

December 15, 2021



## SiriusXM and Discovery Team Up on New Subscription Offers

**SiriusXM's Platinum VIP subscribers can get a 12-month subscription to discovery+; Three months of discovery+ to be available with other SiriusXM subscriptions**

NEW YORK, Dec. 15, 2021 /PRNewswire/ -- SiriusXM and Discovery, Inc. today announced that they are teaming up to create more value and more choice for consumers with subscription offers that deliver the best content from both companies.



Eligible new and existing subscribers to SiriusXM's Platinum VIP plan will have the opportunity to activate, courtesy of SiriusXM, a complimentary 12-month subscription to discovery+, the definitive non-fiction, real-life subscription streaming service. Platinum VIP is SiriusXM's newest and most comprehensive subscription tier, and includes access to SiriusXM in up to two vehicles, up to two SXM App logins, as well as several other exclusive benefits. The added perk of a discovery+ streaming subscription will become available for existing Platinum VIP subscribers starting December 16. For more information on SiriusXM's Platinum VIP subscription visit: <https://www.siriusxm.com/offers/platinum-vip>

SiriusXM will also be offering special promotions that give eligible new subscribers to its Platinum, Music and Entertainment, and Streaming Platinum packages, and eligible existing subscribers who upgrade to one of these packages, a complimentary three-month subscription to discovery+, courtesy of SiriusXM.

This month, discovery+ subscribers will find holiday-themed programming from the brands they love including *The Pioneer Woman's Hometown: Holiday Themes* and True Crime special *Fruitcake Fraud*, in addition to new series such as *Discovering David Dobrik*, *Drew's Dream Car* with Drew Scott and Ant Anstead, *My Dream Kitchen* with Giada de Laurentiis and Carla Hall, and a new season of *Hometown: Ben's Workshop*. discovery+ subscribers can also watch favorites such as *Bobby and Giada in Italy*, *Magnolia Table*, *American Detective with Lt. Joe Kenda*, and series and spinoffs from the *90 Day Universe*.

"We are excited to offer access to discovery+ with our SiriusXM subscription plans," said Richard Beatty, SiriusXM's Chief Subscription Revenue Officer. "discovery+ is the streaming home to so many major entertainment personalities and brands - Chip and Joanna Gaines' Magnolia Network, Food Network, TLC, Animal Planet and Shark Week - that resonate with so many people across the country. It is the perfect complementary streaming video service for our diverse audio entertainment platform."

"Through this synergistic collaboration with SiriusXM, we are able to provide more consumers with access to everything discovery+ has to offer," said Lisa Holme, Group SVP, Content & Commercial Strategy, Discovery. "SiriusXM shares our goal of delighting viewers with compelling storytelling, and through this new subscription offering we can continue to reach more audiences."

discovery+ offers 60,000 episodes of current and classic shows from Discovery's iconic portfolio of networks, including HGTV, Food Network, TLC, ID, OWN, Travel Channel, Discovery Channel, Animal Planet and Magnolia Network, as well as more than 200 discovery+ original titles and hundreds of hours of exclusive content. Additionally, the service offers top non-fiction content from A&E, The HISTORY Channel and Lifetime, as well as the definitive selection of nature and environmental programming, headlined by exclusive streaming access to the largest collection of natural history from the BBC.

discovery+ is available in the U.S. starting at \$4.99 per month, with an ad-free version available for \$6.99 per month.

SiriusXM's Platinum and Platinum VIP level subscriptions include all of the content SiriusXM offers listeners - more than 300 channels. These include Howard Stern's two exclusive channels, live games and events from every major professional sport as well as hundreds of college games, an unparalleled selection of ad-free music channels covering every genre, plus entertainment, news, comedy and more.

### **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 organization, which operates as 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](http://www.siriusxm.com).

### **About Discovery**

Discovery, Inc. (Nasdaq: DISCA, DISCB, DISCK) is a global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. Discovery delivers over 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world. Available in 220 countries and territories and nearly 50 languages, Discovery is a platform innovator, reaching viewers on all screens, including TV Everywhere products such as the GO portfolio of apps; direct-to-consumer streaming services such as Eurosport Player, Food Network Kitchen and MotorTrend OnDemand; digital-first and social content from Group

Nine Media; a landmark natural history and factual content partnership with the BBC; and a strategic alliance with PGA TOUR to create the international home of golf. Discovery's portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, MotorTrend, Animal Planet, Science Channel, and the forthcoming multi-platform JV with Chip and Joanna Gaines, Magnolia, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. For more information, please visit [corporate.discovery.com](http://corporate.discovery.com) and follow @DiscoveryIncTV across social platforms.

*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: the COVID-19 pandemic is adversely impacting our business; we face substantial competition and that competition is likely to increase over time; our efforts to attract and retain subscribers and listeners, or convert listeners into subscribers, which may not be successful, and may adversely affect our business; 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; a substantial number of our Sirius XM 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 large part on the auto industry; failure of our satellite 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, particularly in mobile advertising, 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; our use of pre-1972 sound recordings on our Pandora service could result in additional costs; 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; and 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, 2020, 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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