



CHECK BREAKDOWN:

TREND CHECKS

STREAMING MUSIC – ENGAGEMENT AND SENTIMENT POSITIVE

Engagement trends by platform are generally favorable; in line with prior quarters. Sentiment toward platforms improved sequentially. User assessment of value for the money they pay for each platform is at or near series highs for paying members of each platform.

CONSUMER PREFERENCES TO PICKING INDIVIDUAL CONTENT

Over time, consumers have slowly been shifting in their preference for picking individual songs, interviews, or playlists to listen to (at the expense of picking a channel or station and having content played for them).

COMPETITIVE DYNAMICS Q’S CONTINUE TO FAVOR SPOT AND SIRI

Spotify continues to win competitive dynamics questions related to the content they have, how content is delivered, and podcasts. Sirius has also shown improvement in these departments.

SPOT AND PODCASTS

The % of consumers who connect their smartphone to their car has increased over the history of our survey, but the data has been flatter over the past year. Among those who had a free trial to Sirius when they most recently got a new car, a declining % are saying that the ability to connect smartphone apps to the car made them less likely to pay for Sirius.

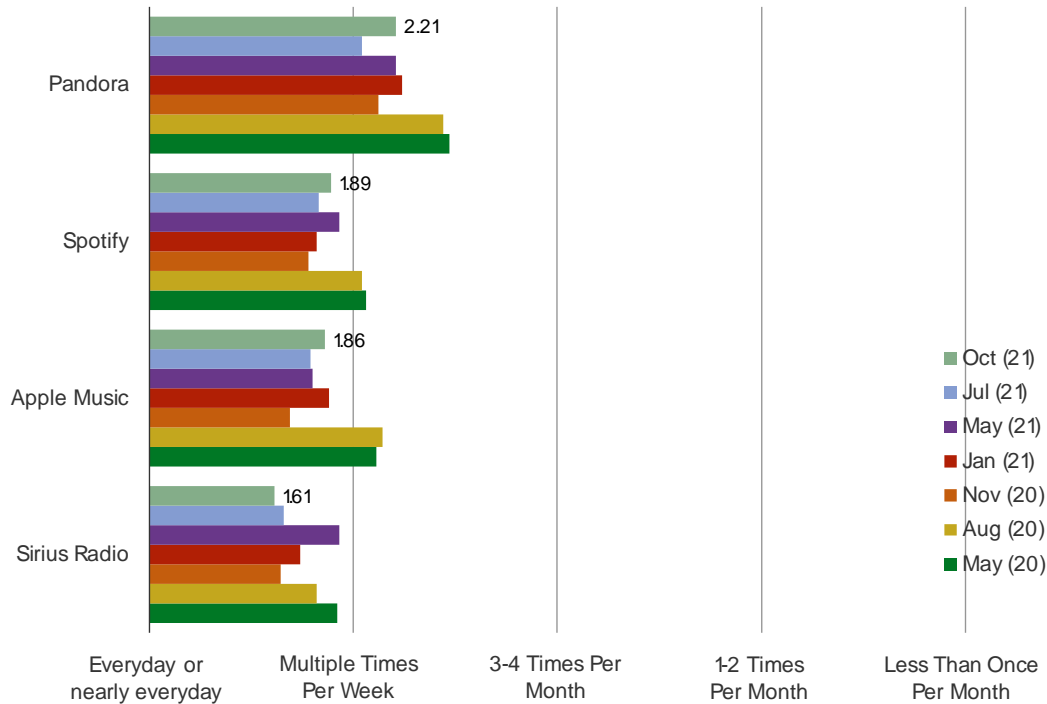
EVOLVING PERCEPTIONS TOWARD SIRI

Perceptions toward Sirius are evolving. It is still most likely to be viewed as a platform to listen to in the car, but the % who say it is a platform to listen to on smartphones or other internet connected devices has been increasing over time.

STREAMING AND SATELLITE AUDIO TRENDS

HOW OFTEN DO YOU USE THE FOLLOWING?

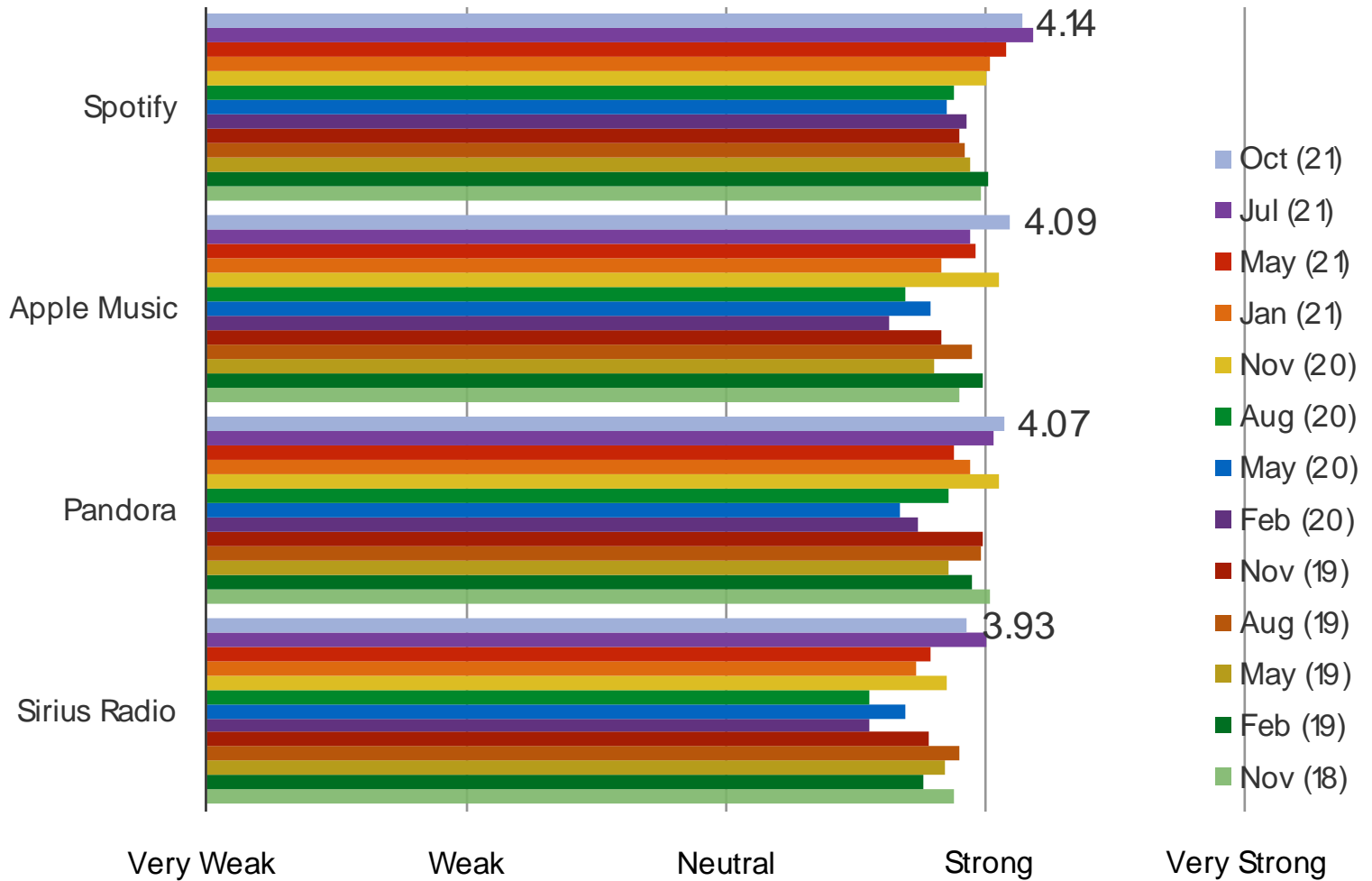
Respondents who have an account with each platform (free or paid)



← More Frequent

WHAT IS YOUR OPINION OF THE VALUE YOU GET FOR YOUR MONEY IN PAYING FOR THIS PLATFORM?

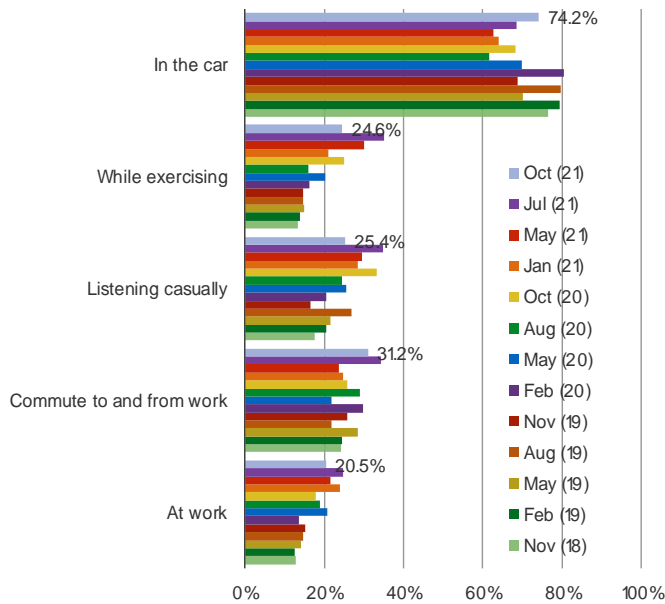
Respondents who pay for each platform



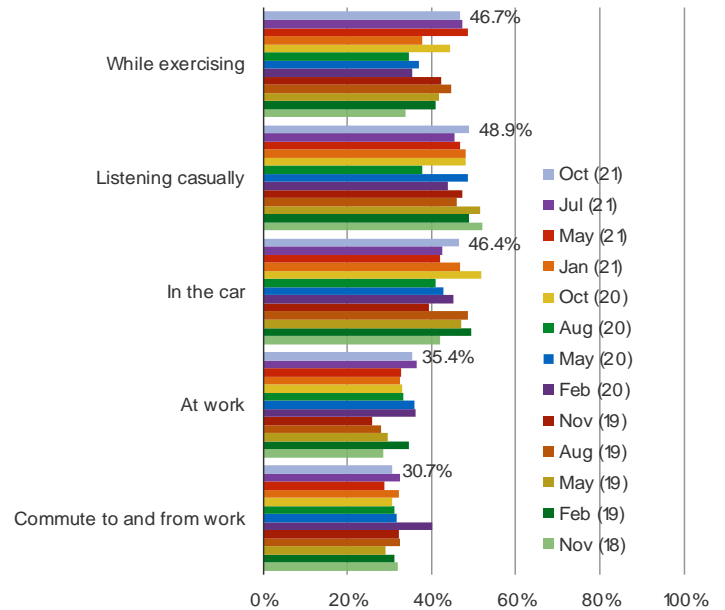
WHERE DO YOU TYPICALLY LISTEN TO THIS PLATFORM? (SELECT ALL THAT APPLY)

Respondents who have an account with each platform (free or paid)

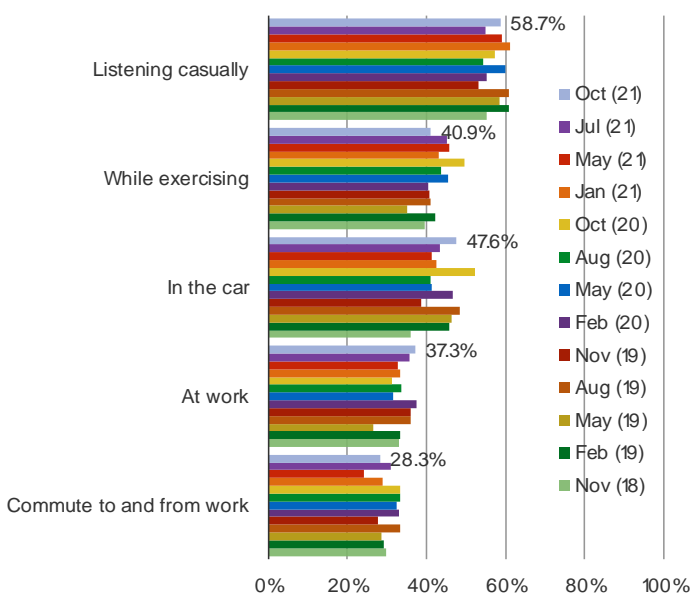
SIRIUS XM



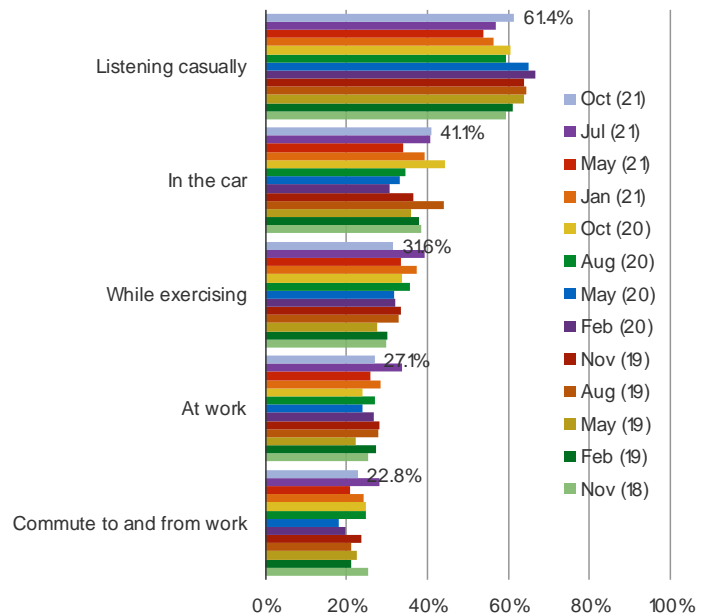
APPLE MUSIC



SPOTIFY

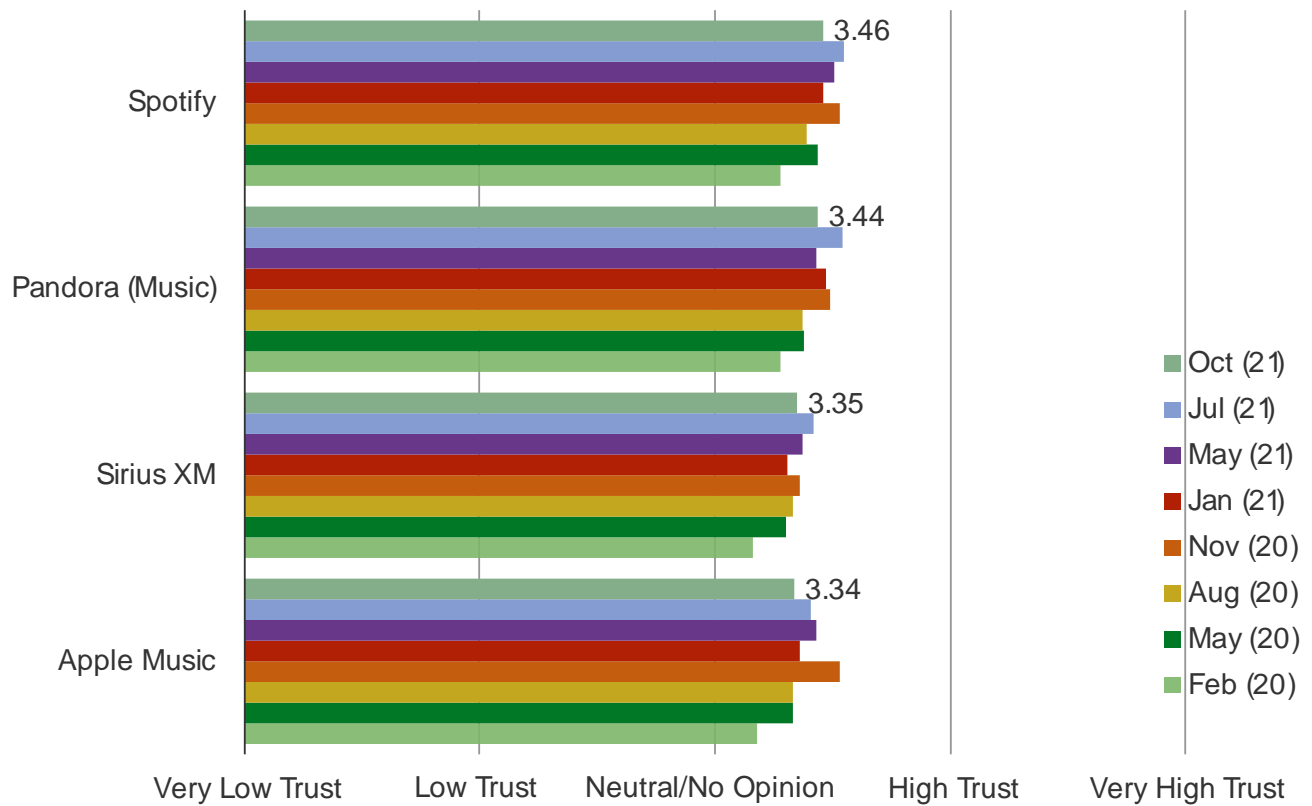


PANDORA



HOW MUCH TRUST WOULD YOU SAY YOU HAVE IN THE FOLLOWING BRANDS?

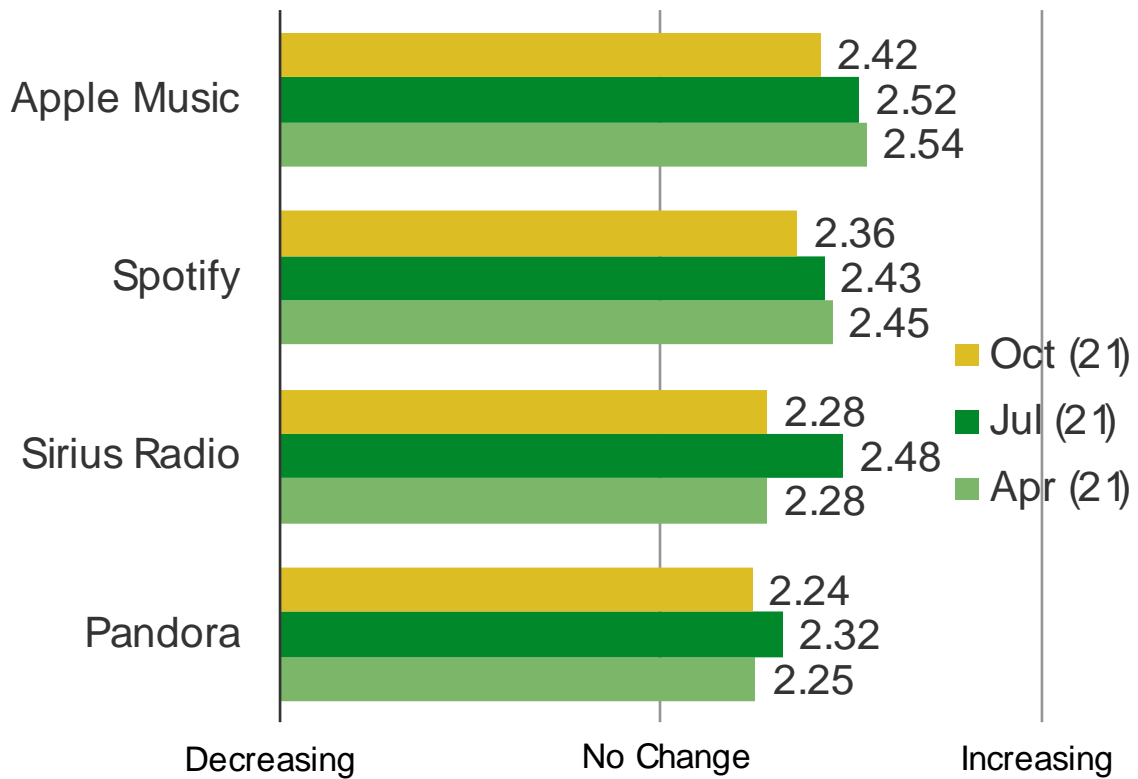
Posed to all respondents



DO YOU FEEL THAT YOUR LISTENING TIME ON THIS PLATFORM IS INCREASING OR DECREASING FOR THE FOLLOWING KIND OF MUSIC...

Posed to users of each platform.

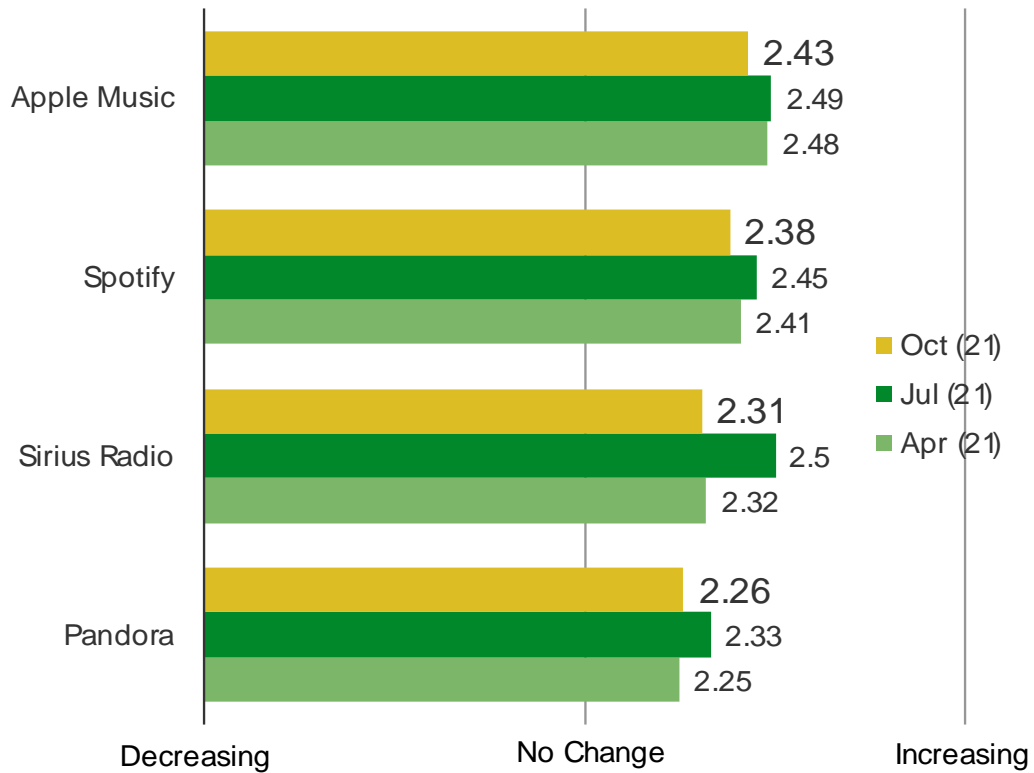
New Music (Released in the Past 6 Months)



DO YOU FEEL THAT YOUR LISTENING TIME ON THIS PLATFORM IS INCREASING OR DECREASING FOR THE FOLLOWING KIND OF MUSIC...

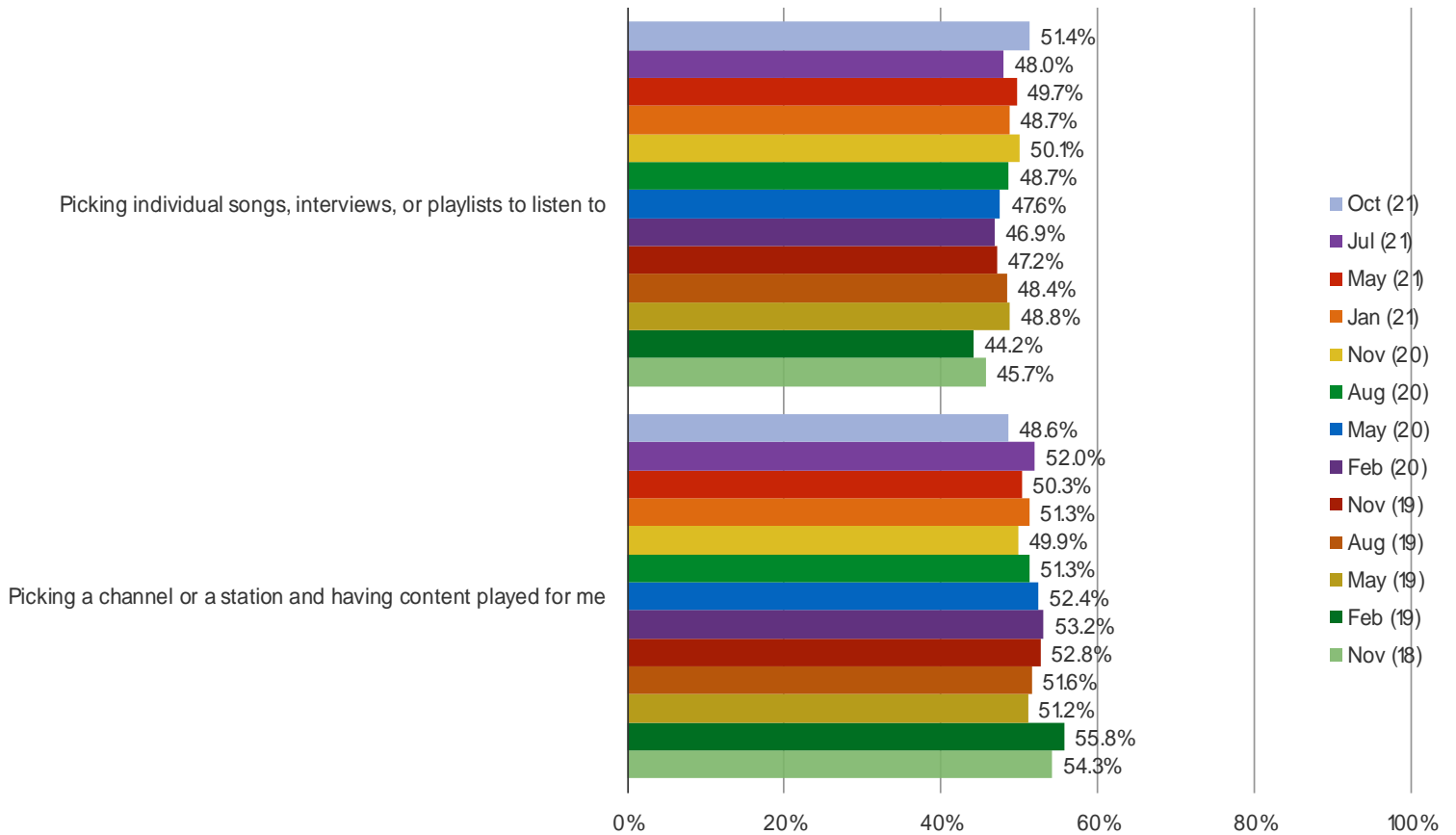
Posed to users of each platform.

Catalog Music (Released 6+ Months Ago)



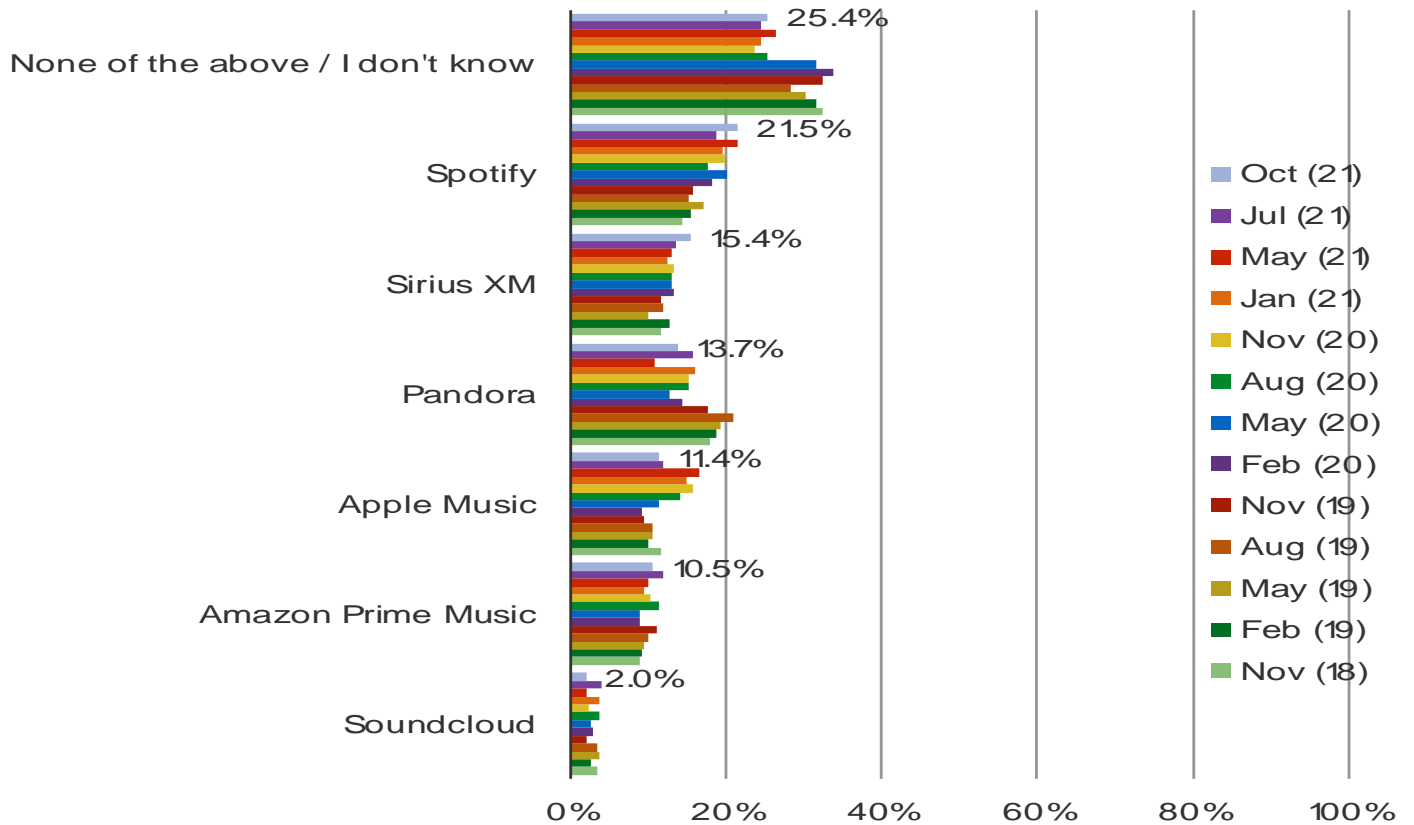
FOR LISTENING TO MUSIC AND TALK-SHOW CONTENT, WHICH IS BETTER?

Posed to all respondents.



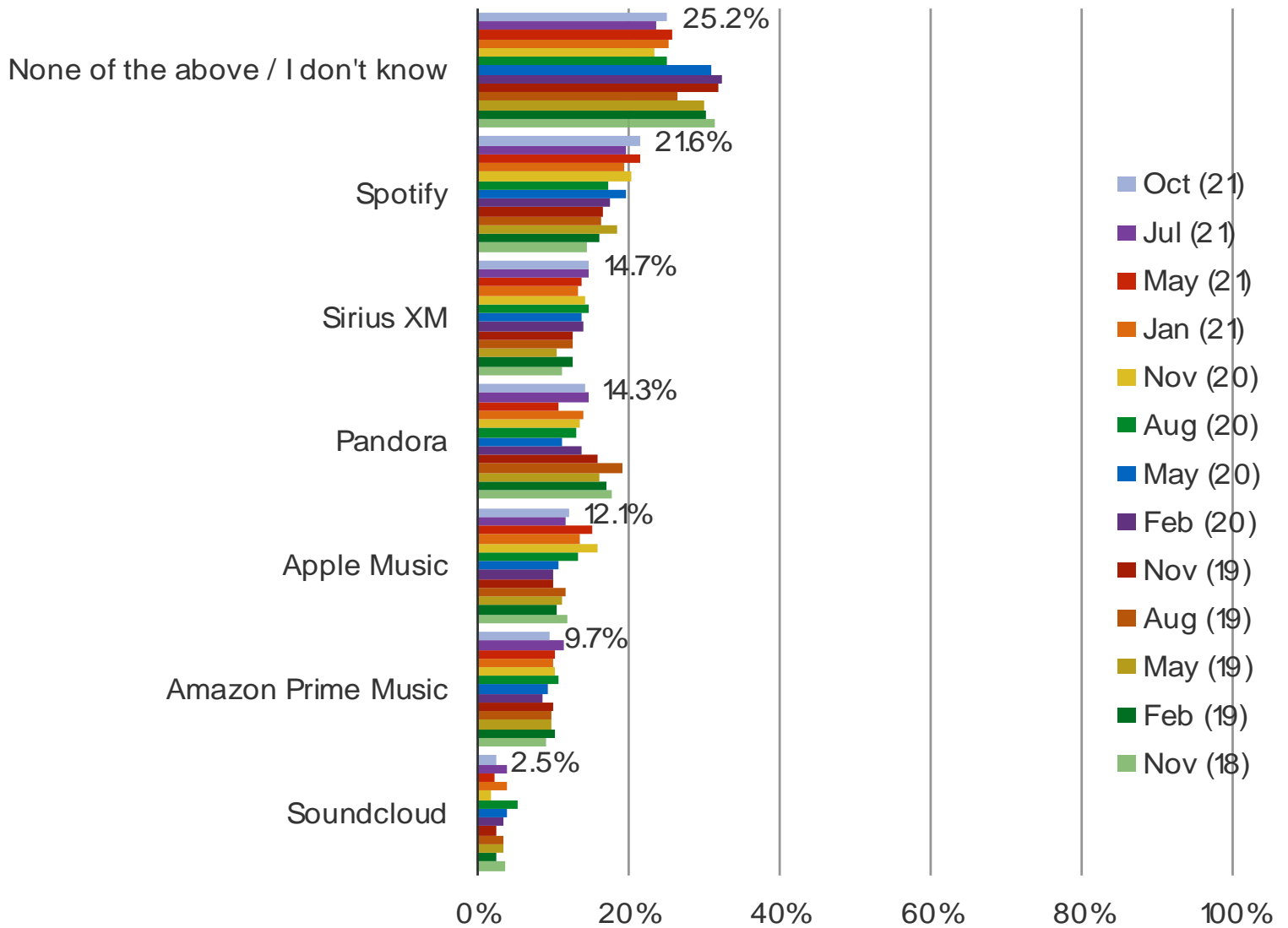
IN YOUR OPINION, WHICH PLATFORM IS BEST WHEN IT COMES TO THE WAY IN WHICH THEY DELIVER CONTENT TO ITS USERS? (IE. THE BEST USER EXPERIENCE)

Posed to all respondents.



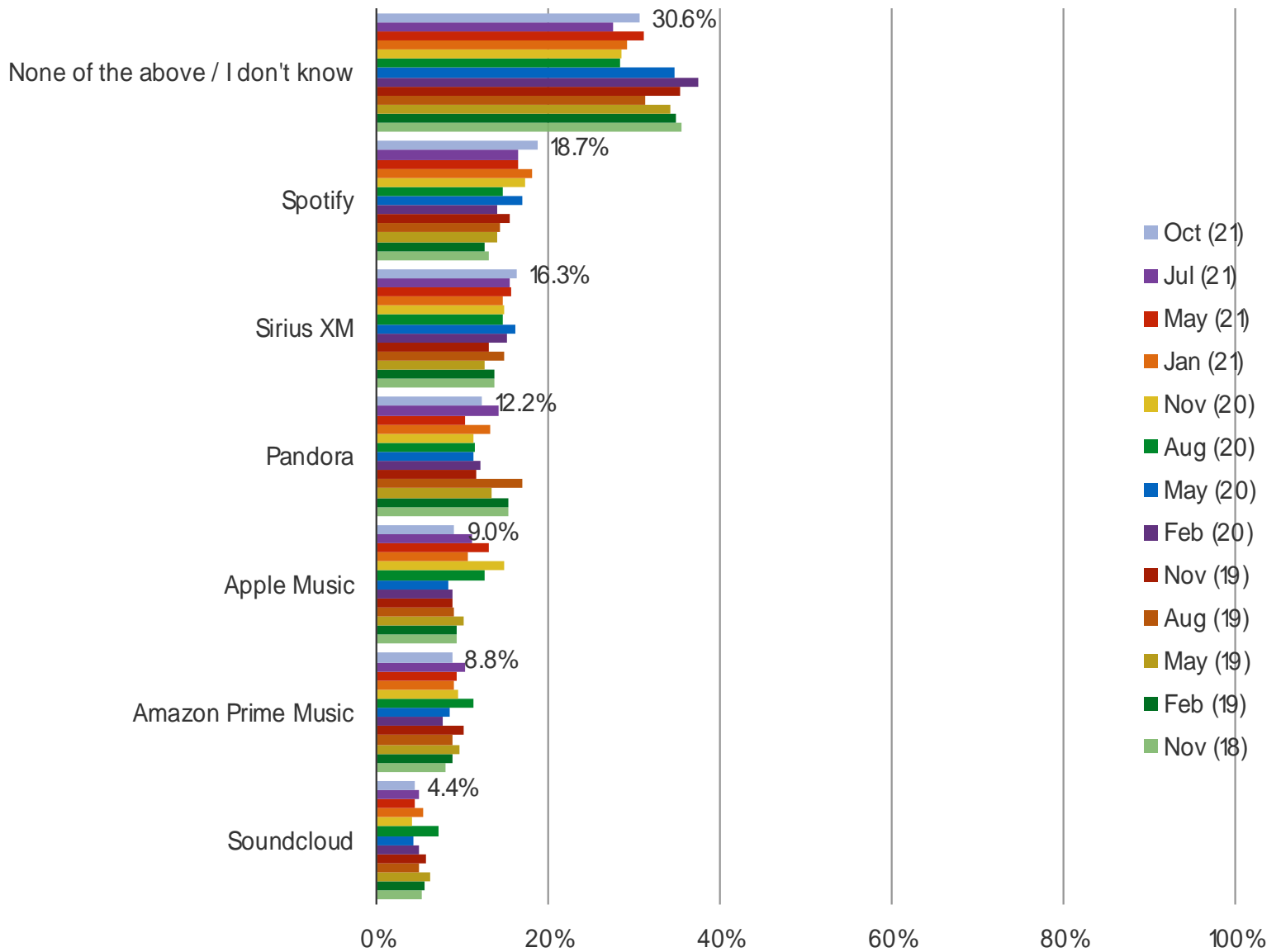
IN YOUR OPINION, WHICH PLATFORM HAS THE BEST CONTENT AVAILABLE?

Posed to all respondents.



IN YOUR OPINION, WHICH PLATFORM HAS THE MOST UNIQUE CONTENT AVAILABLE THAT YOU CAN'T FIND ANYWHERE ELSE?

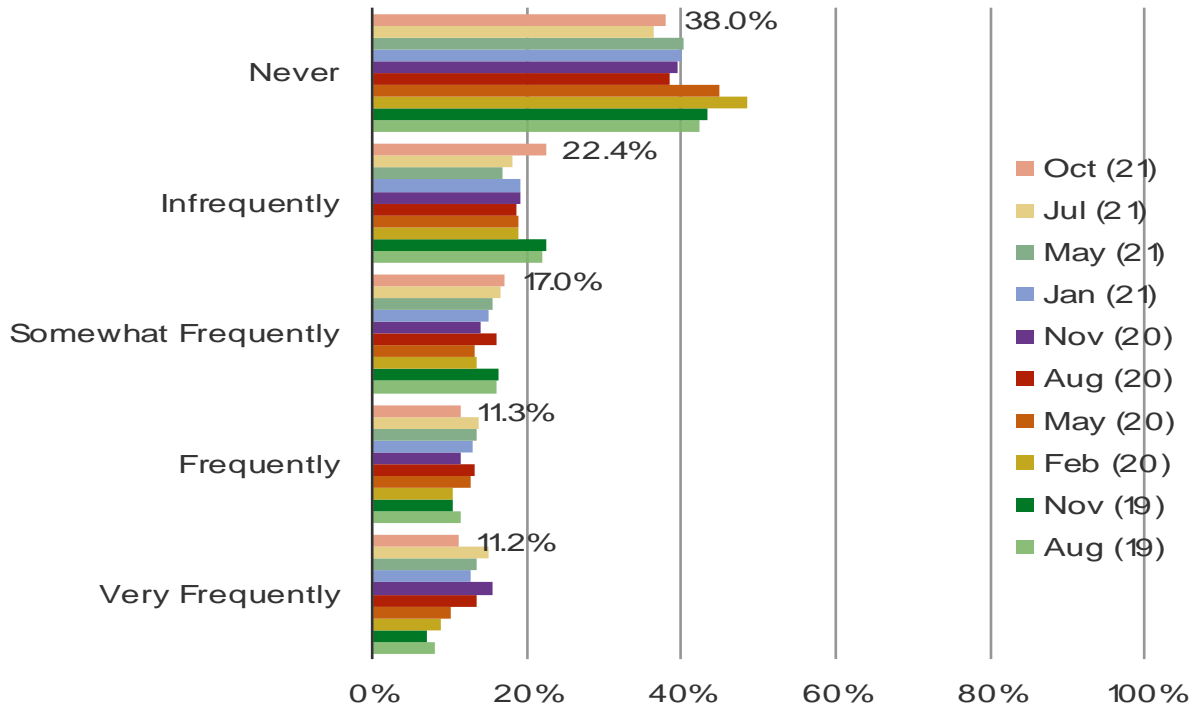
Posed to all respondents.



PODCASTS

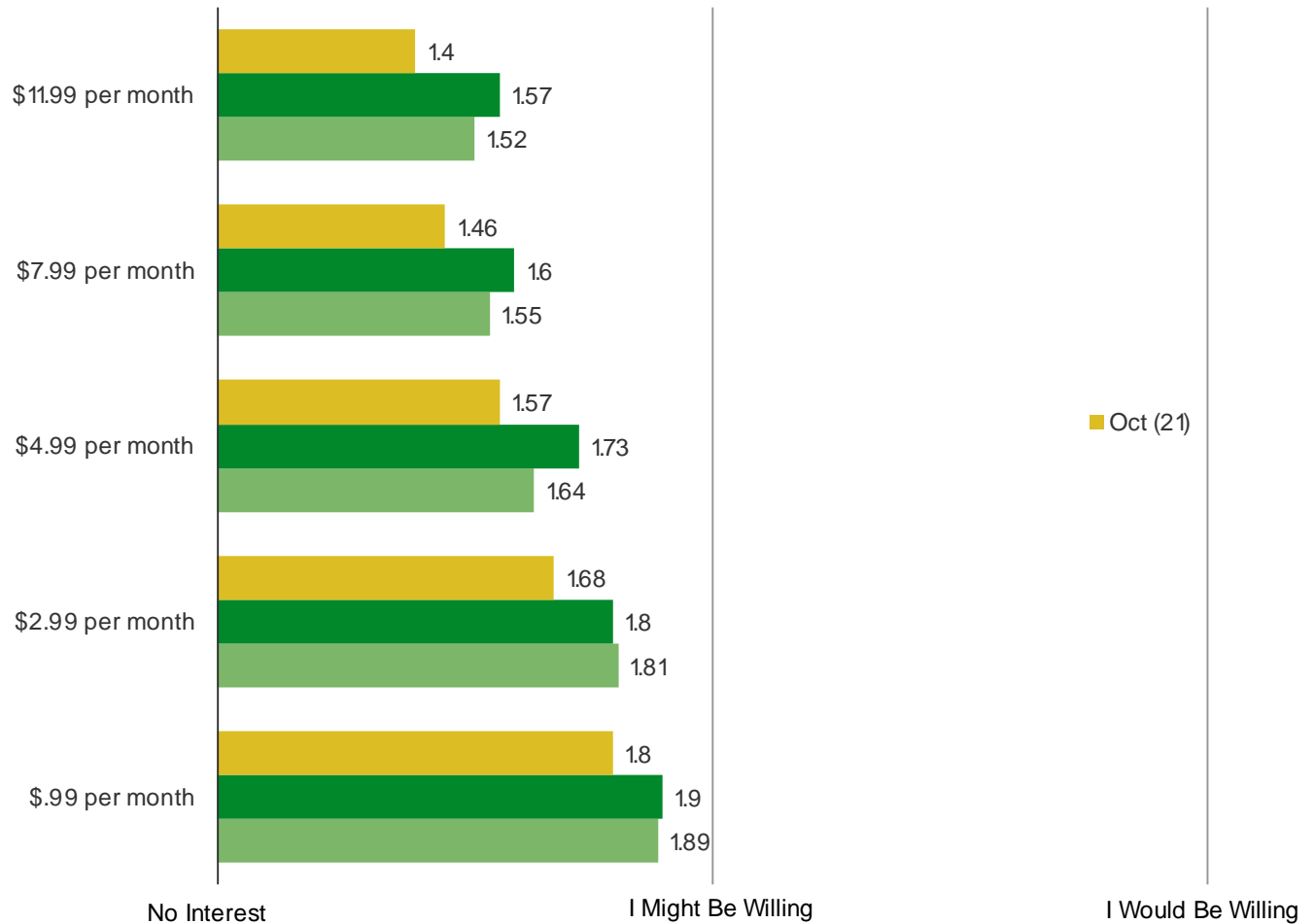
HOW OFTEN DO YOU LISTEN TO PODCASTS?

Posed to all respondents.



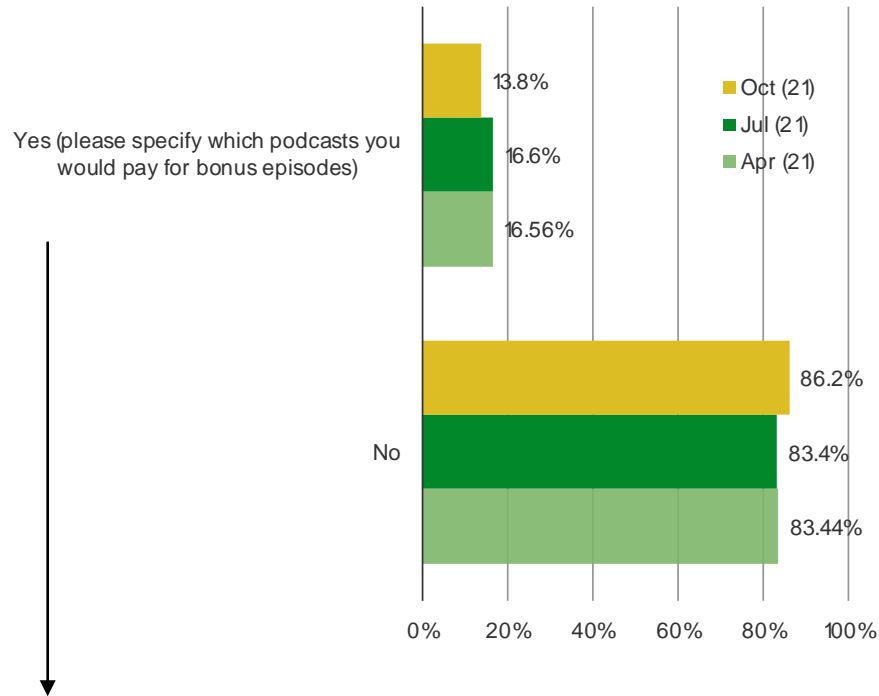
HOW INTERESTED WOULD YOU BE IN PAYING FOR SUBSCRIBER ONLY BONUS EPISODES TO ANY OF THE PODCASTS YOU LISTEN TO OR MIGHT DISCOVER IN THE FUTURE?

Posed to podcast listeners.



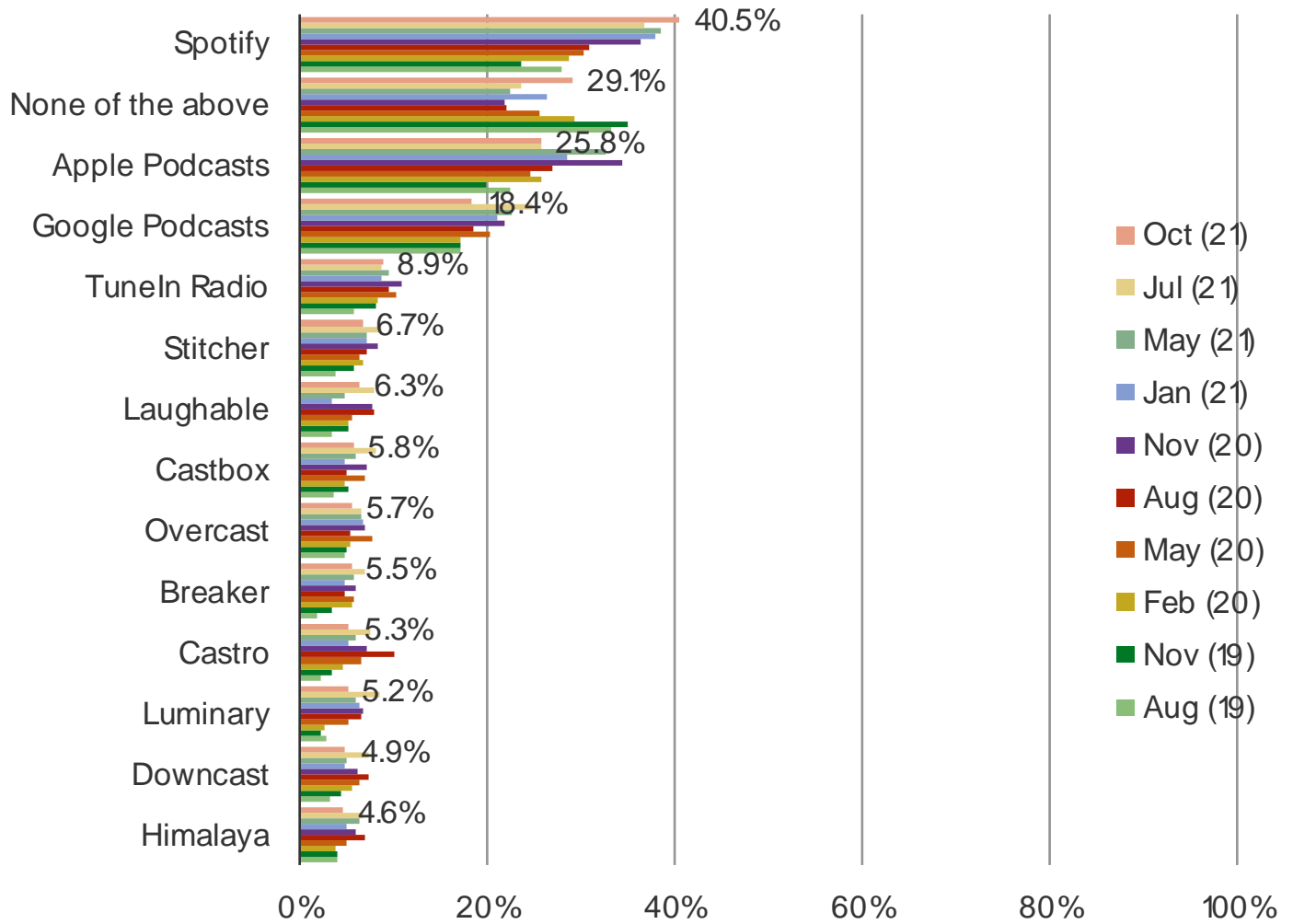
DO YOU LISTEN TO ANY PODCASTS NOW THAT YOU WOULD BE WILLING TO PAY FOR SUBSCRIBER ONLY BONUS EPISODES?

Posed to podcast listeners.



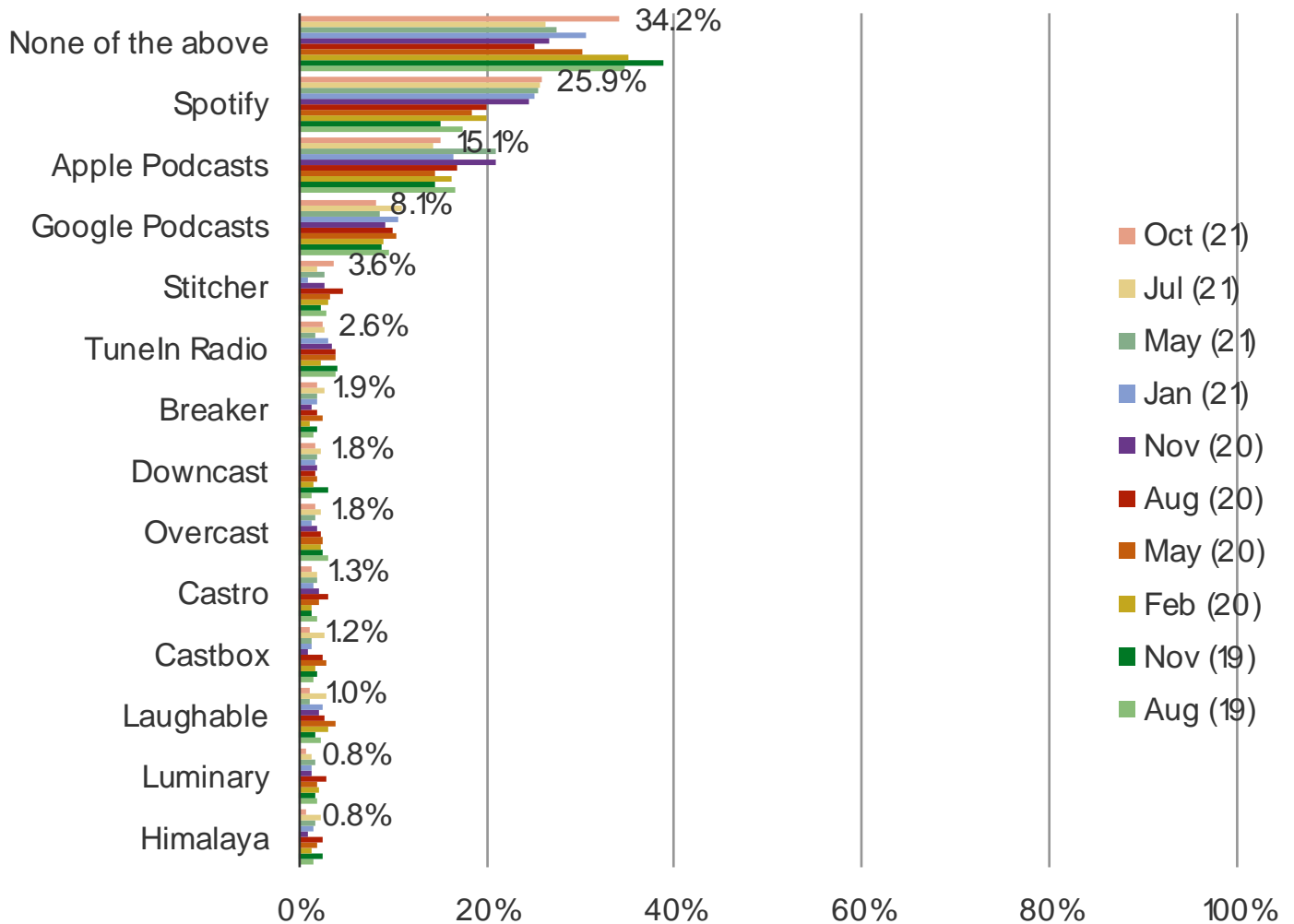
WHICH OF THE FOLLOWING PLATFORMS DO YOU USE TO LISTEN TO PODCASTS?

Posed to respondents who listen to podcasts (more often than never)



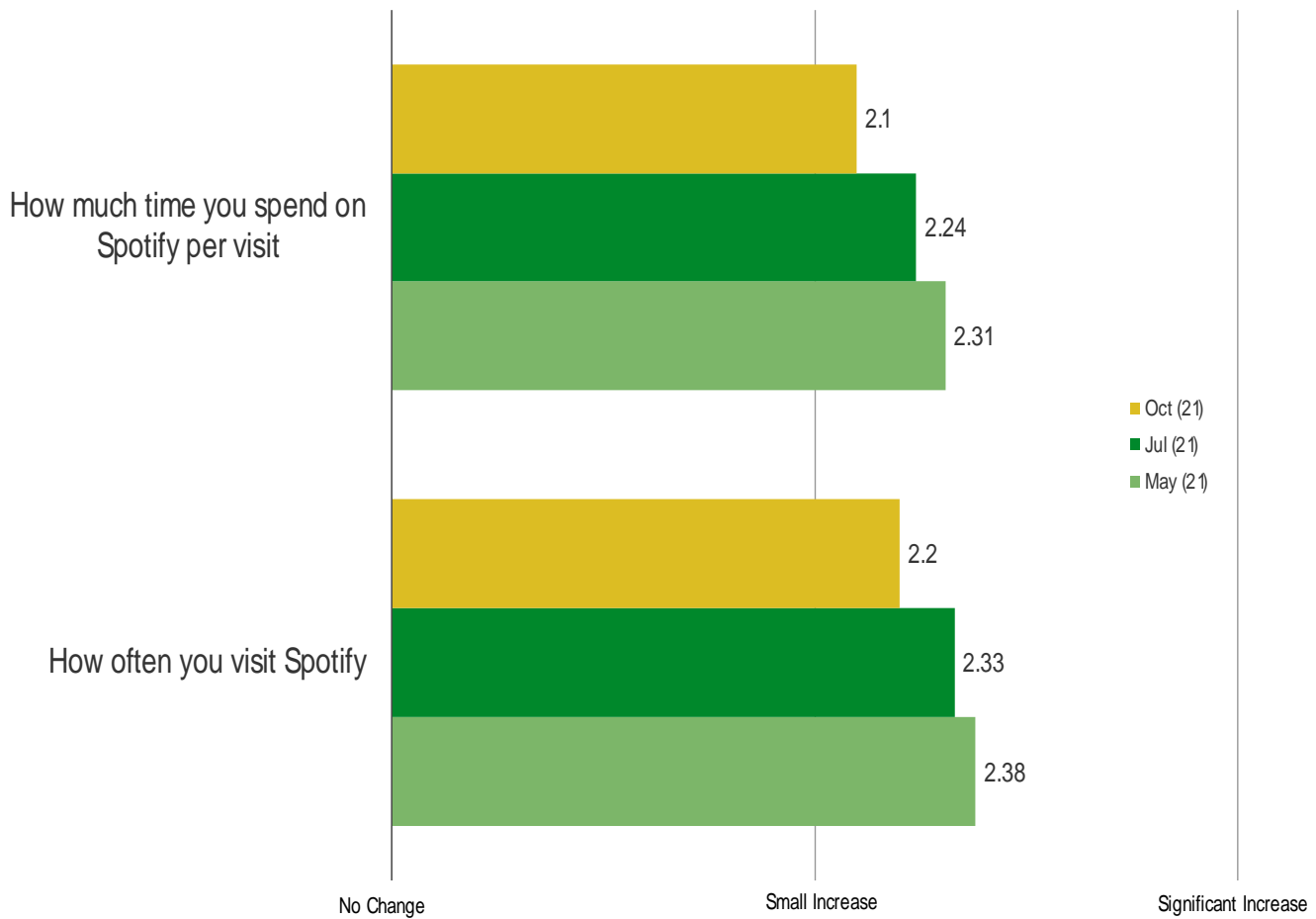
WHICH OF THE FOLLOWING HAS THE MOST UNIQUE PODCAST CONTENT THAT YOU CANNOT FIND ON OTHER PLATFORMS?

Posed to respondents who listen to podcasts (more often than never)



SINCE THE JOE ROGAN EXPERIENCE BECAME AVAILABLE ON SPOTIFY IN SEPTEMBER, HAVE YOU CHANGED...

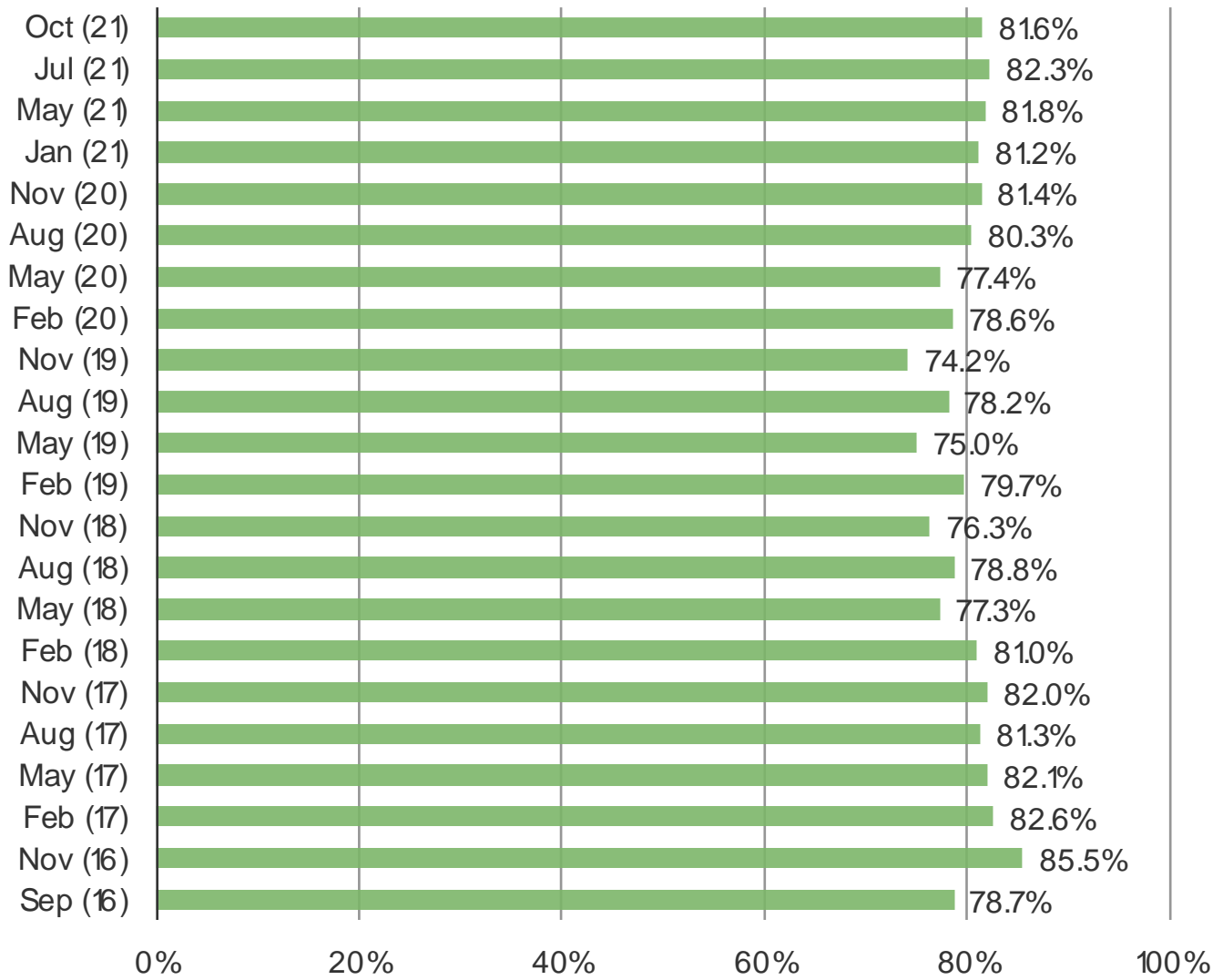
Posed to respondents who listen to Joe Rogan at least somewhat frequently



CONNECTED CAR

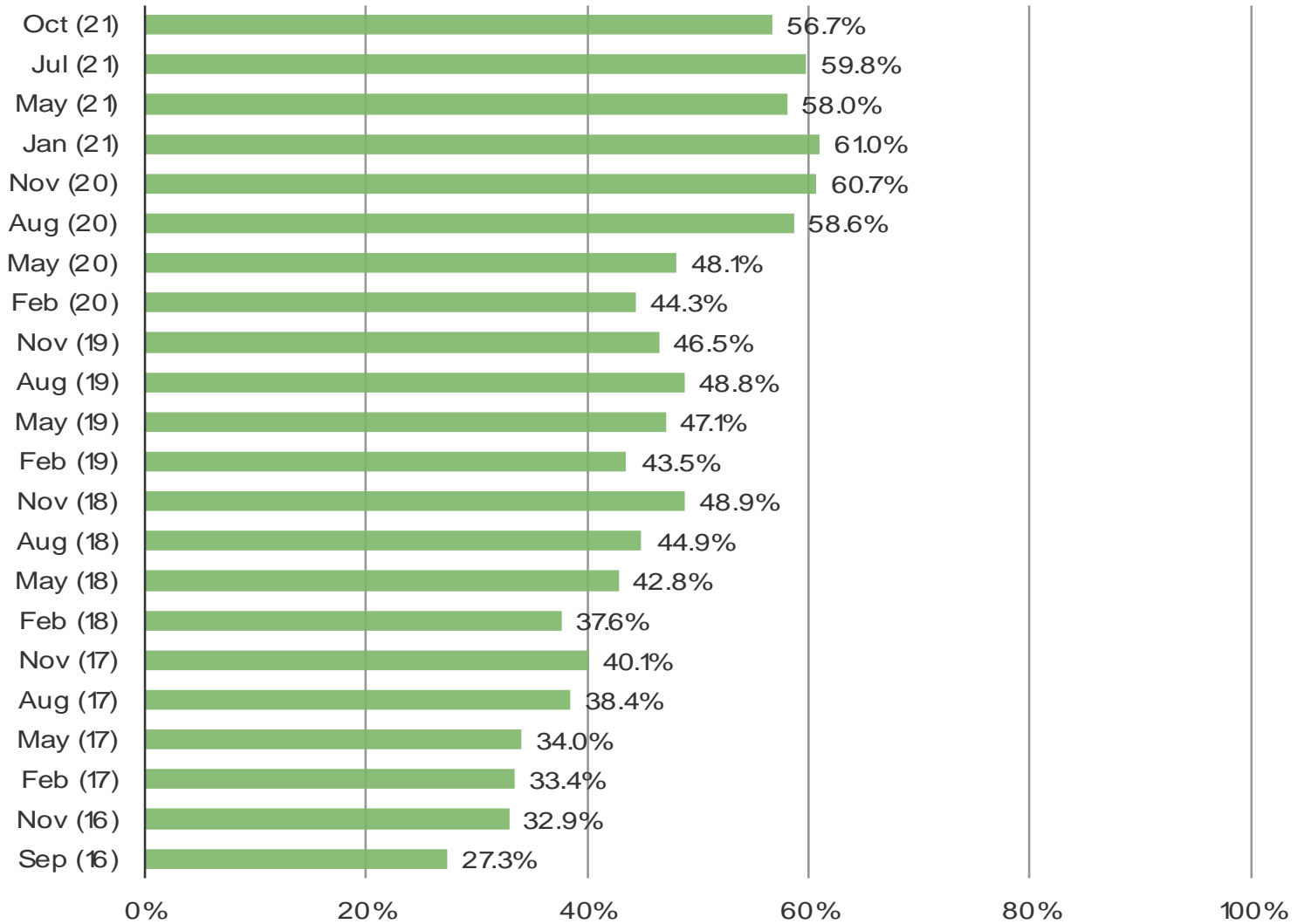
OWNS OR LEASES A CAR

Posed to all respondents



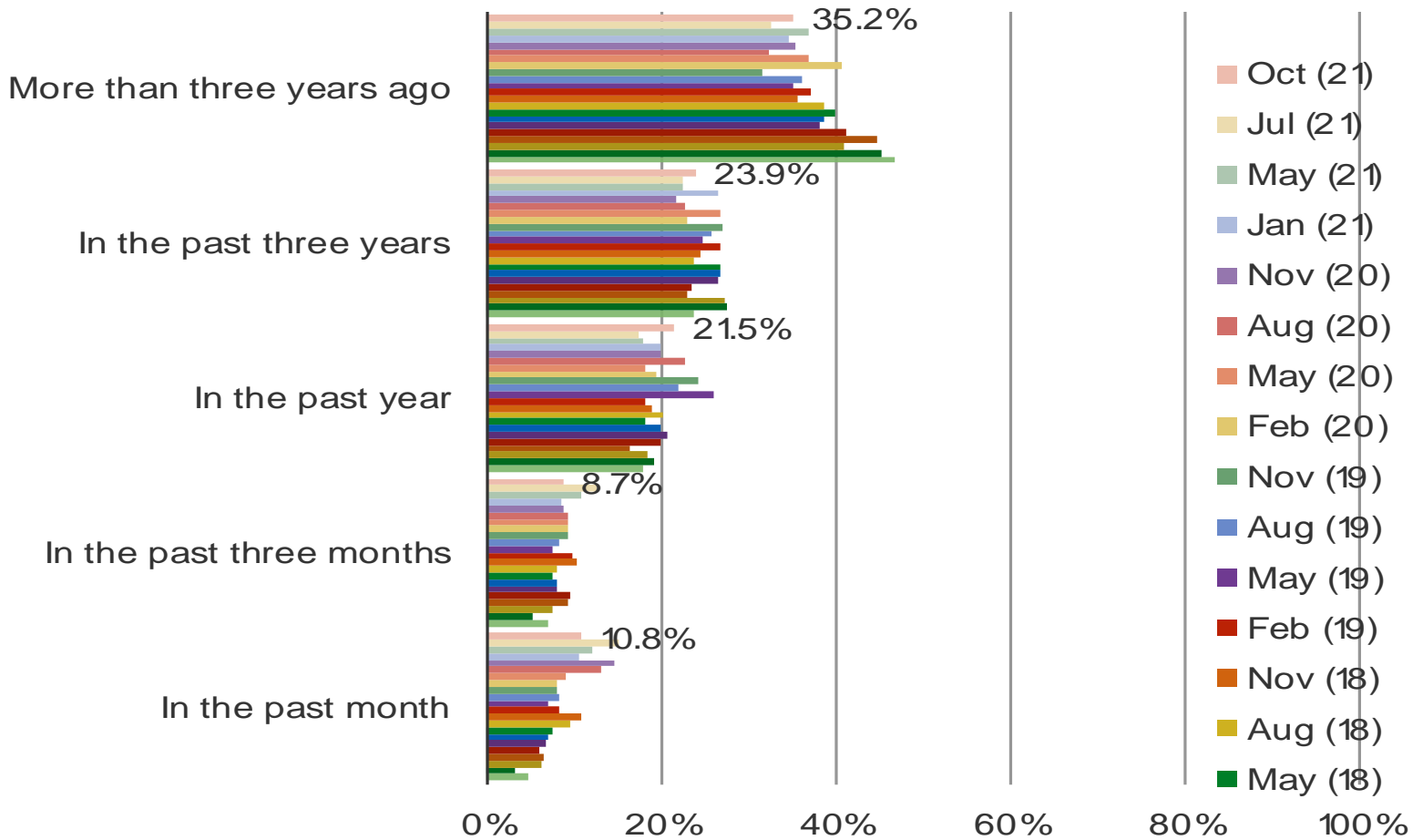
DO YOU EVER CONNECT A SMARTPHONE TO LISTEN TO MUSIC APPS IN YOUR CAR LIKE SPOTIFY, PANDORA, APPLE MUSIC, ETC?

Posed to all respondents who own / lease a car



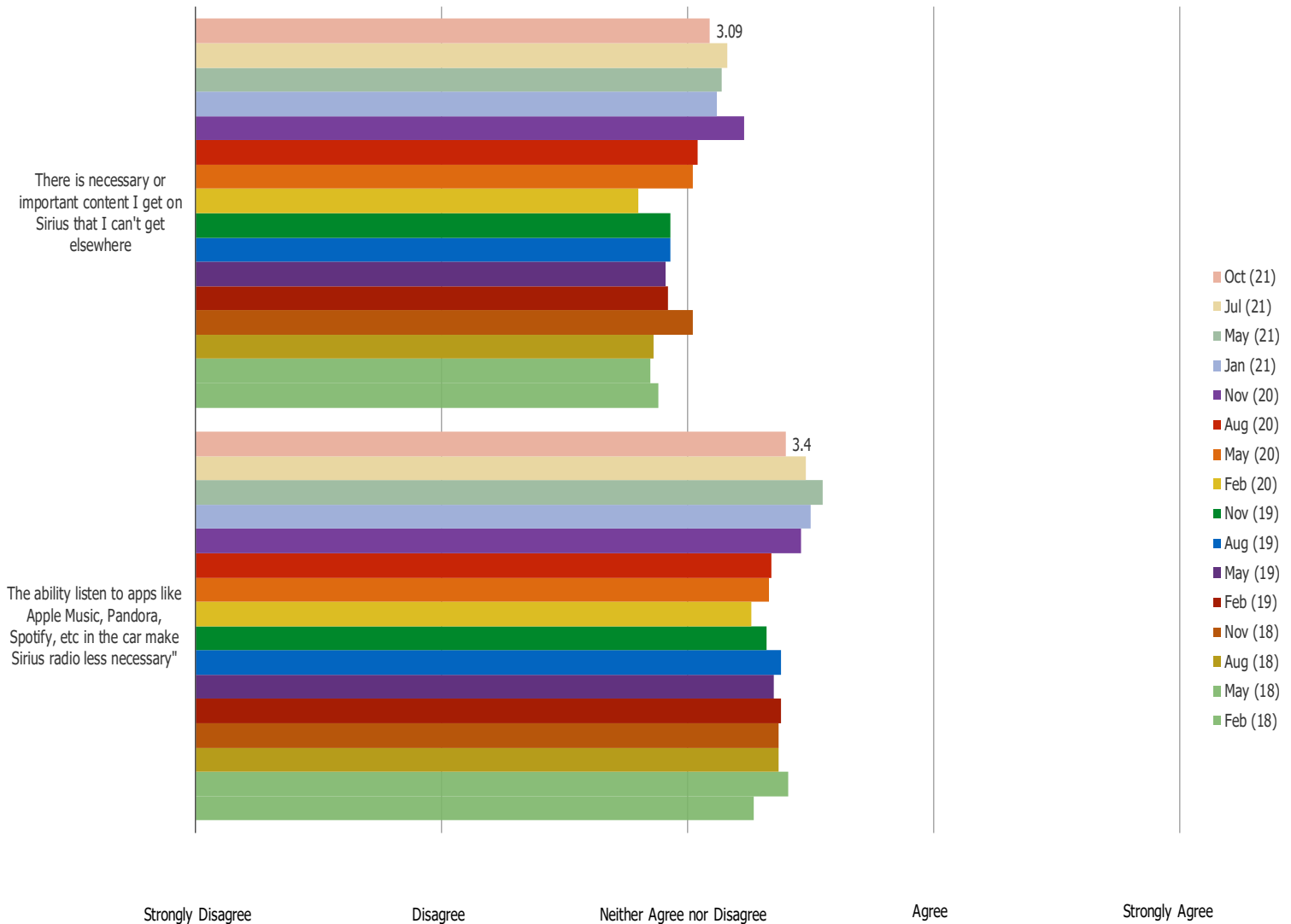
WHEN IS THE LAST TIME YOU PURCHASED OR LEASED A CAR?

Posed to all respondents who own / lease a car



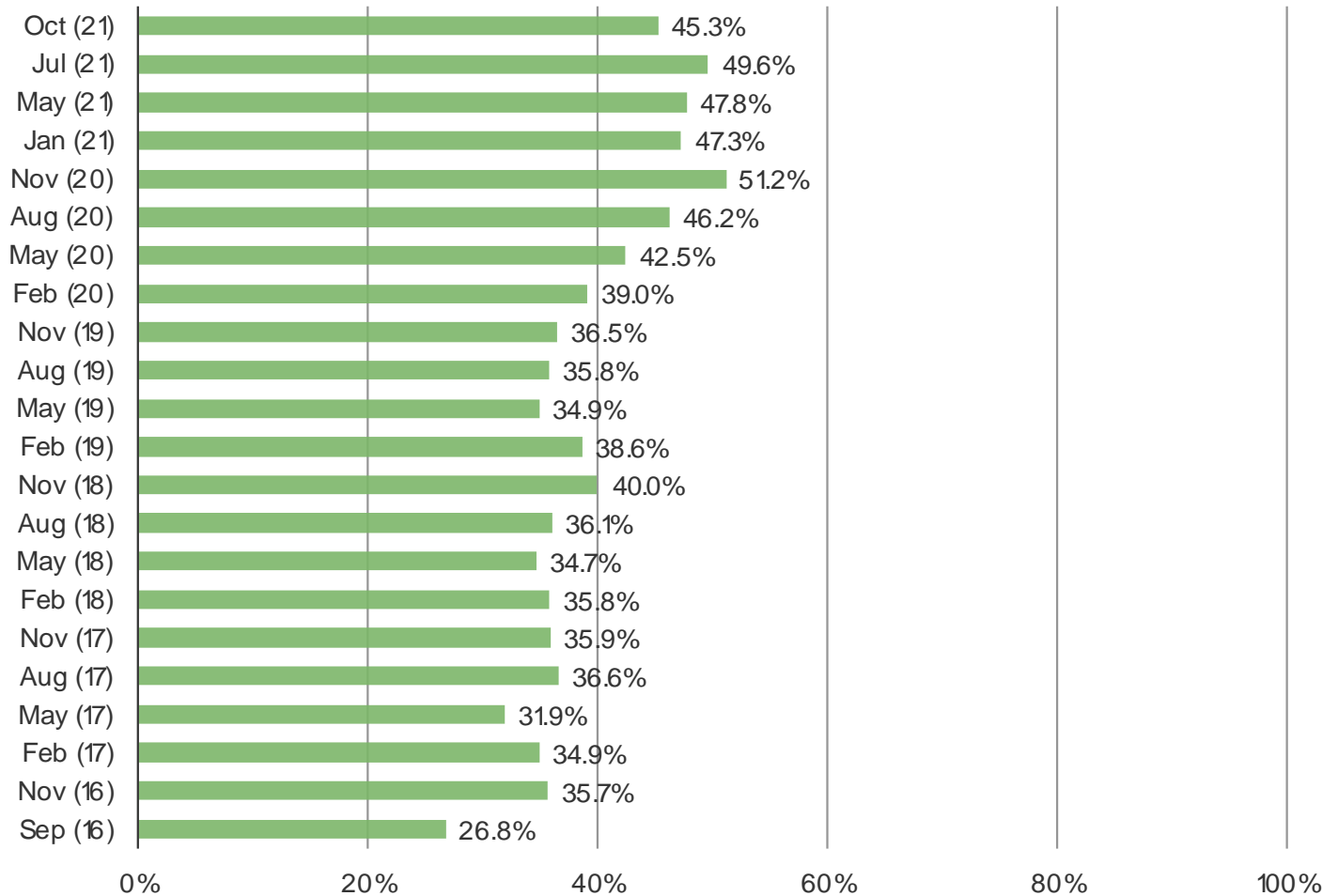
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

Posed to all respondents who own / lease a car



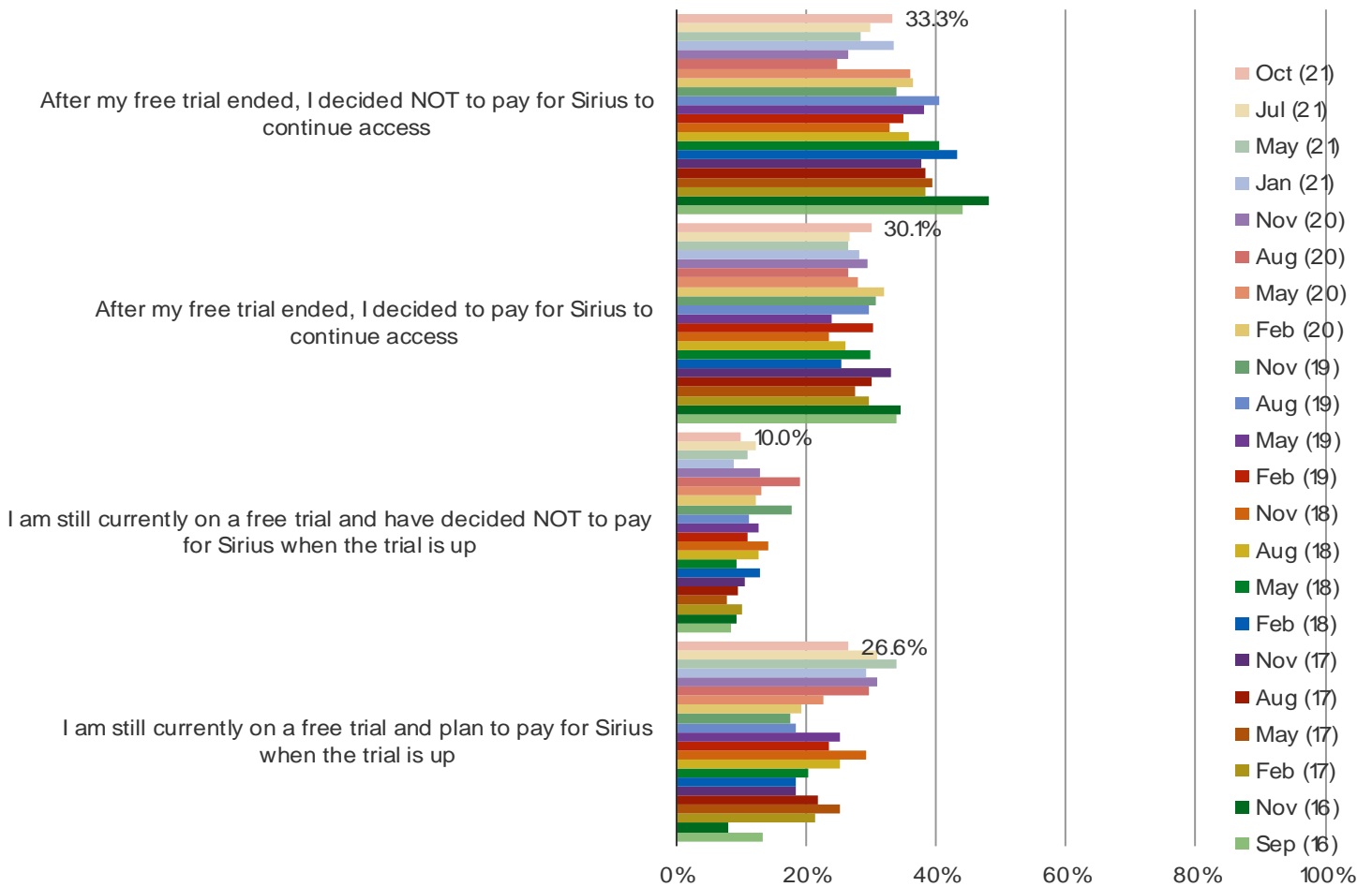
WHEN YOU MOST RECENTLY LEASED OR BOUGHT A CAR, DID IT COME WITH A FREE TRIAL TO SIRIUS RADIO?

Posed to all respondents who own / lease a car



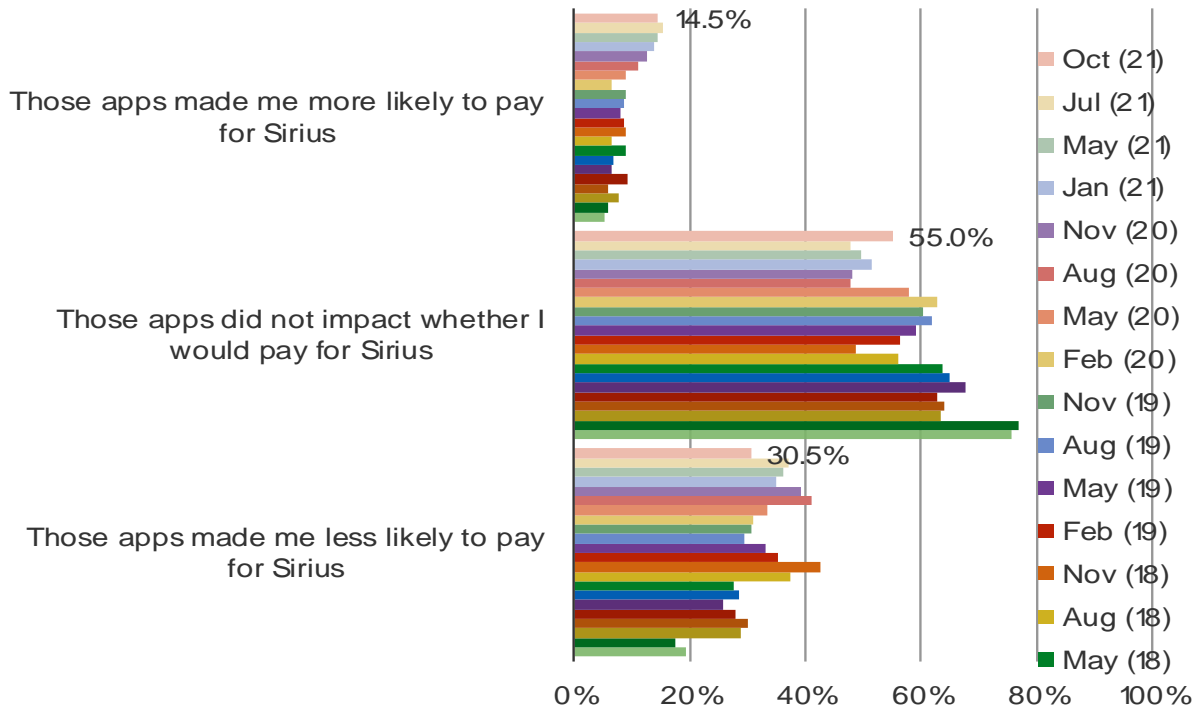
WHEN THE FREE TRIAL WAS UP, WHAT DID YOU DO?

Posed to respondents who had a free trial when they most recently got a new car.



DID APPS LIKE PANDORA, SPOTIFY, AND APPLE MUSIC INFLUENCE YOUR DECISION REGARDING PAYING FOR ACCESS TO SIRIUS?

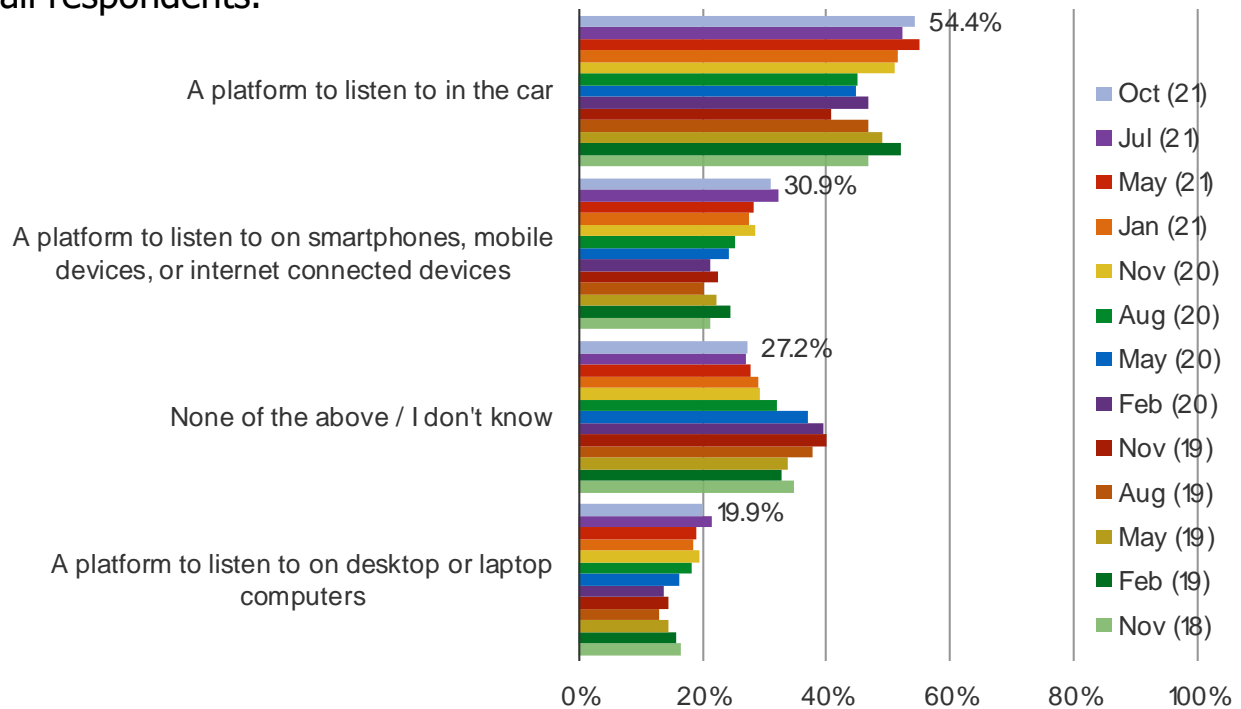
Posed to respondents who had/have a free trial when they most recently got a new car.



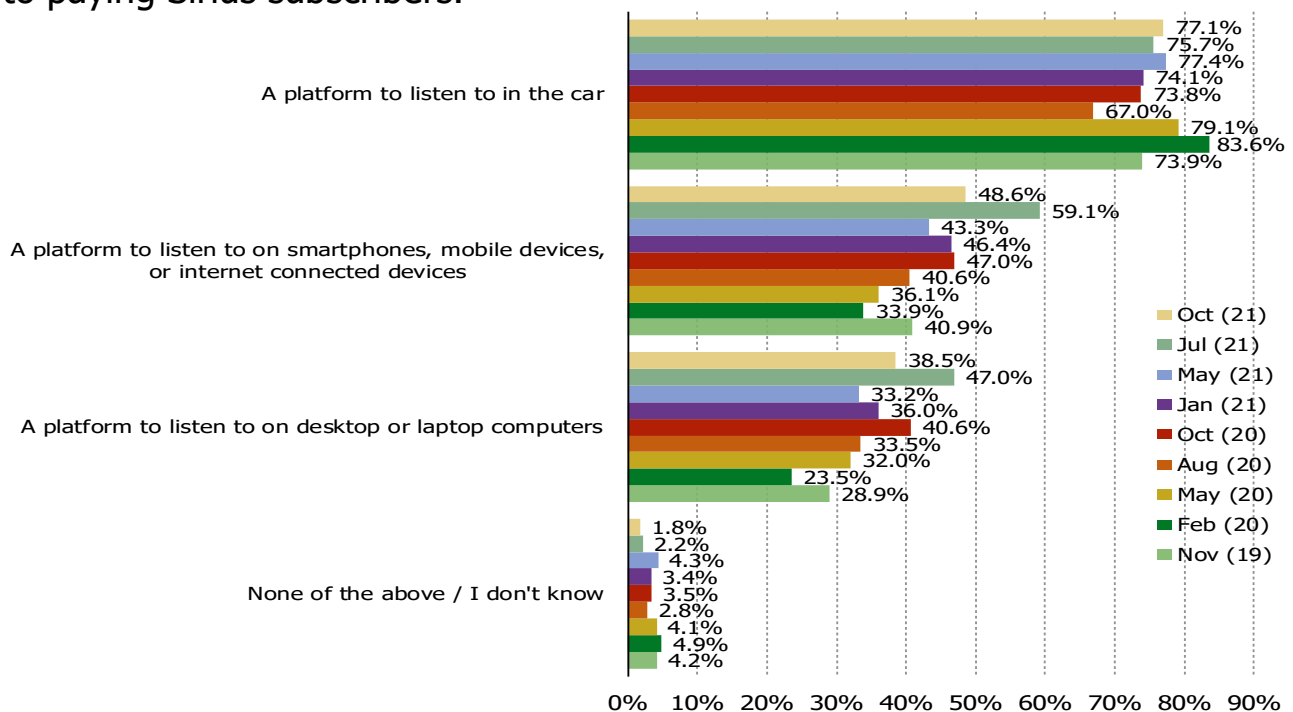
SIRIUS XM

WHAT DO YOU VIEW SIRIUS XM AS? (SELECT ALL THAT APPLY)

Posed to all respondents.

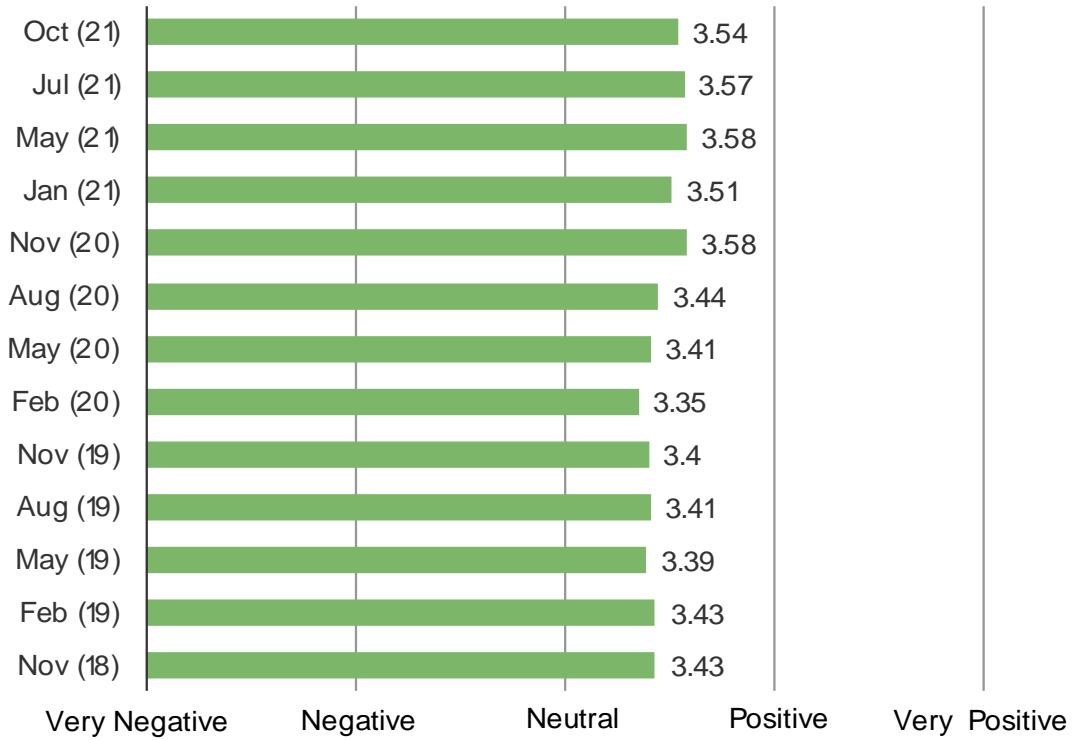


Posed to paying Sirius subscribers.

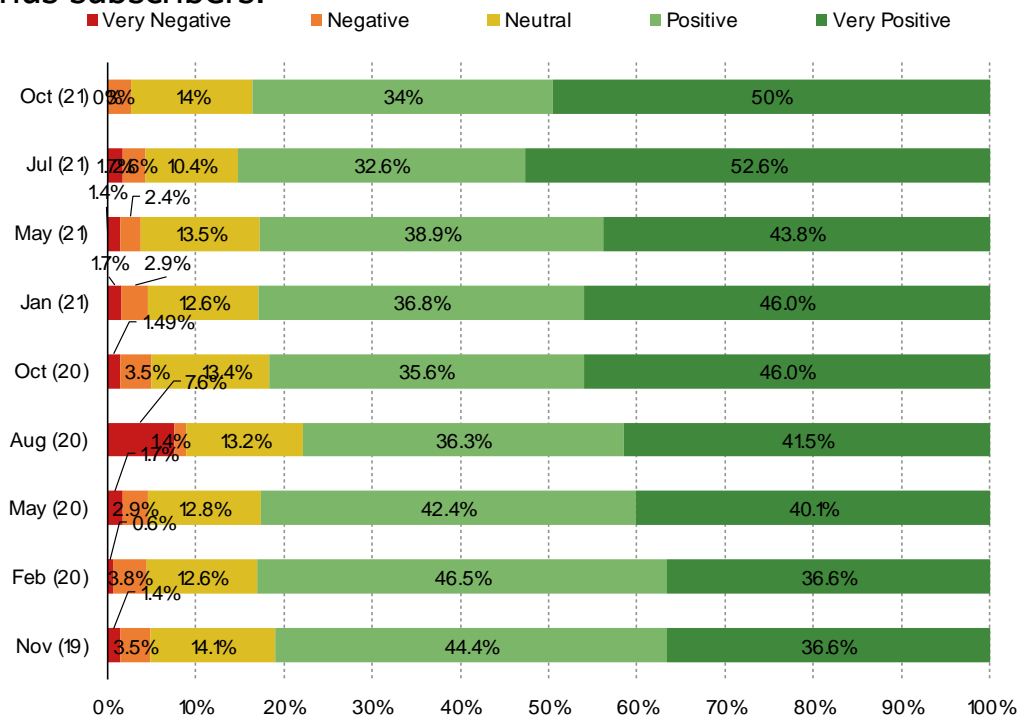


WHAT IS YOUR PERCEPTION OF SIRIUS XM?

Posed to all respondents.



Posed to paying Sirius subscribers.



WHY IS YOUR OPINION NEGATIVE?

Posed to respondents who said they have a negative opinion of Sirius XM.

“Constant price upping”

“The commercials are annoying”

“They send adverts that look like missed bills so you'll open them. And it's nearly impossible to unsubscribe.”

“I just don't like it or use it.”

“Because it's overpriced useless, I can get the same things for free.”

“Over priced”

“Says no commercials but they still talk about sponsors and interrupt music even though I paid.”

“I just don't care about it. Nothing special.”

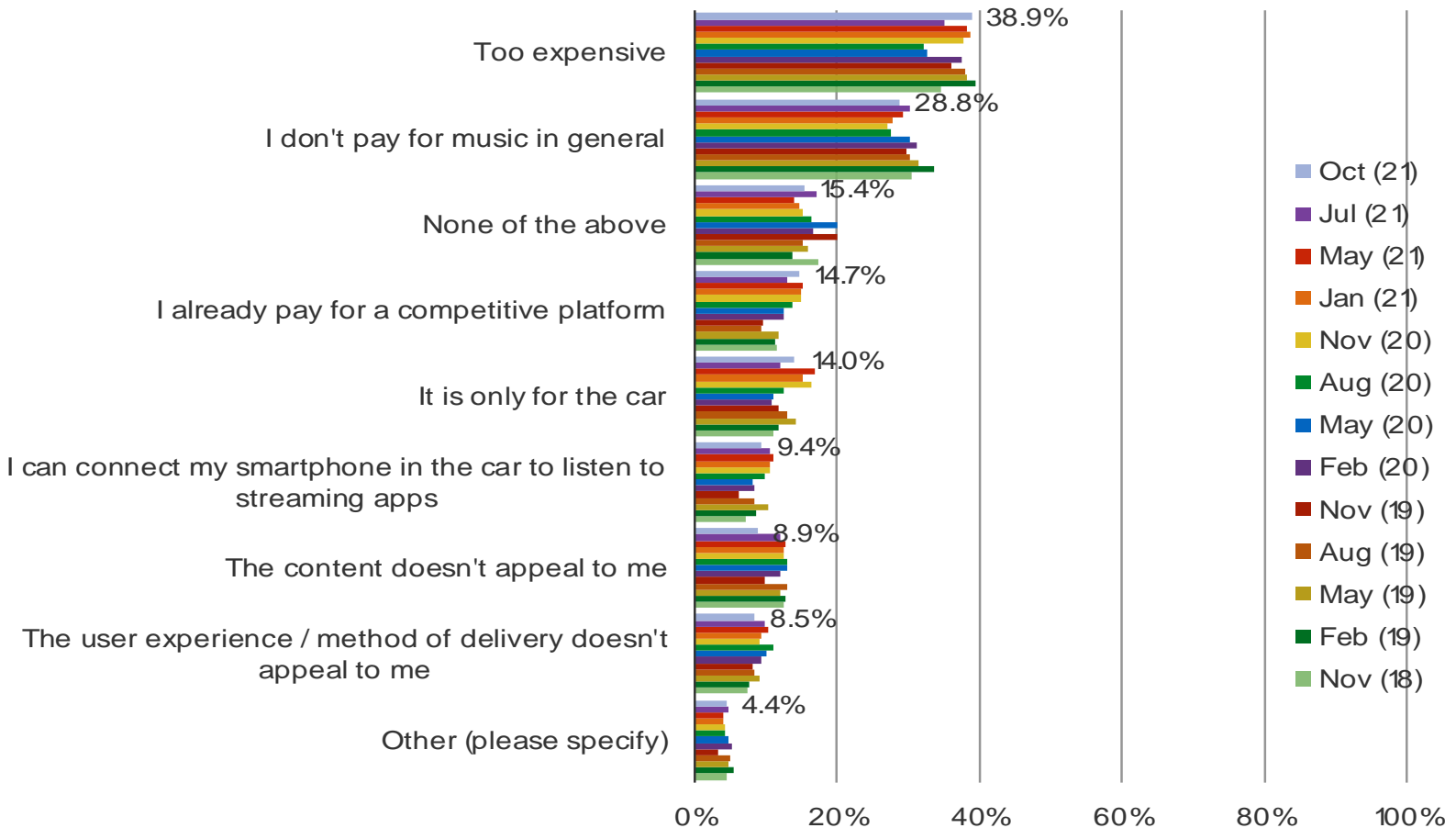
“I don't think its worth the price they charge”

“Costs too much especially with so many others options now available”

“Expensive, harassive when you end a trial.”

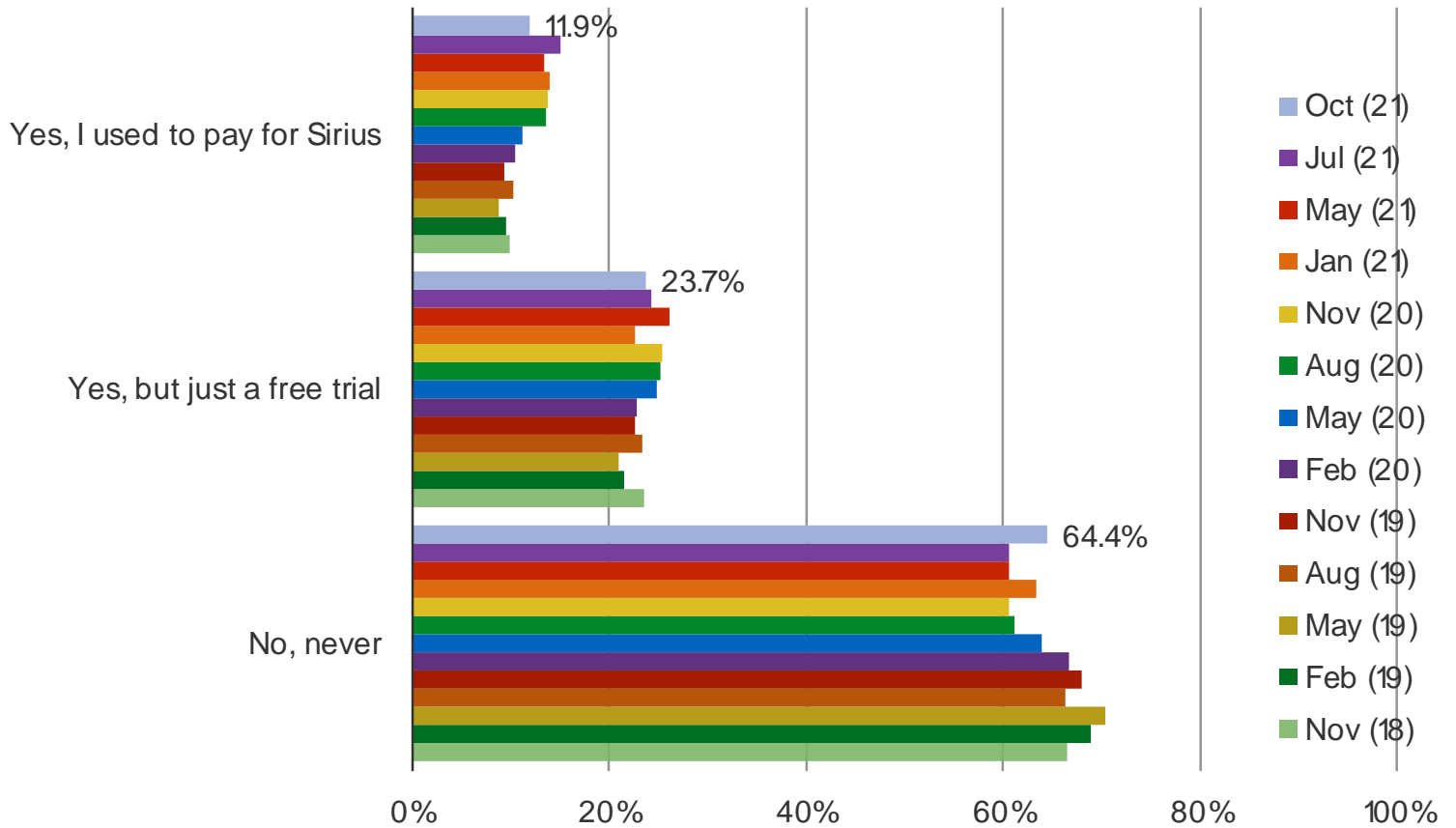
WHY ARE YOU NOT A SIRIUS XM SUBSCRIBER? (SELECT ALL THAT APPLY)

Posed to respondents **who not subscribers** of Sirius XM.



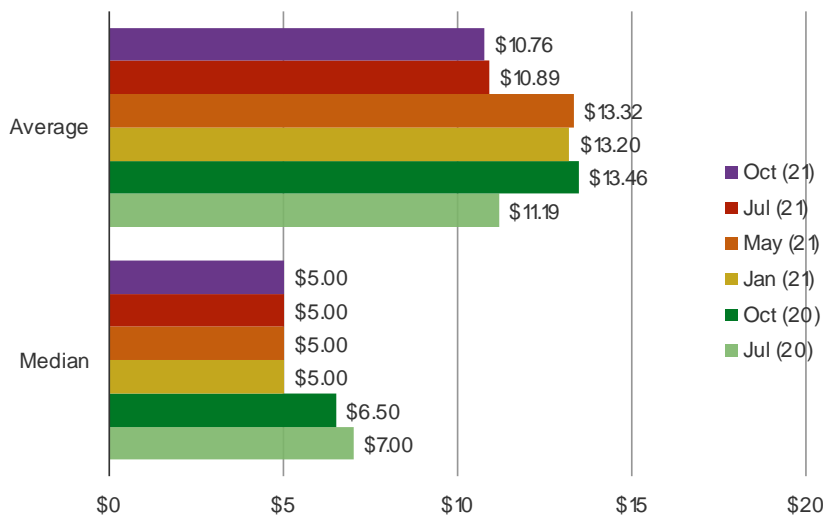
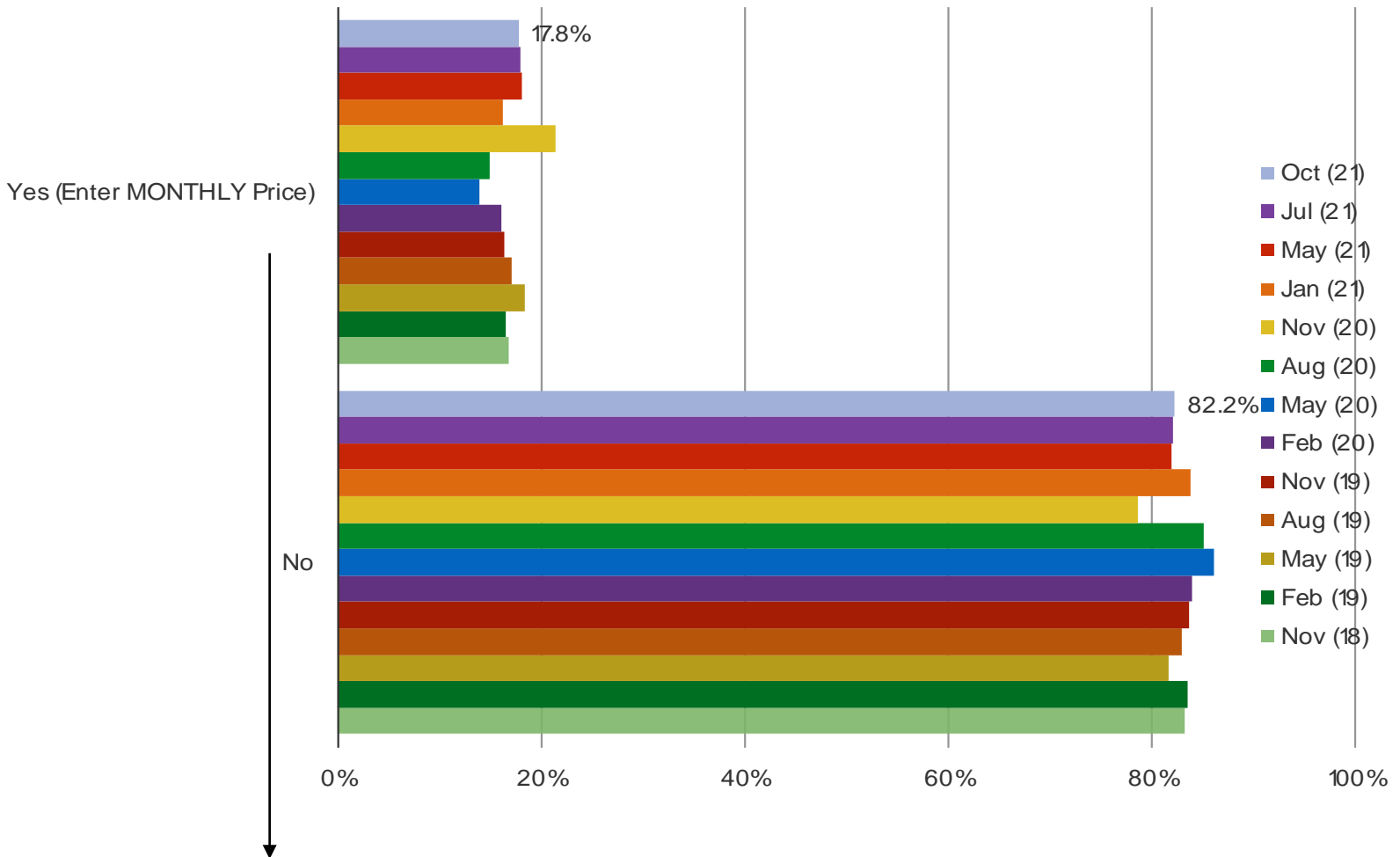
HAVE YOU EVER BEEN A SIRIUS XM SUBSCRIBER?

Posed to non-Sirius XM subscribers.



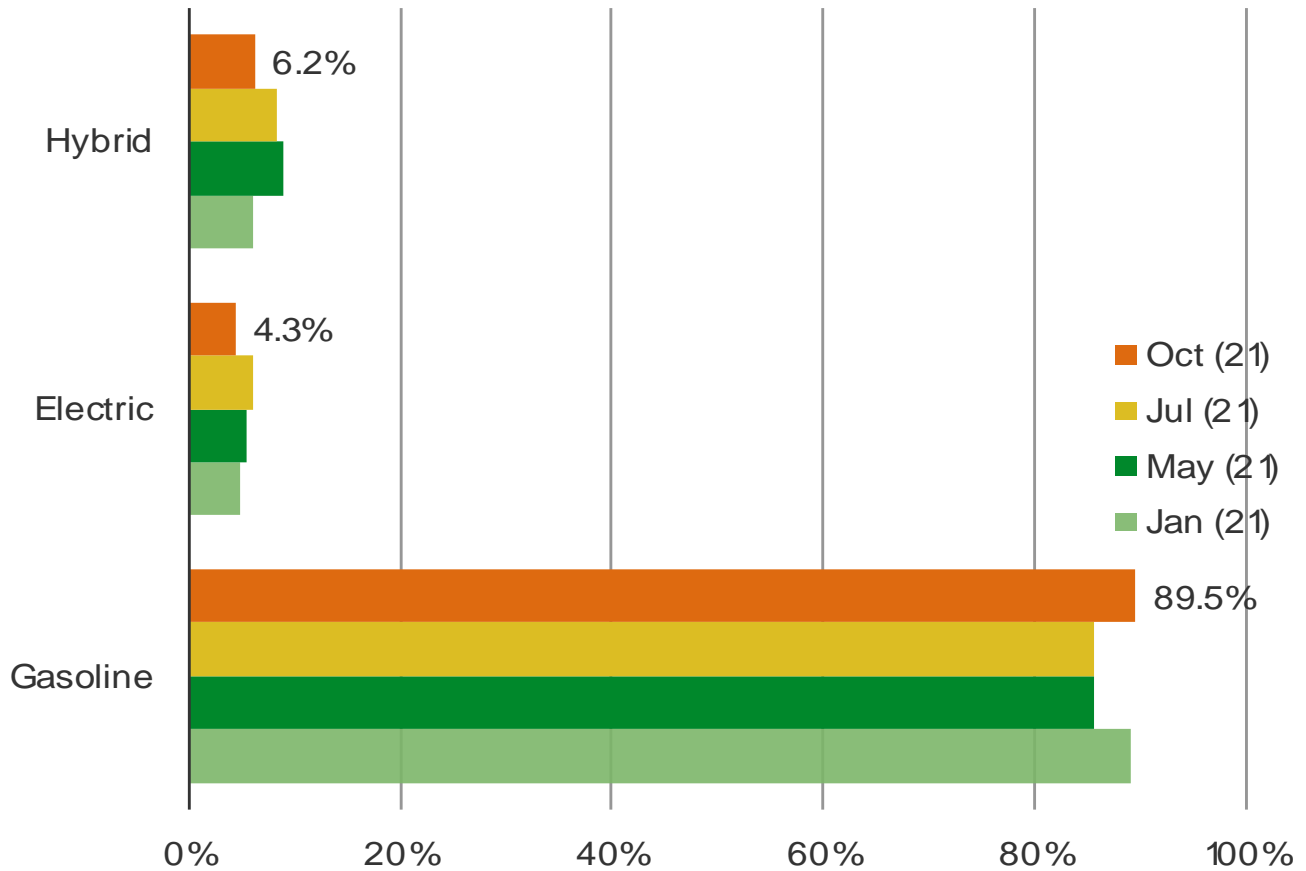
WOULD THERE BE ANY PRICE POINT (PER MONTH) WHERE YOU WOULD DECIDE TO SUBSCRIBE TO SIRIUS XM?

Posed to non-Sirius XM subscribers.



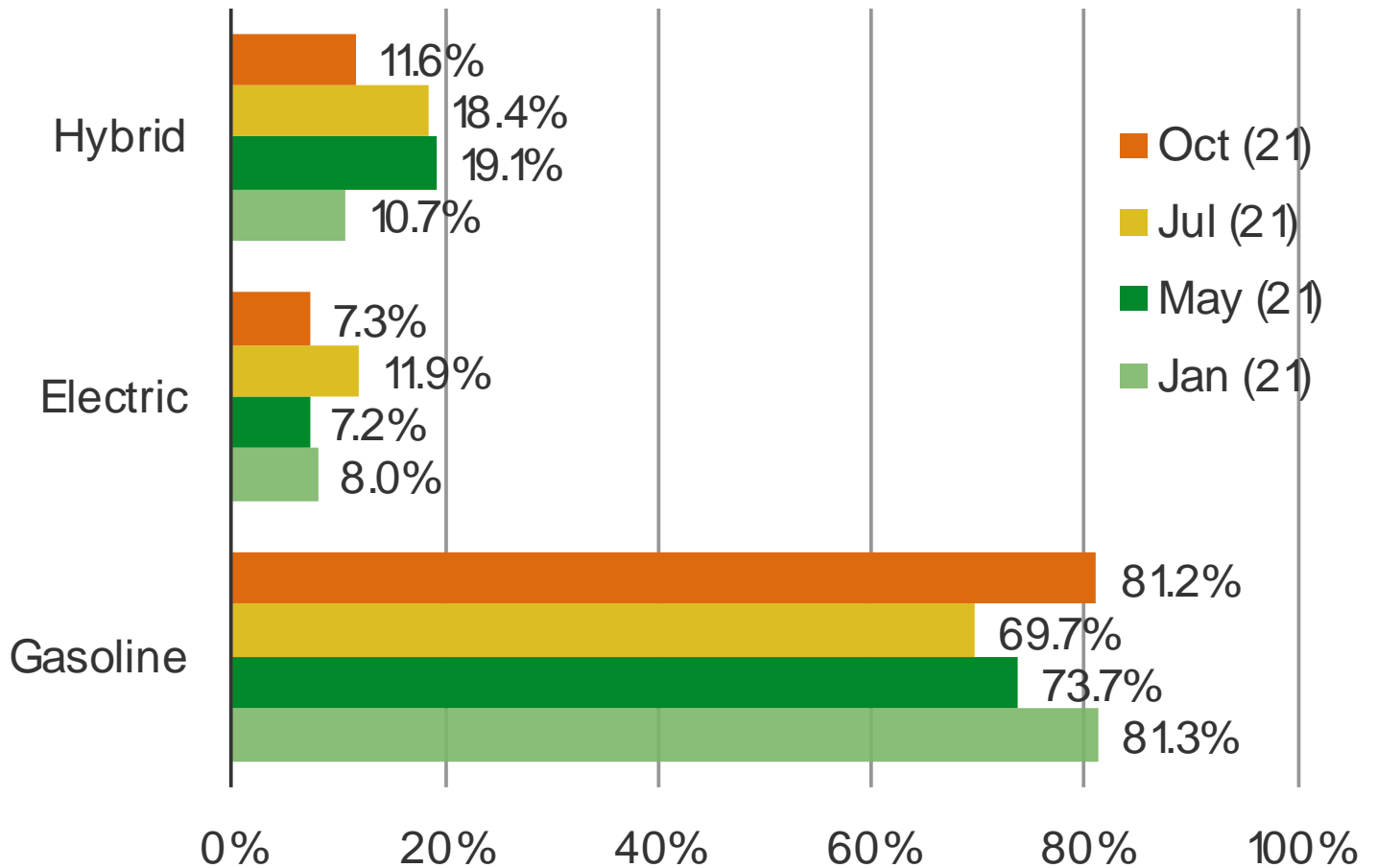
IS YOUR CAR AN ELECTRIC VEHICLE OR DOES IT RUN ON GAS?

Posed to auto owners.



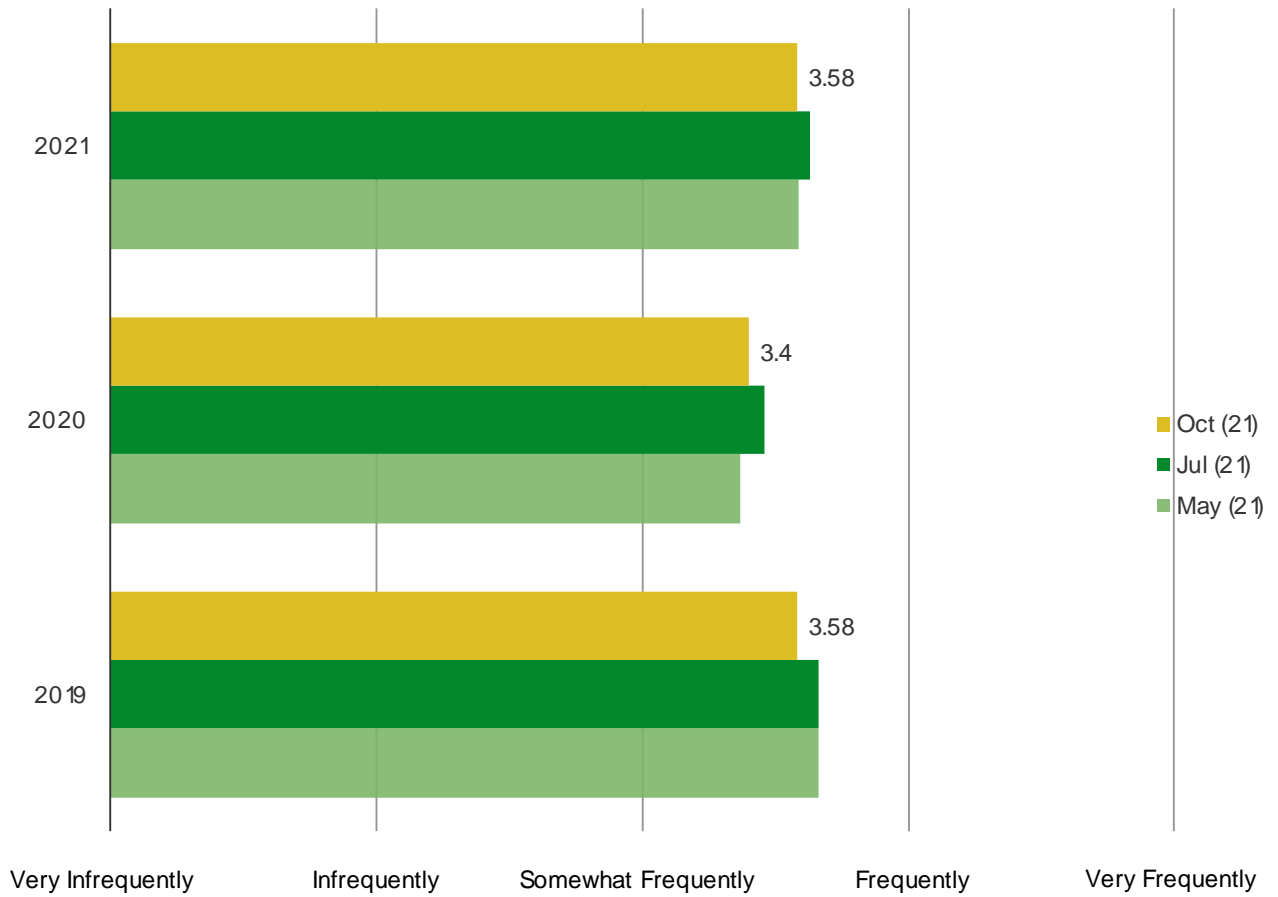
IS YOUR CAR AN ELECTRIC VEHICLE OR DOES IT RUN ON GAS?

Posed to auto who pay for a Sirius account currently.



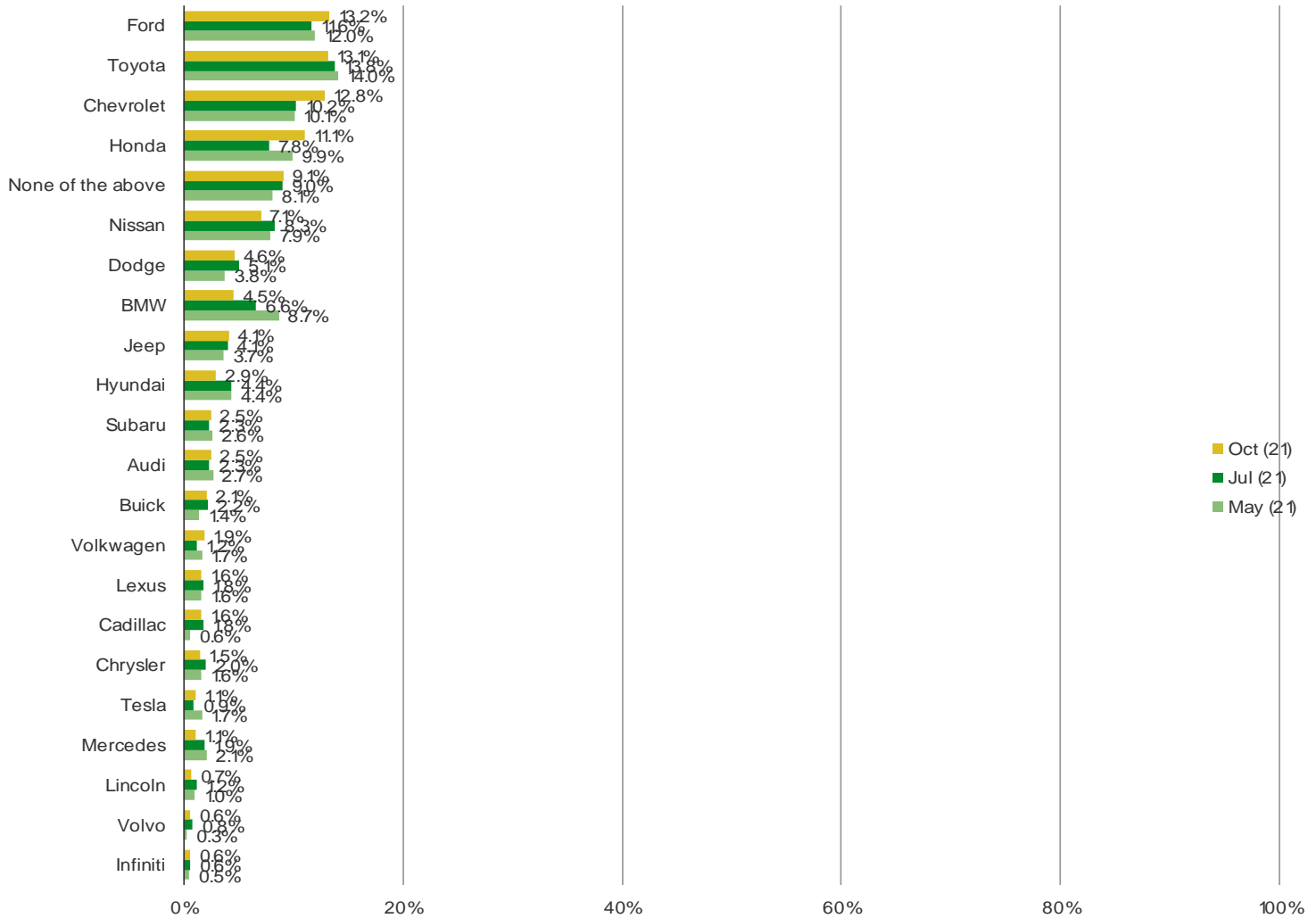
HOW MUCH DID YOU / WILL YOU DRIVE YOUR CAR IN THE FOLLOWING YEARS?

Posed to auto owners.



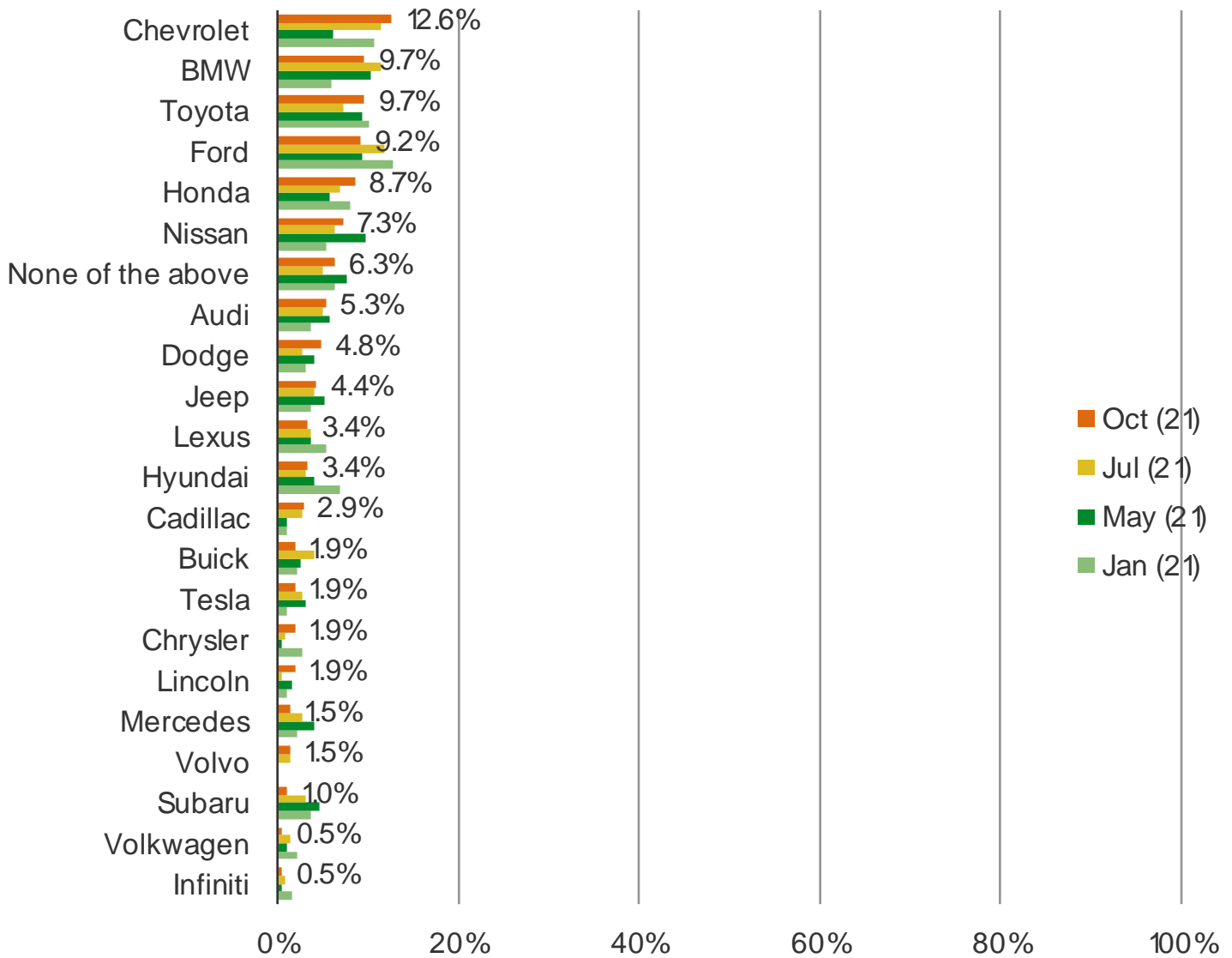
WHAT IS THE BRAND OF THE PRIMARY AUTOMOBILE THAT YOU DRIVE?

Posed to auto owners.



WHAT IS THE BRAND OF THE PRIMARY AUTOMOBILE THAT YOU DRIVE?

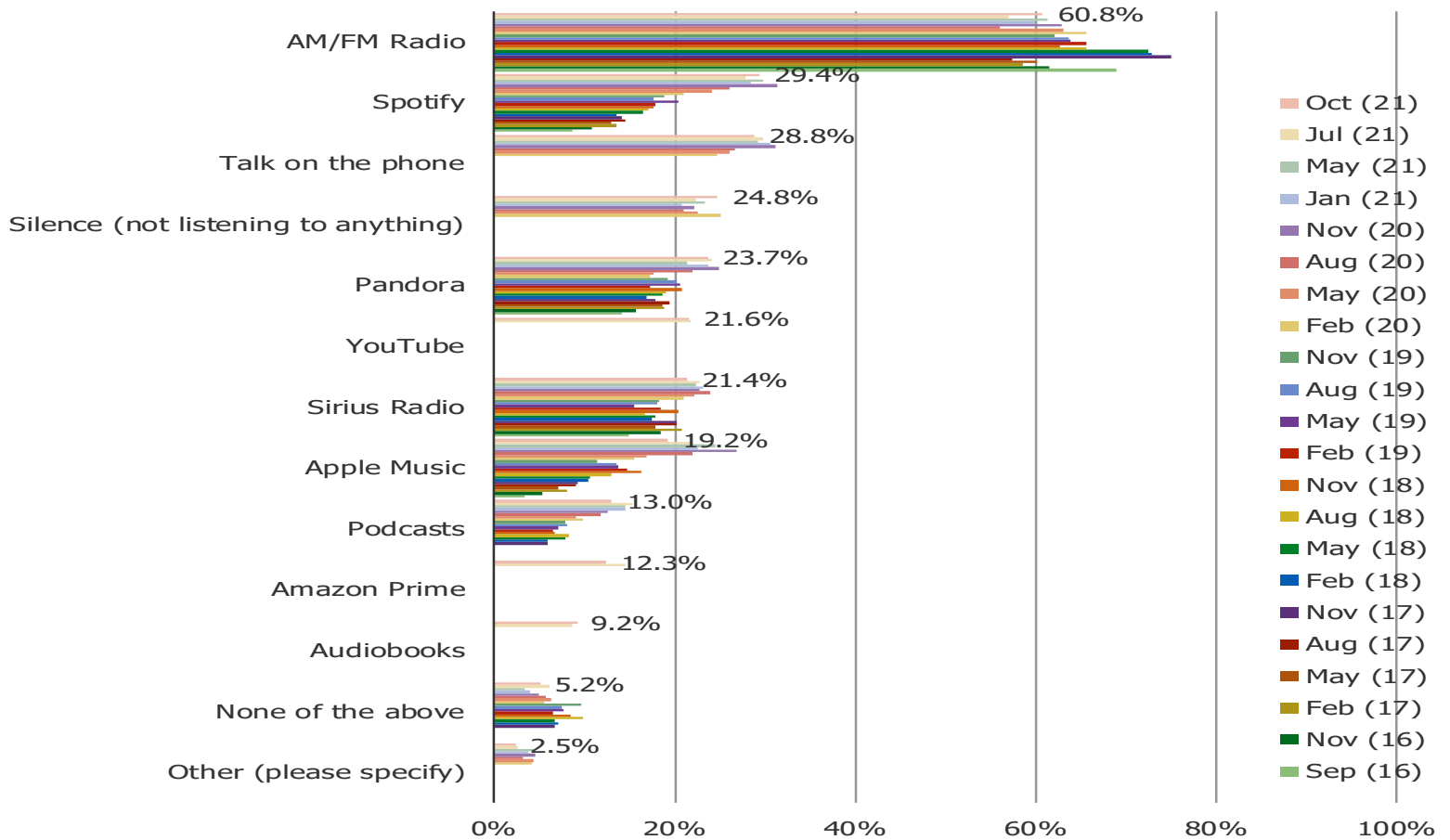
Posed to auto who pay for a Sirius account currently.



MARKET SHARE IN THE CAR

DO YOU REGULARLY OR OCCASIONALLY LISTEN TO THE FOLLOWING IN YOUR CAR? (SELECT ALL THAT APPLY)

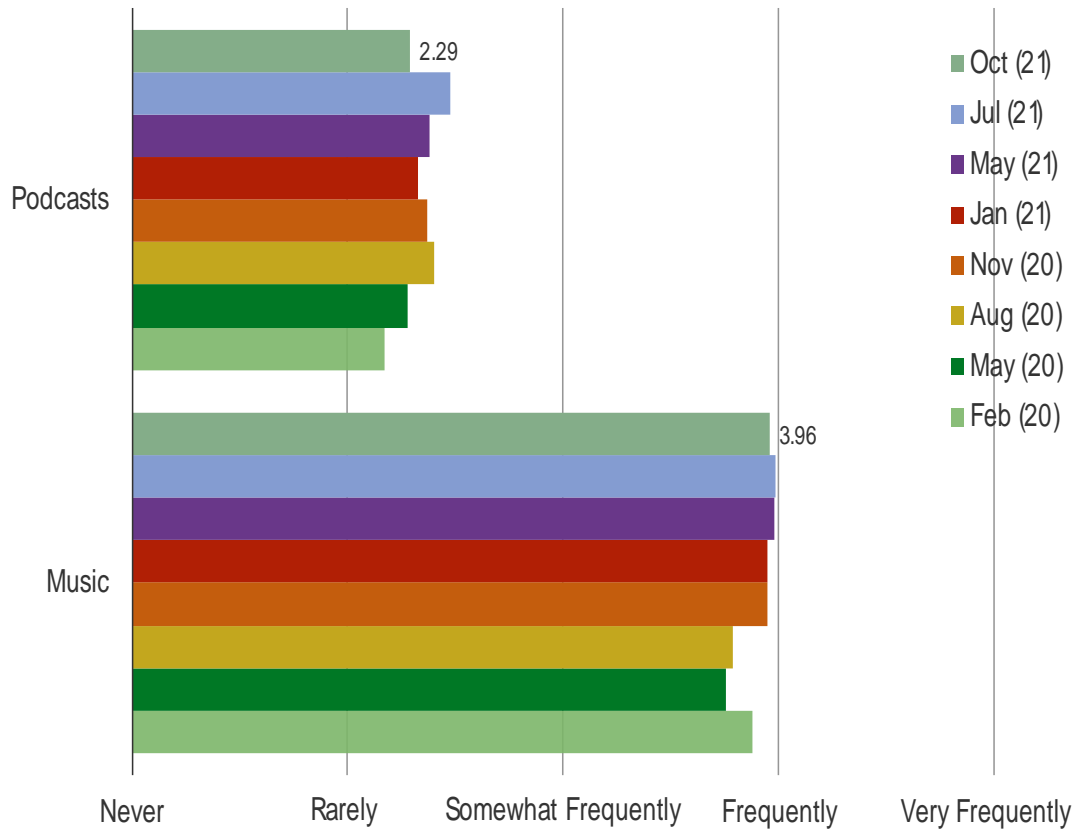
Posed to all respondents who own / lease a car



AIRPODS

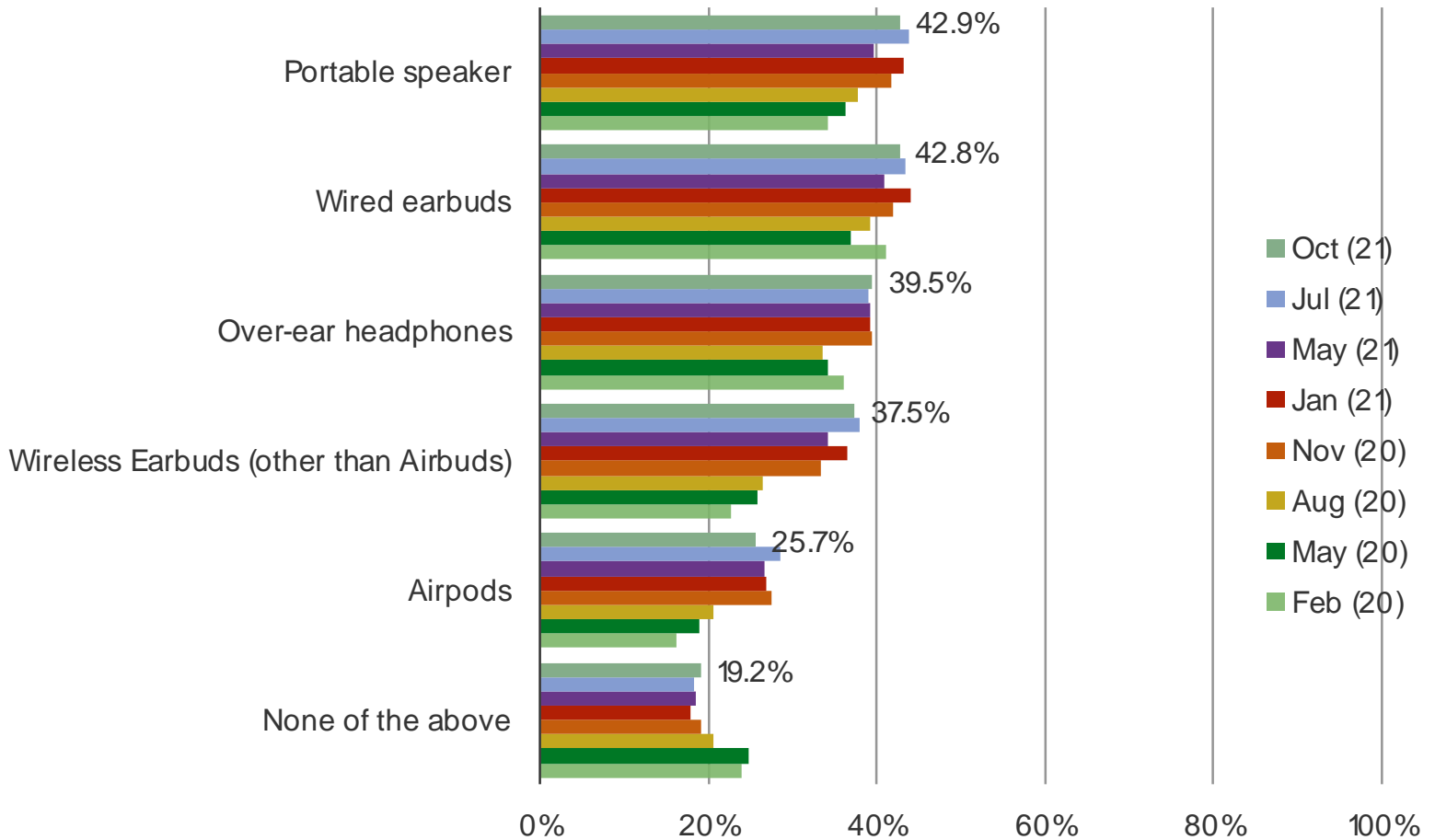
HOW OFTEN DO YOU LISTEN TO...

Posed to all respondents



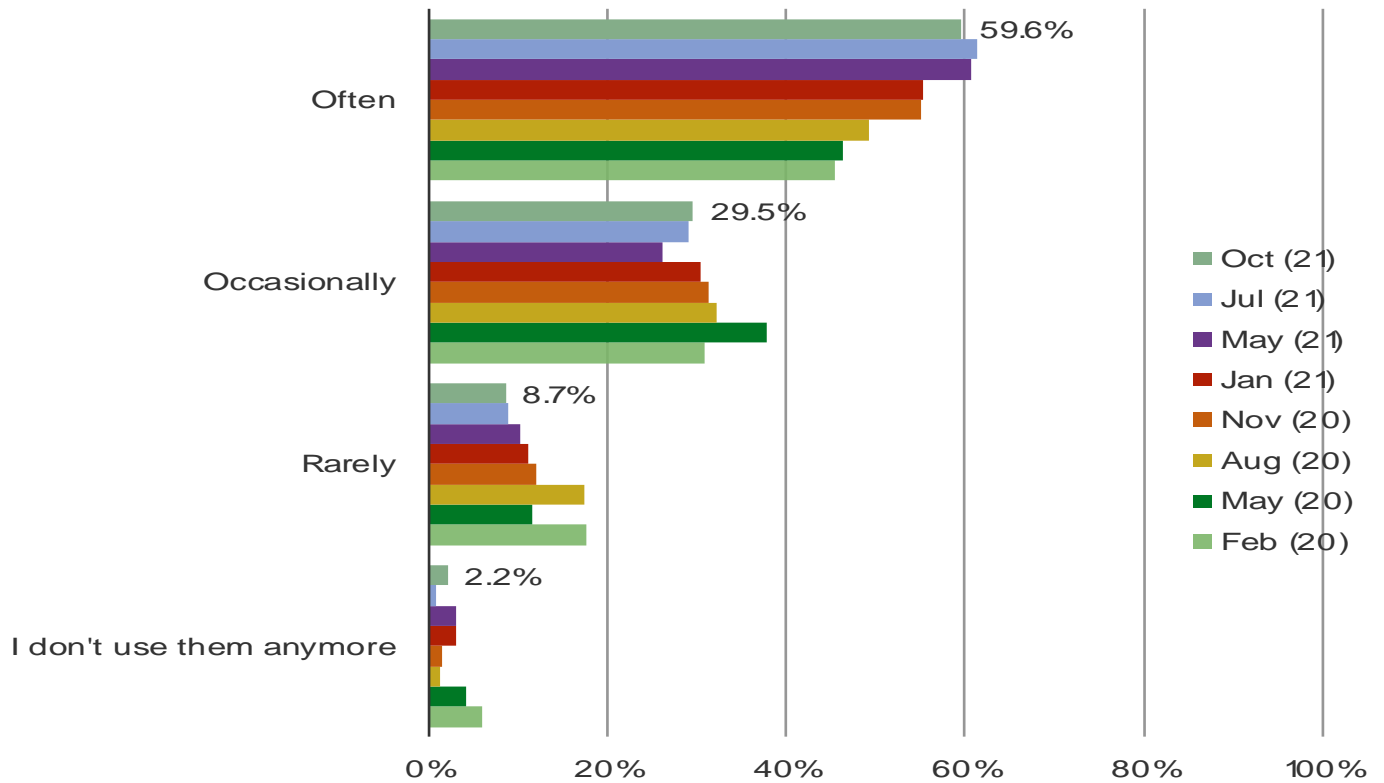
DO YOU OWN ANY OF THE FOLLOWING?

Posed to all respondents



HOW OFTEN DO YOU USE YOUR AIRPODS?

Posed to Airpod owners



DO YOU THINK YOUR USAGE OF AIRPODS MAKES YOU DO ANY OF THE FOLLOWING MORE OR LESS OFTEN THAN YOU DID BEFORE YOU GOT AIRPODS?

Posed to Airpod owners

