Before the
UNITED STATES COPYRIGHT ROYALTY BOARD
LIBRARY OF CONGRESS
Washington, D.C.

In The Matter Of: Digital Performance Right in Sound Recording and Ephemeral Recordings for a New Subscription Service	Docket No. 2005-5 CRB DTNSRA

Testimony of

STEPHEN R. COOK

Executive Vice President, Automotive

Public Version

Witness for XM Satellite Radio Inc.

Services Ex. 1

TESTIMONY

PUBLIC VERSION

Before the
LIBRARY OF CONGRESS
Copyright Royalty Board

In the Matter of	)	
	)	
Digital Performance Right in Sound Recordings and Ephemeral Recordings	))	Docket No. 2005-5 CRB DTRA

DIRECT TESTIMONY OF STEPHEN R. COOK
(ON BEHALF OF XM SATELLITE RADIO INC.)

1. My name is Stephen R. Cook. I am currently employed by XM Satellite Radio Inc. ("XM") and was recently named Executive Vice President, Automotive. I have been employed by XM since 1999, when I was hired as Senior Vice President of Sales and Marketing (and later became Executive Vice President of Sales and Marketing). Prior to joining XM, I held key management positions with GTE Wireless Inc., Procter & Gamble, and Conxus Communications.

EXPERIENCE AND RESPONSIBILITIES

2. I have more than 20 years of experience as a marketing professional and executive. From 1983 to 1988, I was a Procter & Gamble Brand Manager, and ran the marketing efforts for several national household cleaning product brands. In 1988, I moved over to Providence Journal Cellular, an early cellular service provider that was later acquired by GTE to become part of GTE MobilNet (later named GTE Wireless). In some ways, my marketing experience at Providence Journal Cellular was analogous to my work here at XM, in that both services had to acquire licenses, build a subscriber base

from scratch, and convince consumers to purchase receivers in order to use the service. In 1996, I left GTE to become Chief Operating Officer of Conxus Communications, a start-up wireless messaging company. At Conxus, I was responsible for marketing, sales and distribution, advertising, product development, customer service, and network engineering.

3. In 1999, I joined XM as Senior Vice President of Sales and Marketing. For the past seven years in that position (and later as Executive Vice President of Sales and Marketing) I have been responsible for all aspects of XM's sales and marketing, including the development of distribution channels, pricing strategy, hardware form and functionality, and marketing campaigns.

XM'S SERVICE

4. XM provides over 170 crystal-clear digital channels of diverse programming to its subscribers, wherever they go from coast to coast. XM's channels include national and international news broadcasts, talk, lifestyle and entertainment programming, play-by-play sports, 69 commercial-free music channels of diverse musical genres, as well as local weather and traffic. A copy of XM's current channel line-up is attached to this testimony as Cook Exhibit 1.

5. XM's service originates from our state-of-the-art studios here in Washington, D.C. To deliver the programming to our subscribers, XM built and uses three geostationary satellites, appropriately named "Rock," "Roll" and "Rhythm," and approximately 800 terrestrial "repeaters" located in approximately 70 urban markets. A fourth satellite, named "Blues," will launch later this year. In addition, XM has designed

and developed, either itself or through outside manufacturers, the radio receivers that consumers need to listen to our service.

6. To get the XM service, consumers have to purchase specially-designed radio receivers. Automobiles are the primary listening environment and target growth segment for the XM service. These receivers generally can be purchased as factory-installed units a new car or specially-designed car radios installed after purchase from our retail partners. Separate XM-only tuner modules are available that work with existing car radios or can be used in the home with an additional docking station accessory kit.

7. XM offers its service at a separate subscription fee of $12.95 per month for the first receiver. A "family" plan rate of $6.99 per month is available for each additional receiver. XM also offers discounted service fees for paying one to five years in advance.

8. Subscription fees are the predominant source of revenue for XM. For that reason, the promotion and sale of subscriptions to XM are essential to XM's long-term survival. Currently, XM has approximately 7 million subscribers. Despite this success, XM does not yet have positive cash flow. Therefore, XM needs to both attract new subscribers and keep existing subscribers, while at the same time carefully managing new subscriber acquisition costs and ongoing operating costs.

XM'S ARRANGEMENT WITH DIRECTV

9. One of the challenges in marketing XM is that many consumers are not aware of XM or do not understand that the listening experience on satellite radio is truly different enough from terrestrial AM/FM radio to justify paying a subscription fee. With that in mind, one of our best sales tools is to create opportunities to expose potential

subscribers to XM, so they can hear and experience the differences between XM and terrestrial radio and begin to appreciate the value proposition of subscribing to XM. Because satellite radio is not a free-to-air service and requires special receivers that consumers must purchase, simply running advertising encouraging listeners to tune-in is not a viable marketing strategy. That's why XM seeks out other opportunities to expose people to our service and convince them through such exposure to purchase XM subscriptions for their cars, our primary listening environment. XM's marketing initiatives have included exclusive arrangements with Jet Blue and AirTran airlines, free trial subscriptions for purchasers of new XM-equipped cars, and installation in Avis and National rental cars. The primary purpose of these initiatives is to allow a broad spectrum of listeners to experience XM's unique programming and content.

10. In a similar vein, XM entered into its arrangement with DirecTV as a way to expose DirecTV subscribers to what satellite radio programming is like, and thereby promote XM's core subscription business – the service, for a separate monthly fee, that XM provides to its subscribers on specially-designed radios, largely used in cars. We believe that consumers accustomed to pay for satellite television would be inclined to consider paying for satellite radio.

11. Since November 2005, XM has been delivering the channels to DirecTV pursuant to a confidential letter agreement dated August 18, 2005 (the "Agreement"). A copy of the Agreement is attached to my testimony as Cook Exhibit 2.

12. The arrangement with XM involves the distribution of a number of XM's existing channels to DirecTV's customers on DirecTV's satellite television service. Most of these channels are music programming.

XM has also created for the DirecTV line-up seven Latin music channels designed primarily to appeal to those who subscribe to the DirecTV service in Spanish. XM currently provides 73 channels on DirecTV, (but not all channels are carried on every tier of DirecTV service and so all subscribers do not receive all of the XM channels).

13. As I noted, XM agreed to this arrangement for marketing purposes – the purpose of the deal was to grow the XM subscriber base by exposing DirecTV's subscribers to XM and then acquiring them as paying subscribers to XM's service.

A copy of that study is attached as Cook Exhibit 3.

14.

15. XM receives a promotional benefit from exposure to DirecTV's subscriber base, who are already familiar with satellite distribution of programming and, having

been exposed to XM's content, may subscribe to XM's service. In turn, DirecTV gets the benefit of branded audio content that they may easily make available to their subscribers.

16.

17.

18.

19. It is my understanding that neither XM nor DirecTV has any way of determining whether, when or for how long subscribers listen to XM channels via the

DirecTV service, or which channels they listen to, if any. Unlike an Internet-based streaming music service, XM and DirecTV cannot monitor listening and so a given DirecTV subscriber may listen to XM channels many hours a week, or not at all, and neither XM nor DirecTV can determine this (other than statistically, through surveys).

20. The arrangement with XM is not the first time that DirecTV has offered audio channels on its service. For the last several years, DirecTV has made available to its customers, as part of its general subscription service, a number of channels programmed by Music Choice.

21. In this proceeding, XM proposes the adoption of a royalty per DirecTV subscriber receiving XM channels of 0.1235 cents per month, adjusted annually for inflation using the Cable Networks Producer Price Index. This fee results from the calculation 5.3% of $0.0233 per month per subscriber, multiplied by the number of subscribers that receive over DirecTV performances of sound recordings on music channels programmed by XM.

22. XM also proposes a set of associated terms along with the rate proposal. I have reviewed these terms. While compliance with these terms could impose significant administrative burden and expense on XM, XM would support adoption of these terms in this proceeding.

Certification

I declare under penalty of perjury that the foregoing is true and correct.

Dated: Washington, DC
October 30, 2006

Stephen R. Cook
Executive Vice President,
Automotive,
XM Satellite Radio Inc.

37 CFR 351.10(c)
Statement for Exhibits

37 CFR 351.10(c) Statement For Exhibits to Testimony of **Stephen R. Cook**:

Exhibit 1	XM Channel Line-Up
Exhibit 2	DirecTV and XM Letter Agreement
Exhibit 3	Study Regarding Users of Satellite TV Services

EXHIBIT 1

OVER 170 DIGITAL CHANNELS COAST TO COAST

XM SATELLITE RADIO

100% COMMERCIAL-FREE MUSIC CHANNELS

Decades

4	the 40s	'40s Pop Hits/Big Band
5	the 50s	'50s Pop Hits
6	the 60s	'60s Pop Hits
7	the 70s	'70s Pop Hits
8	the 80s	'80s Pop Hits
9	the 90s	'90s Pop Hits

Country

10	Americana	Classic Country
12	Country	Americana
13	Willie's Place	Willie Nelson's Traditional Country
14	Bluegrass	Bluegrass
15	village	Folk
16	Hitz 16	New Country Hits
17	USA Country	'80s & '90s Country SuperStars

Pop & Hits

20	Top 20	Top 20 Hits
23	heart	Love Songs/Lite Pop
25	blend	Adult Contemporary
26	Flight 26	Modern Adult Hits
27	Cinemagic	Movie Soundtracks
28	on Broadway	Show Tunes
29	world	International Hits
30	Hitz	Contemporary Hits

Christian

32	message	Christian Pop & Rock
33	Spirit	Gospel
34	enLighten	Southern Gospel

Rock

40	Deep Tracks	Deep Classic Rock
41	Hard Rock	'80s Hard Rock XL
42	Metal	Heavy Metal XL
43	XTRA	Indie/College/Unsigned
44	Fred	Classic Alternative
45	xm cafe	Adult Album Rock
46	The Pulse	Early Classic Rock
47	extra!	New Alternative
48	Soulz	New Hard Rock XL
49	Highway	Later Classic Rock
50	Loft	Acoustic Rock
52	The Verge	Emerging Artists
53	Underground	Punk/Hardcore/Ska XL
54	Lucy	'90s Alternative

Hip-Hop & Urban

60	Soul	Classic Soul
62	Soul 2	Adult R&B Hits
64	Groove	Old Skool R&B
65	Snoop	Snoop Dogg's Classic Hip-Hop/Rap XL
66	Raw	New Uncut Hip-Hop XL
67	City	Urban/R&B/Mix Shows
68	the heat	Hip-Hop/Crossover Hits

Jazz & Blues

70	Classic Jazz	Traditional Jazz
71	Watercolors	Smooth/Contemporary Jazz
72	Beyond Jazz	Modern Jazz
73	Frank's Place	American Standards
74	bluesville	Blues

Lifestyle

75	Starbucks Music	The Sound of Starbucks
76	Anything	Eclectic/Free Form XMHD
77	audio visions	New Age
78	escape	Beautiful Music

Dance

80	Prime	House/Progressive
81	Spin	Dance Hits
82	System	Electronica/Trance
83	Groove	Disco/Classic Dance
84	chill	Smooth Electronic

Latin

90	Fuego	Reggaeton SP
91	Viva	Latin Pop Hits SP
92	Regional	Regional Mexican SP
94	Caliente	Tropical SP

World

100	Nuevo	New & Emerging Music FR
101	Joint	Reggae
102	Francophone	Pop Hits FR

Classical

110	XM Classics	Traditional Classical
112	VOX	Opera/Classical Vocals
113	XM Pops	Classical Favorites XMHD

THE BIGGEST NAMES IN NEWS

121	FOX News	FOX News Channel
122	CNN	CNN
123	CNN Headline News	CNN Headline News
124	ABC News Talk	ABC News & Talk
125	The Weather Channel	The Weather Channel
126	CNN en Español	CNN en Español SP
127	CNBC	CNBC
129	Bloomberg Radio	Bloomberg Radio
131	BBC World Service	BBC World Service
132	C-SPAN Radio	C-SPAN Radio
133	XM Public Radio	The Bob Edwards Show, PRI, APM & WBUR
244	Canada 360	News & Information
245	Quoi de Neuf?	News & Information FR

REGIONAL TALK, NEWS & MUSIC

11	Today's Country	Today's Country cm
21	Top 40	Top 40 cm
22	Variety	Variety/Adult Hits cm
24	Sunny	Soft Pop Oldies cm
161	Nashville	Nashville Country cm
173	Talk	Talk & Information

THE BEST SPORTS PACKAGE

XM SPORTS TUNE-IN GUIDE CHANNEL 174

140	ESPN Radio	Sports Talk/Play-by-Play
141	ESPN News	Sports News
142	ESPN Radio	Sports Talk
143	XMSN Sports Nation	XM Sports Nation – Talk SuperStars Powered by SPORTING NEWS RADIO
144	NASCAR	24/7 NASCAR® Racing/Talk
145	IndyCar	IndyCar® Series Racing
146	PGA TOUR	The PGA TOUR® Network/ Live Coverage & Golf Talk
147	XM Deportivo	Sports en Español/ Mexican League Soccer SP
172	Sportline	Men's Lifestyle & Sports Talk FR
175	MLB	MLB Home Plate™ 24/7 MLB™ News & Talk
176-189	MLB	14 Major League Baseball® Play-by-Play Channels
190	MLB	Play-by-Play en Español SP
191-193	ACC	ACC Football/Basketball
194-196	Pac-10	Pac-10 Football/Basketball
197-199	Big Ten	Big Ten Football/Basketball
200	Big East	Big East Football/Basketball
204	Home Ice	24/7 Hockey Talk & Play-by-Play
205-209	NHL Hockey	NHL Hockey Play-by-Play

Visit sports.xmradio.com for sports broadcast schedules. Games subject to availability. All sports schedules subject to change.

AWARD-WINNING KIDS & FAMILY CHANNELS

115	Radio Disney	Radio Disney
116	xmkids	Children

ESPECIALLY FOR WOMEN

155	Time	Women's Talk & Lifestyle
156	Oprah & Friends	Oprah & Friends

ALL-STAR TALK & ENTERTAINMENT

152	Extreme Talk	Extreme Talk
162	EI	EI Entertainment
163	Books	Books & Drama
164	Radio Classics	Old Time Radio
165	TALKRADIO	Experts & Advice
166	Conservative Talk	Conservative Talk
167	Progressive Talk	Progressive Talk
168	FOX	FOX News Talk
169	The Power	African-American Talk
170	Family Talk	Christian Talk
171	Road	Truckers' Channel
200	XM Live	Concerts/Festivals/ Special Features & Events
202	High Voltage	The Opie & Anthony Show/ The Ron & Fez Show XL

SUPERSTAR COMEDY

150	Uncensored	Uncensored Comedy XL
151	Laugh USA	Comedy
153	Uncensored	Uncensored Comedy XL
154	National Lampoon	National Lampoon Radio

INSTANT TRAFFIC, WEATHER & ALERTS

210 Boston, MA	216 Detroit, MI	222 Los Angeles, CA	228 Tampa/St. Petersburg, FL
211 New York, NY	217 Chicago, IL	223 San Diego, CA	229 Orlando, FL
212 Philadelphia, PA	218 St. Louis, MO	224 Phoenix, AZ	230 Miami/Ft. Lauderdale, FL
213 Baltimore, MD	219 Minneapolis/St. Paul, MN	225 Dallas/Fort Worth, TX	247 XM Emergency Alert
214 Washington, DC	220 Seattle, WA	226 Houston, TX	
215 Pittsburgh, PA	221 San Francisco, CA	227 Atlanta, GA	

XM Previews on Channel 1.
XL May include frequent explicit language. Please call XM Listener Care at 1-800-XM-RADIO for Parental Control/Blocking Option.
XMHD Available in XMHD Surround Sound on select XM Ready Home receivers.

Visit xmradio.com for Ch. 200 special event dates and times.
Ch. 129 airs SAM ET-6PM ET Mon-Fri
FR Broadcast in French.
SP Broadcast in Spanish.
cm These music channels include commercials.

XMRADIOONLINE

xmradio.com

Channel lineup effective October 6, 2006. All programming, channel lineup and XM service subject to change. Visit xmradio.com for updates. ©2006 XM Satellite Radio Inc.

EXHIBIT 2

--RESTRICTED--

Subject to Protective Order in Docket No. 2005-5 CRB DTNSRA

EXHIBIT 3

Simmons

Choices 3 Viewer Crosstabulation Report
Title Untitled
Survey NCS SPRING 2005 ADULT FULL YEAR (MAY 04 MAY 05) HH
Target Total Sample Sample 24 136 Weighted 110 037

elements	total	Have Satellite TV (any)	Have DIRECTV NETWORK	Have DISH NETWORK (ECHOSTAR)	Already Have Satellite Radio (any)	Have XM	Have Sirius
Total	Sample 24 136	6 621	3 225	2 178	644	335	326
	vert% 100%	100%	100%	100%	100%	100%	100%
	Index 100	100	100	100	100	100	100
Have Satellite TV (any)	Sample 6 621	6 621	3 225	2 178	365	154	219
	vert% 27 5%	100 %	100%	100 %	56 1%	39 7%	71 5%
	Index 100	364	364	364	204	144	260
Have DIRECTV	Sample 3 225	3 225	3 225	0	117	84	33
	vert% 12 7%	46 1 %	100 /		18 9 %	21 9 %	14 3 %
	Index 100	364	789		149	173	113
Have DISH NETWORK (ECHOSTAR)	Sample 2 178	2 178	0	2 178	215	56	161
	vert% 9 06%	33 0 /		100 /	35 2 %	15 9%	55 3%
	Index 100	364		1 104	388	175	610
Already Have Satellite Radio (any)	Sample 644	365	117	215	644	335	326
	vert% 2 60 %	5 31 %	3 88%	10 1 %	100%	100 %	100 %
	Index 100	204	149	388	3 849	3 849	3 849
Have XM	Sample 335	154	84	56	335	335	17
	vert% 1 38 %	2 00%	2 39 %	2 42 %	53 3%	100 %	7 68 %
	Index 100	144	173	175	3 849	7 223	555
Have Sirius	Sample 326	219	33	161	326	17	326
	vert% 1 31%	3 42 %	1 48%	8 02%	50 6%	7 30%	100 %
	Index 100	260	113	610	3 849	555	7 606
Satellite Radio INTENDER Next 12 months	Sample 684	225	136	74	15	9	8
	vert % 3 18 %	3 64 %	3 62 %	3 88 %	2 29%	3 77 %	2 15 %
	Index 100	115	114	122	72	119	68
XM Intender Next 12 months	Sample 323	109	65	34	10	4	8
	vert% 1 92 %	1 22%	1 13 %	1 37 /	1 49 /	2 25%	2 15%
	Index 100	64	59	71	78	118	112
Sirius Intender Next 12 months	Sample 444	146	91	49	7	7	2
	vert% 1 83%	2 60%	2 57%	2 70 %	1 61 %	2 02%	1 59 %
	Index 100	142	141	148	88	165	87
Have AOL	Sample 4 277	1 160	606	372	128	67	63
	vert % 15 9%	14 8 /	16 9%	14 8%	19 4%	24 1%	15 6%
	Index 100	93	106	93	122	151	98
Have Listened to Internet Radio Past 30 days	Sample 1 842	521	282	161	74	38	36
	vert % 8 50%	7 62%	7 77%	8 86%	8 43 %	8 05 %	8 18 %
	Index 100	90	91	104	99	95	96

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(1)=User edited label
(2)=User adjusted data
(3)=Sample size < 1 respondents Projections could be unstable please refer to www smrb com for more detailed information
Denotes a low sample size < 60
Denotes a low sample size < 30

XM-COOK EX 3

Simmons

Choices 3 Viewer Crosstabulation Report
Title Untitled
Survey NCS SPRING 2005 ADULT FULL YEAR (MAY 04 MAY 05) HH
Target Total Sample Sample 24 136 Weighted 110 037

Elements	Total	SatelliteRadio INTENDER Next 12 months	XM Intender Next 12 months	Sirius Intender Next 12 months	Have AOL	Have Listened to Internet Radio - Past 30 days
Sample	24 136	684	323	444	4 277	1 842
vert%	100%	100%	100%	100%	100%	100%
Index	100	100	100	100	100	100
Sample	6 621	225	109	146	1 160	521
vert%	27 5%	31 5%	17 5%	39 1%	25 6%	24 6%
Index	100	115	64	142	93	90
Sample	3 225	136	65	91	606	282
vert%	12 7%	14 4%	7 47%	17 8%	13 4%	11 6%
Index	100	114	59	141	106	91
Sample	2 178	74	34	49	372	161
vert%	9 06%	11 0%	6 45%	13 4%	8 43%	9 44%
Index	100	122	71	148	93	104
Sample	644	15	10	7	128	74
vert%	2 60%	1 87%	2 01%	2 29%	3 16%	2 57%
Index	100	72	78	88	122	99
Sample	335	9	4	7	67	38
vert%	1 38%	1 64%	1 63%	2 29%	2 09%	1 31%
Index	100	119	118	165	151	95
Sample	326	8	8	2	63	36
vert%	1 31%	89%	1 47%	1 14%	1 29%	1 26%
Index	100	68	112	87	98	96
Sample	684	684	323	444	156	86
vert%	3 18%	100%	100%	100%	2 88%	6 73%
Index	100	3 145	3 145	3 145	91	212
Sample	323	323	323	83	69	45
vert%	1 92%	60 3%	100%	30 9%	1 06%	4 92%
Index	100	3 145	5 213	1 610	55	257
Sample	444	444	83	444	102	51
vert%	1 83%	57 4%	29 4%	100%	1 90%	5 27%
Index	100	3 145	1 610	5 478	104	289
Sample	4 277	156	69	102	4 277	548
vert%	15 9%	14 4%	8 78%	16 6%	100%	27 4%
Index	100	91	55	104	628	172
Sample	1 842	86	45	51	548	1 842
vert%	8 50%	18 0%	21 8%	24 6%	14 6%	100%
Index	100	212	257	289	172	1 176

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(1)=User edited label
(2)=User adjusted data
(3)=Sample size < 1 respondents Projections could be unstable please refer to www smrb com for more detailed information
Denotes a low sample size < 60
Denotes a low sample size < 30

Choices 3 Viewer Crosstabulation Report
Title Untitled
Survey NCS FALL 2004 ADULT FULL YEAR (JAN 04-SEPT 04) HH
Target Total Sample Sample 24 686 Weighted 110 169

	elements	total	AMERICA ONLINE(AOL) ONLINE/INTERACTIVE COMPUTER SERVICES ONLINE/COMP SERV USE LAST 30 DAYS	LISTEN TO INTERNET RADIO ONLINE ACTIVITIES ONLINE ACTIVITIES USED LST 30 DAYS	DIRECTV CABLE TV/SATELLITE PREMIUM CHANNELS(H) SATELLITE DISH PURCHASED COMPANY	DISH NETWORK (ECHOSTAR) CABLE TV/SATELLITE PREMIUM CHANNELS(H) SATELLITE DISH PURCHASED	SIRIUS SATELLITE RADIO SYSTEMS (H) SATLITE RADIO SYSTMS PLAN BUY NXT 12 MOS
	Sample	24 686	4 869	1 844	3 084	2 012	402
	vert %	100%	100 %	100%	100%	100%	100 %
	Index	100	100	100	100	100	100
TYPES CABLE TV/SATELLITE PREMIUM CHANNELS(H) SATELLITE DISH HOUSEHOLD HAVE	Sample	6 323	1 242	500	3 084	2 012	134
	vert%	25 5%	24 2 %	23 7 %	100 %	100 %	52 3%
	Index	100	95	93	392	392	205
SATELLITE RADIO SYSTEMS ALREADY HAVE SIRIUS OR SATELLITE RADIO SYSTEMS ALREADY	Sample	369	79	39	90	81	4
	vert%	1 28%	1 04%	1 67%	2 35 %	4 14 %	1 97 %
	Index	100	82	130	184	323	154
XM SATELLITE RADIO SYSTEMS (H) SATELLITE RADIO SYSTEMS	Sample	220	45	25	63	31	4
	vert%	77%	81 %	1 13%	1 52%	1 30%	1 97%
	Index	100	105	148	199	170	258
SIRIUS SATELLITE RADIO SYSTEMS (H) SATELLITE RADIO SYSTEMS ALREADY	Sample	164	38	15	27	50	2
	vert%	57%	42%	54 %	83%	2 84 /	1 86%
	Index	100	74	94	145	495	323
SATLLITE RADIO SYSTMS PLAN BUY NXT 12MOS SIRIUS OR SATLLITE RADIO SYSTMS PLAN BUY NXT	Sample	646	150	78	121	62	402
	vert%	2 10%	2 25%	3 12%	3 26%	3 67 /	100 /
	Index	100	107	149	155	175	4 762

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Choices 3 Viewer Crosstabulation Report
Title Untitled
Survey NCS FALL 2004 ADULT FULL YEAR (JAN 04 SEPT 04) POP
Target Total Sample Sample 24 686 Weighted 211 889

	elements	total	CABLE TV/SATELLITE PREMIUM CHANNELS(H) SATELLITE DISH HOUSEHOLD HAVE? YES	SATELLITE RADIO SYSTEMS (H) SATELLITE RADIO SYSTEMS ALREADY HAVE XM	ONLINE/INTERACTIVE COMPUTER SERVICES ONLINE COMP SERV USE LAST 30 DAYS AMERICA ONLINE (AOL)
total	Sample	24 686	6 323	220	4 869
	vert%	100%	100%	100%	100%
	Index	100	100	100	100
SATELLITE RADIO SYSTEMS (H) SATELLITE RADIO SYSTEMS ALREADY HAVE XM	Sample	220	108	220	45
	vert%	92%	1 26%	100 %	73%
	Index	100	136	10 840	79
SATELLITE RADIO SYSTEMS (H) SATLLITE RADIO SYSTMS PLAN BUY NXT 12MOS XM	Sample	368	130	3	87
	vert%	1 67%	1 91%	3 33%	1 49%
	Index	100	122	212	95
(SATELLITE RADIO SYSTEMS ALREADY HAVE SIRIUS OR SATELLITE RADIO SYSTEMS ALREADY HAVE XM)	Sample	369	190	220	79
	vert%	1 47%	2 55%	100 %	1 08 %
	Index	100	173	6 795	73
(SATLLITE RADIO SYSTMS PLAN BUY NXT 12MOS SIRIUS OR SATLLITE RADIO SYSTMS PLAN BUY NXT 12MOS XM)	Sample	646	222	5	150
	vert%	2 47%	3 59%	3 46%	2 47%
	Index	100	145	140	100
ONLINE/INTERACTIVE COMPUTER SERVICES ONLINE COMP SERV USE LAST 30 DAYS AMERICA ONLINE (AOL)	Sample	4 869	1 242	45	4 869
	vert %	20 2 /	20 0 /	16 0%	100 /
	Index	100	99	79	496

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Choices 3 Viewer Crosstabulation Report
Title Untitled
Survey NCS FALL 2004 ADULT FULL YEAR (JAN 04 SEPT 04) HH
Target Total Sample Sample 24 686 Weighted 110 169

	elements	total	AMERICA ONLINE (AOL) ONLINE/INTER ACTIVE COMPUTER SERVICES ONLINE COMP SERV USE LAST 30 DAYS	LISTEN TO INTERNET RADIO ONLINE ACTIVITIES ONLINE ACTIVITIES USED LST 30 DAYS	DIRECTV CABLE TV/SATELLITE PREMIUM CHANNELS(H) SATELLITE DISH PURCHASED COMPANY	DISH NETWORK (ECHOSTAR) CABLE TV/SATELLITE PREMIUM CHANNELS(H) SATELLITE DISH PURCHASED	SIRIUS SATELLITE RADIO SYSTEMS (H) SATELLITE RADIO SYSTMS PLA N BUY NXT 12MOS
TOTAL	Sample vert% Index	24 686 100 % 100	4 869 100 % 100	1 844 100 % 100	3 084 100% 100	2 012 100% 100	402 100 % 100
SIRIUS SATELLITE RADIO SYSTEMS (H) SATELLITE RADIO SYSTMS PLA N BUY NXT 12MOS	Sample vert / Index	402 1 12 % 100	86 1 16 % 103	49 1 89 / 169	75 1 95 / 174	34 2 67 / 238	402 100 % 8 914
AMERICA ONLINE (AOL) ONLINE/INTER ACTIVE COMPUTER SERVICES ONLINE COMP SERV USE LAST 30 DAYS	Sample vert % Index	4 869 19 0% 100	4 869 100 / 527	664 36 3 % 191	648 19 1% 101	370 17 5% 92	86 19 6 % 103
LISTEN TO INTERNET RADIO ONLINE ACTIVITIES ONLINE ACTIVITIES USED LST 30	Sample vert% Index	1 844 7 93% 100	664 15 2 % 191	1 844 100 % 1 261	260 7 88 % 99	152 7 77% 98	49 13 4% 169
DIRECTV CABLE TV/SATELLITE PREMIUM CHANNELS(H) SATELLITE DISH PURCHASED COMPANY	Sample vert% Index	3 084 12 3% 100	648 12 5% 101	260 12 3% 99	3 084 100% 810	0	75 21 5 % 174
DISH NETWORK (ECHOSTAR) CABLE TV/SATELLITE PREMIUM CHANNELS(H) SATELLITE DISH PURCHASED	Sample vert% Index	2 012 8 08 / 100	370 7 45 / 92	152 7 92% 98	0	2 012 100 % 1 237	34 19 2 / 238

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Survey NCS FALL 2004 ADULT FULL YEAR (JAN 04-SEPT 04) HH
Target Total Sample Sample 24 686 Weighted 110 169

	elements	total	AMERICA ONLINE (AOL) ONLINE/INTERACTIVE COMPUTER SERVICES ONLINE COMP SERV USE LAST 30 DAYS	LISTEN TO INTERNET RADIO ONLINE ACTIVITIES ONLINE ACTIVITIES USED LST 30 DAYS	DIRECTV/CABLE TV/SATELLITE PREMIUM CHANNELS(H) SATELLITE DISH PURCHASED COMPANY	DISH NETWORK/ECHOSTAR/CABLE SYSTEMS/TV/SATELLITE PREMIUM CHANNELS(H) SATELLITE DISH PURCHASED	SIRIUS SATELLITE RADIO SYSTEMS/SATELLITE RADIO SYSTMS PLAN BUY NXT 12MOS
total	Sample	24 686	4 869	1 844	3 084	2 012	402
	vert%	100%	100%	100%	100%	100%	100%
	Index	100	100	100	100	100	100
XM SATELLITE RADIO SYSTEMS (H) SATLLITE RADIO SYSTMS PLAN BUY NXT	Sample	368	87	46	71	38	124
	vert%	1 26%	1 23%	1 48%	1 46 %	1 13 %	25 6 %
	Index	100	97	117	115	89	2 022

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Survey NCS FALL 2004 ADULT FULL YEAR (JAN 04-SEPT 04) POP
Target Total Sample Sample 24 686 Weighted 211 889

	elements	total	CABLE TV/SATELLITE PREMIUM CHANNELS(H) SATELLITE DISH HOUSEHOLD HAVE? YES	SATELLITE RADIO SYSTEMS (H) SATELLITE RADIO SYSTEMS ALREADY HAVE XM	ONLINE/INTERACTIVE COMPUTER SERVICES ONLINE COMP SERV USE LAST 30 DAYS AMERICA ONLINE (AOL)
total	Sample	24 686	6 323	220	4 869
	vert%	100%	100 %	100%	100%
	index	100	100	100	100
ONLINE ACTIVITIES ONLINE ACTIVITIES - USED LST 30 DAYS LISTEN TO INTERNET RADIO	Sample	1 844	500	25	664
	vert%	7 74%	7 17 %	16 3 %	14 5%
	index	100	93	211	187

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Title Untitled
Survey NCS FALL 2004 ADULT FULL YEAR (JAN 04 SEPT 04) HH
Target Total Sample Sample 24 686 Weighted 110 169

elements	total	Already have Satellite TV (any)	Have DIRECTV	Have DISH NETWORK (ECHOSTAR)	Already have Satellite Radio (any)	Have XM	Have Sirius
total	Sample 24 686	6 323	3 084	2 012	369	220	164
	vert% 100%	100%	100%	100%	100%	100%	100%
	Index 100	100	100	100	100	100	100
Already have Satellite TV (any)	Sample 6 323	6 323	3 084	2 012	199	108	99
	vert% 25 5%	100%	100%	100%	51 1%	40 8%	59 9%
	Index 100	392	392	392	200	160	234
Have DIRECTV	Sample 3 084	3 084	3 084	0	90	63	27
	vert% 12 3%	48 4%	100%		22 7%	24 6%	17 9%
	Index 100	392	810		184	199	145
Have DISH NETWORK (ECHOSTAR)	Sample 2 012	2 012	0	2 012	81	31	50
	vert% 8 08%	31 7%		100%	26 1%	13 7%	40 0%
	Index 100	392		1 237	323	170	495
Already have Satellite Radio (any)	Sample 369	199	90	81	369	220	164
	vert% 1 28%	2 56%	2 35%	4 14%	100%	100%	100%
	Index 100	200	184	323	7 809	7 809	7 809
Have XM	Sample 220	108	63	31	220	220	15
	vert% 77%	1 22%	1 52%	1 30%	59 7%	100%	10 2%
	Index 100	160	199	170	7 809	13 072	1 336
Have Sirius	Sample 164	99	27	50	164	15	164
	vert% 57%	1 35%	83%	2 84%	44 8%	7 67%	100%
	Index 100	234	145	495	7 809	1 336	17 415
Satellite Radio INTENDER (any brand) Next 12 months	Sample 646	222	121	62	9	5	6
	vert% 2 10%	3 63%	3 26%	3 67%	3 03%	4 14%	4 88%
	Index 100	173	155	175	144	197	232
XM intender Next 12 months	Sample 368	130	71	38	7	3	6
	vert% 1 26%	1 60%	1 46%	1 13%	2 93%	3 97%	4 88%
	Index 100	127	115	89	232	314	386
Sirius intender Next 12 months	Sample 402	134	75	34	4	4	2
	vert% 1 12%	2 30%	1 95%	2 67%	1 73%	2 89%	3 63%
	Index 100	205	174	238	154	258	323
Have AOL	Sample 4 869	1 242	648	370	79	45	38
	vert% 19 0%	18 0%	19 1%	17 5%	15 5%	20 0%	14 0%
	Index 100	95	101	92	82	105	74
Have Listened to Internet Radio Past 30 days	Sample 1 844	500	260	152	39	25	15
	vert% 7 93%	7 36%	7 88%	7 77%	10 3%	11 7%	7 47%
	Index 100	93	99	98	130	148	94

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(1)=User edited label
(2) User adjusted data

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Survey NCS FALL 2004 ADULT FULL YEAR (JAN 04 SEPT 04) HH
Target Total Sample Sample 24 686 Weighted 110 169

		Total	Satellite Radio INTENDER (any brand) Next 12 months	XM Intender Next 12 months	Sirius Intender Next 12 months	Have ADL	Have Listened to Internet Radio Past 30 days
Total	Sample	24 686	646	368	402	4 869	1 844
	vert%	100%	100%	100%	100%	100%	100%
	Index	100	100	100	100	100	100
Already have	Sample	6 323	222	130	134	1 242	500
	vert%	25 6%	44 1%	32 3 %	52 3 %	24 2%	23 7%
	Index	100	173	127	205	95	93
Have DIRECTV	Sample	3 084	121	71	75	648	260
	vert%	12 3%	19 2%	14 2%	21 5 %	12 5%	12 3%
	Index	100	155	115	174	101	99
Have DISH NETWORK EchoSTAR	Sample	2 012	62	38	34	370	152
	vert%	8 08%	14 1 /	7 23 %	19 2 /	7 45 %	7 92%
	Index	100	175	89	238	92	98
Already have Satellite Radio (any brand)	Sample	369	9	7	4	79	39
	vert%	1 28%	1 85 %	2 97%	1 97 %	1 04 %	1 67%
	Index	100	144	232	154	82	130
Have XM	Sample	220	5	3	4	45	25
	vert%	77%	1 51%	2 40%	1 97%	81%	1 13%
	Index	100	197	314	258	105	148
Have Sirius	Sample	164	6	6	2	38	15
	vert%	57 %	1 33%	2 22 %	1 86 %	42 %	54 %
	Index	100	232	386	323	74	94
Satellite Radio INTENDER (any brand) Next 12 months	Sample	646	646	368	402	150	78
	vert%	2 10%	100 %	100 %	100 /	2 25%	3 12%
	Index	100	4 763	4 763	4 763	107	149
XM Intender Next 12 months	Sample	368	368	368	124	87	46
	vert%	1 26 %	60 2 %	100 /	25 6 /	1 23%	1 48%
	Index	100	4 763	7 907	2 022	97	117
Sirius Intender Next 12 months	Sample	402	402	124	402	86	49
	vert%	1 12%	53 4%	22 7%	100%	1 16%	1 89%
	Index	100	4 763	2 022	8 914	103	169
Have ADL	Sample	4 869	150	87	86	4 869	664
	vert%	19 0 %	20 4%	18 4%	19 6 %	100%	36 3%
	Index	100	107	97	103	527	191
Have Listened to Internet Radio Past 30 days	Sample	1 844	78	46	49	664	1 844
	vert%	7 93%	11 8 /	9 25 /	13 4 /	15 2 %	100 /
	Index	100	149	117	169	191	1 261

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[1]=User edited label
[2]=User adjusted data