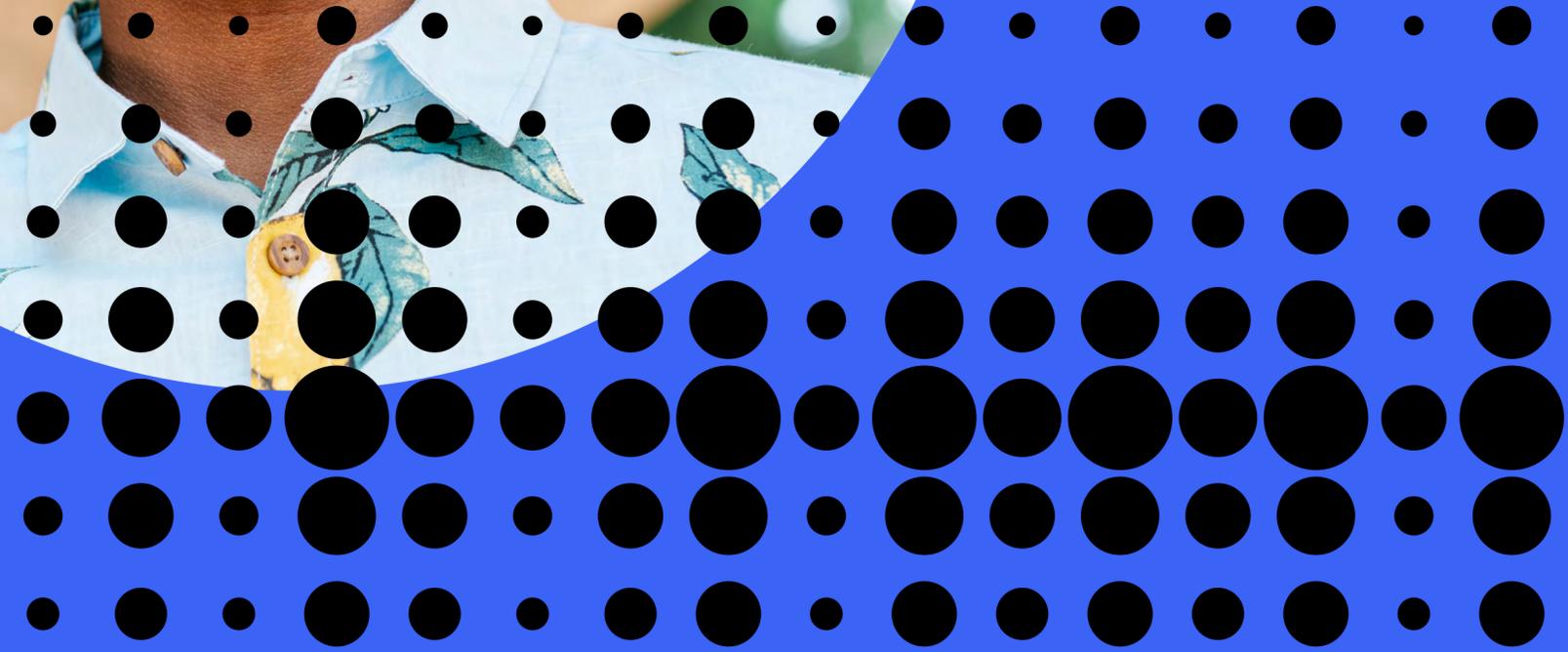


SiriusXM
Media

Media Kit 2025





Audio advertising that delivers serious results

Let your message be heard on the largest ad-supported audio marketplace in the US

Our audiences are some of the most passionate in the game. Audio fuels their day—from SiriusXM in the car, to music at the gym, to podcasts while cleaning—and we're with them whenever and wherever they listen. They're investing time with us, building powerful connections with both our content and our platforms. Through our expansive networks, streamlined packages, robust targeting capabilities, and in-house expertise, you can tap

into these powerful connections. Almost anything is possible. No matter your audience, objective, or platform of choice, we work with you to build an end-to-end solution that fits your needs.

We're serious about results.
We're serious about audio.



The leading digital audio advertising ecosystem in the U.S.

SiriusXM

1 OUT OF **2**
EVERY
cars on the road²

SiriusXM **STREAMING
NETWORK**

87%
ad-supported³

SiriusXM **PODCAST
NETWORK**

2,500+
shows

10
of the top 20 most
popular podcasts⁴

160M monthly listeners¹

SiriusXM

AUDIOCHUCK

OWN
OPRAH WINFREY NETWORK

TEAMCOCO

PITAYA
ENTERTAINMENT

Midobi

DAILYMOTION

DirtyMo
MEDIA

EARWOLF

SONOS

LAST
PODCAST
NETWORK

SOUNDCLOUD

CROOKED

The most dynamic
portfolio in audio

FREAKONOMICS

NBCUniversal

pandora®

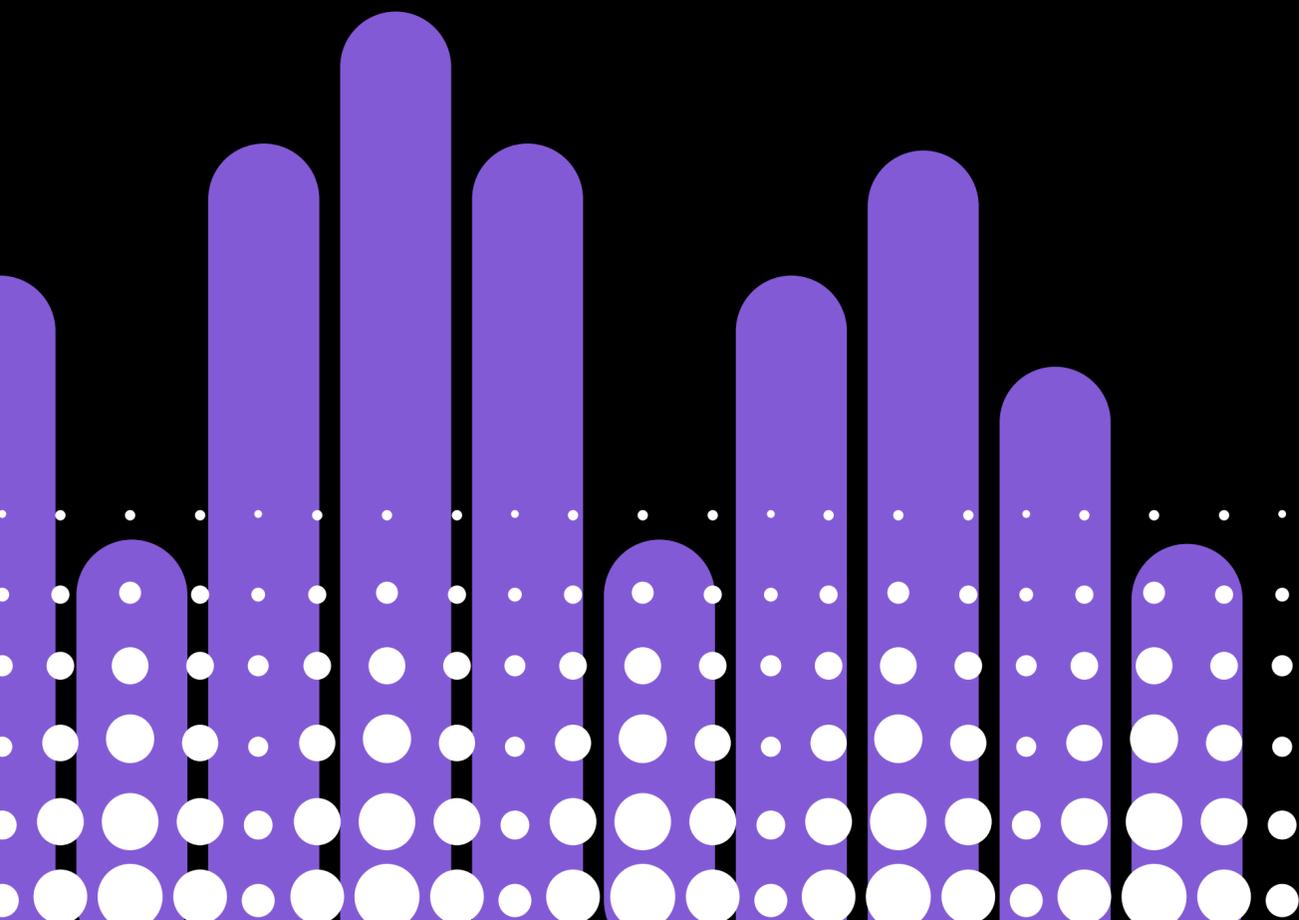
reVolver
podcasts

audiomack

UNWELL

Meet listeners at every moment

SiriusXM Media is the soundtrack to everyday activities



Exercising

84% of Soundcloud listeners⁵



Getting ready

82% of Pandora listeners⁵



Running errands

55% of SiriusXM listeners⁵



In the car

86% of SiriusXM listeners⁵



Working

74% of Soundcloud listeners⁵



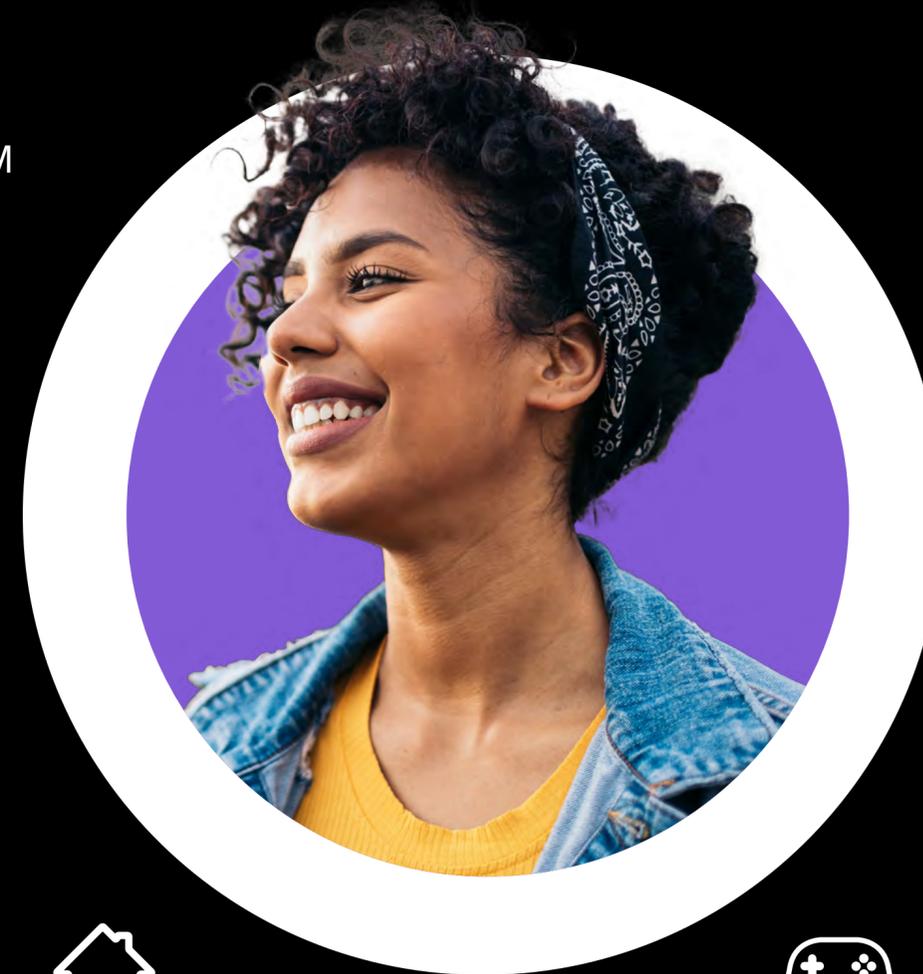
Cooking

66% of SiriusXM Podcast listeners⁵



Gaming

75% of Soundcloud listeners⁵



Every audience, everywhere they're listening

Affluent



Diverse



Young



Hispanic



Black



Parents



Men



Women



Educated





SiriusXM

Capturing pivotal moments as they unfold across sports, talk, news, and music

33 million

subscribers⁶

83%

penetration in car²

Gender

51%

female⁷

49%

male⁷

Income

\$116K

median household income⁷

Age

54

average⁷

Education

70%

attended college or have advanced degrees⁷

Engagement¹¹

68%

of time in vehicle is spent with SiriusXM, or over 2 ½ hours a day

55%

of subscribers typically listen every day of the week

In Car Dominance¹¹

63%

of in-vehicle listeners never tune in to AM/FM

97%

of listening happens in-vehicle

SiriusXM **STREAMING NETWORK**

Unparalleled experiences from diverse publishers

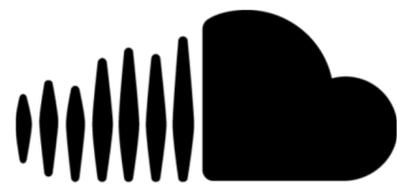
SONOS

76M
monthly digital audio listeners⁹

 *DAILYMOTION*

SiriusXM

Midobi


SOUNDCLOUD

 audiomack

pandora[®]



pandora

Effortless, personalized listening
for everyone

#1

in 200 US Markets⁸

8 hours

per user, per week³

Gender

55%

female⁷

45%

male⁷

Income

\$90K

median
household
income⁷

Age

38%

25–44⁷

47

average age⁷

Education

61%

attended college
or have advanced
degrees⁷

Engagement³

27:41 hrs

of monthly
listening

257M

monthly songs
thumbed

Receptivity¹²

+8%

lift in ad awareness from Pandora
audio ads

73%

listen weekly
or more often

28M

monthly station
ads

+5%

lift in message association from
Pandora audio ads



A music community powered by deep connections between artists and fans

67%

of total plays on SoundCloud in 2024 were by Gen Z¹⁰

57%

of track uploads in 2024 were by Gen Z¹⁰

Gender

44%

female⁷

56%

male⁷

Income

\$79K

median household income⁷

Age

40%

18–24⁷

41%

25–44⁷

Engagement¹⁴

80%

of SoundCloud listeners 18-24 consider themselves content creators

Receptivity¹³

36%

say advertising helps them keep up to date about products and services they need or would like to have

74%

of SoundCloud listeners 13-17 enjoy belonging to a digital music community

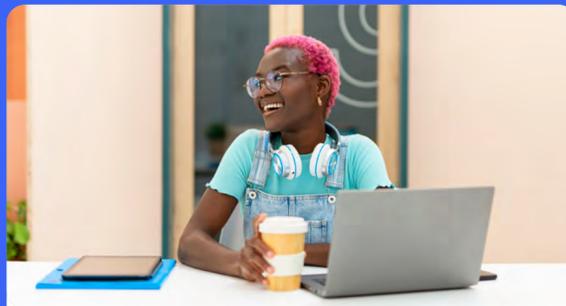
48%

remember advertised products when they're shopping

Streaming's most diverse publishers

+A curated audio marketplace reaching +30M Additional Monthly Listeners¹⁵

Youth-driven, artist-first,
on-demand music




audiomack

75%

Black/African American
audience¹⁷

The premier alternative
music destination



Midobi

76%

of listeners under the
age of 34¹⁸

Expert music curation
for the whole family



SONOS

57%

of listeners are parents
with kids under 18¹⁹

Premium video platform for
the biggest publishers



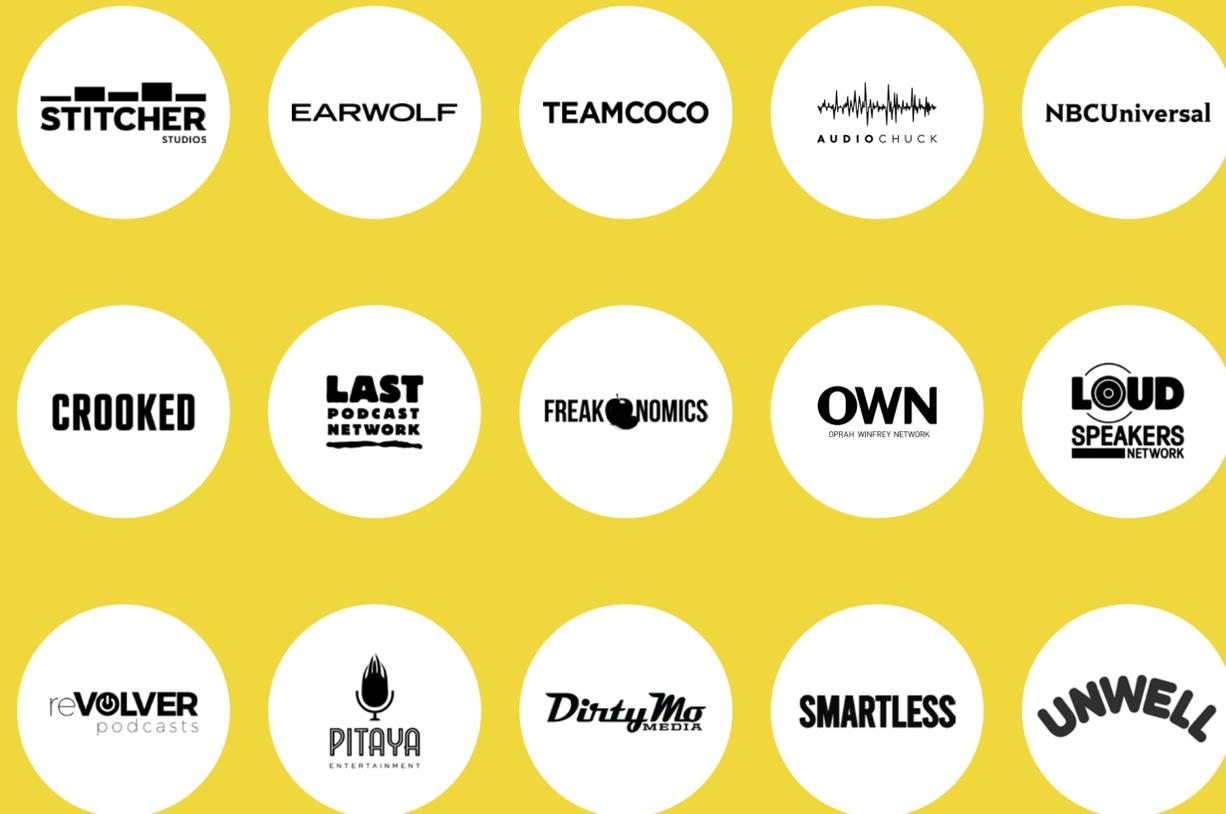
 DAILYMOTION

77%

of listeners employed
full time²⁰

SiriusXM PODCAST NETWORK

Top podcasts, beloved creators, and premium networks



Available everywhere listeners get their podcasts

70 million

monthly US podcast listeners²¹

#1

podcast network among adults 18+²²

Gender

57%

female²³

42%

male²³

Income

43%

have an income >\$75K²³

Age

56%

25-54²³

Engagement²⁴

73%

say they listen or watch multiple different podcast shows on a given day or week²⁴

Receptivity

74%

say podcasts are more tailored to their specific interests than other forms of media²⁴

60%

say they never miss an episode of their favorite podcast²⁴

90%

have taken any action after hearing a podcast ad²⁴

Live experiences for the most passionate fans



62%

of listeners enjoy attending in-person live music events/concerts²⁵

+107%

lift in consideration for event sponsors²⁶

For the music lover

- SiriusXM Small Stage Series
- Music Row Happy Hour
- End of Year Celebration

For the sports fan

- The Big Game
- Race Weekend Kick-Off

For the culture

- El Pulso
- HBCU Homecoming

For the podcast fan

- Live podcast shows

SiriusXM

SiriusXM STREAMING NETWORK

SiriusXM PODCAST NETWORK

Listener insights

SOUNDBOARD

SiriusXM Media's exclusive streaming audio research panel

- 90,000 opted-in listeners
- Surveys and studies for demographic and psychographic insights



The largest and longest-running podcast research panel

- 50K opted-in highly engaged participants
- In-depth listener demographics across our slate of exclusive podcasts
- Psychographic insights from dedicated surveys



Your cultural marketing practice

fluency

Connecting brands, people, and their communities

On the pulse of today's hottest trends, our experts sit at the intersection of data, analytics, and the human experience - building meaningful ad campaigns that resonate with diverse audiences.

Audience Insights

- Thought leadership studies
- Audience deep dives

Cultural Intelligence

- Trendspotting
- Music & podcast trends and predictions

Campaign Strategy

- Campaign ideation and recommendations
- Support through execution and measurement



Creative services



Our audio-first, award-winning creative agency will help you develop your culturally relevant ad creative

- Audio creative strategy
- Audio production
- Experiential audio
- Copywriting
- Voiceover and casting
- Music composition
- Multicultural creative
- Custom podcasts
- Live activation
- Rich media development



Ad solutions

[Click here for details & specs](#)

SCALED TARGETED CONTENT CUSTOM EVENTS

Reach your desired audience at scale
across our entire network



Run cross-platform spots on SiriusXM

Get your message across selected SiriusXM channels

Creative options:

30-second audio

60-second audio



Follow streaming listeners everywhere

Reach listeners across our suite of streaming publishers, devices, and formats

Creative options:

Audio

Video

Display

Rewarded



Activate across thousands of podcasts

Access our network of 2500+ shows with announcer-read ads, all in one buy

Creative options:

Announcer reads

Video

Ad solutions

[Click here for details & specs](#)

SCALED TARGETED CONTENT CUSTOM EVENTS

Chose who, where, and how you want to message your customers

SiriusXM

Target a specific daypart

Choose the time and place for your ad on SiriusXM

Creative options:

30-second audio

60-second audio

SiriusXM STREAMING NETWORK

Select your ideal audience or streaming platform

Access our suite of standard and advanced targeting controls across streaming

Creative options:

Audio

Video

Display

SiriusXM PODCAST NETWORK

Zero in on your desired podcast listener and environment

Choose the best audience, context, or most suitable podcast environment for your brand

Creative options:

Announcer reads

Ad solutions

[Click here for details & specs](#)

SCALED TARGETED **CONTENT** CUSTOM EVENTS

Align with top-tier content and hosts



Sponsor a show

Get a trusted host to deliver your
:60s brand message

Creative options:

:60s live reads



Sponsor a station

Align with an existing station and
developed audience base

Creative options:

Audio

Video

Display



Sponsor a podcast

Choose any of our 300+ exclusive
podcasts

Creative options:

Announcer reads

Host reads

Ad solutions

[Click here for details & specs](#)

SCALED TARGETED CONTENT CUSTOM EVENTS

Drive deeper engagement with experiences for your brand



Integrate your brand into a show

Leverage show hosts for short-form content inspired by your brand

Creative options:

Sponsorships

Segments

Vignettes



Design engaging ad experiences

Create engaging ad units across our leading streaming apps

Creative options:

Audio

Video

Display

Rich media

Takeovers



Tell your extended brand story

Get extended exposure and narrative integration with our premium hosts and shows

Creative options:

Presenting sponsorships

Segments

Vignettes

Bonus episodes

Podcast series

Ad solutions

[Click here for details & specs](#)

SCALED TARGETED CONTENT CUSTOM **EVENTS**

Connect with passionate audiences
in an IRL environment

SiriusXM

Elevate your branding

Weave your brand's identity and messaging into any of our experiences

Creative options:

Swag giveaways

Logo placements

SiriusXM **STREAMING NETWORK**

Create memorable experiences

Interact with thousands of passionate fans at any of our popular events

Creative options:

Custom activation

SiriusXM **PODCAST NETWORK**

Engage beyond events

Expand your footprint beyond event day across our network

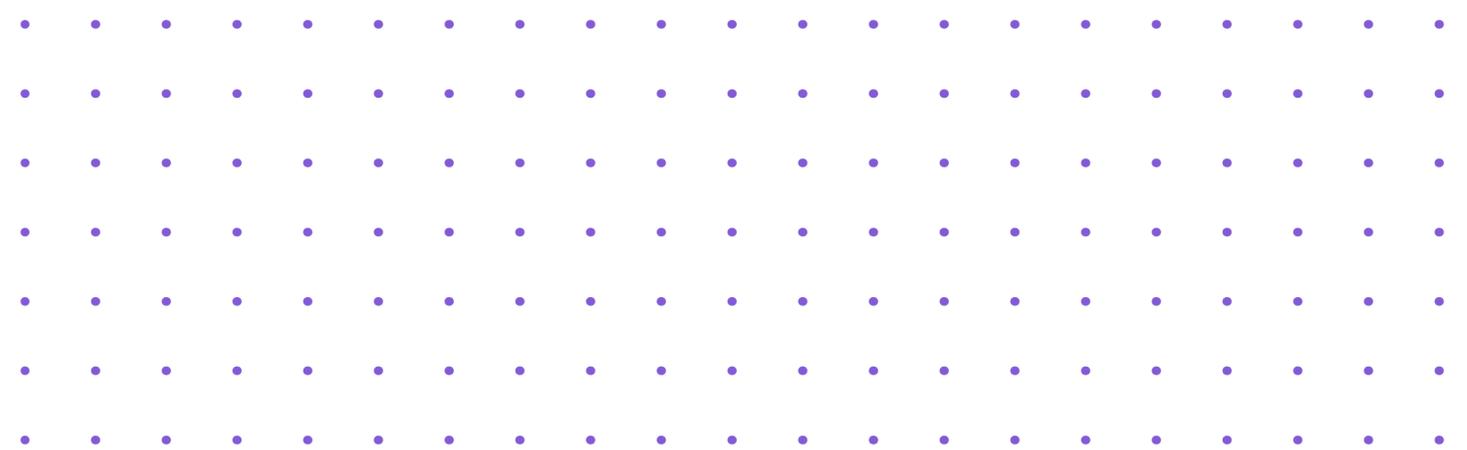
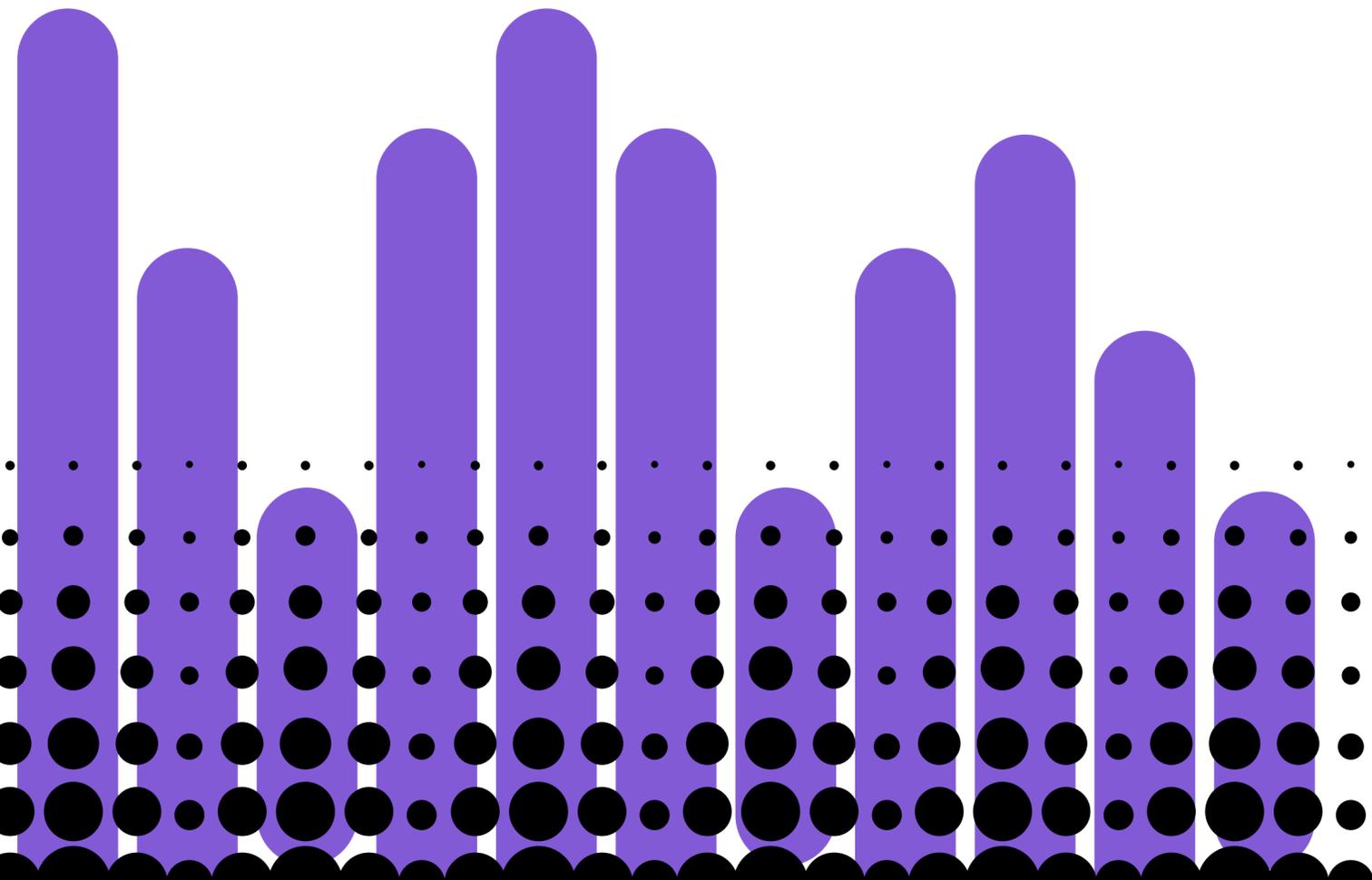
Creative options:

Event show & station sponsorships

Sweepstakes

The richest dataset in audio

Billions of signals collected daily from declared data, where and how people connect, and what they engage with.



Massive scale

Millions of listeners spanning music and podcasts

Unparalleled quality

One of the few audio publishers who is IAB Data Transparency Certified

Unmatched accuracy²⁷

Pandora's first-party data is measured 3.8x more accurate than other publishers

Targeting menu

Audience

- Demo
- Geography
- Behavior
- Multicultural affinity
- Predictive audiences
- Database matching
- Hundreds of proprietary segments

Contextual

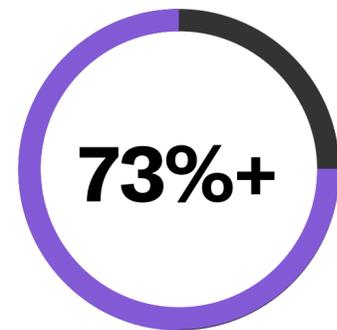
- Language
- Content category
- Activity
- Mood
- Mindset
- Brand suitability*
- Transcription*

Inventory

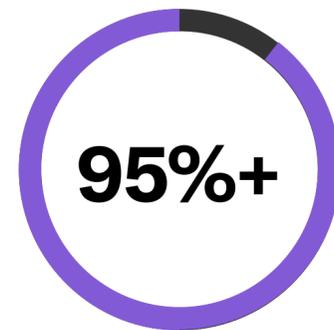
- Inventory source*
- Show level*
- Ad break*
- Daypart**

Advanced

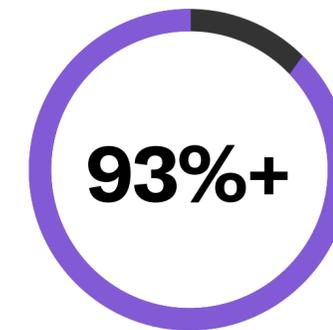
- Lookalike modeling
- Retargeting



Validation rate for our activity and mood targeting²⁴



Accuracy rate for our transcription targeting²⁵



Higher conversion rate for a finance brand using a lookalike from CRM²⁵

*Podcasts only

**SiriusXM only (no additional targeting available on Satellite)

Flexible buying models to meet your needs

Whether you prefer to purchase our inventory with a direct insertion order or programmatically through a DSP, we offer flexible buying models to meet your needs.

Direct IO

SiriusXM Media manages the campaign setup and execution process.

Programmatic

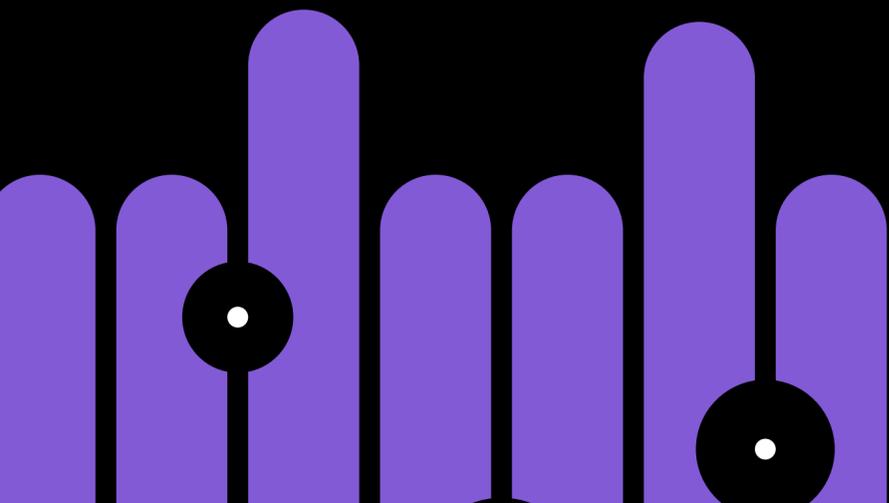
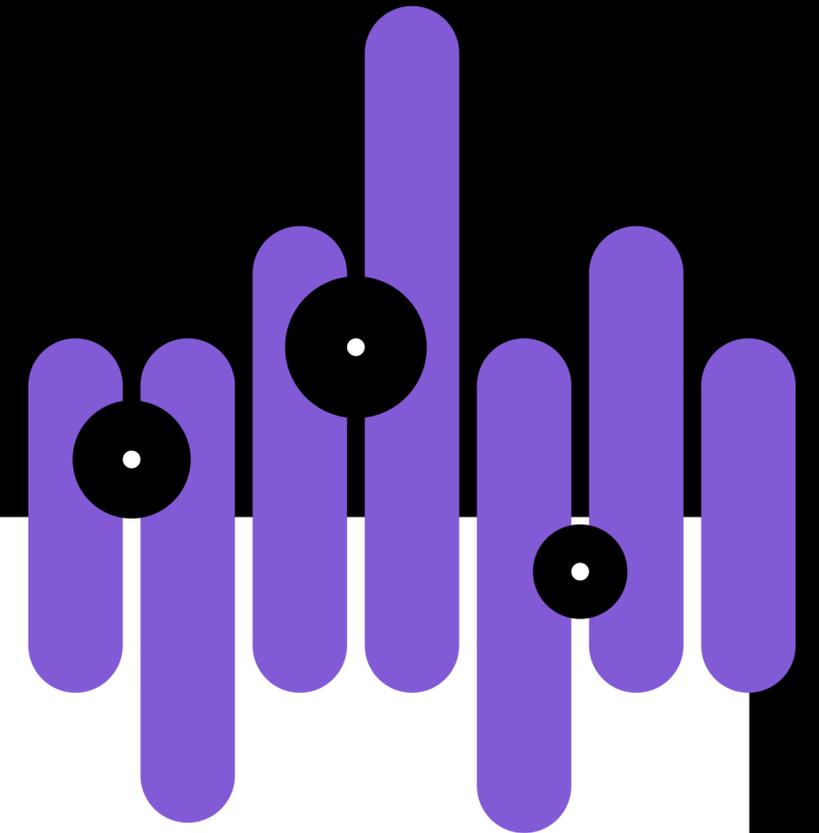
Our programmatic self-service solutions offer performance management and ease of execution across audio buying.

Podcasts

Target audiences, align with relevant content, and ensure brand suitability.

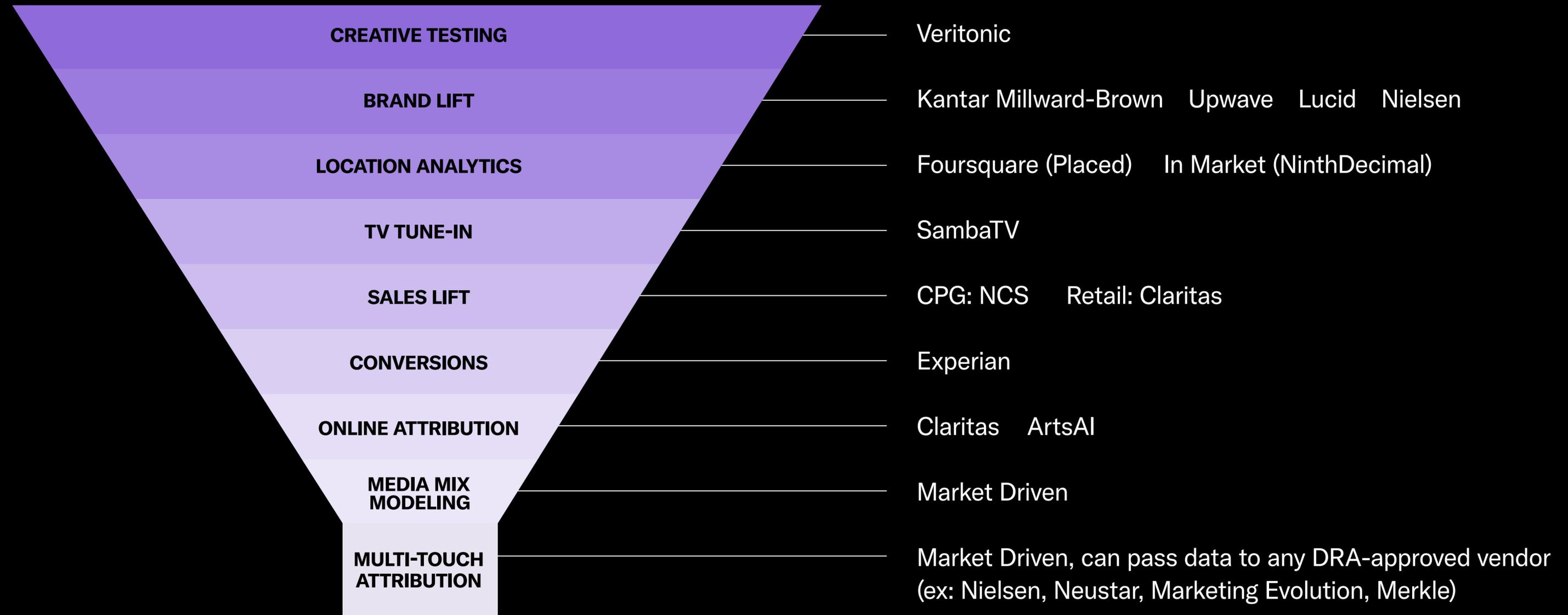
Streaming

Superior scale, quality data and targeting capabilities. Includes audio, video, and display ads.



Full-funnel measurement solutions

With 50+ data partners, we tailor your measurement strategy to ensure your investment works as hard as you do.



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siriusxmmedia.com

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