Voice of the Subscribers

(Summary of Open Ended Survey Responses)

Summer 2006

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FINAL

SX Trial Ex. 13

Background

XM Research conducts a monthly omnibus Programming survey. At the end of each survey we provide an opportunity for all respondents to voice their opinion answering the question: "Is there anything we can do to make your experience with XM Satellite Radio better?"

This summer our intern consolidated over 1700 open-ended responses from three recent surveys:

- XM Programming survey July 2006
- XM Programming survey August 2006
- Sports Programming Survey August 2006

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Voice of the Subscribers

Summary of Open Ended Responses:

- There are significant number of negative comments regarding Commercials on Music, Talk and News channels
  - This extends to XM cross-promotions as well
- Comments regarding the need for improvement of the online service:
  - This includes:
    - -Longer timeout on XMRO
    - -Broader access to the channels (want to hear online what they hear on the receiver)
    - -Problems with the MAC computers
    - -General comments on the quality of the website (i e, navigation).
- Complaints about the price of the service and the device.
  - *There is also a demand for better Family Plan pricing and special rewards for loyal (tenured)* customers.

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Summary of Open Ended Responses (cont):

- Comments regarding the play-list were primarily focused on the lack of diversity and the repetition of same songs.
  - *Research note "Repetition" is more accurately described internally within XM as "duplication." This occurs when one song is being heard on different channels more so than on one single channel*
- Requests for more Sports coverage. NBA, NHL, Soccer, College, SEC, Big 12, NHRA
- Requests for more Opie & Anthony: subscribers are primarily asking for a better advertising/promotion of the show and exclusivity on XM.
- Regarding Music channels, there are a number of complaints about the DJs talking too much.
- XM Subscribers are asking for "more"
  - Comments range from more alternative formats to more channels of the existing music formats.
  - More Channels/Content:
    - News (including local)
    - More talk channels
    - More comedy
    - More oldies
    - Bring back cancelled programs or channels

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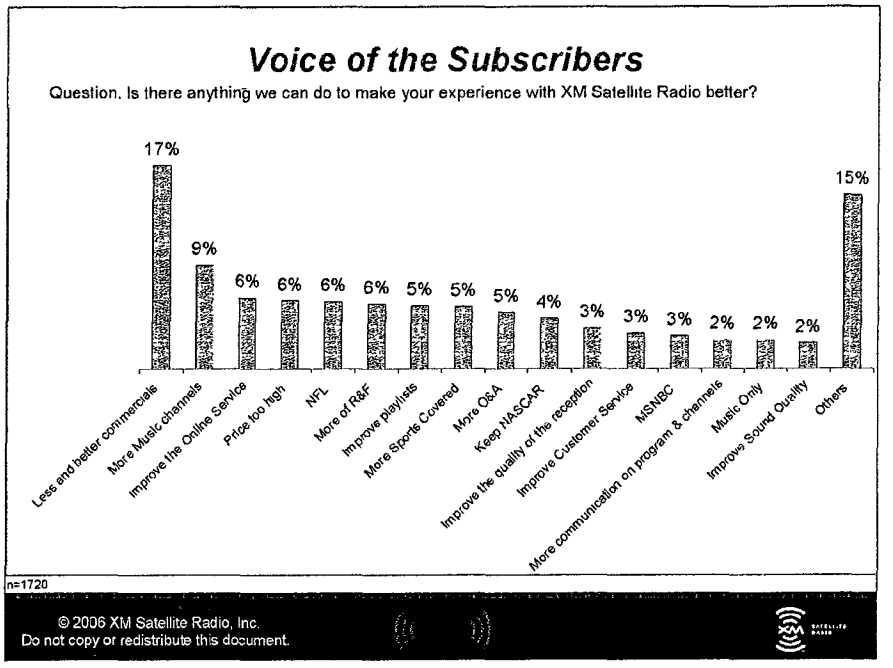
Voice of the Subscribers
Question. Is there anything we can do to make your experience with XM Satellite Radio better?
17%
9%
6%
6%
6%
6%
5%
5%
5%
4%
3%
3%
3%
2%
2%
2%
15%
Less and better commercials
More Music channels
Improve the Online Service
Price too high
NFL
More of R&F
Improve playlists
More Sports Covered
More Q&A
Keep NASCAR
Improve the quality of the reception
Improve Customer Service
MSNBC
More communication on program & channels
Music Only
Improve Sound Quality
Others
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