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SiriusXM Signs Multi-Year Deal with Hit Comedy Podcast "The Bald and the Beautiful"

Three-year deal brings exclusive distribution to the SiriusXM Podcast Network and exclusive advertising representation through SiriusXM Media



NEW YORK – July 21, 2026 – SiriusXM today announced a three-year agreement with the hit comedy podcast **"The Bald and the Beautiful,"** hosted by drag superstars **Trixie Mattel** and **Katya Zamolodchikova**.

Under the agreement, SiriusXM will exclusively distribute the show through the industry-leading SiriusXM Podcast Network. SiriusXM Media, the company's advertising division, will retain exclusive advertising sales rights for both the audio and video versions of the podcast.

Hosted by two of the world's most recognizable drag entertainers, "The Bald and the Beautiful" has become one of comedy's most beloved podcasts, showcasing Trixie and Katya's signature blend of irreverent humor, candid conversations, and off-the-wall observations. Since launching in 2020, the show has earned nearly 100 million lifetime downloads on RSS and become a fixture on the comedy podcast charts. Its popularity extends well beyond audio, with new video episodes regularly drawing hundreds of thousands of viewers on YouTube. The Trixie & Katya YouTube channel has amassed more

than 770,000 subscribers and nearly 150 million lifetime views, highlighting the show's success across audio and video and its ability to connect with fans wherever they are.

"I am so excited about this incredible opportunity," said Katya. "It feels surreal joining the SiriusXM family, I am so grateful."

"I can't believe it! I'm so grateful to be a Sirius girl now," said Trixie. "SiriusXM just got a whole lot prettier... you're all welcome."

The addition of "The Bald and the Beautiful" further expands SiriusXM's industry-leading podcast portfolio. With a diverse roster spanning comedy, true crime, wellness, business, and entertainment programming, the SiriusXM Podcast Network represents more of the top 20 podcasts than any other network according to Edison Research, reaching 1 in 2 podcast listeners in the U.S. each month.

New episodes of "The Bald and the Beautiful" will continue to be available wherever listeners get their podcasts, including the SiriusXM app and all major podcast platforms. SiriusXM Podcasts+ subscribers will enjoy access to ad free episodes and can sign up directly in Apple Podcasts or on their favorite listening app by visiting siriusxm.com/podcasts-plus-subscription.

"The Bald and the Beautiful" and Zamolodchikova, as well as Mattel's audio and touring work, are represented by UTA.

About Trixie Mattel

Trixie Mattel is an American singer, actor, drag queen and recognized "Skinny Legend." Trixie is the winner of "RuPaul's Drag Race All Stars" season 3 (originally competing on season 7). She is also a Billboard Heatseekers #1 charting recording artist (One Stone, 2018), a wildly successful touring act, and one half of a comic duo with Katya on YouTube ("UNHhhh" & Netflix's "I Like To Watch").

Her Solid Pink Disco DJ tour is nationwide with appearances at Coachella Valley Music and Arts Festival, OUTLOUD Music Festival, and opening dates for Chappell Roan.

In 2026, she brings her immersive sci-fi-inspired DJ experience to major festivals including Lollapalooza, Bonnaroo Music and Arts Festival, Outside Lands Music and Arts Festival, and more.

Trixie is represented by managers Jacob Slane, Maddie Jacobs and David Charpentier at Producer Entertainment Group, and her publicist Josh Page at Shore Fire Media.

About Katya Zamolodchikova

Brian McCook is an actor, author, and performing artist who, after graduating from Massachusetts College of Art in Boston, began performing as the drag persona Katya Zamolodchikova. Katya achieved notoriety after placing 5th on the 7th season of the reality competition series RuPaul's Drag Race and runner-up on the second season of RuPaul's Drag Race All Stars. In 2019 Katya wrote and performed a solo show which toured North America, Europe, the UK and Australia.

Katya and Trixie star in the acclaimed web series UNHhhh (now in its 8th season), as well as Netflix's I Like to Watch series on YouTube, and also host the award-winning podcast The Bald and the Beautiful on the SiriusXM Podcast Network. They published their first book, Trixie and Katya's Guide to Modern Womanhood which made its debut on the New York Times Bestseller List in 2020 and they released a follow-up, Working Girls, in 2022.

Katya has appeared on television in scripted roles on Hacks, Playing House, Lucifer, Tales of the City, Love Victor, and Room 104 and also as herself in an episode of the viral hit Showtime series Ziwe.

Katya is represented by managers David Charpentier, Jacob Slane and Maddie Jacobs at Producer Entertainment Group, and her publicist Josh Page at Shore Fire Media.

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. Together, SiriusXM reaches a combined monthly audience of approximately 255 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 visit www.siriusxm.com.

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