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SiriusXM and Comscore Expand Agreement, Bringing Predictive Audience Targeting to Podcasts Across SXM Media and AdsWizz

New contextual capabilities from Comscore with AI-powered technology from AdsWizz to further SiriusXM's vision for the future of identity and targeting

NEW YORK and RESTON, VA, July 14, 2022 – SiriusXM and Comscore today announced an expanded agreement, bringing Comscore Predictive Audiences to clients across both AdsWizz and SXM Media. Building upon Comscore's existing work with AdsWizz on brand safety and suitability, the new expanded agreement brings Comscore's audience targeting to publishers and marketers across AdsWizz's podcast ecosystem, with SXM Media to come later in 2022.

Predictive Audiences is the industry's first cookie-free targeting capability that enables advertisers to reach audiences developed from an initial set of privacy-compliant consumer data attributes tied to cross-platform content consumption patterns. These audiences are expanded when transcription technology matches attributes to granular content for better contextual targeting and advertiser reach. Leveraging Comscore's global opt-in panels publishers and marketers will now have access to hundreds of audiences available for podcasts. Now, advertisers can target their audio advertisements to consumer audiences based on their TV and streaming consumption, gaming habits, life stage, CPG purchase behaviors, and more, across AdsWizz's podcast ecosystem, with SXM Media to come later in 2022.

"With podcast consumption skyrocketing and the regulatory environment still very fluid, it's critical to give advertisers the ability to develop privacy-forward and future-proof audience targeting on podcasts," said Rachel Gantz, General Manager, Activation Services, Comscore. "Our expanded agreement with AdsWizz and SXM Media means that advertisers now have even better tools to ensure their advertising is appearing in podcast content aligning with their campaign KPIs, while also giving podcast content producers a more sophisticated offering to help better monetize their content."

"Across the SiriusXM ad platform and technology group, we are committed to embracing the future of audio with technology that puts consumers first, offering privacy-conscious solutions to give our listeners the best experience and our marketers and publishers the best results," said Maria Breza, Vice President of Data Operations & Ad Quality Measurement at SXM Media and AdsWizz. "From AudioID to our newly-expanded relationship with Comscore, we're taking the audio marketplace and supercharging it with the technology and insights needed for advertisers to effectively reach their target audiences in podcasts at scale."

“As longtime collaborators with AdsWizz, we are thrilled to have Comscore Predictive Audiences added to our stable of capabilities. Innovative tools and technology such as this are what allow us to offer brands ways to run campaigns and support NPR’s essential journalism that give them more control over where their message will appear,” said Brett Robinson, Senior Vice President of Ad Operations at National Public Media.

About Comscore

Comscore (NASDAQ: SCOR) is a trusted partner for planning, transacting and evaluating media across platforms. With a data footprint that combines digital, linear TV, over-the-top and theatrical viewership intelligence with advanced audience insights, Comscore allows media buyers and sellers to quantify their multiscreen behavior and make business decisions with confidence. A proven leader in measuring digital and TV audiences and advertising at scale, Comscore is the industry’s emerging, third-party source for reliable and comprehensive cross-platform activation and measurement. To learn more, visit www.comscore.com.

About AdsWizz

AdsWizz, a subsidiary of SiriusXM, is the technology engine powering the monetization of audio content worldwide. A pioneer in the space, AdsWizz provides publishers and independent content creators with the tools they need to scale their audio business, while offering marketers innovation at scale, allowing them to connect with audiences globally. From radio, streaming, and podcasts to dynamic ad insertion, advanced programmatic, contextual targeting, and first-to-market audio ad formats, only AdsWizz seamlessly connects an entire ecosystem of audio buyers and sellers with the click of a button. To learn more about AdsWizz, visit adswizz.com.

About SXM Media

SXM Media is the gateway for marketers to the largest digital audio advertising ecosystem in North America. As the combined advertising revenue organization of Sirius XM Holdings Inc., SXM Media spans across leading owned and operated audio platforms Pandora, SiriusXM, and Stitcher; innovative ad tech solutions powered by AdsWizz; sonic creative consultancy Studio Resonate; and an extended content network featuring exclusive monetization agreements with Audiochuck, NBCUniversal, SoundCloud, and many more. Reaching more than 150 million listeners each month, SXM Media delivers audiences tailored brand experiences while putting creators first, making it easy for every marketer to produce, plan, buy, and measure across its entire audio universe. For more about SXM Media, please go to: www.sxmmedia.com.

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