myself," states Yatra. "Also, thank you to Pandora for bringing this event to my fans."

"We are thrilled to team up with Verizon to give fans a cutting-edge digital experience where music and technology meet," said Karina Montgomery, SVP of Strategic Solutions at SXM Media. "Pairing Verizon 5G technology with Pandora's expertise in the virtual event space, we are excited to bring fans the next generation of concerts and transport them into an immersive AR world where they can experience Sebastián Yatra's music like never before."

Marisol Vargas from SiriusXM's Caliente (ch. 151) will host the event and sit down with Yatra for an in-depth Q&A to talk about his experience at the Verizon 5G Lab, his latest album release and upcoming tour. Attendees will also be able to engage in a live chat and see a special behind-the-scenes segment giving an inside look into how Verizon 5G technology powered the experience.

"At Verizon's 5G Lab in Los Angeles, artists are creating new experiences with a 5G-powered virtual production stage and 5G-enhanced applications like motion capture, volumetric video capture, game engine technology, and AR/VR to elevate music and entertainment," said Christian Guirnalda, Director of Verizon's 5G Labs. "We're giving artists access to innovative technology to bring their visions to life and providing real-time interaction with fans. This wouldn't be possible without 5G and edge compute."

Since launching its Pandora LIVE virtual concert series in July 2020, Pandora has hosted over 25 music events from a wide variety of genres including Latin, pop, country, R&B and more. With Pandora LIVE, artists can connect with fans (and fans with other fans) - no matter where they are, delivering unique content that can't be found anywhere else.

Today's announcement builds on Verizon's 5G growth and innovation across industries with its mobility, mobile edge compute, and business solutions offerings.

About Sebastián Yatra

Sebastián Yatra stunned at the 94th annual Academy Awards performing a beautiful rendition of the RIAA certified Gold "**Dos Oruguitas**" from The Walt Disney animated film "ENCANTO" which was nominated this year for an Oscar and a Golden Globe. The multi-platinum singer-songwriter also recently released a powerful bilingual celebration of his single "**Tacones Rojos**" which reached #1 on Latin Radio in the US, from his multi-platinum new album "**Dharma**." The genre-bending 17-track third studio album features his 8x platinum hit "Pareja del Año," 4x platinum smash "**Chica Ideal**," and the Latin GRAMMYS nominated ballad "**Adios**," and boasts 5.4 Billion combined streams.

While Yatra has released bilingual collaborations in the past, "Eppure Sembri Qui" is his first recording in Italian. His next solo music offering following the release of "Dharma," another feel-good single "TV" is set for release on June 9th along with a heartwarming new music video. Currently nominated for five Latin American Music Awards, four MTV MIAW Awards, and starring in Netflix's "Érase Una Vez Pero Ya No," he will resume his 2022 'Dharma World Tour' later this month with a series of dates in Mexico, followed by the US and Canada.

About Magnopus

Founded in 2013 by Oscar-winning visual effects artists, Magnopus has been shaping the physical-meets-digital landscape for nearly a decade with a world-class team of designers, artists, and engineers working from the company's flagship studios in Los Angeles and London. Magnopus is known for its continuous innovation in the entertainment industry; Emmy-nominated VR projects; being a leader in virtual production through its revolutionary work on Disney's *The Lion King* (2019); and its pioneering work in AR. After more than 90 groundbreaking projects in the XR space, the Magnopus team is now working to empower anyone to easily create metaverse content.

About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the leading audio entertainment company in North America, and the premier programmer and platform for subscription and digital advertising-supported audio products. SiriusXM's platforms collectively reach approximately 150 million listeners, the largest digital audio audience across paid and free tiers in North America, and deliver music, sports, talk, news, comedy, entertainment and podcasts. Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. SiriusXM's subsidiaries Stitcher, Simplecast and AdsWizz make it a leader in podcast hosting, production, distribution, analytics and monetization. The Company's advertising sales arm, SXM Media, leverages its scale, cross-platform sales organization, and ad tech capabilities to deliver results for audio creators and advertisers. SiriusXM, through Sirius XM Canada Holdings, Inc., also offers satellite radio and audio entertainment in Canada. In addition to its audio entertainment businesses, SiriusXM offers connected vehicle services to automakers. For more about SiriusXM, please go to: www.siriusxm.com.

About Pandora

Pandora, a subsidiary of SiriusXM, is the largest ad-supported audio entertainment streaming service in the U.S. Pandora provides consumers a uniquely-personalized music and podcast listening experience with its proprietary Music Genome Project® and Podcast Genome Project® technology. Pandora is also the leading digital audio advertising platform in the U.S. Through its own Pandora service, its AdsWizz platform, and third party services, such as SoundCloud, the Company connects brands to the largest ad-supported streaming audio marketplace in the country. Pandora is available through its mobile app, the web, and integrations with more than 2,000 connected products.

About Verizon

Verizon Communications Inc. (NYSE, Nasdaq: VZ) was formed on June 30, 2000 and is one of the world's leading providers of technology and communications services. Headquartered in New York City and with a presence around the world, Verizon generated revenues of \$133.6 billion in 2021. The company offers data, video and voice services and solutions on its award-winning networks and platforms, delivering on customers' demand for mobility, reliable network connectivity, security and control.

This communication contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about future financial and operating results, our plans, objectives, expectations and intentions with respect to future operations, products and services; and other statements identified by words such as "will likely result," "are expected to," "will continue," "is anticipated," "estimated," "believe," "intend," "plan," "projection," "outlook" or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of our management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond our control. Actual results and the timing of events may differ materially from the results anticipated in these forward-looking statements.

The following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements: we have been, and may continue to be, adversely affected by supply chain issues as a result of the global semiconductor supply shortage; we face substantial competition and that competition is likely to increase over time; if our efforts to attract and retain subscribers and listeners, or convert listeners into subscribers, are not successful, our business will be adversely affected; we engage in extensive marketing efforts and the continued effectiveness of those efforts is an important part of our business; we rely on third parties for the operation of our business, and the failure of third parties to perform could adversely affect our business; we may not realize the benefits of acquisitions and other strategic investments and initiatives; the ongoing COVID-19 pandemic has introduced significant uncertainty to our business; a substantial number of our Sirius XM service subscribers periodically cancel their subscriptions and we cannot predict how successful we will be at retaining customers; our ability to profitably attract and retain subscribers to our Sirius XM service as our marketing efforts reach more price-sensitive consumers is uncertain; our business depends in part on the auto industry; failure of our satellites would significantly damage our business; our Sirius XM service may experience harmful interference from wireless operations; our Pandora ad-supported business has suffered a substantial and consistent loss of monthly active users, which may adversely affect our Pandora business; our failure to convince advertisers of the benefits of our Pandora ad-supported service could harm our business; if we are unable to maintain revenue growth from our advertising products our results of operations will be adversely affected; changes in mobile operating systems and browsers may hinder our ability to sell advertising and market our services; if we fail to accurately predict and play music, comedy or other content

that our Pandora listeners enjoy, we may fail to retain existing and attract new listeners; privacy and data security laws and regulations may hinder our ability to market our services, sell advertising and impose legal liabilities; consumer protection laws and our failure to comply with them could damage our business; failure to comply with FCC requirements could damage our business; if we fail to protect the security of personal information about our customers, we could be subject to costly government enforcement actions and private litigation and our reputation could suffer; interruption or failure of our information technology and communications systems could impair the delivery of our service and harm our business; the market for music rights is changing and is subject to significant uncertainties; our Pandora services depend upon maintaining complex licenses with copyright owners, and these licenses contain onerous terms; the rates we must pay for “mechanical rights” to use musical works on our Pandora service have increased substantially and these new rates may adversely affect our business; failure to protect our intellectual property or actions by third parties to enforce their intellectual property rights could substantially harm our business and operating results; some of our services and technologies may use “open source” software, which may restrict how we use or distribute our services or require that we release the source code subject to those licenses; rapid technological and industry changes and new entrants could adversely impact our services; we have a significant amount of indebtedness, and our debt contains certain covenants that restrict our operations; we are a “controlled company” within the meaning of the NASDAQ listing rules and, as a result, qualify for, and rely on, exemptions from certain corporate governance requirements; while we currently pay a quarterly cash dividend to holders of our common stock, we may change our dividend policy at any time; our principal stockholder has significant influence, including over actions requiring stockholder approval, and its interests may differ from the interests of other holders of our common stock; if we are unable to attract and retain qualified personnel, our business could be harmed; our facilities could be damaged by natural catastrophes or terrorist activities; the unfavorable outcome of pending or future litigation could have an adverse impact on our operations and financial condition; we may be exposed to liabilities that other entertainment service providers would not customarily be subject to; and our business and prospects depend on the strength of our brands. Additional factors that could cause our results to differ materially from those described in the forward-looking statements can be found in our Annual Report on Form 10-K for the year ended December 31, 2021, and our Quarterly Report on Form 10-Q for the quarterly period ended March 31, 2022, which are filed with the Securities and Exchange Commission (the “SEC”) and available at the SEC’s Internet site (<http://www.sec.gov>). The information set forth herein speaks only as of the date hereof, and we disclaim any intention or obligation to update any forward looking statements as a result of developments occurring after the date of this communication