

January 29, 2025



# The Fantasy Footballers and SiriusXM Ink Exclusive Podcast Deal

***“The Fantasy Footballers Podcast” to join SiriusXM Podcast Network and will contribute new exclusive content to SiriusXM platform***

***SiriusXM Media secures exclusive global advertising sales rights to “The Fantasy Footballers Podcast,” “The Fantasy Footballers Dynasty Show,” “The Fantasy Footballers DFS & Betting Podcast” and “The Spitballers”***

**NEW YORK – January 29, 2025** – SiriusXM today announced a new, exclusive podcast agreement with The Fantasy Footballers, the popular award-winning and industry-leading sports podcast network. The deal brings both exclusive advertising and distribution rights for the audio and video versions of “The Fantasy Footballers Podcast” and its network of shows to the SiriusXM Podcast Network. The Fantasy Footballers will also create new exclusive programming for SiriusXM listeners.

Starting in March, episodes of “The Fantasy Footballers Podcast” will air on the [SiriusXM Fantasy Sports Radio](#) channel (ch. 87) in addition to being available on all major podcast platforms. The Fantasy Footballers will also provide additional new content for SiriusXM listeners throughout the fantasy football season, including exclusive daily fantasy tips that will air across various SiriusXM channels and a live weekly programming segment.

The Fantasy Footballers, who celebrated the company’s 10<sup>th</sup> anniversary in the 2024 NFL season, has grown to become the largest fantasy football podcast and one of the most popular sports podcasts in the world. Hosted by longtime friends Andy Holloway, Jason Moore and Mike Wright, “The Fantasy Footballers Podcast” has been nominated for or won more than 40 fantasy football and podcast industry awards. The show is regularly the No. 1 sports show on popular podcast charts and is the largest fantasy football YouTube channel. Between 2023 and 2024, “The Fantasy Footballers” had more than 140 million downloads and views across the podcast and YouTube channel.

“Working together with SiriusXM’s best-in-class team will help us bring even more advice, entertainment and laughs to the mighty FootClan throughout the year,” said Wright. “We can’t wait to help SiriusXM listeners bring home their next fantasy football championship in 2025 and beyond! And hey, if Conan O’Brien, Alex Cooper or the SmartLess guys need some help with their teams next year, they know who to call.”

SiriusXM Media, the company’s advertising division, gains exclusive global ad sales rights to both the audio and video versions of the “The Fantasy Footballers Podcast,” “The Fantasy Footballers Dynasty Show,” “The Fantasy Footballers DFS & Betting Podcast” and “The Spitballers.” These shows join the SiriusXM Podcast Network’s growing stable of sports programming which, alongside SiriusXM’s unparalleled lineup of sports talk and live event programming, allows marketers to reach more passionate sports fans at scale. The SiriusXM Podcast Network reaches 1 in 2 podcast listeners in the US each month.

"With shows that are as entertaining as they are informative, The Fantasy Footballers have become one of the biggest sports podcasts in the world. Not only are we thrilled to have them joining the SiriusXM Podcast Network, but the addition of new exclusive programming from the Fantasy Footballers brand to the SiriusXM platform brings tremendous value for our subscribers," said Scott Greenstein, SiriusXM's President and Chief Content Officer. "We're incredibly excited to welcome them to SiriusXM and continue to grow their audience."

"The Fantasy Footballers" joins the exceptional lineup of podcasts and media companies represented exclusively by SiriusXM Media, including: Alex Cooper's Unwell Network and flagship podcast "Call Her Daddy;" "Conan O'Brien Needs a Friend" and the complete Team Coco roster; SmartLess Media and its hit show "SmartLess" from Will Arnett, Jason Bateman, and Sean Hayes; Ashley Flowers' audiochuck and its chart-topping "Crime Junkie;" and many more.

"With the addition of the Fantasy Footballers, we now offer their top-ranked sports podcast alongside the leading global podcasters in entertainment, comedy, true crime and more," Greenstein added.

The Fantasy Footballers network is represented by Damon Metzner at Amplify Management and Ben Davis at WME.

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### **About The Fantasy Footballers**

The Fantasy Footballers have become the gold standard for everything fantasy football. Hosts Andy Holloway, Jason Moore and Mike Wright have been helping fantasy football players for more than a decade with proven industry-leading advice in the entertaining fashion that only The Footballers can do. The podcast is one of the most decorated shows in history and routinely ranks as the No. 1 sports show on all podcast charts. The Fantasy Footballers network also includes the popular *The Fantasy Footballers Dynasty Show*, *The Fantasy Footballers DFS & Betting Podcast*, the comedy podcast *The Spitballers* and the industry-leading Ultimate Draft Kit.

### **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](http://www.siriusxm.com).

*This communication contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about future financial and operating results, our plans, objectives, expectations and intentions with respect to future operations, products and services; and other statements identified by words such as "will likely result," "are expected to," "will continue,"*

*"is anticipated," "estimated," "believe," "intend," "plan," "projection," "outlook" or words of similar meaning. Such forward-looking statements are based upon the current beliefs and expectations of our management and are inherently subject to significant business, economic and competitive uncertainties and contingencies, many of which are difficult to predict and generally beyond our control. Actual results and the timing of events may differ materially from the results anticipated in these forward-looking statements.*

*The following factors, among others, could cause actual results and the timing of events to differ materially from the anticipated results or other expectations expressed in the forward-looking statements:*

*Risks Relating to our Business and Operations:* We face substantial competition and that competition is likely to increase over time; if our efforts to attract and retain subscribers and listeners, or convert listeners into subscribers, are not successful, our business will be adversely affected; we engage in extensive marketing efforts and the continued effectiveness of those efforts is an important part of our business; we rely on third parties for the operation of our business, and the failure of third parties to perform could adversely affect our business; we are migrating our billing system and payment processing function to a new service provider; failure to successfully monetize and generate revenues from podcasts and other non-music content could adversely affect our business, operating results, and financial condition; we may not realize the benefits of acquisitions or other strategic investments and initiatives; the impact of economic conditions may adversely affect our business, operating results, and financial condition; and we may be adversely affected by the war in Ukraine.

*Risks Relating to our Sirius XM Business:* A substantial number of our Sirius XM service subscribers periodically cancel their subscriptions and we cannot predict how successful we will be at retaining customers; our ability to profitably attract and retain subscribers to our Sirius XM service is uncertain; our business depends in part upon the auto industry; failure of our satellites would significantly damage our business; and our Sirius XM service may experience harmful interference from wireless operations.

*Risks Relating to our Pandora and Off-platform Business:* Our Pandora ad-supported business has suffered a substantial and consistent loss of monthly active users, which may adversely affect our Pandora and Off-platform business; our Pandora and Off-platform business generates a significant portion of its revenues from advertising, and reduced spending by advertisers could harm our business; our failure to convince advertisers of the benefits of our Pandora ad-supported service could harm our business; if we are unable to maintain revenue growth from our advertising products our results of operations will be adversely affected; changes to mobile operating systems and browsers may hinder our ability to sell advertising and market our services; and if we fail to accurately predict and play music, comedy or other content that our Pandora listeners enjoy, we may fail to retain existing and attract new listeners.

*Risks Relating to Laws and Governmental Regulations:* Privacy and data security laws and regulations may hinder our ability to market our services, sell advertising and impose legal liabilities; consumer protection laws and our failure to comply with them could damage our business; failure to comply with FCC requirements could damage our business; environmental, social and governance expectations and related reporting obligations may expose us to potential liabilities, increased costs, reputational harm, and other adverse effects; and we may face lawsuits, incur liability or suffer reputational harm as a result of content published or made available through our services.

*Risks Associated with Data and Cybersecurity and the Protection of Consumer Information:* If we fail to protect the security of personal information about our customers, we could be subject to costly government enforcement actions and private litigation and our reputation could suffer; we use artificial intelligence in our business, and challenges with properly

managing its use could result in reputational harm, competitive harm, and legal liability and adversely affect our results of operations; and interruption or failure of our information technology and communications systems could impair the delivery of our service and harm our business. **Risks Associated with Certain Intellectual Property Rights:** The market for music rights is changing and is subject to significant uncertainties; our Pandora services depend upon maintaining complex licenses with copyright owners, and these licenses contain onerous terms; failure to protect our intellectual property or actions by third parties to enforce their intellectual property rights could substantially harm our business and operating results; some of our services and technologies may use “open source” software, which may restrict how we use or distribute our services or require that we release the source code subject to those licenses; and rapid technological and industry changes and new entrants could adversely impact our services. **Other Operational Risks:** If we are unable to attract and retain qualified personnel, our business could be harmed; our facilities could be damaged by natural catastrophes or terrorist activities; the unfavorable outcome of pending or future litigation could have an adverse impact on our operations and financial condition; we may be exposed to liabilities that other entertainment service providers would not customarily be subject to; and our business and prospects depend on the strength of our brands. **Risks Related to the Transactions:** We may have a significant indemnity obligation to Liberty Media, which is not limited in amount or subject to any cap, if the transactions associated with the Split-Off are treated as a taxable transaction; we may determine to forgo certain transactions that might otherwise be advantageous in order to avoid the risk of incurring significant tax-related liabilities; we may not realize the potential benefits from the Transactions in the near term or at all; we have assumed and are responsible for all of the liabilities attributed to the Liberty SiriusXM Group as a result of the completion of the Transactions, and acquired the assets of Liberty Sirius XM Holdings Inc. on an “as is, where is” basis; we may be a target of securities class action and derivative lawsuits in connection with the Transactions; it may be difficult for a third party to acquire us, even if doing so may be beneficial to our stockholders; we have overlapping directors with Liberty Media, which may lead to conflicting interests; our directors and officers are protected from liability for a broad range of actions; our holding company structure could restrict access to funds of its subsidiaries that may be needed to pay third party obligations; on a standalone basis and on a consolidated basis, we have significant indebtedness, and our subsidiaries’ debt contains certain covenants that restrict its operations; and our ability to incur additional indebtedness to fund our operations could be limited, which could negatively impact its operations. Additional factors that could cause our results to differ materially from those described in the forward-looking statements can be found in the prospectus filed with the Securities and Exchange Commission (the “SEC”) on July 23, 2024, which forms part of Liberty Sirius XM Holdings Inc.’s Registration Statement on Form S-4 (File No. 333-276758) and available at the SEC’s Internet site (<http://www.sec.gov>). The information set forth herein speaks only as of the date hereof, and we disclaim any intention or obligation to update any forward looking statements as a result of developments occurring after the date of this communication.

**Source: SiriusXM**

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