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SiriusXM Media and AdsWizz Expand Relationship with LiveRamp to Power Scalable Audience Targeting and Campaign Measurement in Digital Audio

Upgraded identity solution enables addressable programmatic audio and multi-ID interoperability at scale

May 28 – Today, SiriusXM Media and AdsWizz announced an expanded agreement with LiveRamp (NYSE: RAMP) to power scalable identity solutions across programmatic audio, giving advertisers and publishers a new solution for addressable audience targeting and advanced campaign measurement. With this agreement, SiriusXM Media and AdsWizz become one of the largest audio advertising ecosystems to work with LiveRamp, bringing scaled access to authenticated audio audiences.

Through the integration of LiveRamp's Authenticated Traffic Solution (ATS), SiriusXM Media will enable advertisers to use RampID (LiveRamp's durable, interoperable identifier, currently available across SiriusXM Media's streaming and podcast inventory) alongside other identifiers. Now, advertisers can more precisely match addressable listeners across streaming inventory, including Pandora, with multi-ID compatibility, resulting in improved match rates, more effective optimization, and better ROI. This solution can enhance targeting and measurement across devices, and support greater cross-platform consistency for advertisers.

On the publisher side, AdsWizz can help audio publishers earn more from their inventory while improving measurement and multi-ID compatibility. Historically, unaddressable impressions often returned lower CPMs and fill rates, limiting yield strategies. AdsWizz's integration with LiveRamp advances identity from pass-through to activation. Now, AdsWizz publishers in the U.S. with an Authenticated Traffic Solution integration can increase programmatic sell-through and increase the value of their inventory while gaining insights that drive better optimization and higher monetization. With RampID's ecosystem scale and interoperability with all major DSPs, buyers can activate more seamlessly, allowing identity signals to move more easily across programmatic partners.

"Premium audio environments generate powerful intent signals, but have historically remained disconnected from media activation and transaction-level measurement," said Sherene Hilal, Chief Ads Product Officer at SiriusXM. "Our RampID-enabled framework empowers advertisers to connect with addressable audiences more precisely, while helping publishers drive stronger monetization and access deeper demand with identity at the forefront. As we look to put audio on every media plan, this relationship reflects our commitment to proving audio's effectiveness with the most ubiquitous IDs—elevating the medium to the same level of consideration as search and other channels."

“As marketers look to unify their view of customers and personalize every stop along their journey, expanding the relationship with SiriusXM Media and AdsWizz helps further unlock critical audio touchpoints,” said Travis Clinger, Chief Connectivity & Ecosystem Officer and GM, International at LiveRamp. “RampID’s scale and interoperability with other identifiers make it easy for marketers to activate on audio with the same ease and performance as every other platform.”

The relationship with LiveRamp is the latest milestone in SiriusXM Media and AdsWizz’s efforts to make audio advertising more addressable and measurable at scale, with identity solutions that support addressability across devices and platforms.

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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. 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 go to: www.siriusxm.com.

About AdsWizz

AdsWizz Inc., 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.

Media Contacts:

Andrés Herdoiza, andres.herdoiza@siriusxm.com

David Okubo, david.okubo@liveramp.com