

Pandora CloudCover Launches Digital Signage, Unifying Music, Messaging, and Visuals In-Store

Los Angeles, CA — February 18, 2026 — Today, Pandora CloudCover, the music-for-business solution that provides fully licensed music and messaging to businesses across North America, announced the launch of new digital signage features that will transform in-store screens into powerful customer engagement tools. Pandora CloudCover, trusted by select Amazon One Medical, Big 5 Sporting Goods, Crumbl, Dunkin', and Porsche dealer locations to shape their in-store experience, now enables businesses to connect with customers through dynamic visuals that deepen awareness, drive sales and engagement, and build brand loyalty. These features build upon CloudCover's existing capabilities, including audio messaging and curated, licensed music powered by Pandora stations.

Starting today, customers who upgrade their subscription to the Messaging & Signage Plan will be able to:

- Transform screens into digital billboards by replacing the “Now Playing” screen with videos or images featuring menus, promotions, seasonal offers, or brand content.
- Bring audio messages to life with visuals by pairing custom images with overhead announcements so they are both seen and heard.
- Control signage across all locations from one place, managed seamlessly alongside music and messaging.

According to SeenLabs Research, retailers using digital signage reported seeing up to 32% average increase in retail sales. These initial features make it simple for businesses to turn displays into sales-driving signage without the complexity or cost of traditional digital signage solutions.

Over the coming quarters, Pandora CloudCover will continue to expand digital signage capabilities, such as:

- Slideshows to spotlight multiple products, services, or brand messages.
- Dayparting controls to automatically display the right content at the right time — from breakfast menus to dinner specials, or from morning class schedules to evening retail promotions.

“Businesses have told us how powerful a role music and messaging play in shaping how customers feel in-store—and they need the visuals to work just as hard,” said Stuart Larking, VP of Commercial Music at SiriusXM. “With CloudCover Digital Signage, we’re giving them a powerful, simple, and affordable tool to engage customers visually and audibly, turning every glance at a screen into an opportunity to inform, delight, and convert.”

Pandora CloudCover's Digital Signage is designed for simplicity and affordability.

Businesses can manage both audio and visual content using the same software and CloudBox player they already use for music and messaging. This integrated approach makes digital signage accessible and affordable to any business, whether it's a single location or a national chain.

The first release of CloudCover's digital signage capabilities is available now, with additional enhancements rolling out through 2026.

For more information, visit <https://cloudcovermusic.com/>.

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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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