

September 20, 2023



SiriusXM and Pandora to Celebrate Hispanic Heritage Month with special El Pulso event featuring Ozuna in Miami on October 10

*SiriusXM and Pandora spotlight Latin music and culture with new channels and specialty programming airing throughout September and October
Listeners can hear Latin music stars and discover new artists year-round across various SiriusXM channels and Pandora stations*



New York, NY — September 20, 2023— SiriusXM and Pandora today announced that Latin GRAMMY® Award-winning artist Ozuna will perform for SiriusXM and Pandora's El Pulso event at Ice Palace Film Studios in Miami on Tuesday, October 10.

"SiriusXM y Pandora Presentan El Pulso con Ozuna" will feature the reggaeton star performing fan favorites. The exclusive performance will air on SiriusXM's [Hits Uno](#) and [Caliente](#) channels. Listeners can RSVP for the free event [HERE](#).

Ozuna has 4.8 billion lifetime streams on Pandora, many from Pandora's #1 Latin station, [El Pulso](#), which is celebrating its 5th anniversary this year.

Sponsors of this celebratory concert include citizenM hotels, Corona Extra, Emergen-C

Crystals, Verizon, Volkswagen and Wendy's.

While both SiriusXM and Pandora amplify Latin music legends and rising stars of the genre year-round, SiriusXM is celebrating Hispanic Heritage Month with newly curated programming and exclusive content that honors and spotlights the influence of Hispanic artists. SiriusXM's campaign, "Sin Limites, Feel La Cultura," will feature the new [MexYZ](#) channel, along with programming specials with leading Latin artists and music producers who will give listeners an unparalleled perspective on the evolution and influence of Latin music and share the stories behind many of today's hits. As part of this celebration, SiriusXM honors the centennial of the King of Timbales, Tito Puente, with a special Artist Confidential performance and conversation with his son, Tito Puente Jr, that spans 100 years of music and legacy of the most influential Latin artist in music history.

Inspired by the rich musical culture and roots of the city, SiriusXM's newly opened Miami studios is at the center of their commitment to elevate Hispanic culture. As the home to the dynamic [Hits Uno](#) and [Caliente](#) channels, SiriusXM continues to showcase some of the biggest names in today's Latin pop, reggaeton, dance and viral LatinX music.

Long considered the leader in Latin digital music in the US, Pandora amplifies the genre's music and culture daily through its various stations, including its #1 Latin station, [El Pulso](#). In honor of Hispanic Heritage Month, Pandora celebrates with its campaign "Rompemos El Momento Never Stops" and gives listeners the chance to hear top artists and songs of the genre on the newly launched [Top Thumb Hundred: Latin](#) station.

PROGRAMMING HIGHLIGHTS:

SiriusXM Channels:

[MexYZ](#) presents a new era of música Mexicana, blending the classic sounds of Mexico with the influence of hip-hop culture. Hear emerging artists redefining music today, everything from regional rising stars Yahritza y Su Esencia, to the hard-hitting corridos of Peso Pluma, to the sierrero ballads of Danny Lux. **MexYZ recently launched as a permanent streaming channel and is available any time on the SiriusXM app.**

SiriusXM Specialty Programming:

Exclusive Interviews with Nicky Jam, Prince Royce, and more— You'll hear some of today's biggest stars give SiriusXM an exclusive inside look into the creation process of their new music. The interviews are airing throughout the month on **SiriusXM's [Caliente](#) (ch. 151).**

"Front Row" concert series -Throughout Hispanic Heritage Month, hear special performances across SiriusXM channels from the biggest names in Latin music including banda singer and influencer **Edwin Luna**, Latin Grammy winners **Noel Schajris**, **Gian Marco**, **Gaby Moreno** and **Natalia Jiménez**, sierrero group, **Alta Consigna**, Gen Z sierrero artists, **Conexión Divina** and singer/songwriters **Manuel Medrano**, **Duina Del Mar**, **Corina Smith**, **Marca MP**, **J Alvarez**, **Lagos** and **Nicole Zignago**. The Front Row Performances are airing now through October 15 on **SiriusXM's [Águila](#) (ch. 322), [Caliente](#) (ch. 151), [Viva](#) (ch. 763), [Latidos](#) (ch. 764) and [Flow Nación](#) (ch. 765).**

In The Lab: with Taiko - The hot new producer hosts, “In The Lab” and guides listeners through his memorable productions with Bad Bunny and J Balvin among others. Get a glimpse as to what it was like to go behind the music boards with Karol G, as he produced tracks of her new album, *Mañana Será Bonito (Bichota Season)*. In the Lab: with Taiko airs September 29- October 1 on **SiriusXM’s [Flow Nación](#) (ch. 765)**.

Level Up with Jay Wheeler, PaoPao and Dalex - Throughout the month, Jay Wheeler, PaoPao and Dalex personally guide us through each phase of their life through music. Hear how each song leveled them up musically throughout the years on the series, “Niveles,” airing now through October 8 on **SiriusXM’s [Hits Uno](#) (ch. 321)**.

“Queens of Reggaeton” with Farina - Listen as the Colombian singer and actress, personally guides listeners through some of her biggest female urban singers in a series called, “Las Reinas del Reggaeton.” Hear music from Beyoncé, Nicki Minaj, among others. Queens of Reggaeton airs October 8-6 on **SiriusXM’s [Flow Nación](#) (ch. 765)**.

“Salsa y Sabor” with Tito Puente Jr -SiriusXM continues the celebration of the King of Timbales, Tito Puente, with a weekly show hosted by son, Tito Puente Jr., that highlights an intimate view in the music that inspired his father. New themes air every week starting September 22 on **SiriusXM’s [Rumbón](#) (ch. 767)**.

Salsa Nation: “Sin Fronteras” series - An in-depth look at how salsa transcends global barriers! You’ll hear Latin Grammy winner, Tony Succar, and a salsa performance that includes a fusion of Japan and Peru. Plus, acclaimed producer Maffio teams up with rising salsa singer (Next Wave Concert Series Alum) Christian Alicea for a new rendition of *Elvis Presley’s “Blue Suede Shoes,”* fusing rock n’ roll with salsa. Salsa Nation airs throughout the month on **SiriusXM’s [Caliente](#) (ch. 151)**.

SiriusXM Artist Confidential: Nio Garcia - Listen to an exclusive interview and performance from this Reggaeton hitmaker! He discusses how he was taken by surprise when Bad Bunny jumped on his track and his new album, “Renasci.” Plus, be the first to hear him perform for the first time a track off his new album, “Como Antes” as part of our Artist Confidential series. Artist Confidential with Nio Garcia airs September 22 on **SiriusXM’s [Caliente](#) (ch. 151)**.

SiriusXM Artist Confidential: Tito Puente Centennial - SiriusXM celebrates the Centennial of the King of Timbales, Tito Puente, with a conversation that spans 100 years of music and legacy of the most influential Latin artist in music history. The celebration features an intimate performance and interview with his son and recording artist, Tito Puente Jr airing now through October 15 on **SiriusXM’s [Rumbón](#) (ch. 767) and [Caliente](#) (ch. 151)**.

See [here](#) for a full list of programming across SiriusXM.

Pandora Specialty Programming:

[Top Thumb Hundred: Latin](#) - Pandora debuts its newest station, the *Top Thumb Hundred: Latin* just in time for Hispanic Heritage Month. From viral to mainstream, the first edition of the Top Thumb Hundred: Latin features the most popular Latin tracks of the past 12 months, as decided by the millions of Pandora Latin music listeners. One of the most powerful indicators of audience engagement and preference, the Pandora Thumb Up is harnessed

here to highlight the latest in contemporary trends in Latin music.

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.

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