



NEWS RELEASE

# SiriusXM Unveils Major Upgrade to Streaming Experience with New Channels, Personalization Powered by Pandora, and Expanded Video; Streaming Now Included for 30 Million Subscribers Beyond the Car

7/10/2019

A SiriusXM Select subscription now includes access to SiriusXM via the SiriusXM mobile app and on connected devices in the home, at no extra cost

SiriusXM introduces Personalized Stations Powered by Pandora, bringing personalization into the SiriusXM experience

Expanded preview of SiriusXM Video unlocks On Demand Archive, including performances by and interviews with Kevin Hart, Cardi B, Jonas Brothers, Khalid, Blake Shelton, Tim McGraw, Florida Georgia Line, BTS, P!NK, George Clooney, Chelsea Handler, Ryan Reynolds and Tracy Morgan

NEW YORK, July 10, 2019 /PRNewswire/ -- SiriusXM announced today that 30 million subscribers now have access to the world's best audio entertainment in more places than ever before. SiriusXM Select subscribers now join SiriusXM All Access, SiriusXM Essential Streaming and SiriusXM Premier Streaming subscribers with unlimited streaming access to the hundreds of SiriusXM music, sports, talk, news and entertainment channels, at no additional cost, outside the car on a phone, at home, and online.

With this new access to streaming, SiriusXM Select customers will also get access to over 100 recently launched Xtra Music Channels curated across genres and eras for any mood, occasion or activity. This coincides with an expanded preview of SiriusXM Video that unlocks more from SiriusXM's On Demand Archive. Subscribers can see hundreds of videos including in-studio performances, behind-the-scenes moments, and more.

Subscribers to the SiriusXM All Access and SiriusXM Premier Streaming packages will now be able to create their own customized commercial-free music stations within the SiriusXM app. With the launch of these **Personalized Stations Powered by Pandora**, SiriusXM listeners can get a truly unique combination of rich music curation and industry-leading personalization not found in any other audio entertainment service. These **Personalized Stations Powered by Pandora** will employ Pandora's unrivaled listener personalization technology, driven by its pioneering Music Genome Project. The Stations will draw from SiriusXM's vast music library and be served through SiriusXM's delivery infrastructure.

"We have always been dedicated to delivering our customers great value for their subscriptions, and we have achieved remarkable growth and listener loyalty by delivering unrivaled and exclusive content in an easy-to-use way. These new initiatives represent another tremendous step forward in that effort, and give our customers more value for their money than ever before," said Jennifer Witz, SiriusXM's President, Sales, Marketing and Operations. "Tens of millions of SiriusXM Select subscribers now get access to SiriusXM outside the car, and the many benefits of the SiriusXM app, at no additional cost. We are also especially proud that only six months after completing the merger with Pandora, our teams have brought unique music personalization to the SiriusXM app using Pandora's industry-leading technology for our millions of All Access and Premier Streaming customers."

For more info on these new features, go to [SiriusXM.com/big](https://www.siriusxm.com/big).

**Personalized Stations Powered by Pandora** deliver SiriusXM subscribers much of the unique functionality that Pandora listeners love most. Within the SiriusXM app subscribers can create their own commercial-free music stations based on the artist or song they are listening to at that moment, or by searching for their favorite artists. In the SiriusXM service, subscribers can then give songs a thumbs up or thumbs down, or even skip songs, to create their own personal channel that plays more of what they want based on their unique tastes.

**SiriusXM Video Preview: More exclusive video content** is now available to SiriusXM subscribers on the SiriusXM app and web player, featuring memorable performances and interviews from the archive, including artists and newsmakers such as Kevin Hart, Cardi B, Jonas Brothers, P!NK, Khalid, Florida Georgia Line, Tim McGraw, Blake Shelton, Reba McEntire, Lady Antebellum, BTS, George Clooney, Tracy Morgan, Chelsea Handler, Ryan Reynolds, KISS, Halsey, Bruno Mars, Brooks Koepka and Dale Earnhardt Jr. Plus, new videos are being added regularly. This marks the next step in SiriusXM's video offering, following the debut of video from The Howard Stern Show last year, with more to come from other SiriusXM personalities this fall, including Jenny McCarthy, Michelle Collins, Chris "Mad Dog" Russo, Jeff Lewis, Emily Morse, Jim Norton & Sam Roberts, Jason Ellis, Jess Cagle, Karen Hunter and others.

SiriusXM offers various subscription levels. Go to [SiriusXM.com](https://www.siriusxm.com) for more details on the programming and packages

that SiriusXM offers subscribers in the car, at home, on a phone, and online. Introductory subscription packages in the vehicle start as low as \$5/month, and for a limited time, three (3) months of SiriusXM outside the car for \$1. See offer details [here](#) and [here](#).

## About SiriusXM

Sirius XM Holdings Inc. (NASDAQ: SIRI) is the world's largest audio entertainment company, and the premier programmer and platform for subscription- and advertising-supported audio products. With the recent addition of Pandora, the largest streaming music provider in the U.S., SiriusXM reaches more than 100 million people with its audio products. For more about the new SiriusXM, please go to: [SiriusXM.com](http://SiriusXM.com).

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: our substantial competition, which is likely to increase over time; our ability to attract or increase the number of subscribers, which is uncertain; our ability to profitably attract and retain more price-sensitive consumers; failure to protect the security of personal information about our customers; interference to our service from wireless operations; a decline in the effectiveness of our extensive marketing efforts; consumer protection laws and their enforcement; our failure to realize benefits of acquisitions or other strategic initiatives, including the acquisition of Pandora Media, Inc.; unfavorable outcomes of pending or future litigation; the market for music rights, which is changing and subject to uncertainties; our dependence upon the auto industry; general economic conditions; existing or future government laws and regulations could harm our business; failure of our satellites would significantly damage our business; the interruption or failure of our information technology and communications systems; rapid technological and industry changes; failure of third parties to perform; our failure to comply with FCC requirements; modifications to our business plan; our indebtedness; damage to our studios, networks or other facilities as a result of terrorism or natural catastrophes; our principal stockholder has significant influence over our affairs and over actions requiring stockholder approval and its interests may differ from interests of other holders

of our common stock; impairment of our business by third-party intellectual property rights; and changes to our dividend policies which could occur at any time. 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, 2018, which is 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.

Source: SiriusXM

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