From: "Heye, Christine" </O=SIRI/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=CHEYE>
To: "Greenstein, Scott" <sgreenstein@siriusradio.com>; "Blatter, Steve" <SBlatter@siriusradio.com>
Cc: "Clark, Jay" <JClark@siriusradio.com>; "Coleman, Jeremy" <jcoleman@siriusradio.com>; "Lee, Martin" <MLee@siriusradio.com>
Subject: FW:
Date: 09/13/2006 23:17:04 UTC

Scott
In your meeting last Thursday you asked about #of subs who canceled because Mexicana was dropped.

655 subs say they have dropped because Mexicana was cancelled vs. over 3x that (2,000) for Fox News.

I estimate though both appeared to generated low, a greater proportion of Mexicana Listeners cancelled SIRIUS because Mexicana was dropped than Fox News Listeners did because Fox was dropped; 1% versus .2%.

	% Past Week Listening	EY 2005 Subscribers (3.316,560)	# who said they cancelled SIRIUS because channel had been dropped	% of Listeners who cancelled because channel had been dropped
	Sept '05 Listener Study	Est Channel Listeners		
Fox	0.28	928,637	2,000	0.22%
Mexicana	0.02	66,331	655	0.99%

Let me know if you want to discuss..
Christine

From: Mann, Jason
Sent: Wednesday, September 13, 2006 8:52 AM
To: Mandler, Dan; Heye, Christine; Moore, Michael
Subject: RE:

To my knowledge, the only 2 channel-specific deact reason codes are Fox News and Mexicana. Fox News saw exactly 2000 deacts in 2006 (and 20 in 2005) while Mexicana has 655 YTD deacts. Obviously the majority of the Fox News deacts were in January (~1500, with ~500 in Feb.) while Mexicana deacts were pretty even from March thru June, then started to subside. See below.

FINAL

SX Trial Ex. 39

From: Mandler, Dan
Sent: Tuesday, September 12, 2006 10:39 PM
To: Mann, Jason
Subject: FW:
Importance: High

From: Moore, Michael
Sent: Tue 9/12/2006 9:30 PM
To: Mandler, Dan
Subject: Fw:

Dan,

Are you able to help out Christine with her request?

If not let me know and I will work on it.

Me

----- Original Message -----
From: Heye, Christine
To: Mandler, Dan; Moore, Michael
Sent: Tue Sep 12 18:35:14 2006
Subject: RE:

??

From: Heye, Christine
Sent: Thursday, September 07, 2006 2:17 PM
To: Mandler, Dan
Subject: FW:

Dan
Can you please provide

Christine Heye
VP Market Research
SIRIUS Satellite Radio
1221 Avenue of the Americas
New York, NY 10020
P 212-584-5249
F 212-584-5141
C 973-868-5886

From: Moore, Michael
Sent: Thu 9/7/2006 2:05 PM
To: Heye, Christine
Subject: RE:

Christine -

We only started tracking specific channel deacts for FOX and anythign more recent -- Dan Mandler would have easier access to the info you are requesting.

Me

From: Heye, Christine
Sent: Thu 9/7/2006 1:19 PM
To: Moore, Michael
Subject:

Michael
I need the stats (number of people and % of deacts) on deacts because a channel was dropped, e.g. The Bridge, Fox and Mexicana.

Any questions give me a call. Thx.
Christine Heye
VP Market Research
SIRIUS Satellite Radio
1221 Avenue of the Americas
New York, NY 10020
P 212-584-5249
F 212-584-5141
C 973-868-5886

Sent from my BlackBerry Wireless Device