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SiriusXM to Launch Premium Podcast Subscription, SiriusXM Podcasts+

Beginning August 5, new subscription will deliver early access, ad-free new episodes, and bonus content for select hit shows from across the SiriusXM Podcast Network

NEW YORK - August 1, 2024 –SiriusXM today announced SiriusXM Podcasts+, a new subscription available directly in Apple Podcasts that will deliver a seamless, premium listening experience for some of the biggest shows on the SiriusXM Podcast Network. Beginning August 5, SiriusXM Podcasts+ will provide subscribers to the new service in the U.S., Canada, and over 50 other countries with ad-free listening to new episodes, exclusive bonus content, and early access to new episodes of popular shows. Many of these benefits will also be available to existing SiriusXM subscribers directly through the SiriusXM app.

At launch, SiriusXM Podcasts+ will include: “SmartLess,” and select shows from the SmartLess Media slate; the Freakonomics Radio Network, including its flagship show; “Last Podcast on the Left” and select shows from the Last Podcast network; as well as “99% Invisible,” “The Joel Osteen Podcast,” “Busted Open,” “The Bonfire with Big Jay Oakerson and Robert Kelly,” “Literally! with Rob Lowe,” and “Andy Cohen’s Daddy Diaries Podcast.” Additional podcasts are expected to join the subscription offering later this year.

SiriusXM Podcasts+ curated selection of shows, many of which are among the most listened to podcasts¹, will offer something for every listener, and introduce subscribers to new shows that speak to their interests. Transcripts of the podcasts, offering full-text display for each episode making them easier to navigate and accessible for the Deaf and hearing impaired, will be available in Apple Podcasts.

"As the leading audio entertainment company in North America, we are excited to expand our audience reach with the launch of SiriusXM Podcasts+," said **Scott Greenstein, President and Chief Content Officer at SiriusXM**. "This new offering gives podcast enthusiasts the chance to subscribe to premium content from some of the most popular podcasts on our network, right through Apple Podcasts. This allows us to reach new listeners, increases value for creators looking to engage fans, and facilitates our ability to add premium content to our flagship SiriusXM app and enhance the value of our core subscription."

Beginning August 5, listeners will be able to subscribe to SiriusXM Podcasts+ for \$5.99 per month or \$44.99 annually directly within Apple Podcasts by visiting apple.co/SiriusXM, making it effortless to upgrade their listening experience with a few taps.

1. According to [Edison Research’s list of the Top 50 U.S. Podcasts for Q1 2024](#).

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.

Source: SiriusXM

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