

November 8, 2023



Audiochuck to Launch Exclusive SiriusXM Channel

Audiochuck to Launch Exclusive SiriusXM Channel

Launching next year, channel to feature curated selection of audiochuck's top shows, including Crime Junkie, as well as a new series hosted by Ashley Flowers

NEW YORK, NY – November 8, 2023 – SiriusXM announced today a new agreement with independent media and podcast company **audiochuck** and its founder Ashley Flowers to launch a new channel exclusively for SiriusXM subscribers. Expected early next year, the channel will be curated by Ashley and the team at audiochuck to present episodes from the deep archive of its flagship show *Crime Junkie* – one of the country's top-ranked podcasts – along with selections from its other top rated shows, such as *Anatomy of a Murder*, *The Deck*, *CounterClock*, and *Park Predators*. The channel was announced as part of SiriusXM's Next Generation & Industry Preview event in New York.

In addition, Ashley Flowers will host a new series for the channel featuring in-depth conversations with celebrities and special guests about how they became Crime Junkies.

"I'm incredibly excited about the opportunity of reaching entirely new audiences with our content through SiriusXM's wide reach. There has never been a true crime channel in audio, and I'm thrilled SiriusXM chose us to create the first ever channel by and for Crime Junkies," said **Ashley Flowers, audiochuck's Founder and Chief Creative Officer**. "We have such a deep catalog of content to share, but I am most excited about the new original programming we will do specifically for SiriusXM subscribers. SiriusXM has been an incredible partner to us over the last two years and I'm looking forward to working with them in even more ways in the years to come."

The new channel and show is an expansion of SiriusXM's relationship with audiochuck, which started in 2021 with an agreement that gives SiriusXM exclusivity to ad sales rights for the network's acclaimed and award-winning podcasts via SXM Media, the combined advertising sales group from Sirius XM Holdings Inc.

"Ashley and her team at audiochuck have become the leaders in the incredibly popular true crime podcast space through their passion for high-quality audio and a storytelling style that's both compelling to the listener and respectful of the subject matter," said **Scott Greenstein, SiriusXM's President and Chief Content Officer**. "With this new channel, and the combined marketing power of SiriusXM, audiochuck will be able to super serve their loyal listeners through an entirely new way to experience and interact with their shows, while further growing their fanbase by reaching audiences who may not yet be podcast consumers."

This new audiochuck channel is SiriusXM's latest endeavor to give popular podcasts a new platform, and SiriusXM subscribers exclusive access, having previously launched the

Freakonomics Radio channel, which features programming from across the popular Freakonomics Radio Network catalog; as well as the Crooked Radio takeover last year, which brought Crooked Media's *Pod Save America* and many of their other hit podcasts to Progress (channel 127) in the lead up to the midterm elections.

More details will be announced soon.

###

About audiochuck

audiochuck is an Indianapolis based media company leading the charge within the podcast industry with award-winning, chart-topping shows fueled by content that inspires action and change. Since its inception in 2017 by Founder, Ashley Flowers, audiochuck has racked up over 2 billion downloads and garnered a worldwide audience with its slate of over a dozen shows, including the #1 true crime podcast in the world, Crime Junkie, and Apple Podcasts' Top New Show of 2022, The Deck. Advocacy is at the heart of audiochuck's work. In just five years, audiochuck has contributed over 5 million dollars to nonprofit organizations and they continue to seek out advocacy opportunities across the globe to help solve cold cases, locate missing persons, fund DNA testing, advocate for marginalized communities, and so much more. Visit audiochuck.com and follow audiochuck on Instagram, Facebook, and X to learn more.

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

Media Contact:

Ron Gaskill

ron.gaskill@siriusxm.com