

August 5, 2025



SiriusXM Introduces Artist Residency Initiative, a New Way for Artists to Connect with Fans Across Multiple Channels and Genres

The first Artist Residencies kick off this month with 3x Grammy Award-winning Diamond-certified Maroon 5 and multi-platinum country superstar Bailey Zimmerman

New program features exclusive live performances, interviews and takeovers from top artists across various SiriusXM channels

| SiriusXM ARTIST RESIDENCY | | |
|---------------------------|-------------|--------------------------------------|
| MAROON 5 | | |
| MAKING | APPEARANCES | ON |
| HITS 1 | CH. 2 | PERFORMANCE & INTERVIEW |
| the 40 | CH. 5 | TAKEOVER |
| pandora | AFTERGLOW | TAKEOVER |
| POP | CH. 10 | GUEST DJ |
| the 100 | CH. 34 | GUEST DJ |
| the 100 | CH. 62 | THE D.A. SHOW WITH BABCHIK INTERVIEW |
| AND MORE | | |

| SiriusXM ARTIST RESIDENCY | | |
|---------------------------|-------------|----------------------------|
| BAILEY ZIMMERMAN | | |
| MAKING | APPEARANCES | ON |
| HIPHOP NATION | CH. 44 | THE CULTURE TRAP INTERVIEW |
| OCTANE | CH. 37 | GUEST DJ |
| HITS 1 | CH. 2 | INTERVIEW |
| pandora | THE 615 | TAKEOVER |
| the highway | CH. 56 | PERFORMANCE & INTERVIEW |
| the 100 | CH. 89 | INTERVIEW |
| AND MORE | | |

NEW YORK, NY – August 5, 2025 –SiriusXM today announced its new Artist Residency initiative, leveraging the power of the leading audio entertainment company’s platform to put a spotlight on top artists with exclusive content and programming across multiple channels, helping them connect with audiences within their core genre, as well as those aligned with their broader interests. The series launches August 5 with multi-platinum country superstar Bailey Zimmerman, followed by 3x Grammy Award-winning Diamond-certified band, Maroon 5 on August 15.

The SiriusXM Artist Residency will feature marquee artists engaged in a multi-channel series across SiriusXM’s diverse music, sports and talk offerings and will include performances, interviews, Guest DJs, takeovers and more. The program is a unique way to demonstrate how SiriusXM and Pandora serve as artist-first platforms that foster meaningful fan engagement and creative freedom, while giving artists strategic, multi-genre promotional impact.

The program spotlights SiriusXM’s breadth of unique programming while also creating both

on-air and digital content that resonates with subscribers and provides conversations from talent that can only be heard on this platform. SiriusXM's Artist Residency brings fans closer to the artists they love with content across multiple different music and talk channels that are relevant to their music's genre, and also lets artists step outside their usual formats and tap into their personal interests.

"With our new Artist Residency initiative, artists can participate in special programming across multiple SiriusXM channels and Pandora to help promote a new album, tour, or other key projects," said Steve Blatter, SiriusXM Senior Vice President & GM, Music Programming. "Bailey Zimmerman and Maroon 5, with their genre-bending sounds and wide variety of influences, are the perfect artists to help us launch this new program, and we're thrilled to deliver their fans a truly unique dive into their next major album releases."

Fans of Bailey Zimmerman can tune into SiriusXM's Hip Hop Nation, Octane, SiriusXM Hits 1, MLB Network Radio and NASCAR Radio to hear the multi-platinum country singer-songwriter as he shares insights, stories and his surprising passion for hip hop, rock, pop music and sports. Timed to the release of his new album, *Different Night Same Rodeo* on August 8, he will also take the mic for an exclusive subscriber performance event and interview on The Highway, along with a Pandora takeover on The 615 station.

SiriusXM's Artist Residency program will then put multi-platinum powerhouse Maroon 5 center stage starting on August 15 with a special live performance event and interview for a super-fan subscriber audience airing on SiriusXM Hits 1. Celebrating the band's new album *Love Is Like*, they will also take over The Pulse and Pandora's Afterglow station on release weekend sharing exclusive new music commentary, followed by guest DJ appearances on the 10s Spot, Pop2K. Driven by the band's personal interests, content will also air on Lithium and Mad Dog Sports Radio channels with programming on shows including Mad Dog Sports and The D.A. Show with Babchik.

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 160 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.

Media Contact for SiriusXM:

Carolina Dubon
carolina.dubon@siriusxm.com