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Pop Royalty BTS Launch BTS Radio on SiriusXM

Starting March 20, the pop-up channel celebrates BTS's highly anticipated album "ARIRANG" with exclusive, firsthand content from all seven members



NEW YORK, NY – March 19, 2026– SiriusXM and global superstars **BTS** today announced the launch of **SiriusXM's BTS Radio**. Coinciding with the release of their new album, *ARIRANG*, and long-awaited return to the stage, the pop-up channel will bring ARMY closer than ever to the band, delivering an exclusive and immersive musical experience only found on SiriusXM.

Starting March 20, SiriusXM's BTS Radio will air in cars on channel 79 through March 26 and on the SiriusXM app through April 18.

BTS takes over the mic on their exclusive SiriusXM pop-up channel, offering a rare and personal look into the creative process behind their newest album, reflect on their reunion journey, and reveal even more about their evolution as artists. Hear directly from all seven members, RM, Jin, SUGA, j-hope, Jimin, V and Jung Kook, as they take ARMY behind the scenes of their new music, reunion tour and historic comeback.

"BTS has completely transformed the global music landscape, and we are thrilled to be part of their landmark return to the world stage with the launch of BTS Radio," said Scott Greenstein, President and Chief Content Officer at SiriusXM. "The channel is giving fans

unparalleled access to the band with a one-of-a-kind listening experience and exclusive content only found on our platform.”

Starting today on BTS Radio, fans can send in their BTS related messages and stories for the chance to be featured on the channel. Fans can submit their messages [HERE](#).

BTS Radio is the 24/7 home to BTS music where fans can listen to all the hits from BTS since their debut, solo music and their latest album *ARIRANG*.

Eligible customers can get their first three months of SiriusXM 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 170 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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