

Amazon Ads and SiriusXM Media Announce New Programmatic Audio Offering Through Amazon DSP

SiriusXM Media becomes the largest audio platform to join Amazon DSP, providing advertisers seamless access to 160M monthly digital listeners

SEATTLE (September 16, 2025) — Today, Amazon Ads and SiriusXM Media announced a strategic programmatic audio advertising integration to provide marketers using Amazon DSP the ability to access SiriusXM Media's extensive digital audio portfolio—including Pandora and SoundCloud U.S. For the first time, brands have seamless access through Amazon DSP to reach SiriusXM Media's 160 million monthly digital listeners.^[1] Advertisers using Amazon DSP can now extend their omnichannel campaigns to include SiriusXM Media's premium audio inventory, reaching highly engaged audiences with efficient and effective campaigns based on Amazon's trillions of first-party signals.

Marketers using Amazon DSP can now activate SiriusXM Media's streaming music portfolio via the AdsWizz Supply Side Platform. The offering will soon extend to the expansive SiriusXM Podcast Network, which ranks #1 among audiences 18+ and represents four of the top ten podcasts,^[2] providing advertisers with additional opportunities for scale and incremental reach while enhancing Amazon's audio advertising footprint.

"By combining Amazon's diverse audiences and first-party insights with SiriusXM's premium audio content, we're fundamentally reimagining how audio can be integrated into comprehensive advertising strategies," said Meredith Goldman, Director, Amazon DSP at Amazon Ads. "Our relationship exemplifies our commitment to providing advertisers with unrivaled opportunity across all media channels, including audio, which has become an increasingly vital component of the consumer journey."

"We are thrilled to bring our premium audio inventory into Amazon DSP," said Sherene Hilal, Chief Advertising Product Officer at SiriusXM. "For the first time, brands can pair Amazon's first-party insights with our audio content for smarter audience reach and full-funnel measurement that proves the impact of digital audio. As we look to close the gap between time spent with audio and ad spend and ensure audio is part of every media mix, this partnership marks a major step forward for programmatic audio, delivering the scale, precision, and audience-driven insights that brands need."

Through this integration, advertisers can now:

- **Reach audio fans with audience insights based on Amazon's trillions of signals:** Pair SiriusXM Media's premium streaming and podcast inventory with Amazon's first-party shopping, streaming, and browsing insights to reach high-intent audiences.
- **Gain full-funnel measurement and attribution in audio:** Use AI-enhanced capabilities on Amazon DSP to optimize SiriusXM Media audio campaigns with the

same precision and intelligence offered across formats, connecting audio exposure to real business outcomes.

- **Integrate audio easily into omnichannel strategies:** Incorporate SiriusXM Media audio inventory as a central component of brands' holistic marketing strategies alongside formats like display and video for a more efficient omnichannel approach.

[\[1\]](#) Edison Research

[\[2\]](#) Edison Research Q2 2025

Amazon Ads offers full-funnel advertising solutions to help businesses of all sizes achieve their marketing goals at scale. Amazon DSP is a technology solution available to Amazon Ads customers, providing choice and flexibility to drive meaningful moments between brands and consumers. Amazon DSP leverages unique first-party insights paired with sophisticated clean room technology to bring advertisers and publishers closer together, increasing efficiency and improving performance. It leverages advanced AI to deliver impactful ads to relevant audiences through automation that streamlines campaign planning, buying, and measurement.

Amazon Ads and SiriusXM Media will implement the expanded access with select advertisers in Q4 2025. To learn more about the Amazon DSP, visit <https://advertising.amazon.com/>.

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About Amazon Ads

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About Sirius XM Holdings Inc.

SiriusXM is the leading audio entertainment company in North America with a portfolio of audio businesses including its flagship subscription entertainment service SiriusXM; the ad-supported and premium music streaming services of Pandora; an expansive podcast network; and a suite of business and advertising solutions. Reaching a combined monthly audience of approximately 160 million listeners, SiriusXM offers a broad range of content for listeners everywhere they tune in with a diverse mix of live, on-demand, and curated programming across music, talk, news, and sports. For more about SiriusXM, please go to: www.siriusxm.com.

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