

October 22, 2024



# ESPN AND SIRIUSXM TEAM UP TO OFFER SUBSCRIBERS EVEN MORE WAYS TO ACCESS THE CONTENT THEY LOVE

**BURBANK, Calif., and NEW YORK – October 22, 2024** – [ESPN](#) and [SiriusXM](#) today announced even more ways for their subscribers to access the content they love, with select SiriusXM subscribers in the U.S. now able to get up to a 6-month subscription to ESPN+, and new and existing ESPN+ subscribers in the U.S. will be eligible to get a 6-month subscription to SiriusXM's streaming-only service beginning later this month<sup>[1]</sup>.

Through this offer, ESPN+ subscribers will be able to access SiriusXM's full library of content on the SiriusXM app, including hundreds of expertly curated, ad-free music channels, the most extensive lineup of live pro and college sporting events in audio, and more than 20 sports-focused channels that deliver reactions and analysis from industry experts and insiders 24/7. They'll also be able to stay informed and entertained with the latest in news and politics, entertainment, comedy, and beyond with celebrity interviews, iconic hosts, trusted opinions, non-stop laughs, and so much more, available only on SiriusXM.

Eligible SiriusXM subscribers, beginning with Platinum VIP and expanding to additional tiers next month, can access ESPN+, the No. 1 sports streaming platform, where they can view thousands of live sports events and replays, on-demand original content, premium articles, and more. ESPN+ offers sports fans more than 32,000 live sports events each year, including exclusive UFC events; more than 50 exclusive and 1,000 out-of-market NHL games per season; college sports including football, basketball and nearly a dozen other sports from 20 conferences, top domestic and international soccer, golf, Top Rank Boxing, Grand Slam tennis, MLB games, international cricket, exclusive ESPN+ Original series and studio shows, and access to the entire library of ESPN's award-winning *30 for 30* films.

"Collaborating with SiriusXM on this offer will not only provide ESPN+ subscribers with access to their vast entertainment offerings, but it also opens the door for SiriusXM customers to experience our premium sports content on ESPN+," said Sean Breen, Executive Vice President, Platform Distribution, Disney Entertainment and ESPN. "This deal underscores our commitment to providing consumers with unparalleled access to best-in-class programming spanning all genres and interests."

"ESPN and SiriusXM are powerhouses in sports news and entertainment, and we're thrilled to expand upon our longstanding relationship with this new agreement," said Jeff Dallesandro, Senior Vice President, Streaming Distribution Partnerships, SiriusXM.

"Designed to bring listeners and viewers closer to the personalities, players, teams and leagues they love by combining both SiriusXM's and ESPN+'s live sports programming, exclusive analysis, and extensive on-demand content, this collaboration will deliver value for fans while also potentially driving growth for each brand."

Throughout this college football season, ESPN and SiriusXM are also teaming up to deliver fans great programming on ESPN Radio's College Campus tour. The tour features ESPN Radio and SiriusXM College Sports Radio shows broadcasting live on Saturday mornings from a customized Airstream trailer at prime tailgating locations. ESPN Radio and SiriusXM hosts will be at some of the season's biggest college football matchups, including this Saturday's SEC matchup between Texas and Vanderbilt in Nashville.

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### **ABOUT ESPN+**

ESPN+ is the No. 1 sports streaming platform, serving fans in the U.S. with exclusive access to more than 32,000 live sports events each year, an unmatched library of on-demand replays and acclaimed original content, and premium written articles by the top reporters and analysts on ESPN.com. For more visit the [ESPN+ Press 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. **Risks Related to our Capital and Ownership Structure:** We have a significant amount of indebtedness, and our debt contains certain covenants that restrict our operations; we are a “controlled company” within the meaning of the NASDAQ listing rules and, as a result, qualify for, and rely on, exemptions from certain corporate governance requirements; our principal stockholder has significant influence, including over actions requiring stockholder approval, and its interests may differ from the interests of other holders of our common

stock; the proposed transactions with Liberty Media may adversely affect our business and financial condition; and while we currently pay a quarterly cash dividend to holders of our common stock, we may change our dividend policy at any time. **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. Additional factors that could cause our results to differ materially from those described in the forward-looking statements can be found in our Annual Report on Form 10-K for the year ended December 31, 2023, which is filed with the Securities and Exchange Commission (the "SEC") 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.

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[1] Separate activation and subscription enrollment required for each offer. Additional terms and eligibility rules apply. Offers are available for a limited time. Details on how to claim this offer will be shared directly to customers who receive marketing emails for their respective subscriptions.