

March 1, 2023



# Women Take Center Stage: SiriusXM and Pandora Celebrate Women's History Month

*Throughout March, SiriusXM and Pandora celebrate the trailblazing women in music with special programming and limited-engagement channels*

**NEW YORK – March 1, 2023** – Today, SiriusXM and Pandora unveiled its music programming lineup in honor of Women's History Month. Tune in throughout March to hear and celebrate the inspiring women who've made lasting contributions to the world of music across every genre. From themed specials to limited-engagement channels, SiriusXM and Pandora are spotlighting the iconic women of music's past and present.

Programming highlights for Women's History Month across SiriusXM and Pandora include:

## **SiriusXM Channels:**

**Queens of Hip Hop-** The channel will spotlight music and guest-hosted specials from today's biggest female hip-hop artists, including Cardi B, Coi Leray, Lola Brooke and Grammy nominated artist GloRilla. Listeners will also hear music from the queens who've paved the way, including Queen Latifah, Missy Elliott and Lil' Kim. **Queens of Hip Hop will air for one week on SiriusXM channel 105 starting March 8th and on the SXM App year round.**

**Queens of Pop-** The channel will highlight the female power singers from the 90s and 2000s, including music superstars like Beyoncé, Madonna, Taylor Swift, Rihanna, Lady Gaga, Olivia Rodrigo and more. **Queens of Pop will air for one week on SiriusXM channel 14 starting March 21st and on the SXM App year round.**

**Queens of R&B-** From the trailblazing females who led the way like Diana Ross, Whitney Houston, Sade, and Mary J. Blige, to the current chart-topping ladies of soul – Beyoncé, H.E.R., SZA, and Lizzo – you'll experience them all on Queens of R&B. The channel will also feature the up and coming women who've got next in the R&B game. **Queens of R&B will air for one week on SiriusXM channel 105 and the SXM App starting March 22nd.**

**Women of Country-** In honor of Women's History Month, hear music from country legends, including Dolly Parton, Reba, Shania Twain, Carrie Underwood, Miranda Lambert and the new class of rising stars. The channel will also feature special programming spotlighting the iconic women of country music and Nashville's new faces. **Women of Country will air for three weeks on SiriusXM channel 55 starting March 7th and on the SXM App year round.**

**Women of Dance-** Celebrate the iconic women of dance music spanning from the 1970s to now. From disco divas like Donna Summer and Gloria Gaynor, to pop sensations like

Madonna and Kylie Minogue, to groundbreaking newcomers like Nora En Pure and Dua Lipa, experience music, interviews, and guest DJs from the leading ladies of dance! **Women of Dance will air for one week on SiriusXM channel 14 starting March 14th and year round the SXM App starting March 16th.**

**Women of Jazz-** From the Jazz Age of Bessie Smith to the 2023 Grammy New Artist of the Year winner, Samara Joy, women in Jazz have been an integral and progressive part of Jazz history. Explore more than 100 years of female contributors to America's original musical artform, including Billie Holiday, Ella Fitzgerald, Mary Lou Williams, Alice Coltrane, Diana Krall, Norah Jones and more. Plus hear specials hosted by NEA Jazz Master, Terri Lynne Carrington, and Samara Joy. **Women of Jazz will air for one week on SiriusXM channel 105 and the SXM App starting March 15th.**

**Women of Rock-** Discover the iconic women who revolutionized rock and roll spanning decades of music, including contemporary trailblazers. **Women of Rock will air for one week on SiriusXM channel 105 starting March 1st and on the SXM App all year.**

**Additional special music programming on SiriusXM includes:**

**BPM's Women's History Month Weekend-** On the weekend of **March 10th**, **BPM** will play only women all weekend long to celebrate Women's History Month. Hear music from powerhouse DJs like Alison Wonderland, Anabel Englund, Uniiqu3, Becky Hill and more, along with a new segment, "BPM's Women of the Week," which will highlight a woman in the dance/electronic world.

**Debbie Harry: Punk Pop Pioneer-** In a salute to Women's History Month, Blondie co-founder and Rock n Roll Hall of Famer Debbie Harry tells of the band's journey through punk, pop, reggae, disco and rap **airing March 20-26th on Classic Rewind.**

**Her-Story with P!nk-** In celebration of International Women's Day, Pink will play some of her favorite badass female artists **airing March 8th on The 10s Spot and Mosaic.**

**The Jody Watley Show on The Groove-** Grammy award winning music icon Jody Watley hosts her new show on SiriusXM's The Groove debuting during Women's History Month. The Jody Watley Show – "Wattage Vibes Rooted in the Music," will kick off with Emmy-winning actress Sheryl Lee Ralph as the first guest. **The Jody Watley Show airs on The Groove starting March 12th.**

**Linda McCartney Special-** The Beatles Channel presents a tribute to Linda McCartney for Women's History Month featuring Paul McCartney, Mary McCartney, Neil Young, Chrissie Hynde, and Judy Collins. **The special hosted by Bill Flanagan will air March 10-16th on The Beatles Channel.**

**March of Metal Women- Liquid Metal** honors Women's History Month with the first "March Of Metal Women" month-long feature highlighting females who dominate heavy music. Everyday you'll hear from prominent female musicians expressing their admiration for other females in the Metal world, including Courtney LaPlante (Spiritbox), Cristina Scabia (Lacuna Coil), Lzzy Hale (Halestorm), Diamond Rowe (Tetrarch), Morgan Lander (Kittie) and more.

**Rock Hall Conversations with Yola-** In depth interview with 6x Grammy award nominee

singer/songwriter, musician and actress Yola, where she will discuss her music career and her portrayal of the godmother of Rock & Roll Sister Rosetta Tharpe in the 2022 film “Elvis.” **Rock Hall Conversations with Yola airs March 14th on Rock & Roll Hall Of Fame Radio.**

**Women’s History Month Live Series on BB King’s Bluesville-**Throughout the month, there will be four live concerts from a most excellent female Blues artist to celebrate Women's History Month, airing on **BB King’s Bluesville.**

**#WomenOfTikTok with Tinx-** TikTok creator Tinx celebrates the women that soundtrack the TikTok FYP from Lizzo, Taylor Swift, Raye, SZA, Kate Bush and more, **airing March 15-19th on TikTok Radio.**

Listeners can hear more special programming celebrating Women's History Month across SiriusXM's music channels, including:

- **Chiquis Rivera-** Latin Grammy winner Chiquis Rivera hosts a Women's History Month special airing **March 8-12th on Aguila**, presenting her music influences and new single “Porque Soy Abeja Reina.”
- **TikTok Takeovers-** The women of TikTok hand select music for you: Dixie D'Amelio, Ice Spice, Meghan Trainor, WILLOW, GloRilla, Isabel LaRosa, Ellie Goulding and more **airing March 10-14th on TikTok Radio.**
- **Women’s History Month on PopRocks-** Every week in March, **PopRocks** will air a PopRock Picks Guest DJ hosted by a woman artist.
- **Women’s History Month on The Bridge-** Artists including Kenny Loggins, David Crosby and Chicago honor the iconic women artists like Joni Mitchell, Pointer Sisters, Bonnie Raitt, Linda Ronstadt and more **airing March 23-26th on The Bridge.**
- **Women of Utopia-** Every week in March, **Utopia** will feature a guest DJ from one of the female artists that shaped this era of dance music.

### **Pandora Women’s History Month Programming:**

**Top Thumb Hundred: Her Voice-** To celebrate Women’s History Month, “**Built for Women by Women**” will takeover Pandora’s **Top Thumb Hundred: Her Voice** station, which features the most thumbed-up songs by female artists on the platform across Pop, Hip-Hop, R&B, Latin, Country, Christian and Alt/Rock. Throughout the month, artists including **Meghan Trainor, Latto, Chiquis, Rita Ora, Zara Larsson, Raye and Lainey Wilson, P!nk, Ella Mai, Meg Myers, Joy Oladokun, Lauren Mayberry from Chvrches, Sara Evans, Tink, Lauren Daigle and CeCe Winans** will chat with Pandora about ways they’re lifting up female voices, along with relevant topics and experiences that inspired them.

Eligible customers can get their first three months of SiriusXM streaming for free. Click [here](#) to sign up and experience all that SiriusXM has to offer. See Offer Details.

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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 150 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](http://www.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: 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.*

**Source: SiriusXM**

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