Before the
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Washington, D.C.

In the Matter of ADJUSTMENT OF RATES AND TERMS FOR PREEXISTING SUBSCRIPTION SERVICES AND SATELLITE DIGITAL AUDIO RADIO SERVICES	)	Docket No. 2006-1 CRB DSTRA

AMENDED TESTIMONY OF

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Public Version

FINAL

SX Trial Ex. 52

May 14, 2007

Public Version

I. INTRODUCTION AND SUMMARY

This amended testimony compares the results of Sirius and XM surveys with the results of the survey I conducted and reported in my written testimony.[1] The Sirius and XM surveys *strongly* corroborate the primary conclusion of my own survey: that music programming is the most valuable type of programming that satellite radio offers. Indeed, my survey's estimation of the value of music is in many ways *conservative* compared to Sirius's and XM's own numbers. The following are some of the key findings of my amended testimony:

- *Usage.* [ ]

Figure 1. Percentage of Time Spent Listening to Music

[1] This amended testimony is based on new materials produced by Sirius and XM in the course of discovery in this litigation. 37 C.F.R. § 351.4(c). I am providing this testimony as a supplement to, rather than a replacement of, my original testimony.

- *Top Channels.* [ ]
- *Willingness to Cancel.* [ ][2]

Figure 2. Willingness to Cancel Without Music

These results are wholly consistent with my conclusion that music predominates over all other forms of satellite radio programming. Moreover, the XM and Sirius surveys are remarkable because they confirm that even after the companies spent enormous sums of money to purchase non-music content, including Howard Stern, Major League Baseball, and the NFL, music still remains the lifeblood of their service. For

[2] XM has not provided comparable information on this point.

example, Howard Stern began broadcasting on Sirius in January 2006. [

][3]

Figure 3. Reasons New Sirius Subscribers in June 2006 Were Interested In Satellite Radio

In sum, I have seen nothing in the Sirius and XM materials that casts doubt on the central conclusion of my survey. To the contrary, as described below, the Sirius and XM materials frequently cite music programming's primary importance to consumers, and provide strong corroboration for my survey results.

[3] XM has not provided comparable information on this point.

II. METHODOLOGY

In preparing this amended testimony I have reviewed the available survey material and strategy documents provided by XM and Sirius. My understanding is that SoundExchange received this material in the course of discovery in this litigation, and has provided it to me for review in drafting this testimony. In particular, I have reviewed recent editions of large tracking studies conducted or commissioned by XM and Sirius about their services. These studies include the [ ][4] It is possible that subsequent versions of these studies exist, but Sirius and XM have not provided them to SoundExchange or to me.

[4] In addition, I have also reviewed the [ ]

In reviewing this survey material, I have not attempted to assess the validity of the methodologies that these surveys employ, as I lack sufficient information to make such an assessment. Instead, my testimony proceeds on the premise that the surveys, which I understand were created by management for business use, are valid. On that basis, I have reviewed the survey results reported in these materials to determine whether they are consistent with the results of the survey that I conducted and reported in my main testimony. I note that in comparing the results of the Sirius and XM surveys to my own, differences in survey methodology, question wording, sample size, etc., make it impossible to directly compare the results of their surveys to my own. It is possible, however, to look at particular areas of inquiry, *e.g.*, usage, and assess whether the XM and Sirius surveys corroborate the results reported in my survey. As I describe below, my review shows that the Sirius and XM survey results are generally highly corroborative of my survey results.

III. KEY FINDINGS

A. Usage

The XM and Sirius surveys contain a wealth of data regarding satellite radio usage, and it shows that music is by the far the most listened-to programming type on both Sirius and XM. Sirius reports [[redacted]

[redacted]][5] SX Ex. 120 DR at XMCRB 00024001.

These results by themselves dramatically underscore the dominance of music, but it is equally worth nothing that my own survey showed that only 49 percent of listening consisted of music listening. Wind Written Direct Testimony ("WDT") at 39. [[redacted]]

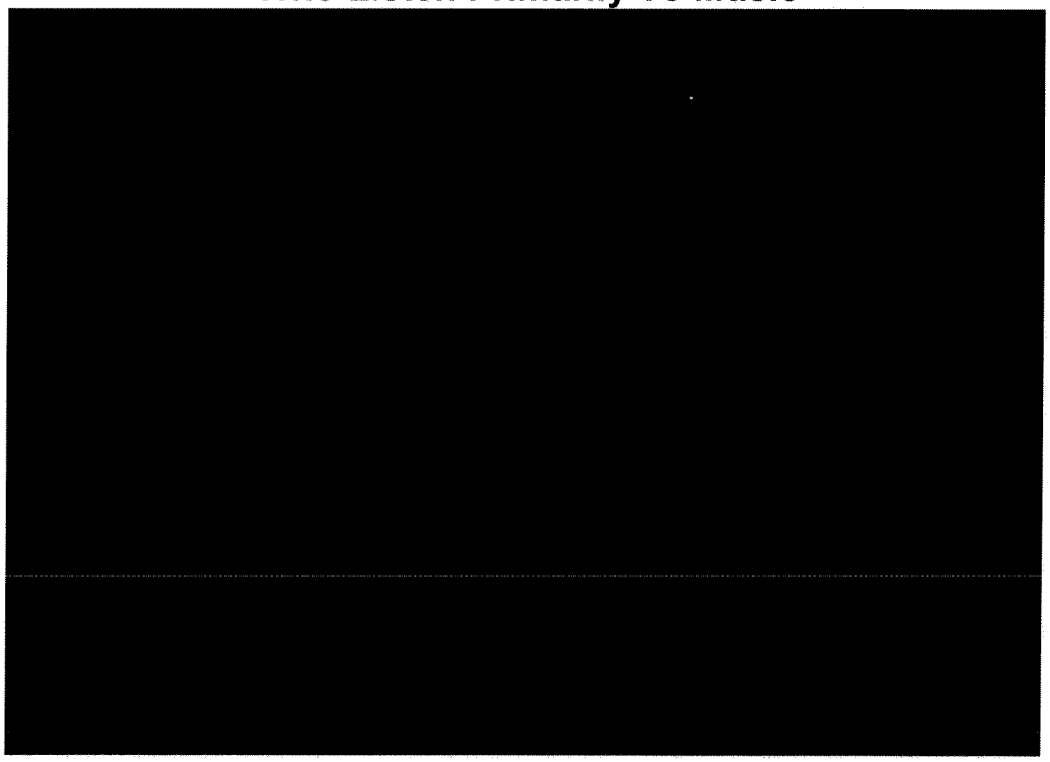
Figure 4. Percentage of Time Spent Listening to Music

[redacted]

[5] These results are corroborated as well by many earlier surveys [[redacted]]

These results are underscored by numerous other findings in the XM and Sirius surveys. For example, an XM strategy document [ ][6]

Figure 5. Percentage of XM Respondents Who Listen Primarily To Music



The predominance of music listening may be why several Sirius and XM strategy documents [ ] For example, when Sirius was considering whether to

[6] Sirius has not provided comparable data on this point.

carry NBA games, it found [. SX Ex. 117 DR at SIR0038898. And when XM was considering whether to continue to carry NASCAR programming, it observed that [ ] SX Ex. 121 DR at XMCRB 0023786 (emphasis added). These observations are clearly correct, for as shown in Figure 6, [ ]. XM reports that [ ][7] SX Ex. 111 DR at SIR 00004458. [ ]

Figure 6. Percentage of Time Spent Listening to Sports as Compared to Music

[7] [ ]

In sum, it is beyond question – both based on Sirius's and XM's own data as well as my own – that music strongly predominates as the most listened-to form of programming on satellite radio. Indeed, the results in my survey have, if anything, understated the degree to which music predominates in terms of usage.

B. Top Channels

Sirius and XM both track the individual channels that have the highest number of listeners. My own survey did not examine this measure of value, but I believe that it helpfully provides another way of looking at the question of usage. Again, results from Sirius and XM reveal that music dominates this measure. [ ] SX Ex. 112 DR at SIR00025697. [ ][8] SX Ex. 113 DR at XMCRB 13794; SX Ex. 114 DR at 00119117.

[8] [ ]

Figure 7. Pecentage Of The Ten Most-Listened To Channels That Are Music Or Comedy Channels

[redacted]

XM also reports that [redacted] are its most popular types of channels. SX Ex. 122 DR at XMCRB 0051613. And as Figures 8 and 9 show, Sirius reports that its [redacted]. SX Ex. 112 DR at SIR 00025739.

Figure 8. Percentage of *Recent* Sirius Subscribers Who Listened To Top Programming Types In The Last Week

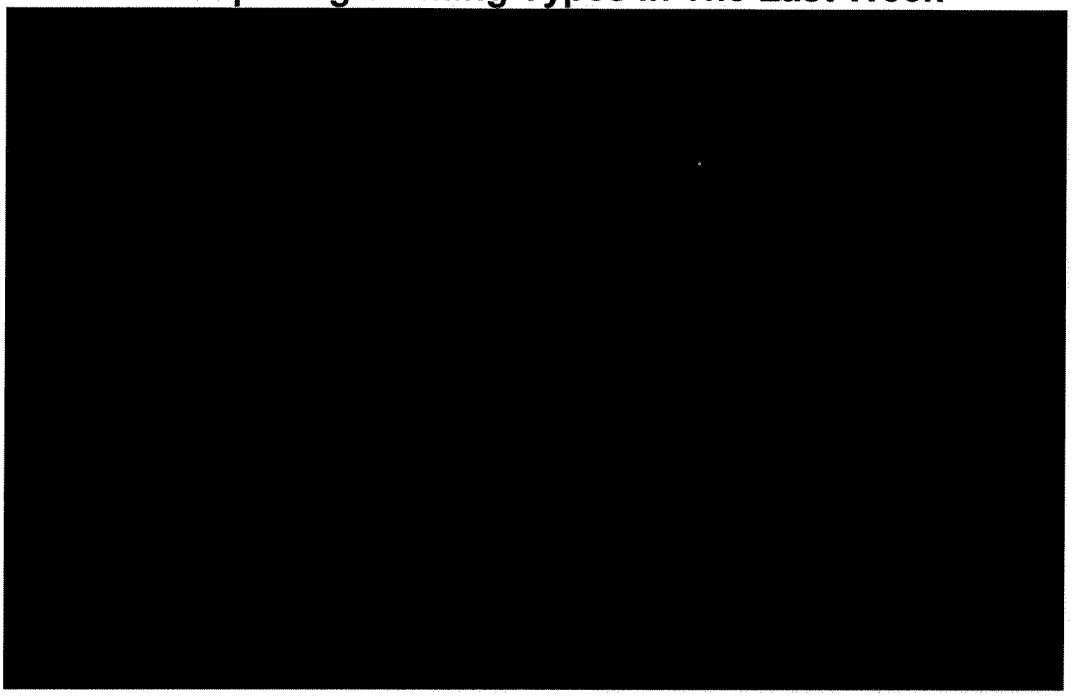
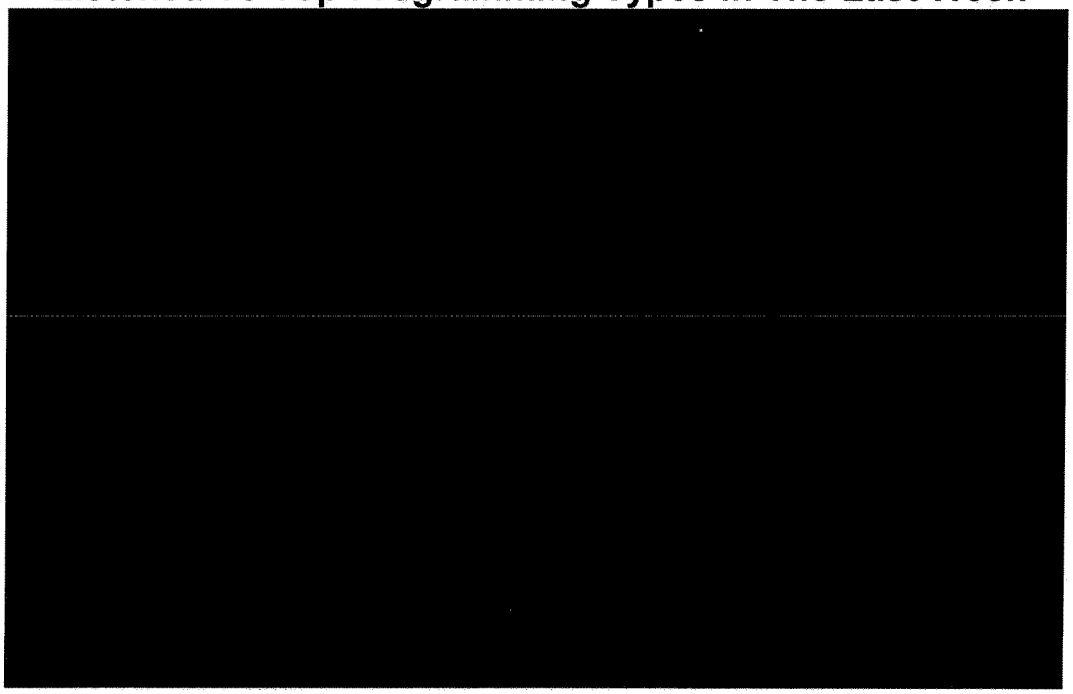


Figure 9. Percentage of *Longtime* Sirius Subscribers Who Listened To Top Programming Types In The Last Week



These listenership numbers, which show that [ ] A September 2006 XM corporate strategy document observes, for example, that [ ][9] SX Ex. 120 DR at XMCRB 0024001. Sirius's high listenership in the [ ] Other surveys also suggest that subscribers are primarily interested in [ ]" SX Ex. 120 DR at XMCRB 00024026.

[9] As I noted in my earlier testimony, it is my understanding that comedy programming (as well as kids programming) is also primarily composed of sound recordings subject to the license at issue in this proceeding.

C. Willingness to Cancel

Sirius has provided detailed measures of subscribers' willingness to cancel the service if a particular channel were not offered. For example, a Sirius survey dated August 2005 reports [ ] I found that 41 percent of Sirius respondents said they would cancel the service if it no longer contained music (and another 15 percent would reduce the price they were willing to pay for the service). Wind WDT at App. K, p.1.

Figure 10. Percentage of Subscribers Who Would Cancel Their Service If It Lacked Music

[10] XM has not provided a comparable measure on this point.

Sirius has also compiled cancellation data on a channel by channel basis. These channel-based numbers, however, cannot be directly compared to cancellation rates for programming types as a whole. This is because the loss of any particular music channel might not cause a subscriber to cancel, but the loss of music *as a whole* would.

[ ] Based on data provided by Sirius, SX Ex. 112 DR at SIR00025659-00025670, I have calculated the percentage of cancellations that would be due to the loss of music channels as compared to all other channels. By taking the cancellation rate for each channel, and weighing it by the percentage of Sirius listeners who listened to the channel in the past week, I have derived a weighted cancellation figure for each channel. Summing that figure for all music channels, and dividing it into the sum of the weighted cancellation figures for all channels shows that [ ] of all cancellations would be due to the loss of music channels, a higher figure than any other programming type.[11]

[ ] As noted above, 41 percent of Sirius respondents to my survey said that they would cancel in the absence of music. Those 41 percent comprised 45 percent of the Sirius respondents who said that they would cancel in the absence of a service.[12] Thus, the results of my survey are [

---

[11] Including the cancellation rate for kids and comedy programming as well yields a total of [ ] of cancellations due to the loss of programming within license at issue in the proceeding.

[12] That is, in addition to the 41 percent who said that they would cancel in the absence of music, 14 percent said they would cancel if there were no news; 19 percent said they would cancel if there were no sports programming; and 17 percent said they would cancel if there were no talk and entertainment programming. Wind WDT at App. K, p.1. That yields a total of 91 percent, meaning that the 41 percent who would cancel due to no music account for 45 percent (41 percent divided by 91 percent) of all cancellations.

[redacted]

[redacted]]

Figure 11. Percentage of Subscribers Who Would Cancel Their Service If It Lacked Music On Per-Channel Basis

[redacted]

D. Music versus Other Programming: A Recap

The above discussion demonstrates that regardless of the measure of value one considers, and regardless whether one looks at my survey or the Sirius and XM surveys, music programming is the programming that satellite radio subscribers value the most. This result is all the more striking in light of the highly publicized (and highly compensated) deals that the satellite radio companies have struck to obtain non-music content.

The materials that Sirius and XM provide help explain this phenomenon. To take the most prominent example, music programming still dominates talk and entertainment

programming on Sirius, even though Sirius has spent hundreds of millions of dollars to obtain Howard Stern's programming. Sirius's management is clearly attuned to assessing the effect of Howard Stern. Among other materials, [ ] SX Ex. 112 DR at SIR 00025639.

Yet as demonstrated above, the impact of Howard is still less than the impact of music. One apparent reason for this continued dominance of music is that Howard Stern listeners [ ] SX Ex. 112 DR at SIR 00025640. Indeed, since Howard Stern went on the air nearly every [ ] SX Ex. 112 DR at SIR 00025697.

Another apparent reason for music's continued dominance is that not all Sirius subscribers are Howard Stern listeners. Sirius has concluded that [ ] SX Ex. 112 DR at SIR 00025631. Even during the two or three months after he began his show, [ ] SX Ex. 111 DR at SIR 00004451. And the most recent data from Sirius show that [ ] SX Ex. 112 DR at SIR 00025641.

But most importantly, the Sirius data show that Howard Stern's influence is [

[13] [ ]

[redacted] Howard Stern began broadcasting on Sirius in January 2006. My understanding is that he was also heavily promoted by Sirius in 2005 in anticipation of his show. [As Figure 12 below shows, [redacted] *Id.*

Figure 12. Percentage of New Sirius Subscribers Who Said They Were Interested In Talk Programming

[redacted]

[14] [redacted]

Figure 13. Percentage of New Sirius Subscribers Who Said They Were Interested in Music as Compared To Talk Programming

[redacted]

My understanding is that Sirius has refused to provide more recent data regarding the appeal of Howard Stern. My own survey, however, conducted in October 2006, reported that 18 percent of Sirius respondents cited talk and entertainment programming as a whole. Wind WDT at App. K, p.4. [redacted] Indeed, because my survey looked at both current Sirius subscribers *and* those considering subscribing to Sirius, it provides both a more complete, as well as a more current, view of the appeal of the Howard Stern programming.

Figure 14. Percentage of June 2006 Sirius Subscribers Interested in Music as Compared To Talk Programming Versus Sirius Respondents in October 2006 Wind Study

[redacted]

[redacted] SX Ex. 111 DR at SIR 00004451. Music plainly predominates.

Figure 15. Percentage of New Sirius Subscribers Who Said They Were Interested in Music as Compared To Sports and News Programming

[redacted]

These other non-music programming types [redacted]

CONCLUSION

Sirius's and XM's own survey material provides strong support for my own survey results. My review shows that far from being in disagreement with the central findings of my survey, the Sirius and XM surveys provide excellent corroboration for my survey. Taken together, these surveys demonstrate through the use of multiple measures of value that music is the programming type that satellite radio users value the most.

I declare under penalty of perjury that the foregoing testimony is true and correct to the best of my knowledge and belief.

Date: May 14, 2007

Yoram Wind

Amended Direct Testimony of Yoram (Jerry) Wind
Exhibits Sponsored by Yoram (Jerry) Wind

Exhibit No.	Description
SX Ex. 111 DR	[Redacted]
SX Ex. 112 DR	[Redacted]
SX Ex. 113 DR	[Redacted]
SX Ex. 114 DR	[Redacted]
SX Ex. 115 DR	[Redacted]
SX Ex. 116 DR	[Redacted]
SX Ex. 117 DR	[Redacted]
SX Ex. 118 DR	[Redacted]
SX Ex. 119 DR	[Redacted]
SX Ex. 120 DR	[Redacted]
SX Ex. 121 DR	[Redacted]
SX Ex. 122 DR	[Redacted]
SX Ex. 123 DR	[Redacted]
SX Ex. 124 DR	[Redacted]
SX Ex. 125 DR	[Redacted]

CERTIFICATE OF SERVICE

I, Albert Peterson, hereby certify that a copy of the public version of the foregoing amended testimony has been served this 17th day of May, 2007 by electronic mail and overnight mail to the following persons:

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2Q '06 RESULTS
AUGUST 31, 2006
- FINAL -

Permissible Use

SIRIUS has the unconditional right, without restriction or requirement of approval, from GfK NOP to use this information in whole or in part to present to its suppliers, vendors and other business partners and to identify GfK as the party that conducted the survey. *However, it is SIRIUS policy to share very limited data from this proprietary study for obvious reasons. Contact Market Research for guidance on the use of this data with non-employees.*

SIRIUS shall seek GfK NOP's written consent prior to publicly publishing any document or making any public statement containing any figures, comments, discussions, or summary of this report. *Please provide Market Research with a minimum of 2 business days for this process.*

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SIRIUS SATELLITE RADIO
THE BEST RADIO ON RADIO

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OBJECTIVES

Monitor SIRIUS subscriber satisfaction:

- Gauge satisfaction and performance perceptions on Programming, Reception, Customer Service, Retail Sales, Installation, Hardware (Radio), Website.
- Identify areas of decline to short-circuit further deficiencies.
- Identify areas of improved perceptions.

Survey Field Periods:

- Tracking began in 2002 as a quarterly monitor, but in 2004 it was scaled back by one quarter and then further scaled back in 2005 to two waves per year given measures were not fluctuating significantly wave-to-wave.
- Intended field periods are May and November, but vary based on requests to plan around particular events (e.g., channel change) and/or requests to refocus the study (e.g., scale back questionnaire to control costs).
- **Research anticipates engaging in another wave on or about Nov 1, 2006. A decision to conduct that wave will be made by SIRIUS Sales & Operations by September 13, 2006.**

CSAT Wave	Start	Stop	Notes
2Q06	21-Jun-06	6-Jul-06	July 4th
4Q05	17-Nov-05	5-Dec-05	Thanksgiving on 11/24
1Q05	11-Mar-05	28-Mar-05	
4Q04	4-Nov-04	22-Nov-04	Thanksgiving on 11/25
2Q04	5-May-04	17-May-04	
1Q04	12-Feb-04	22-Feb-04	
4Q03	10-Nov-03	30-Nov-03	Thanksgiving on 11/27
3Q03	23-Jul-03	14-Aug-03	
2Q03	14-Apr-03	5-May-03	
Benchmark'02 (wave 2)	23-Nov-02	8-Dec-02	
Benchmark'02 (wave 1)	9-Sep-02	12-Sep-02	

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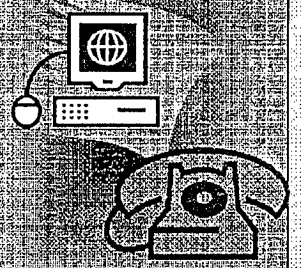
RESEARCH APPROACH

Sample

- Randomly selected 30,739 records from the 2,777,593 active, paying, unique subscribers as of May 31, 2006 (excluding PrePaid OEMs, Commercial and Hertz accounts).
  - **Due to the limited contacts SIRIUS is allowed to make to PrePaid OEMs, Retention team requested these subs be removed from 2Q06 CSAT sample. At the time of interviewing, PrePaid OEMs represented 6% of subs. Prior CSAT surveys included this group.**
- Must be the primary user and/or be the most knowledgeable about the purchase, installation and use/listening.
- Subscribers who have participated in SIRIUS research in the past 12 months and/or have opted out to participate in research are excluded.

Methodology



- 2,249 total surveys completed.
  - 70% online, 30% phone to ensure representation from of all subscribers. Online participants were invited via email to GfK's URL; phone sample included those with and without email addresses. Proportions of each group were determined by SIRIUS database counts (30% provide only phone, 68% provide email (of which 99% also provide phone) and fieldwork (email bounce-backs, and unusable telephone numbers). Total estimated reachable (email/phone) subscriber universe is 93% of full database.
    - Based on telephone exchanges, 33.6% of the phone numbers were flagged as definitely or probably wireless numbers, and had to be handled differently by the vendor. Quotas for wireless and landline interviews were set, and ended with 34.6% of phone interviews completed among wireless subscribers.
  - Responding sample weighted to reflect subscriber database proportions on valid email/phone as well as county (ABCD) and OEM:Retail/Special Market. Weighting comparable to 4Q05; prior waves did not require weighting or historical adjustment.
  - In 2Q06, S50s were over-sampled to ensure a readable number of completes, but weighted back in proportion, so that Total respondents represent actual database.
  - Quotas were set by tenure to ensure the distribution of interviews was in proportion to the total SIRIUS subscriber database.
- Survey conducted in English. <1% of phone respondents terminated due to a language barrier. (8% of the sample indicated they speak a language other than English at home.)
- SIRIUS was identified as study sponsor and no incentive was used.
- Survey conducted June 21st – July 6th.

Statistical Significance

- Results based on the total sample one can say with 95% confidence that the margin of sampling error is +/- 2.3 percentage points. Sampling error for sub-groups may be higher. Significant differences are indicated throughout at the 95% confidence level.

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WEB INVITE

Subject: Invitation to provide feedback on SIRIUS Satellite Radio

SIRIUS is committed to providing the best satellite radio service available. We want to hear your thoughts and opinions about your SIRIUS service, so that we can better serve you.

We have partnered with GfK to measure our progress in meeting or exceeding your expectations. We have provided GfK with your email address so that they could send you this message. I hope you will accept this invitation to participate in the survey between (INSERT DATES).

To ensure that opinions are gathered from an appropriate mix of individuals, the survey contains some initial "qualifying" questions. If you qualify, the remainder of the survey will take about 15 minutes to complete.

We ask that you provide honest, candid feedback, not only on our performance to date, but also on how we can better meet your needs in the future. Your valuable input will help establish priorities for our business.

When you are ready to take this survey, just click (once) on the URL below, or you can copy or paste or type the entire URL into your browser's address window exactly as it is shown below:

To access the survey, you will need a login ID.
Your login ID is: [insert ID]

Respectfully,
Mary Pat Ryan
EVP, Subscriber Sales and Operations

If you have any concerns about how you received this email, please contact GfK at chenderson@surveys.com. GfK will not disclose your individual set of survey responses to SIRIUS, unless you expressly request or permit such disclosure. Please see PRIVACY POLICY LINK for GfK's complete privacy statement at: http://www.surveys.com/privacy.aspx

To be removed from this email mailing list, simply reply to this email with "REMOVE" in the subject line. Thank you in advance for participating. We look forward to hearing from you

To update your newsletter and SIRIUS e-mail options, please visit:
http://forms.sirius.com/asbs/servlet/SS?F=2755839&R=1356098789&C=15277178&K=Yfwk

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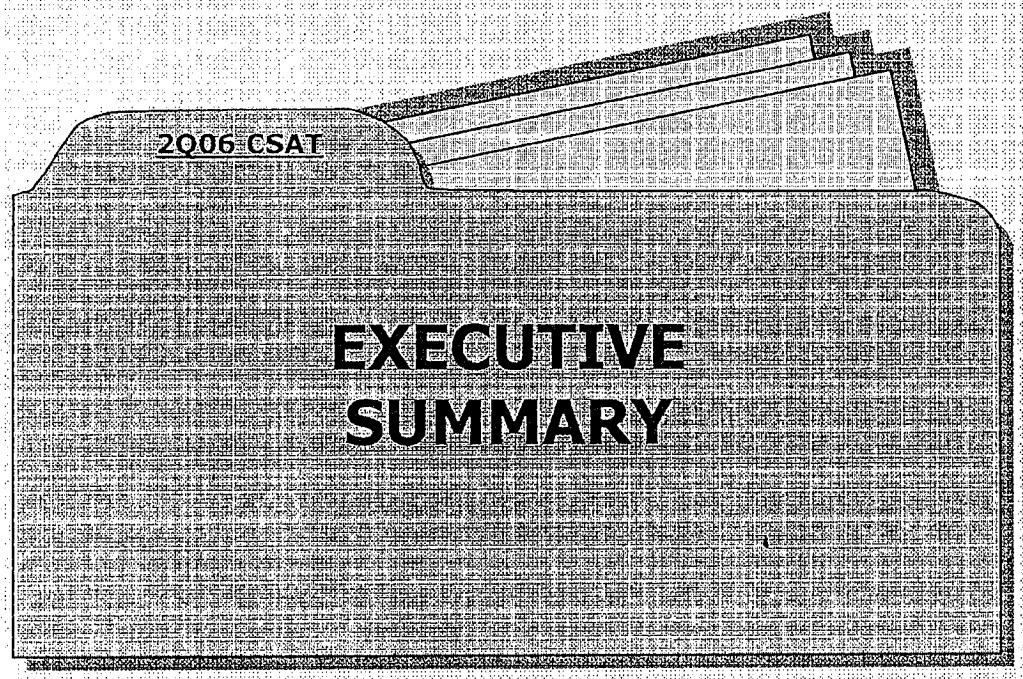

EXECUTIVE SUMMARY

SIRIUS SATELLITE RADIO
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EXECUTIVE SUMMARY

Key Performance Measures

- Key measures continue to be strong as the considerable majority are satisfied, likely to continue, and likely to recommend. On a statistical basis, these measures are higher than the prior wave.
  - **Programming variety (45%), specific programs/personalities (30%), and commercial-free music (29%) continue to be the most unaided mentioned likes. Reception issues (37%) lead complaints, followed by Programming (25%), and Hardware issues (18%).**

Performance Detail

- While two-thirds say they are very satisfied overall, several specific experiences fall short of the overall impression. These individual events may impact a subscribers' overall opinion of the service over time.

Above or equal to overall satisfaction:

- **Activation** receives the highest Very Satisfied rating.
- Top Box satisfaction with **Programming (Channels/Shows)** is up 10 percentage points from 4Q05; this is significantly higher than all waves except 4Q04.
- **Sound Quality** perceptions remain constant over past 3 waves with Top Box satisfaction softer than pre-1Q05 levels.
- **Hardware Functionality** satisfaction remains flat.
- **Indoor Installation** satisfaction remains flat.

Below overall satisfaction score:

- **Hardware Design** satisfaction remains flat.
- **Vehicle Installation** satisfaction remains flat.
- About one-third of subs visited **SIRIUS.COM** in the past week and satisfaction continues to be soft.
- **In-Vehicle Reception** Top Box satisfaction is trending downward and is now at its lowest point to date.
- **Indoor Reception** remains an issue for at least one-fourth of subs with home units (58% of total subs have a home unit); Top Box satisfaction is lower than prior wave (4Q05).
- Satisfaction with **Customer Care's Problem Resolution** is low and has declined.
- About half (46%) of retail subs with <3 months tenure had a **Rebate offer**; 59% mailed it in, of which 53% (caution small sample) are dissatisfied with the Rebate Process.

Perceptual Attributes

- Commercial-free music continues to garner the strongest agreement, followed by ubiquitous signal and better programming than AM/FM.

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EXECUTIVE SUMMARY

Decision-Making Process

- Consideration of XM has declined over time with only 46% considering it as of Jun'06 versus 6 in 10 (59%) in Nov'05.
  - **Lure of specific programming (35%), commercial-free music (35%), and variety (24%) got subs interested in category. Leading reasons for choosing SIRIUS were *Howard Stern (36%)* , *Better Variety (11%)*, and *Sports Programming (10%).***

Listening Behaviors/Profile

- Nearly all (94%) subs listen to SIRIUS in their vehicle; almost two-thirds (65%, up 11% points from 4Q05) listen to SIRIUS outside the vehicle (e.g., via home unit, online player, DISH TV).
  - **Subs spend 26 hours/week listening to SIRIUS: approximately 17 hours in a vehicle and 22 hours at home, work, or other non-vehicle locations.**
    - **3 in 10 listened to SIRIUS through the online media player in the past week.**
  - **Among vehicle listeners, 91% of time in vehicle is spent listening to SIRIUS. This is up significantly from 4Q '05, with SIRIUS replacing time spent previously listening to AM/FM, CDs/MP3s.**

- Estimated 2.2 listeners per household.
  - **Males tend to be the primary subscriber, but secondary listeners round out listener profile.**
  - **SIRIUS subscribers and total listeners continue to over index among those age 25-54.**

- Subscribers surveyed tend to be upscale in terms of education and household income, and are decidedly more Caucasian than the U.S. population. Geographically, subs over-index in the Mountain and Middle Atlantic states as seen in the subscriber database as well.
  - **OEM subscribers are more likely to be female, older, more educated and more affluent than Retail/Special Market subscribers.**

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2Q06 CSAT

Subscriber & All Listener Profiles

PrePaid OEMs were removed from 2Q06 CSAT sample. At the time of interviewing PrePaid OEMs represented 6% of subs. Survey respondents were balanced to the same ratio. OEMs skew female, older, more educated and more affluent than Retail/Special Market subs.

As seen in the past, compared to the U.S. population, subscriber respondents tend to be upscale in terms of education and household income, and are decidedly more Caucasian. Geographically, subs over-index in the Mountain and Middle Atlantic states as seen in the subscriber database.

Estimated 2.2 listeners per household. Males tend to be the primary subscriber, but additional listeners round out listener profile. SIRIUS subs and total listeners continue to over-index among those age 25-54, particularly strong among 25-44.

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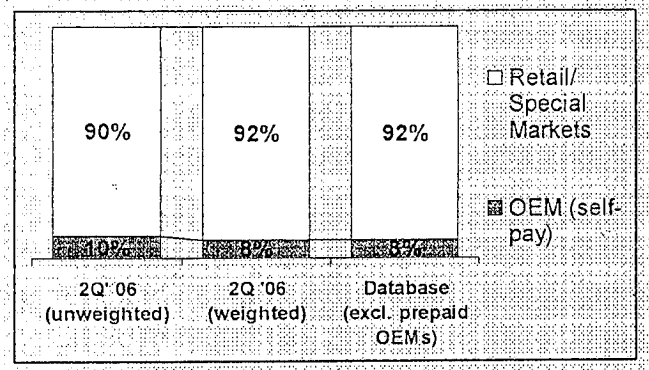
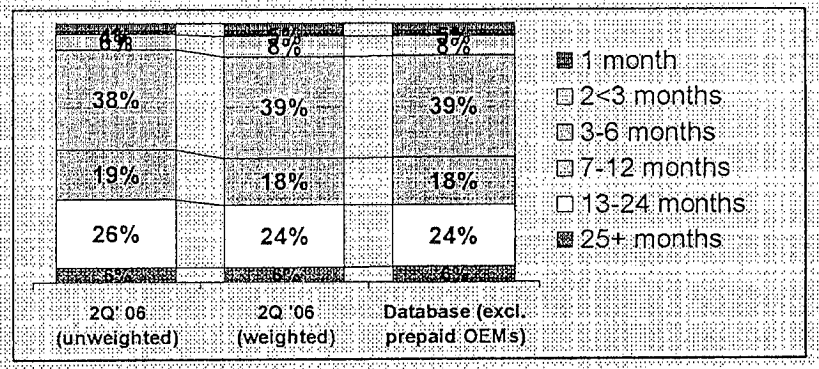
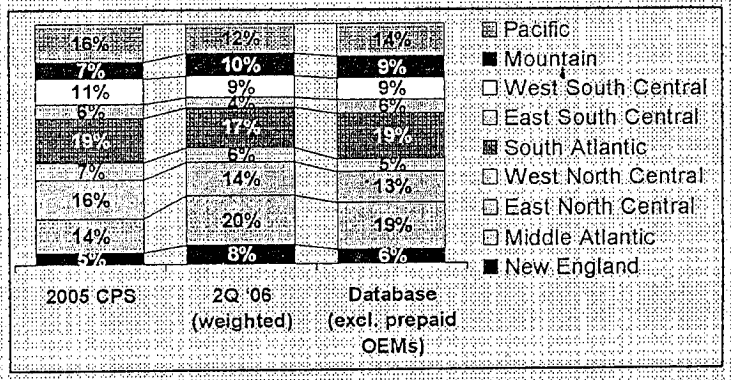
SUBSCRIBER DEMOGRAPHICS VS. DATABASE (excluding Prepaid OEMs)

The responding sample was balanced to reflect OEM/Retail-Special Market and Tenure proportions per the subscriber database (excluding prepaid OEMs) as seen below.

Geographically, the respondents also match database proportions both of which over-index in the Mountain and Middle Atlantic states.







SIRIUS SATELLITE RADIO
THE BEST RADIO ON RADIO

Base: 2Q '06 (n=2249); US Pop (CPS 2005)

SIR00004444

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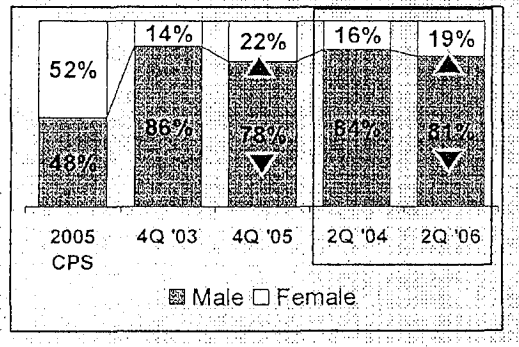
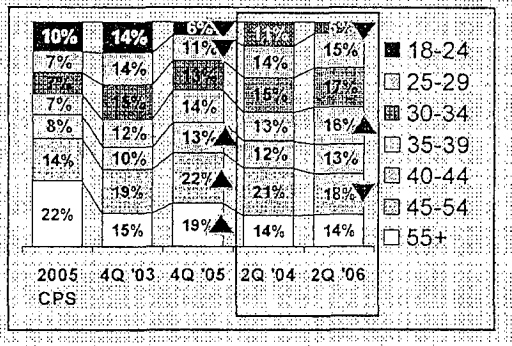
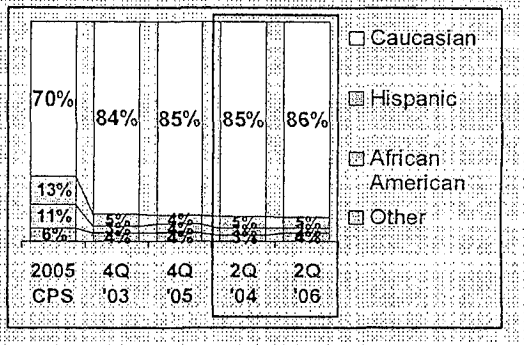
SUBSCRIBER DEMOGRAPHICS

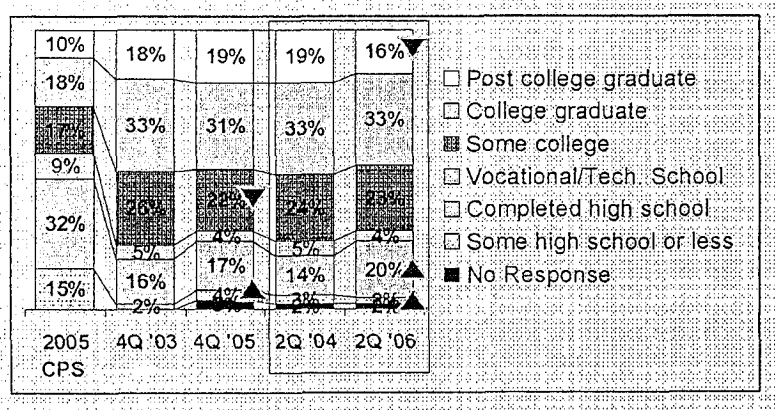
Compared to U.S. population, subscribers continue to be upscale in terms of education and household income, and are decidedly more Caucasian. Over time some changes have occurred...

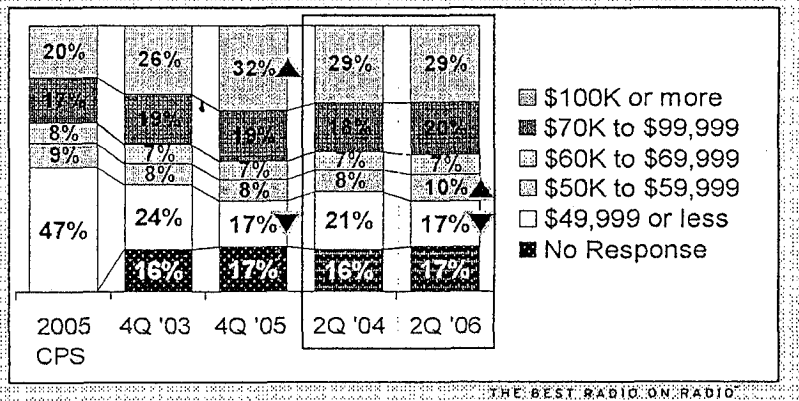
- Sub base is more Male than 4Q05, but still has a larger proportion of Females than two years ago;
- Average age still early 40's (42.3 4Q05, 40.1 2Q06) with fewer A18-29 than 2 years ago;
- Median household income holding at upper $80K/lower $90K ($93.8 4Q05, $89.5 2Q06) with large % in $100K+.
- Caucasian proportion still upper 80's, Hispanic flat at 5% of base. <1% end phone survey due to language barrier.











Base: 4Q '03 (n=2108), 4Q '05 (n=2203), 2Q '04 (n=2293), 2Q '06 (n=2249) US Pop (CPS 2005)
Note: ▲▼ Represent statistical differences at 95% CL verses 2 years ago.

SIR00004445

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OEM VS. RETAIL/SPECIAL MARKETS PROFILE

Due to the limited contacts SIRIUS is allowed to make to PrePaid OEMs, Retention team requested these subs be removed from 2Q06 CSAT sample. At the time of interviewing PrePaid OEMs represented 6% of subs. Prior CSAT surveys included this group. Self-paid OEMs represented 8% of subscribers. Survey respondents were balanced to the same ratio.

- OEM subs are more likely to be female, older, more educated and more affluent than Retail/Special Market subs. Though PrePaid OEMs were excluded from the analysis, the OEM profile remains the same as the prior wave that included this segment.

	4Q05		2Q06	
	OEM (includes PrePaids) (n=325)	Retail/ Sp. Mkts (n=1870)	OEM (excludes PrePaids) (n=226)	Retail/ Sp. Mkts (n=2023)
Gender				
Male	65%	81%▲	71%	82%▲
Female	35%▲	19%	29%▲	18%
Average Age	48.3▲	41.0	46.6▲	39.5
Average Income	$112.9▲	$89.8	$117.1▲	$87.5
Education				
College Grad	60%▲	49%	68%▲	47%
Non-College Grad	39%	49%▲	31%	51%▲
Race				
Caucasian	88%	86%	85%	86%
Non-caucasian	9%	10%	11%	11%

Note: ▲▼ Represent statistical differences within same period at 95% CL from 4Q05.

SIRIUS SATELLITE RADIO
THE BEST RADIO ON RADIO

SIR00004446

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ESTIMATED 2.2 TOTAL LISTENERS PER HOUSEHOLD

The same as the 4Q05 CSAT, which said there were 2.2 listeners per subscriber household.

Number of Unique, Paying Subscribers as of 05/31/06		Average Number of Adult Listeners per HH		Adult 18+ Listener Estimate
2,788,564	X	1.9 (Subscriber +0.9 HH Members)	=	5,298,272

Number of Unique, Paying Subscribers as of 05/31/06		Average Number of Listeners per HH		Total Listener Estimate
2,788,564	X	2.2 (Subscriber + 1.2)	=	6,134,841

Mar'03 Listener Study (Arbitron) found
2.5 listeners, on average, per household

Sept'05 Listener Study (Knowledge Networks) found
1.7 listeners age 13+ on average
(lower than total CSAT estimate since <13 yrs old are excluded)

SIRIUS SATELLITE RADIO
THE BEST RADIO ON RADIO

Base: Total Respondents (n=2249)
Q69: In addition to yourself, how many people in your household listen to SIRIUS?
Q71: What is their age?

SIR00004447

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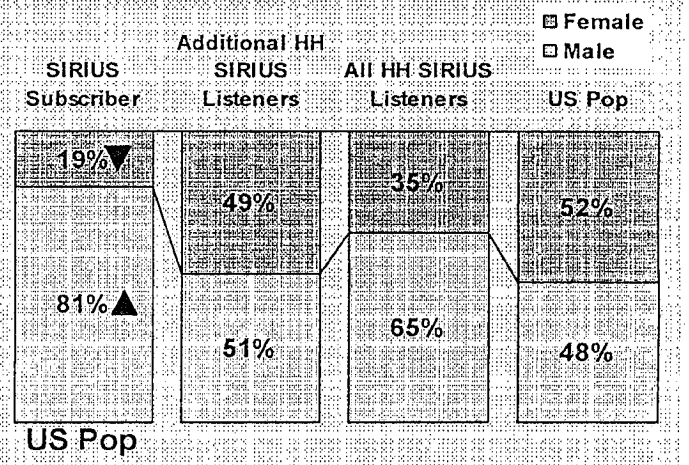
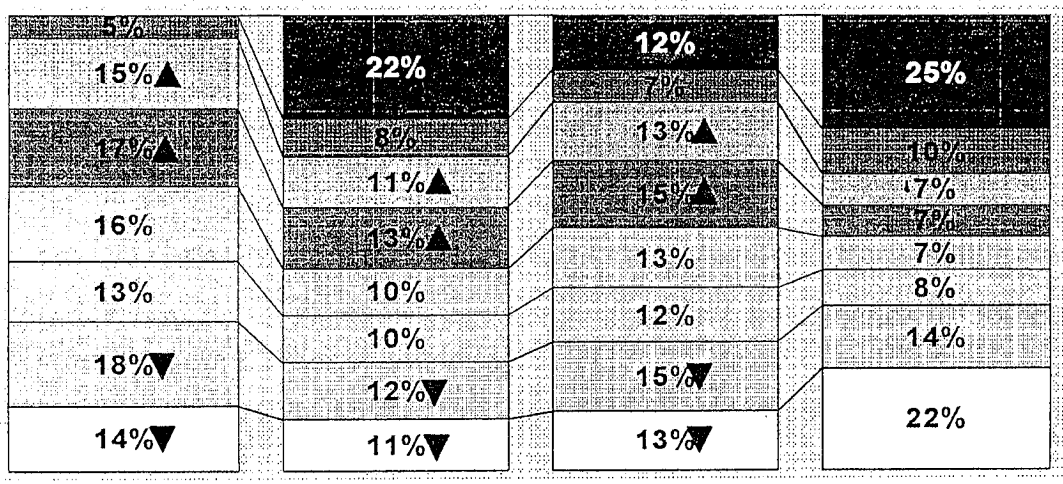
LISTENER ESTIMATE BY AGE & GENDER

As seen in prior waves, while males are more likely to be the subscriber and/or primary user, the listener base is more female when accounting for additional listeners in the household.

SIRIUS subscribers and all listeners continue to over-index among those 25-54 of age; particular strong among 25-44.





Base: Total Respondents (n=2249); US Pop (CPS 2005)

▲▼ = Significantly higher/lower than prior period

Q69: In addition to yourself, how many people in your household listen to SIRIUS?

Q70: What is the gender of the "first" person in your household who listens to SIRIUS (for each other person)? Q71: What is their age?

SIR00004448

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2Q06 CSAT

DECISION-MAKING PROCESS

Consideration of XM has declined to 46% considering it in Jun 06 versus 59% in Nov 05.

Lure of specific programming, commercial free music and variety got subscribers interested in category. Leading reasons for choosing SIRIUS over XM were *Howard Stern, better variety and sports programming.*

- Over half (54%) of those who activated Jan-Apr 06 chose SIRIUS to hear Howard Stern.

SIRIUS SATELLITE RADIO
THE BEST RADIO ON RADIO

SIR00004449

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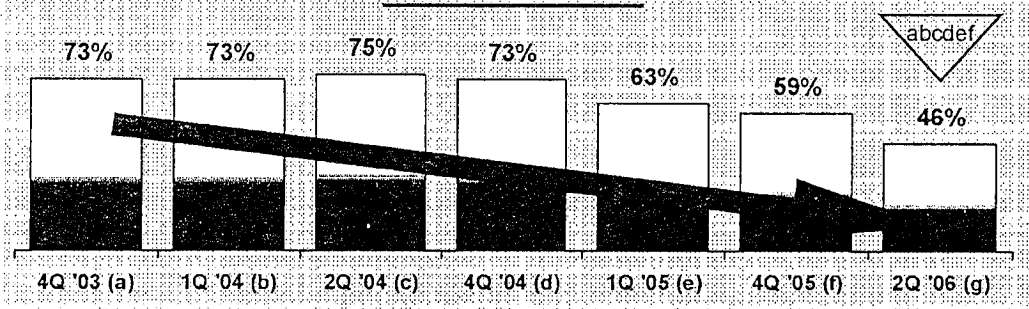
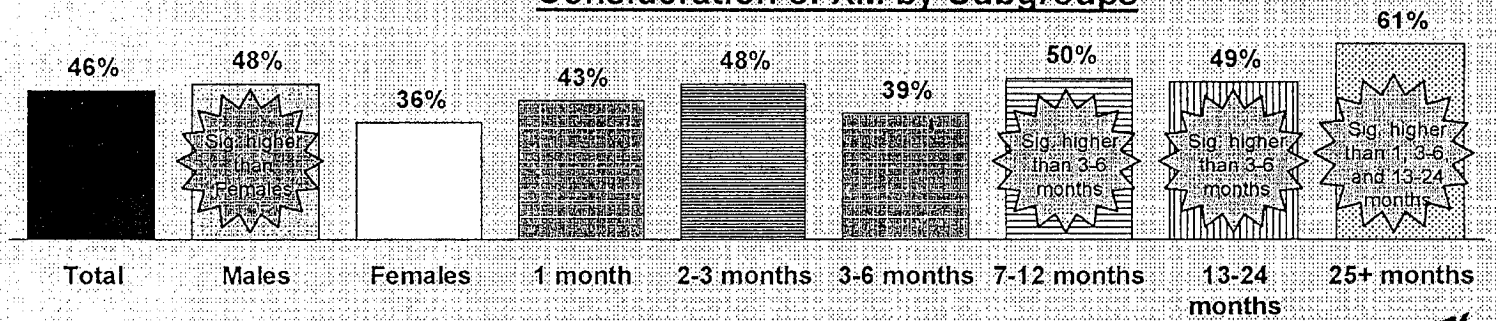
PRIOR TO SUBSCRIBING TO SIRIUS

Consideration of XM has dropped over time with less than half (46%) considering in Jun'06. The 3-6 months tenure group came through during the holiday season and peak Howard Stern crossover so the fact that they are less likely to have considered XM is not surprising.

Considered XM



Consideration of XM by Subgroups



Base: 4Q '03 (n=1063), 1Q '04 (n=1007), 2Q '04 (n=1113), 4Q '04 (n=1097), 1Q '05 (n=2217), 4Q '05 (n=2203), 2Q '06 (n=2249)
a,b,c,d,e,f,g Significant at 95% CL
Q 64: Prior to purchasing your satellite radio system and subscribing to SIRIUS, did you consider XM Satellite Radio service?

SIRIUS SATELLITE RADIO
THE BEST RADIO ON RADIO

SIR00004450

CATEGORY BENEFITS DRAW INITIAL PURCHASE INTENT

Programming *(specific programs/personalities and variety)* and Commercial-free music continue to be key reasons for satellite radio purchase intent.

- Nearly half (49%) of subs who activated a SIRIUS radio Jan-Apr'06 said Howard Stern drove their interest in satellite radio.

			Subscription Tenure					
			Jun '06	Apr-May'06	Jan-Apr'06	Jul'05-Dec'05	Jun'04-Jun'05	May'04 or earlier
	4Q '05	2Q '06	1 month	2 to <3 mos.	3 to 6 mos.	7 to 12 mos.	13-24 mos.	25+ mos.
	(n=2203)	(n=2249)	(n=96)*	(n=136)	(n=857)	(n=428)	(n=590)	(n=142)
	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)
Programming/No commercials (net net)	75	82y	78	83f	87adef	80	80	72
Programming (net)	68	73y	70	76f	79def	70f	69f	56
Music (subnet)	33z	24	29	24	24	22	26	20
Talk (subnet)	18	36y	17	34aef	52abdef	31aef	22f	9
Sports (subnet)	13z	10	4	9	10	10	14ac	9
News (subnet)	6z	3	1	3	3	3	4	4
Specific programs/personalities (subnet)	17	35y	17f	34aef	51abdef	32aef	23f	6
Howard Stern	10	30y	13f	27aef	49abdef	28aef	15f	3
NFL/football coverage	5	4	3	4	3	5	7cf	2
Variety (subnet)	28z	24	25	26	21	23	28c	23
Variety of music/play preferred music	14	14	16	10	13	12	16	13
Variety of prog./something for everyone	11	10	10	13	8	10	12c	11
Sports programming	5	5	*	1	5b	4	6ab	6ab
Specific type of music	4	4	6	7e	4	3	3	3
Good/better programming	4	4	7	5	4	4	4	3
Better music/better music than regular radio/FM	7z	4	5	3	5d	2	5d	4
Good number of channels/a lot of channels	4	4	10cde	4	3	4	3	5
Lack of censorship	4	4	5	4	4	2	4	3
Specific non-music stations	7z	3	1	4	2	3	4c	3
Talk shows/talk radio	2	3y	3	4	3	2	3	2
Commercial-Free Music	37	35	28	35	30	39c	38c	47ac
Reception/Audio Quality (net)	22z	17	13	15	13	21c	22c	26abc
Good/wide range of coverage/coast to coast	11z	7	5	6	4	10c	8c	10c
Don't have to change channel/same station all the time	8z	6	6	2	5	7	9bc	12bc
Good/better reception	4	3	4	3	3	3	5c	4
Need/Usage (net)	19z	11	11	10	10	14	11	16c
Travel/drive a lot/for work	10z	7	7	5	6	8	9c	11
Friends/family recommended/have satellite radio	4	4	7	8ef	4	3	3	2
It was a gift	2	3y	3	5	4	2	2	1
Came with new car	7z	3	6c	2	1	4c	4c	5c

Significant difference at 95% CL

*Caution: Small base size.

Q 65: Please tell me all the reasons you were interested in satellite radio.

Top Mentions Shown (3%+). May exceed 100% due to multiple mentions.

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SIR00004451

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BRAND DECISION DRIVEN BY CONTENT

Subscribers choose SIRIUS largely for its programming (60%). A big part of this is Howard Stern *(36% up from 13% 4Q '05).* Smaller proportions name *better variety/programming/channels* and *sports programming.*

- Over half (54%) of those who activated Jan-Apr'06 chose SIRIUS because of Howard Stern.

			Subscription Tenure					
			Jun '06	Apr-May'06	Jan-Apr'06	Jul'05-Dec'05	Jun'04-Jun'05	May'04 or earlier
	4Q '05	2Q '06	1 month	2 to <3 mos.	3 to 6 mos.	7 to 12 mos.	13-24 mos.	25+ mos.
	(n=2203)	(n=2249)	(n=96)*	(n=136)	(n=857)	(n=428)	(n=590)	(n=142)
	(y)	(z)	(a)	(b)	(c)	(d)	(e)	(f)
	%	%	%	%	%	%	%	%
Programming/No commercials (net net)	48	62y	44	67aef	72adef	59ae	51	51
Programming (net)	43	60y	41	66aef	71adef	57aef	50f	39
Music (subnet)	4	6y	5	8	5	6	7	7
Talk (subnet)	18	39y	20	34aef	56abdef	36aef	23f	11
Sports (subnet)	13z	10	4	11	8	11	14ac	10
News (subnet)	2z	1	1	1	1	*	2d	-
Mentioned Specific Channels (subnet)	20	41y	22	34f	58abdef	39aef	27f	12
Howard Stern	13	36y	18f	32aef	54abdef	34aef	19f	5
Better Variety/Programming/Channels	14z	11	12	23cde	9	10	13c	17cd
Sports programming available (subnet)	13z	10	4	11	8	11	14ac	10
NFL	9z	6	3	4	4	7	10ac	9c
Sports programming available	2	3y	2	6c	2	3	3	2
Commercial-Free Music	7z	5	4	6	4	4	3	16abcde
Was a Gift	5	8y	7	7	10df	4	8d	3
Recommendation of Friend/Family	7	7	14ce	11c	5	10ce	6	7
Came With Vehicle	14z	6	16bcd	4	3	7c	8c	8c
Better than XM	6z	4	7c	4	3	4	5	6

*Caution: Small base size.
Significant difference at 95% CL
Top Mentions Shown (3%+). May exceed 100% due to multiple mentions.
Q 66: More specifically, why did you choose SIRIUS Satellite radio?

SIRIUS SATELLITE RADIO
THE BEST RADIO ON RADIO

SIR00004452

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2Q06 CSAT

LISTENING BEHAVIOR

Nearly all (94%) subs listen to SIRIUS in their vehicle; almost two-thirds (65%) listen to SIRIUS outside the vehicle (e.g. home unit, online, DISH TV)

Subs spend 26 hours/week listening to SIRIUS, most of it music. For those who listened in a vehicle SIRIUS accounts for 91% of their time in vehicle or ~17 hours/week. And TSL for those who listen outside the vehicle is ~22 hours/week at home, work, or other locations.

SIRIUS SATELLITE RADIO
THE BEST RADIO ON RADIO

SIR00004453

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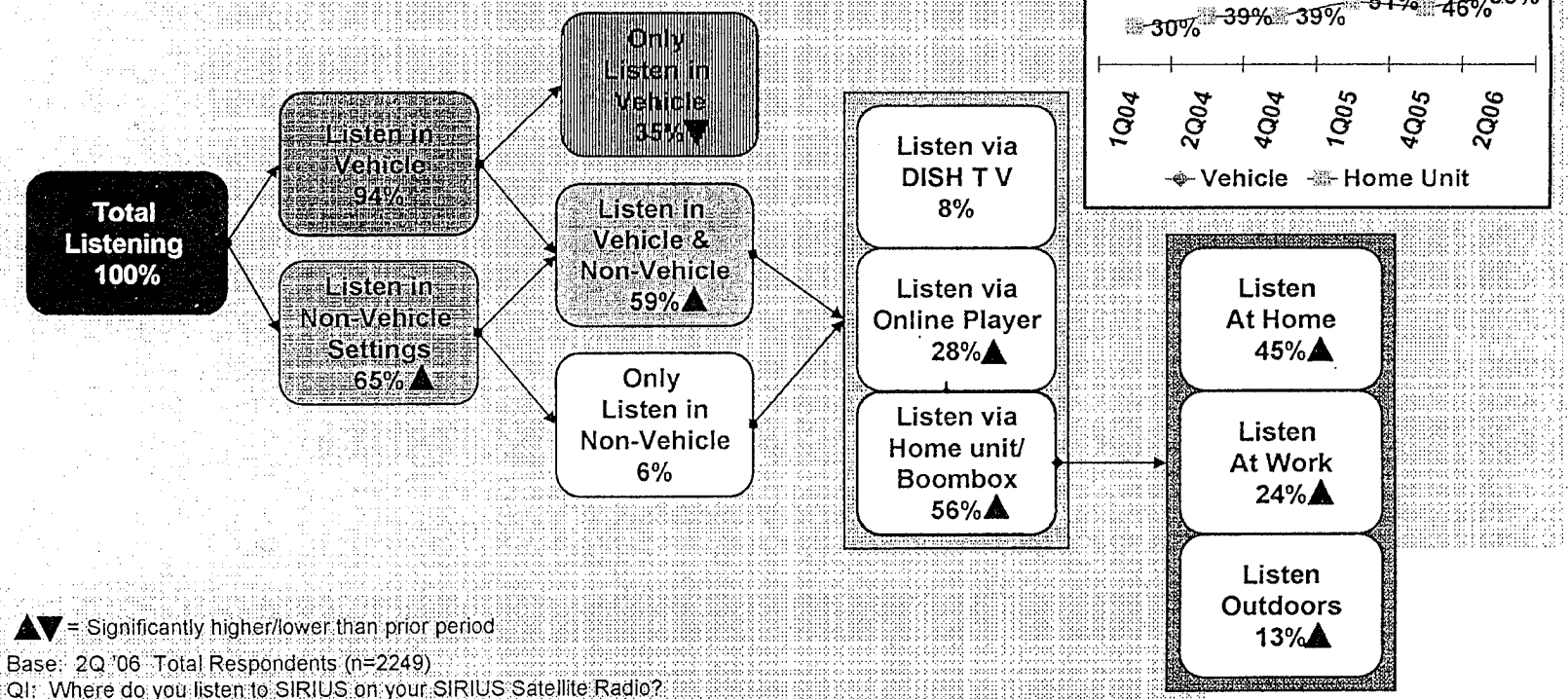
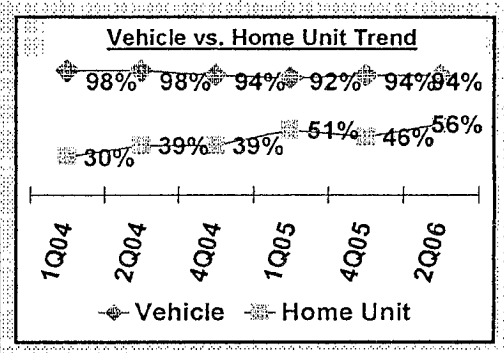
AVAILABLE LISTENING LOCATIONS

Nearly all (94%) subscribers listen to SIRIUS in their vehicle; 35% only listen in their vehicle (down 11% pts from 4Q05). Nearly two-thirds (65%, up 11% pts from 4Q05) listen to SIRIUS outside the vehicle with almost just as many (59%) listening in and outside the vehicle; 6% only listen in non-vehicle settings.

- Reported online listening increased 7% points since 4Q05.

All Percentages Based on Total Respondents





▲▼ = Significantly higher/lower than prior period

Base: 2Q '06 Total Respondents (n=2249)

QI: Where do you listen to SIRIUS on your SIRIUS Satellite Radio?

Q32a: Last week, how many total hours did you spend listening to SIRIUS at home, work, outdoors or other non-vehicle locations through...?

SIR00004454

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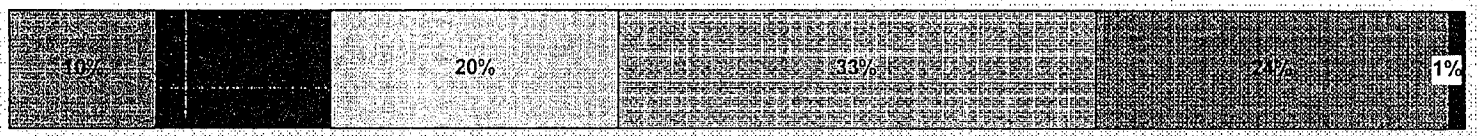
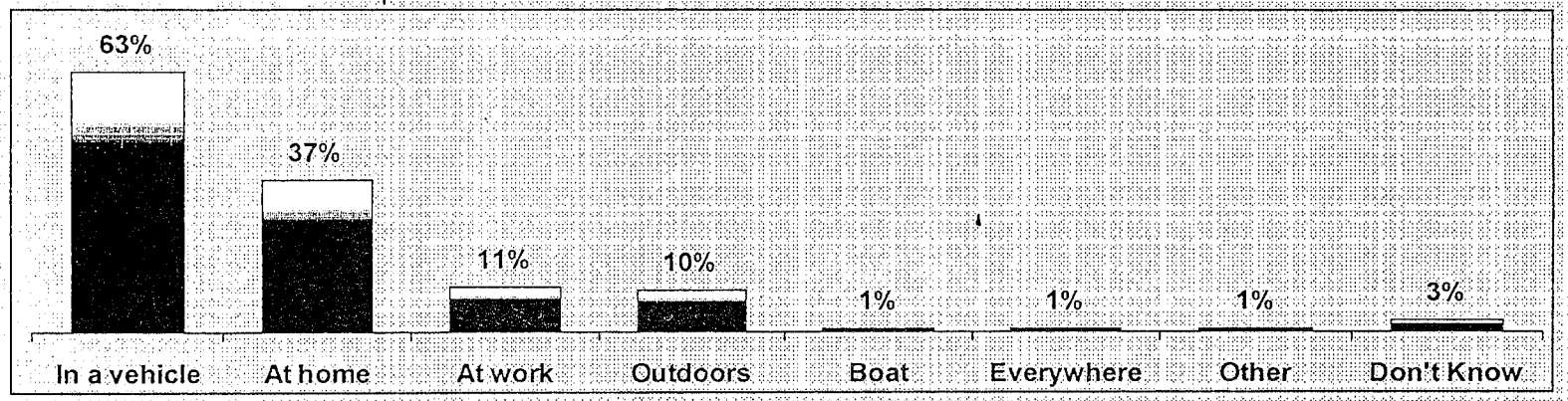
ADDITIONAL SIRIUS SUBSCRIPTIONS

Likelihood of getting another SIRIUS subscription



Q66: In the next 6 months, how likely are you to get another SIRIUS subscription?
Base: Total (n=2249)



Q66n2: Where do you intend to use the additional radio(s)?
Base: Definitely/Probably/Might or Might Not get another SIRIUS subscription (n=930)

SIRIUS SATELLITE RADIO
THE BEST RADIO ON RADIO

SIR00004455

PAST WEEK SIRIUS TIME SPENT LISTENING

Subs spend 26 hours a week listening to SIRIUS; roughly 17 hours in a vehicle; 22 hours a week listening at home, work, or other vehicle locations (includes online & DISH TV listening).

- While, music garners a greater proportion of time spent listening (TSL), Talk/News/Sports listening increased over 4 hours (4:12) since 4Q05; highest to-date

Total TSL Calculation: To calculate net average Weekly Time Spent Listening to SIRIUS Vehicle and Non-Vehicle hours must be accounted for in proportion to the number of subs listening in those locations, as demonstrated in the formula below:

17:12 hours listening in Vehicle X 1460 respondents with vehicle units = 25,112 hours

\+ 21:48 hours listening indoors X 672 respondents with home units = 14,650 hours

39,762 hours / 1,528 total respondents = 26:00 (26.0) hours listening to SIRIUS in total

	4Q '04	1Q '05	4Q '05	2Q '06
TOTAL LISTENERS	(n=2254)	(n=711)	(n=2203)	(n=1528)
HR:MS	HR:MS	HR:MS	HR:MS	HR:MS
Total Hours Listening	21:12	23:24	23:54	26:00
Music	12:36	16:00	16:24	14:36
Talk/News/Sports	8:36	7:24	7:24	11:36
VEHICLE Listeners	(n=1848)	(n=651)	(n=2035)	(n=1460)
Total Hours Listening in Vehicle	18:36	15:54	15:06	17:12
Music	10:54	10:18	9:36	9:24
Talk/News/Sports	7:42	5:36	5:30	7:54
NON-VEHICLE Listeners	(n=886)	(n=317)	(n=1137)	(n=672)
Total Hours Listening – Non-Vehicle	15:06	20:00	19:24	21:48
Music	9:18	14:48	14:36	12:42
Talk/News/Sports	5:48	5:12	4:36	9:06

Note: Hours/minutes may not add to Total due to rounding.

Q31: Last week, how many total hours did you spend in your vehicle(s) in which the SIRIUS service has been installed?
Q32a: Last week, how many total hours did you spend listening to SIRIUS at home, work, outdoors or other non-vehicle locations through…?
Q32b: It sounds like you spent X hours listening to SIRIUS at home, work, outdoors, or other non-vehicle locations. How many hours did you spend listening to…?
Q32c: When you're in any vehicle that has your SIRIUS satellite radio, what percent of that time are you listening to SIRIUS music/talk/news/sports/entertainment programming, as well as AM, FM, CD's, MP3s? And what percent of the time are you listening to nothing?

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PAST WEEK SIRIUS TIME SPENT LISTENING (by Tenure)

Total TSL is highest among most recent subscribers (Apr-Jun'06), but Talk/News/Sports listening in Non-Vehicle locations is highest among those who came through during the recent holiday season and Howard Stern wave (Jan-Apr'06).

		Subscription Tenure					
		Jun '06	Apr-May'06	Jan-Apr'06	Jul'05-Dec'05	Jun'04-Jun'05	May'04 or earlier
	2Q '06	1 month	2 to <3 mos.	3 to 6 mos.	7 to 12 mos.	13-24 mos.	25+ mos.
TOTAL LISTENERS	(n=1528)	(n=77)*	(n=101)	(n=547)	(n=290)	(n=423)	(n=90)*
HR:MS	HR:MS	HR:MS	HR:MS	HR:MS	HR:MS	HR:MS	HR:MS
Total Hours Listening	26:00	34:24	31:36	23:12	24:54	26:24	29:36
Music	14:36	24:54	23:00	11:06	13:42	14:36	17:18
Talk/News/Sports	11:36	9:36	8:36	12:06	11:18	11:54	12:18
VEHICLE Listeners	(n=1460)	(n=75)*	(n=97)*	(n=520)	(n=279)	(n=401)	(n=88)*
Total Hours Listening in Vehicle	17:12	20:12	22:36	14:36	16:24	17:48	23:00
Music	9:24	13:42	15:48	7:00	9:06	9:18	12:12
Talk/News/Sports	7:54	6:30	6:48	7:30	7:24	8:36	10:48
NON-VEHICLE Listeners	(n=672)	(n=35)*	(n=39)*	(n=241)	(n=138)	(n=188)	(n=31)*
Total Hours Listening – Non-Vehicle	21:48	32:30	25:30	21:12	19:06	21:24	20:42
Music	12:42	25:24	20:12	10:00	10:24	13:00	15:36
Talk/News/Sports	9:06	7:06	5:18	11:12	8:42	8:24	5:06

Q31: Last week, how many total hours did you spend in your vehicle(s) in which the SIRIUS service has been installed?
Q32a: Last week, how many total hours did you spend listening to SIRIUS at home, work, outdoors or other non-vehicle locations through...?
Q32b: It sounds like you spent X hours listening to SIRIUS at home, work, outdoors, or other non-vehicle locations. How many hours did you spend listening to...?
Q32c: When you're in any vehicle that has your SIRIUS satellite radio, what percent of that time are you listening to SIRIUS music/talk/news/sports/entertainment programming, as well as AM, FM, CD's, MP3s? And what percent of the time are you listening to nothing?

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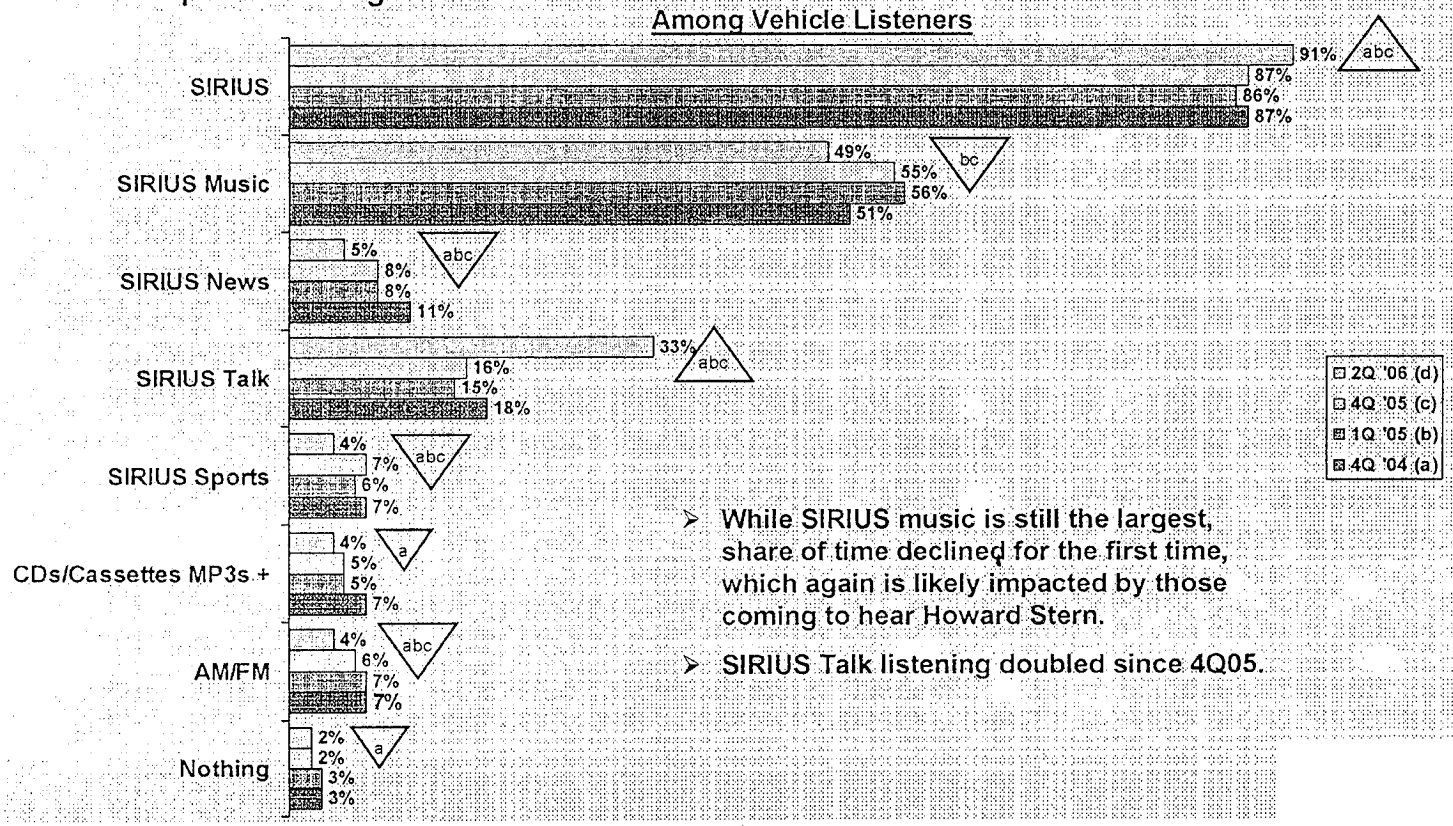
SIRIUS OCCUPIES TIME SPENT IN VEHICLE

Of the 94% who listen to SIRIUS in the vehicle in the past week, 91% of time is spent in vehicle is listening to SIRIUS. Based on total subs with SIRIUS in vehicle (not just past week listeners), 88% of time is spent listening to SIRIUS.



- While SIRIUS music is still the largest, share of time declined for the first time, which again is likely impacted by those coming to hear Howard Stern.
- SIRIUS Talk listening doubled since 4Q05.

Base: 4Q '04 (n=2158), 1Q '05 (n=675), 4Q '05 (n=2035), 2Q '06 (2111)
a,b,c,d Significant at 95% CL
Q32c: When you're in any vehicle that has your SIRIUS satellite radio, what percent of that time are you listening to SIRIUS music/talk/news/sports/entertainment programming, as well as AM, FM, CD's, MP3s? And what percent of the time are you listening to nothing?

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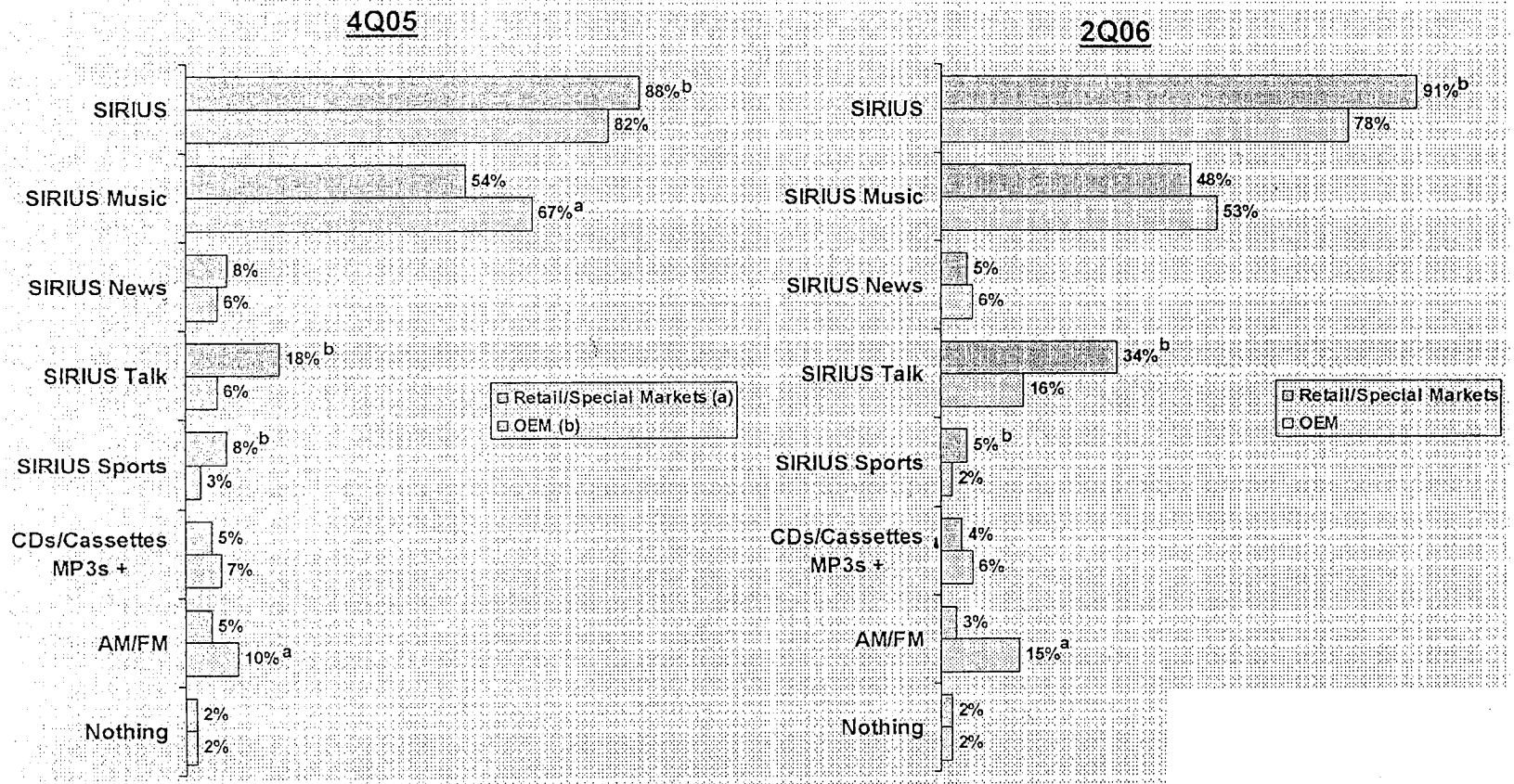
SIRIUS OCCUPIES TIME SPENT IN VEHICLE
(Retail/Special Markets vs. OEM)

Among Vehicle Listeners



Base: Vehicle Owner who listens to SIRIUS. 4Q '05 OEM (n=319), Retail/Special Markets (n=1709); 2Q '06 OEM (n=225), Retail/Special Markets (n=1886)
Q32c: When you're in any vehicle that has your SIRIUS satellite radio, what percent of that time are you listening to SIRIUS music/talk/news/sports/entertainment programming, as well as AM, FM, CD's, MP3s? And what percent of the time are you listening to nothing?
a,b Significant at 95% CL

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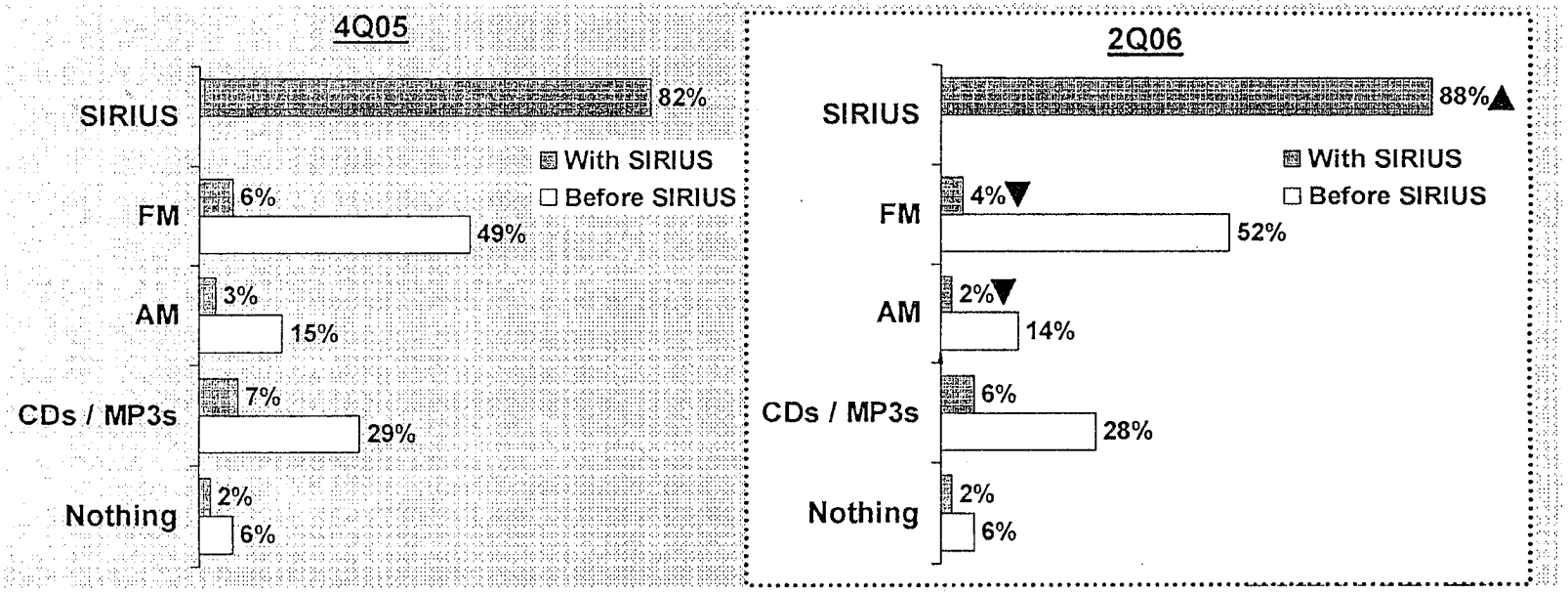
SIRIUS CHANGES IN-VEHICLE LISTENING

SIRIUS largely replaces time previously spent listening to FM, followed by CDs/MP3s and AM. SIRIUS also increases time spent listening to audio entertainment as now only 2% of time is spent listening to nothing versus 6% prior to getting SIRIUS.

- 2Q06 pre/post behavior is similar to the same comparison last made in 4Q05. It also shows the proportion of SIRIUS listening has increased in less than a year.

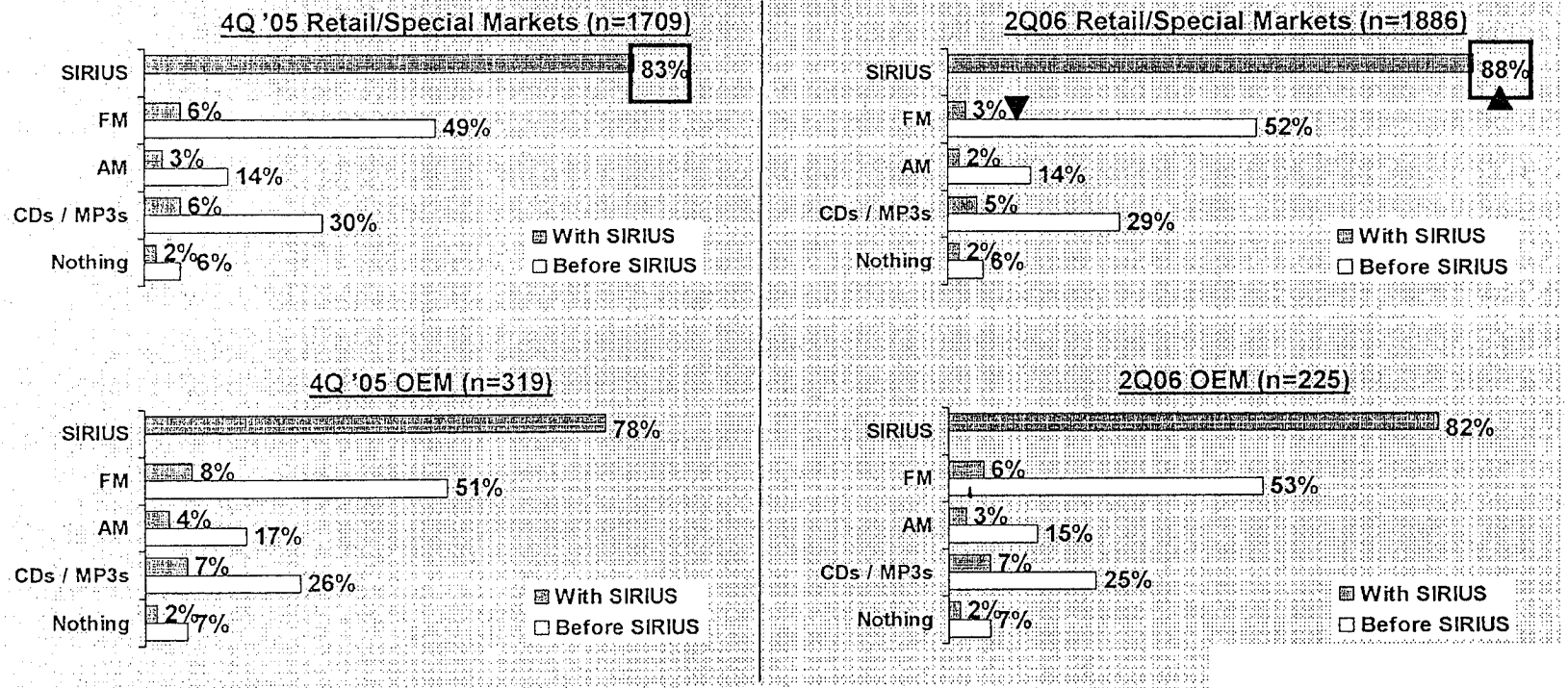
In-Vehicle Listening Habits Before & After Subscribing to SIRIUS
Among All with SIRIUS in Vehicle



Base: 4Q '05 (n=2035), 2Q '06 (n=2111) ▲▼ = Significantly higher/lower than prior period
Q32c: When you're in any vehicle that has your SIRIUS satellite radio, what percent of that time are you listening to SIRIUS music/talk/news/sports/entertainment programming, as well as AM, FM, CD's, MP3s? And what percent of the time are you listening to nothing?
Q33: Now thinking back before you got your SIRIUS satellite radio, approximately what percent of the time in your vehicle was spent listening to AM radio, FM radio, CD's, cassettes, MP3s? And what percent of the time were you listening to nothing?

SIRIUS CHANGES IN-VEHICLE LISTENING
(Retail/Special Markets vs. OEM)

In-Vehicle Listening Habits Before & After Subscribing to SIRIUS
Among Vehicle Owners who listen to SIRIUS



☐ = Significantly higher than OEM within same period ▲▼ = Significantly higher/lower than prior period

Q32c: When you're in any vehicle that has your SIRIUS satellite radio, what percent of that time are you listening to SIRIUS music/talk/news/sports/entertainment programming, as well as AM, FM, CD's, MP3s? And what percent of the time are you listening to nothing?

Q33: Now thinking back before you got your SIRIUS satellite radio, approximately what percent of the time in your vehicle was spent listening to AM radio, FM radio, CD's, cassettes, MP3s? And what percent of the time were you listening to nothing?

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2Q06 CSAT

KEY PERFORMANCE MEASURES

Key measures continue to be strong as the considerable majority are satisfied, likely to continue, and likely to recommend. On a statistical basis several of these measures are higher than the prior wave.

Programming variety, specific programs/personalities and commercial-free music continue to be the most mentioned likes. Reception issues lead the complaints with 87% of all subs mentioning some type of reception/signal problem, followed by Programming (25%), and Hardware (18%) issues.

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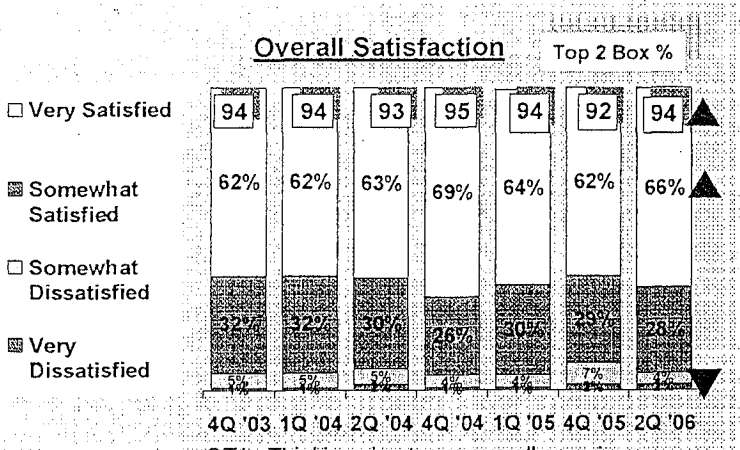
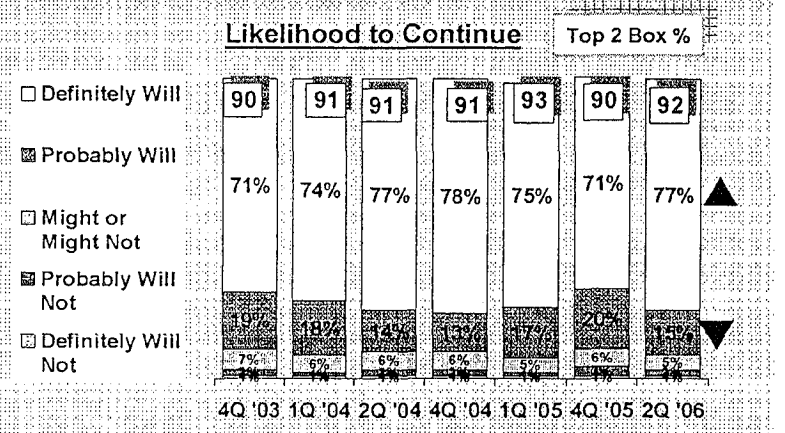
KEY MEASURES

Key measures continue to be strong as the considerable majority are satisfied, likely to continue, and likely to recommend. On a statistical basis, these scores are higher than the prior wave. In addition, negative scores remain low.

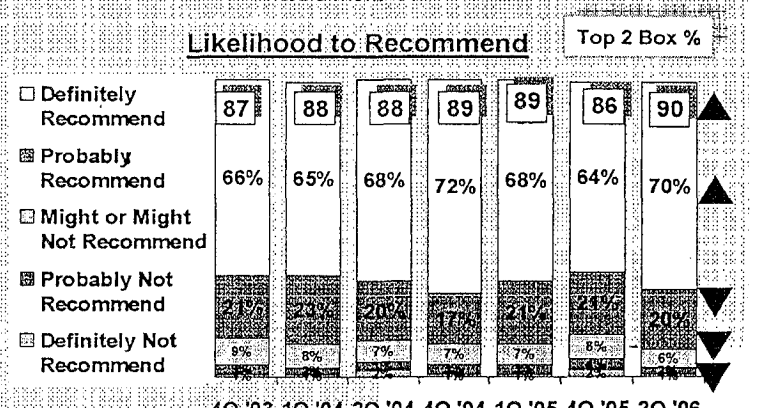
Top Box scores provide a close look at performance and are not to be shared externally. Top 2 Box scores are reported for public use.



QT1: Thinking about your overall experience with SIRIUS would you say you are...



QT2a: How likely are you to continue to subscribe to SIRIUS service during the next 6 months?



Q4: How likely would you be to recommend SIRIUS to a friend, relative or co-worker?

Base: 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217), 4Q '05 (n=1102), 2Q '06 (n=2249)

Note: ▲▼ Represent statistical differences at 95% CL from 4Q05.

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MOST APPEALING ASPECT OF SIRIUS

Variety of Programming, Specific Programs/Personalities and Commercial-Free Music are the dominant appeal. Results are not surprising given that content is the reason for category interest and brand preference.

- Howard Stern is driving the dramatic increase of Specific Programs/Personalities as the aspect subscribers like most about SIRIUS (up 18 points from 4Q '05).

(May exceed 100% due to multiple mentions)	1Q '05 n=2217 (a)	4Q' 05 n=2203 (b)	2Q' 06 n=2249 (c)
Programming/No commercials (net net)	89%	86%	90%b
Programming (net)	89%	78%	84%ab
Music (subnet)	33%	32%	36%ab
Talk (subnet)	17%	18%	34%ab
Sports (subnet)	13%	15%	10%ab
News (subnet)	7%	7%	4%ab
Variety (subnet)	50%	44%	45%a
Variety of prg/selections/something for everyone	30%	30%	25%ab
Variety of music/play preferred music	22%	14%	20%b
Good variety of talk shows	2%	1%	3%ab
Specific programs/personalities (subnet)	11%	15%	30%ab
Offers NFL games	6%	8%	4%ab
Howard Stern (offers/will offer)	3%	7%	25%ab
Good number of channels/a lot of channels	4%	2%	8%ab
Specific non-music stations	8%	9%	7%b
Specific type of music	4%	9%	7%ab
Good music	3%	8%	6%ab
Good professional programming	7%	6%	4%ab
Specific music stations	2%	5%	6%a
Good/like comedy	3%	3%	4%
Good/like sports	5%	5%	3%ab
Lack of censorship	5%	3%	3%a
Offers programming not available on regular radio/FM	4%	4%	3%
Better programming than XM	2%	2%	3%ab
Commercial-Free Music	39%	31%	29%a
Reception/Audio Quality (net)	26%	19%	14%ab
Coast to coast coverage	17%	11%	7%ab
Don't have to change stations all the time	2%	4%	6%ab
Good/better reception	2%	2%	4%ab
Hardware	5%	4%	5%
Like/it's great/like concept	1	2	9%ab
Good for road trips/traveling/people who drive a lot	-	3	4%a

Q15: What do you like most about SIRIUS Satellite Radio? If you were to recommend SIRIUS what would you say?

Top Mentions Shown (3%+).

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PRIMARY COMPLAINT

Reception, Hardware Problems, and Programming are the top #1 complaints mentioned. Price/cost/billing issues and Poor Customer Service are strong among dissatisfied. 16% of subs had no complaints, though all dissatisfieds had one.

- The #1 complaint is now Reception (up significantly from last quarter) and programming complaints have gone down significantly.

(May exceed 100% due to multiple mentions)	All Respondents 1Q '05 n=2217 (a)	All Respondents 4Q' 05 n=2203 (b)	All Respondents 2Q' 06 n=2249 (c)	Of Dissatisfieds 1Q '05 n=124 (a)	Of Dissatisfieds 4Q' 05 n=99 (b)	Of Dissatisfieds 2Q' 06 n=145 (c)
Programming/Not commercial free (net net)	38%	37%	27%ab	30%	39%	31%
Programming (net)	39%	34%	25%ab	30%	36%	28%
Music (subnet)	8%	10%	6%ab	5%	17%	8%b
Talk (subnet)	6%	4%	3%a	1%	3%	3%
Sports (subnet)	5%	4%	4%	1%	-	2%
News (subnet)	3%	2%	1%ab	2%	-	*
Request Specific type of programming (subnet)	16%	16%	11%ab	7%	13%	7%
Wants specific music	7%	7%	3%ab	4%	11%	4%b
Repetitive programming	8%	5%	4%a	5%	5%	4%
Variety (subnet)	5%	5%	4%	8%	10%	6%
Needs more music variety	2%	3%	3%a	2%	7%	4%
Not commercial free	3%	4%	2%ab	1%	7%	5%a
Reception (net)	31%	29%	37%ab	47%	45%	40%
Lose reception/signal cuts out	8%	10%	9%	10%	14%	10%
Poor reception in buildings/home/garage	7%	5%	7%b	4%	5%	5%
Lose reception under obstructions	3%	5%	7%ab	1%	3%	1%
Poor reception (unspecified)	8%	4%	8%b	28%	12%	15%a
Poor reception in car	-	-	3%ab	-	-	1%
Poor sound quality	4%	3%	2%ab	4%	9%	7%
Hardware (net)	18%	16%	18%	22%	14%	16%
Broken/doesn't work	*	1%	1%	3%	-	4%b
Poorly designed equipment/units	2%	1%	2%b	5%	-	3%b
Poor quality hardware	1%	1%	1%	3%	3%	3%
Problems w/ antenna/have to mount outside	5%	3%	4%	10%	5%	1%a
Price/Cost/Billing (net)	3%	5%	6%a	2%	5%	13%ab
High cost of equipment	1%	1%	1%	-	1%	4%a
Billing problems/complaints	1%	1%	1%	2%	-	3%b
Poor Customer Service	3%	2%	2%a	8%	8%	13%

Q16: What, if anything, would be your number one complaint about SIRIUS?

Top mentions shown.

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LIKELIHOOD TO CONTINUE

The next slides trend the results of the "Likelihood to Continue" questions.

Likelihood to Continue during the Next 6 Months (5-pt scale)
Asked among all subscribers (n=2249) to gauge commitment levels

Subscribers By Plan	Database (as of 11/30/05)	CSAT (weighted)
Monthly	28%	29%
Non-Monthly	72%	71%

An alternative likelihood to continue question was introduced in 4Q '05 to gauge present sentiment.

Willingness to Renew Today (Yes/No + duration)

Asked among all subscribers (n=2249) removing contractual obligations without making the subscriber estimate their renew too far in advance.

The findings from the tracking question show that likelihood to continue remains high, with a small but statistically significant increase in willingness from 4Q '05.

The new question gauging sentiment at the time of interview is more intuitive and may prove to be a better barometer given many factors can intervene between intent and the time at which decision is required.

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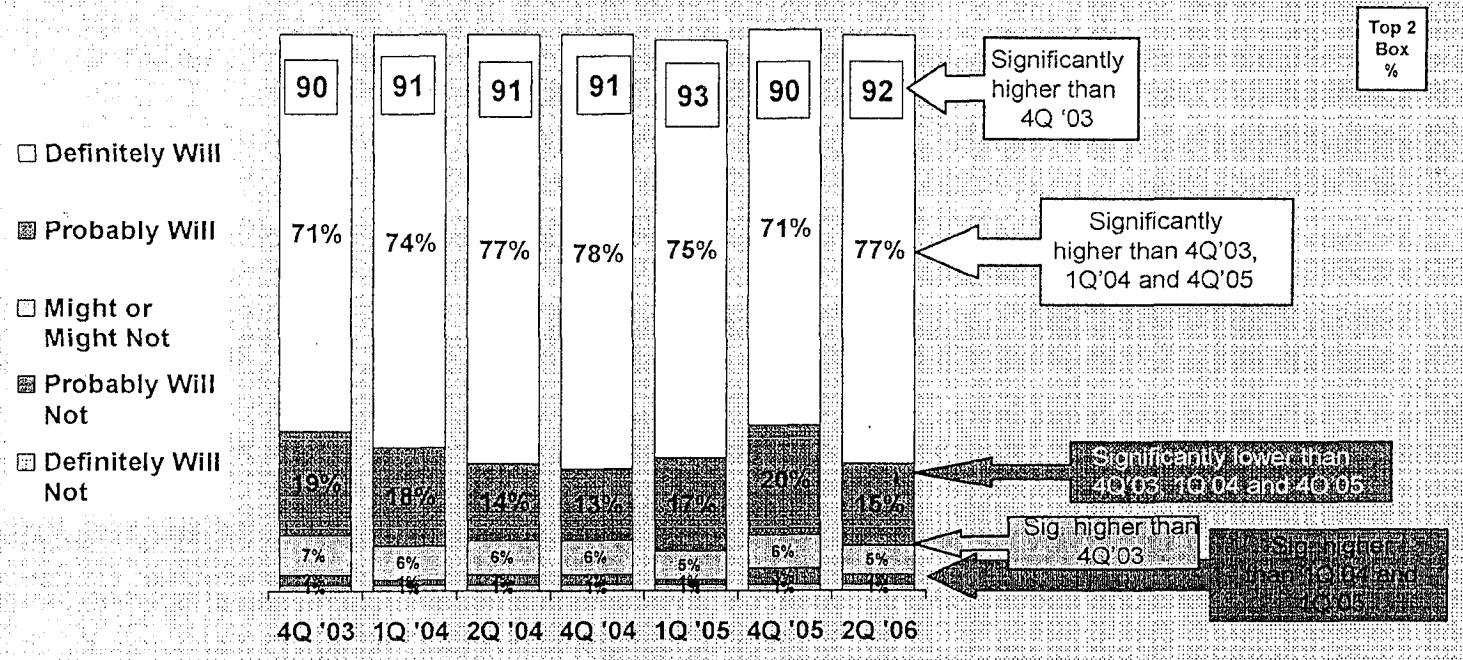
LIKELIHOOD TO CONTINUE
(during the next 6 months)

More than 3 in 4 say they Definitely Will Continue to Subscribe during the next 6 months.



Base: 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217) 4Q '05 (tracking) (n=1102), 2Q'06 (n=2249)
Significant at 95% CL
QT2a: How likely are you to continue to subscribe to SIRIUS service during the next 6 months?

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LIKELIHOOD TO CONTINUE vs. ACTUAL CHURN

Last wave Research attempted to compare responses to Likelihood to Continue with actual churn. Original comparison showed no strong correlations, however, a recent review found the database used to compare responses erroneously included deactivated subscribers. The chart below shows the original and corrected comparison along with a match back of the 4Q05 respondents.

Both match backs show more respondents who said they "probably/definitely will not continue" their SIRIUS service over the next 6 months" churned out than those with more positive responses.

As noted last time, given low dissatisfaction and low churn rate finding predictive patterns may be difficult as stated future intent is mitigated by unforeseen factors such as loss of vehicle or unexpected hardship.

	1Q05 CSAT Respondents (field 3/11-3/28/05)				4Q05 CSAT Respondents (field 11/17-12/5/05)		
Likelihood to Continue	# of Resp. (unweighted)	% Continue	Original matchback (pulled 11/1/05 - 8 months after field) % Still Active	Corrected matchback (based on DB as of 11/1/05 - 8 months after field) % Still Active	# of Resp. (unweighted)	% Continue	(pulled 8/15/06 - 9 months after field) % Still Active
Definitely Will	1658	75%	99%	93%	769	71%	89%
Probably Will	393	17%	98%	91%	215	20%	86%
Might or Might Not	115	5%	100%	79%	61	6%	93%
Probably Will Not	31	1%	100%	65%	30	3%	63%
Definitely Will Not	15	1%	93%	53%	11	1%	36%
Don't Know	5	0%	100%	100%	2	0%	100%
Total	2217		99%	91%	1088		88%

Base: 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217) 4Q '05 (tracking) (n=1102), 2Q'06 (n=2249)
Significant at 95% CL
QT2a: How likely are you to continue to subscribe to SIRIUS service during the next 6 months?

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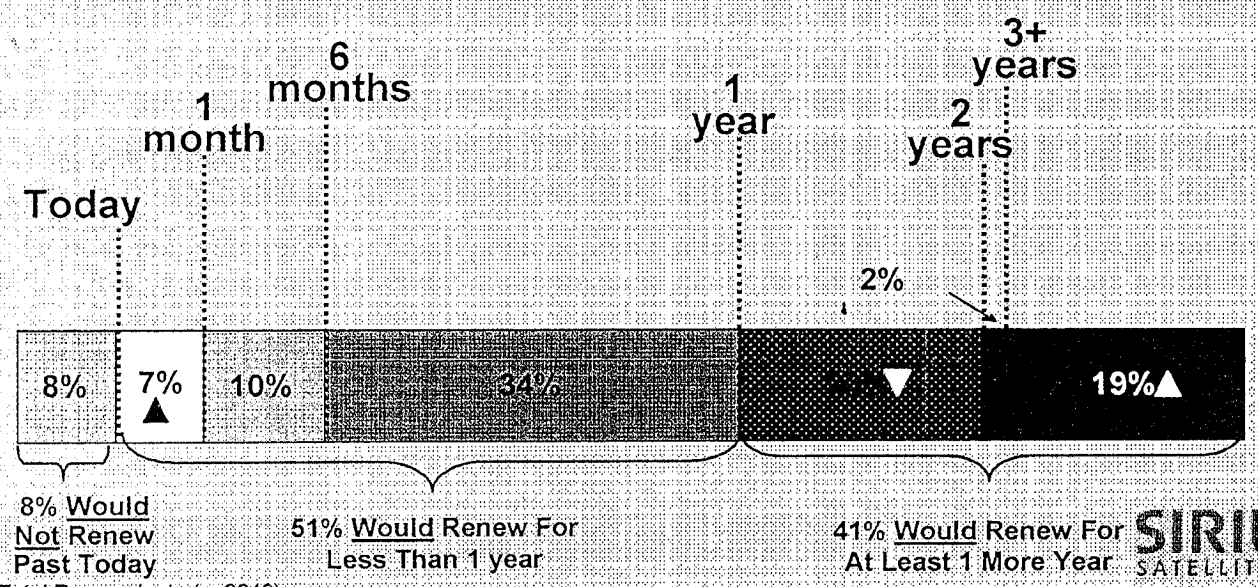
SUBS ARE COMMITTED

When asked if they would renew their subscriptions today, nine in 10 (92%) said "yes".

- A majority would renew their subscription for somewhere between 6 months and 2 years and one in five (21%) are ready to commit for more than 2 years with SIRIUS.
- 88% of OEMs said they would renew today, which is not significantly different than their Retail/Special Markets counterparts (92%).

Of the 8% that would not renew, problems with reception (28%) and various complaints about programming (25%) are the leading reasons, which echo the reasons dissatisfied customers cited as their #1 complaint (40% said reception, 28% said programming).



Base: 2Q '06 Total Respondents (n=2249)
QT3c: If your subscription to SIRIUS was up for renewal today, would you renew?
QT3e: How long would you extend your subscription for?

▲▼ = Significantly higher/lower than prior period

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2006 CSAT

PERFORMANCE DETAIL

Activation receives the highest Very Satisfied rating, however, satisfaction with **Customer Care's Problem Resolution** is low and constant (caution small sample).

Sound Quality perceptions remain constant over past 2 waves with Top Box satisfaction softer than pre-1Q05 levels.

Hardware Functionality and **Design** satisfaction remain flat.

Top Box satisfaction with **Channels/Shows** is up 10% points from 4Q05, significantly higher than all waves except 4Q04.

Indoor Reception remains an issue for at least 1/4 of subs with home units (58% of total subs have a home unit). Top Box satisfaction is lower than prior wave (4Q05). And **In-Vehicle Reception** Top Box satisfaction is trending downward.

About 1/3 of subs visited **SIRIUS.COM in the past week** and satisfaction continues to be soft.

About half (46%) of retail subs with <3 months tenure had a **Rebate offer**; **59%** mailed it in, of which 53% (caution small sample) are dissatisfied with the Rebate Process.

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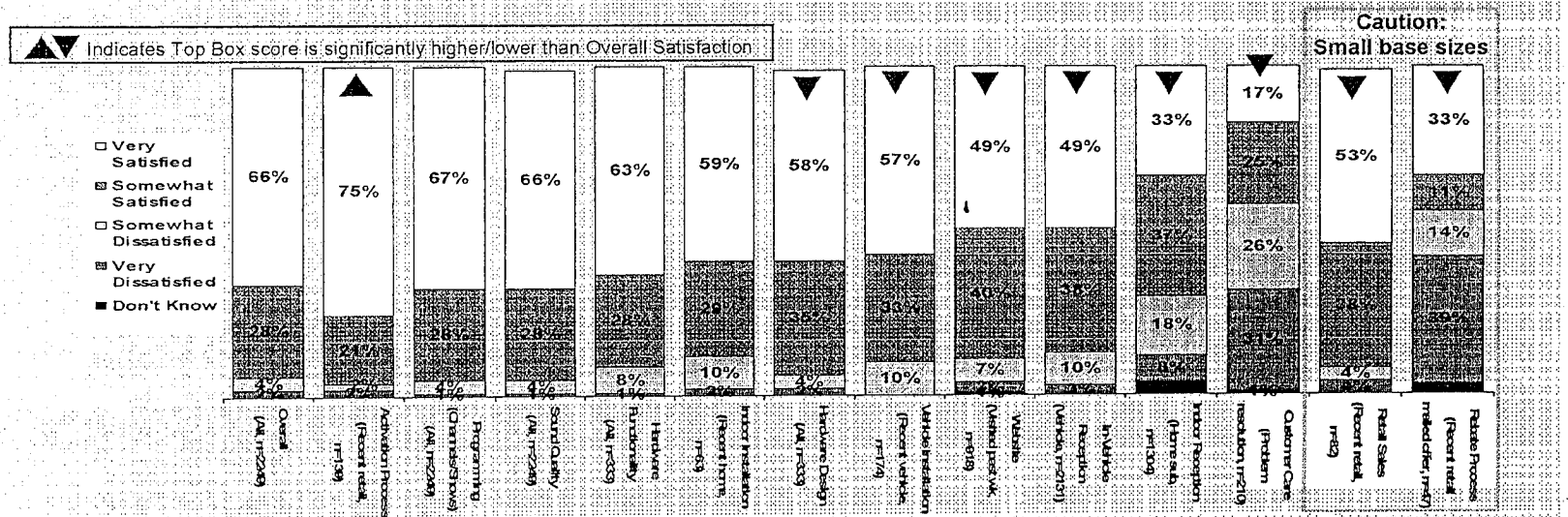
EXPERIENCE SATISFACTION OVERVIEW

Overall 66% of subscribers are Very Satisfied with SIRIUS.

- **Activation**, primary customer-initiated touchpoint subs have with SIRIUS continues to receive the highest Very Satisfied rating.
- However, satisfaction with **Customer Care's Problem Resolution** is low and constant. 9% of subs or 28% of those with a problem contacted (call/email) customer care. Specific research among those who call CC started in 2Q06 and will provide greater insight.
- **Sound Quality** perceptions remain constant over past 2 waves with Top Box satisfaction softer than pre-1Q05 levels.
- **Hardware Functionality** and **Design** satisfaction remains flat.
- Top Box satisfaction with **Channels/Shows** is up 10% points from 4Q05, significantly higher than all waves except 4Q04.
- **Indoor Reception** remains an issue for at least 1/4 of subs with home units (58% of total subs have a home unit). Top Box satisfaction is lower than prior wave (4Q05). And **In-Vehicle Reception** Top Box satisfaction is trending downward.
- About 1/3 of subs visited **SIRIUS.COM** in the past week. Website satisfaction continues to be soft.
- About half (46%) of retail subs with <3 months tenure had a rebate offer; 59% mailed it in, of which 53% (caution small sample) are dissatisfied with the **Rebate Process.**



Note: Hardware Design & Hardware Functionality asked among phone sample only
Base: 2Q '06 Among total asked

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Trend detail follow on the next 9 slides

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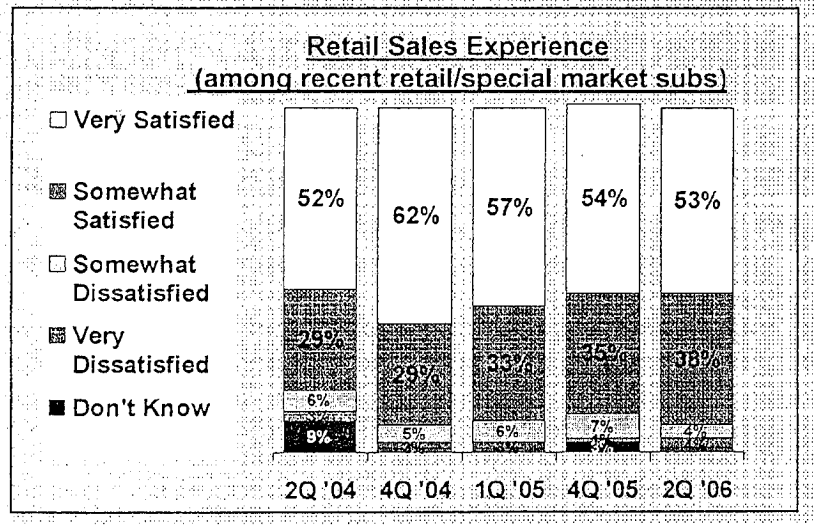
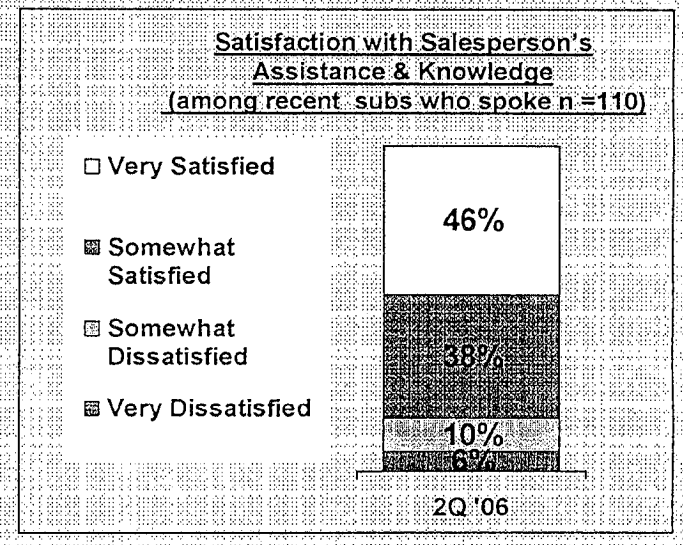
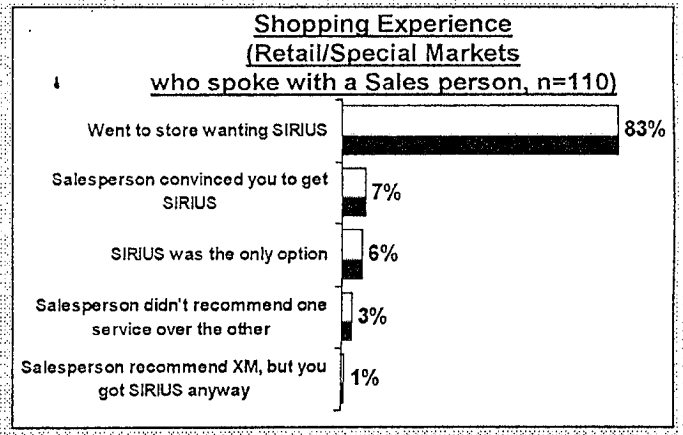
RETAIL SALES SATISFACTION

Retail Sales Experience is statistically unchanged.

- Most recent subs entered the retail store wanting to get SIRIUS as opposed to making a brand decision once at the store.
- About three-quarters (27%), spoke with a sales rep, of which 46% were very satisfied with the assistance and knowledge of the rep.







Base: Among subs with service less than 3 months and Retail/Special Markets
2Q '04 (n=853), 4Q '04 (n=496), 1Q '05 (n=802), 4Q '05 (tracking) (n=161); 2Q06 (Sales n=82)
a,b,c,d Significant at 95% CL
Q 36a1: Now, thinking about your sales experience when you purchased your SIRIUS satellite radio(s), overall, how satisfied were you with your sales experience?
Among subs with service less than 3 months and Retail/Special Markets (n=148)
Q 36a3: Overall, how satisfied were you with the salesperson's assistance and knowledge about SIRIUS satellite radio?
Q36a4a: Which of the following statements best represents your shopping experience?

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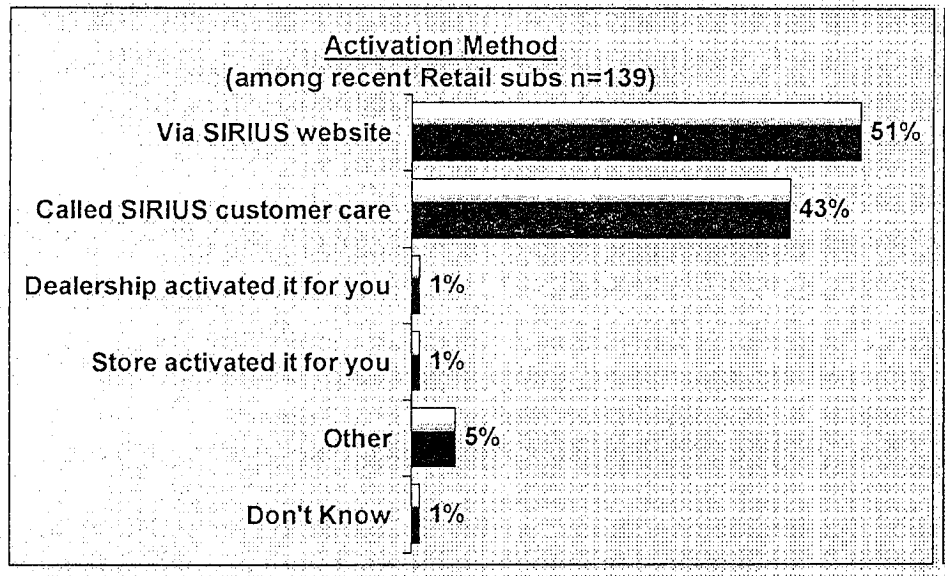
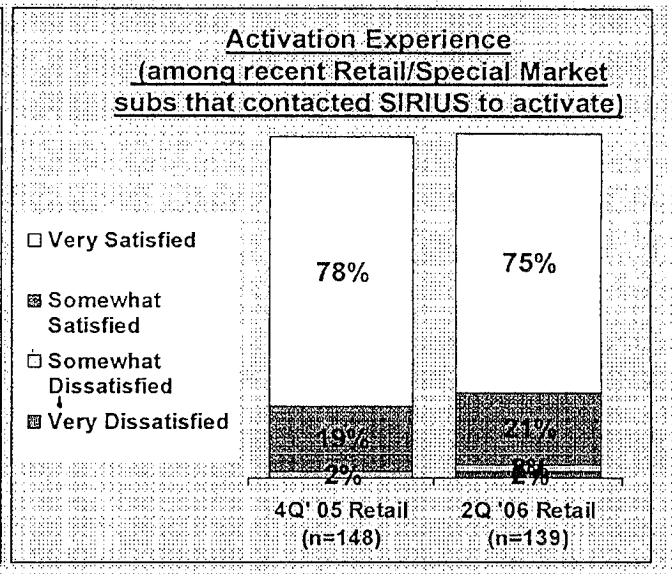
ACTIVATION

A slim majority of recent (activated within past 3 months) retail subscribers activated their radio(s) via the SIRIUS website (51%) while more than 2 in 5 (43%) activated their radio(s) by calling SIRIUS customer care.

Three in four (75%) of recent retail subscribers that contacted SIRIUS to activate their radio(s) were very satisfied (highest very satisfied rating) with the activation process.





Q36f: How did you activate your SIRIUS radio(s)? Base: Among subs with service less than 3 months.
Q36g: How satisfied were you with the activation process? Base: Among subs with service less than 3 months and Activated by calling SIRIUS or via SIRIUS website.
Note: Asked of OEMs in 2Q '06, but not reported among this segment due to small base sizes.
*Caution: small base size

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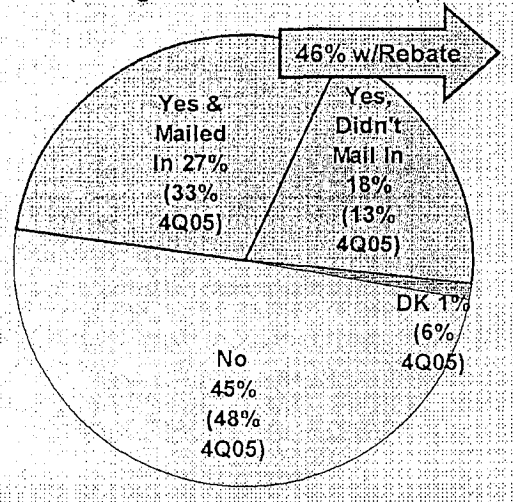
REBATE EXPERIENCE
(recent retail subs only)

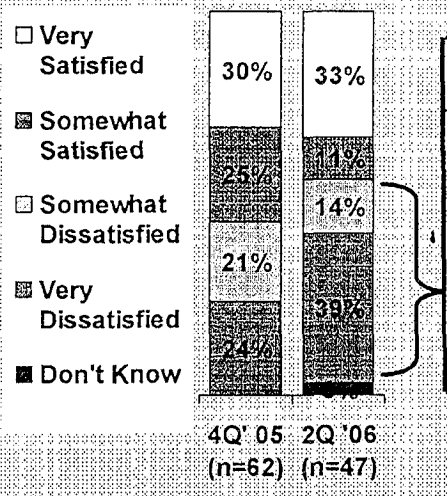
About half (46%) of retail subs <3 months tenure had a **rebate offer** for their SIRIUS radio.

- Over one-quarter (27%) of recent retail subs or 59% of those with a rebate offer mailed it in.
  - Though rebate offers were available to the same percentage in 4Q05 (47%), the **mail-in rate** (59%) declined 12% points from 4Q05 (71%).
- Of those who mailed in a rebate offer, 53% (caution small sample n=47) said they were dissatisfied with the process.

Rebate Offer
(among recent retail subs n=148)



Rebate Experience
(among subs that mailed rebate)
CAUTION SMALL BASE SIZES



Reasons Dissatisfied (CAUTION SMALL BASE SIZE n=23)	%
Haven't received rebate/didn't get it/ still waiting	37
Sent in the wrong thing/didn't accept what I sent/incomplete	30
Takes too long to receive rebate	22
Other	9

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Base: Non-OEM, Short-Term Subscribers: Rebate 4Q '05 (n=320), 2Q '06 (n=148)
Q36b: Was there a mail-in rebate offer available for the radio(s) you purchased? Q36c: Did you mail in a SIRIUS rebate offer?
Q36d: How satisfied were you with the SIRIUS mail-in rebate process? Q36e: Why were you dissatisfied with the rebate process?

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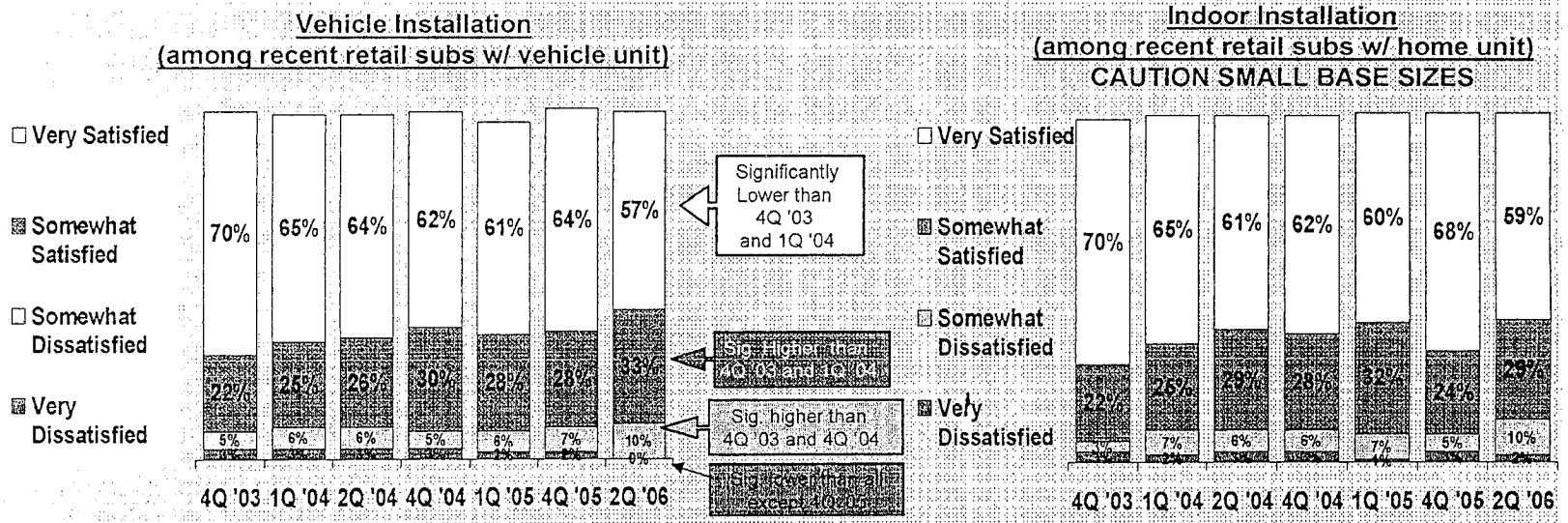
INSTALLATION SATISFACTION

(recent subs only)

Vehicle and Indoor installation satisfaction are flat.

- 1 in 10 (10%) subscribers are "somewhat dissatisfied" with their **vehicle installation**, but none are "very dissatisfied" this wave.
- Dissatisfaction with **indoor installation** is up slightly, but not statistically significant given small base sizes.



Vehicle Base: Non-OEM, Short-Term Sub, Have vehicle kit - 4Q '03 (n=657), 1Q '04 (n=984), 2Q '04 (n=870), 4Q '04 (n=491), 1Q '05 (n=797), 4Q '05 (tracking) (n=152); 2Q '06 (n=174)
Q38: Overall, how satisfied were you with your satellite radio installation experience?

Home Installation Base: Non-OEM, Short-Term Sub, Have home kit - 4Q '03 (n=146), 1Q '04 (n=485), 2Q '04 (n=897), 4Q '04 (n=817), 1Q '05 (n=783), 4Q '05 (n=66); 2Q '06 (n=63)
Q 41 Overall, how satisfied were you with your installation experience when setting up your SIRIUS radio at home?

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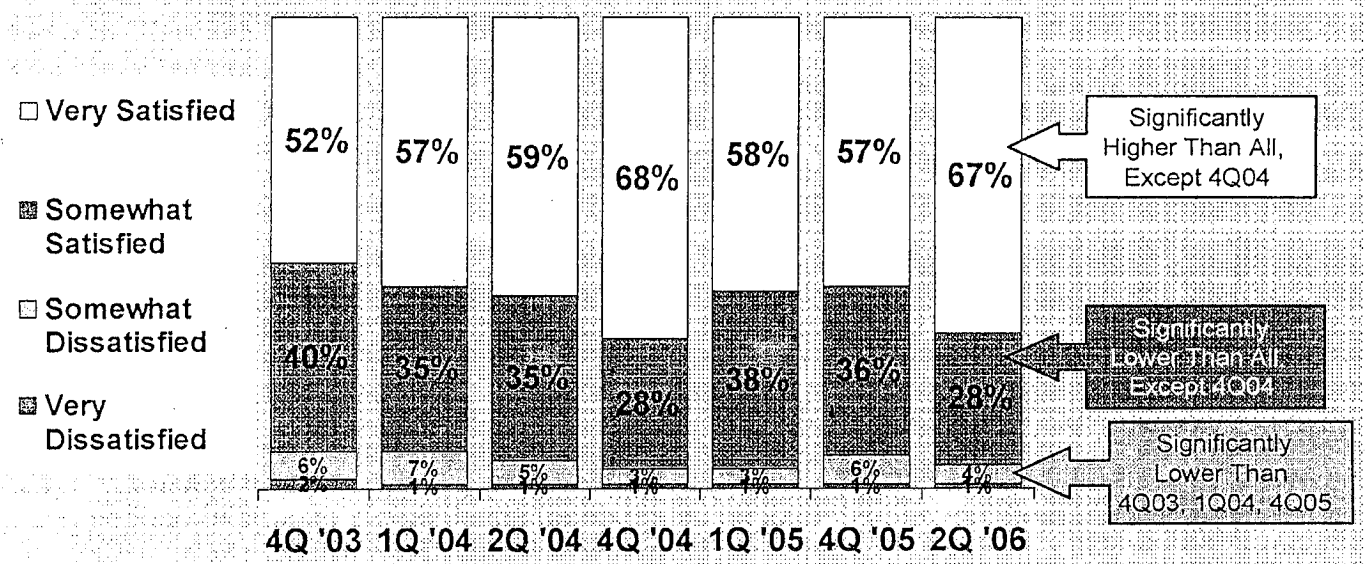
PROGRAMMING <CHANNEL/SHOW> SATISFACTION

Over two-thirds (67%) of subscribers are very satisfied with the **channels and shows** on SIRIUS up significantly from 4Q05 and significantly higher than all other waves with the exception of 4Q04.



Base: 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=1115), 4Q '05 (n=1102), 2Q '06 (n=2249)
Q5a: How satisfied are you with the channels and shows on SIRIUS overall?

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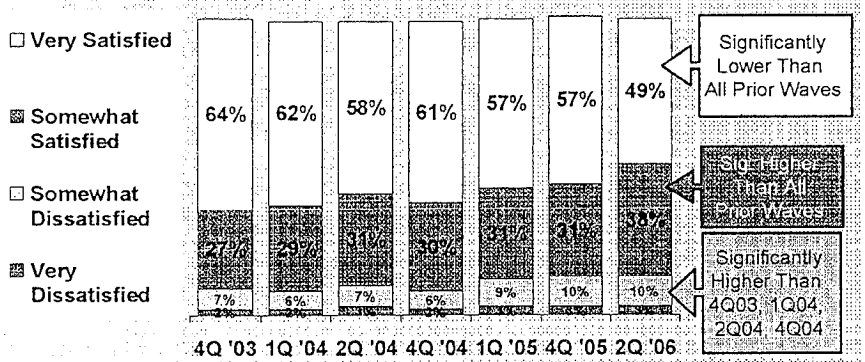
RECEPTION SATISFACTION

Opinion of **in-vehicle reception** shifted from very satisfied to somewhat satisfied and is at it's lowest point to-date. OEMs are more likely to be very satisfied than Retail/Special Market subs, but dissatisfaction proportions are on par (12% vs. 13% respectively).

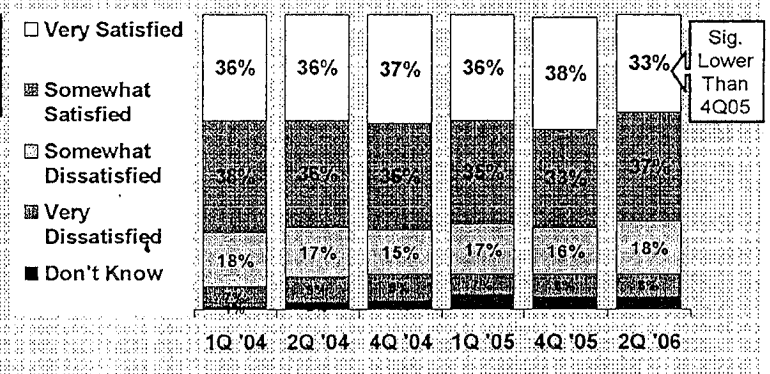
Separately, a quarter (25%) of respondents with a home unit (56% of total subs) are dissatisfied with **indoor reception**; top box satisfaction is significantly lower than 4Q05.

In-Vehicle Reception
(among subs listening in vehicle, 95% of total)



Base: 4Q '03 (n=2059), 1Q '04 (n=1986), 2Q '04 (n=2246), 4Q '04 (n=2158), 1Q '05 (n=2034), 4Q '05 (n=1032), 2Q '06 (n=2131)
Significant at 95% CL
Q6: Overall, how satisfied are you with the SIRIUS satellite radio reception in your car?

Indoor Reception
(among subs via home unit, 58% of total)



Base: Non-vehicle listeners 1Q '04 (n=742), 2Q '04 (n=897), 4Q '04 (n=886), 1Q '05 (n=1157), 4Q '05 (n=543), 2Q '06 (n=1304)
Sig. at 95% CL
Q7: Overall, how satisfied are you with the SIRIUS satellite radio reception indoors?

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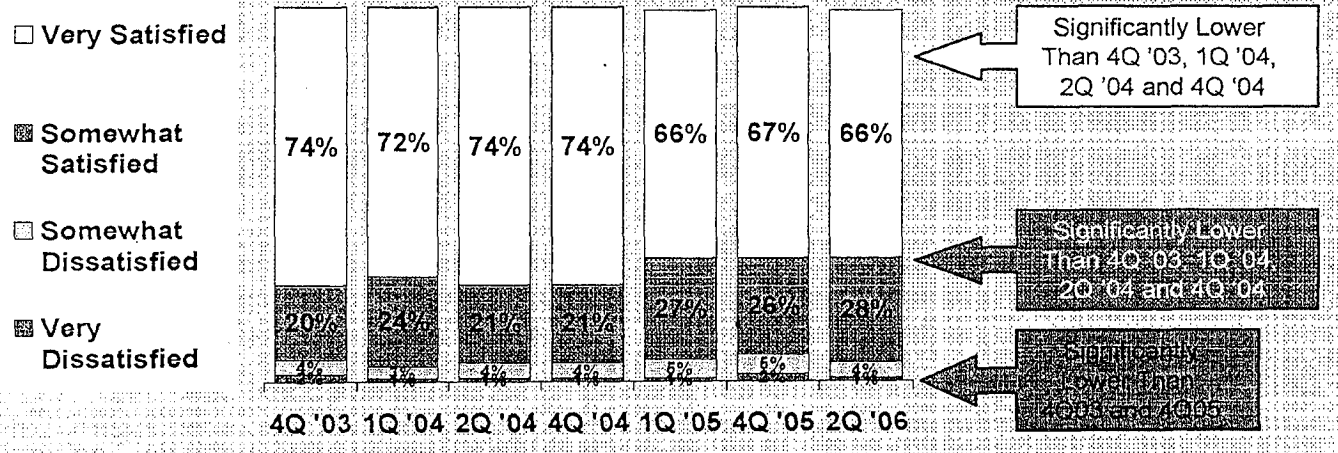
SOUND QUALITY SATISFACTION

Sound quality remains consistent with recent past waves, but continues to be lower than pre-1Q05 levels.

- This wave (2Q06), OEM satisfaction with sound quality isn't as significantly higher than Retail/Special Markets as seen in prior waves (OEM 72% very satisfied vs. Retail/Special Markets 66% very satisfied).



Base: Total Respondents 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217), 4Q '05 (tracking) (n=1102), 2Q '06 (n=2249)
Significant at 95% CL
Q8: Overall, how satisfied are you with SIRIUS' sound quality?

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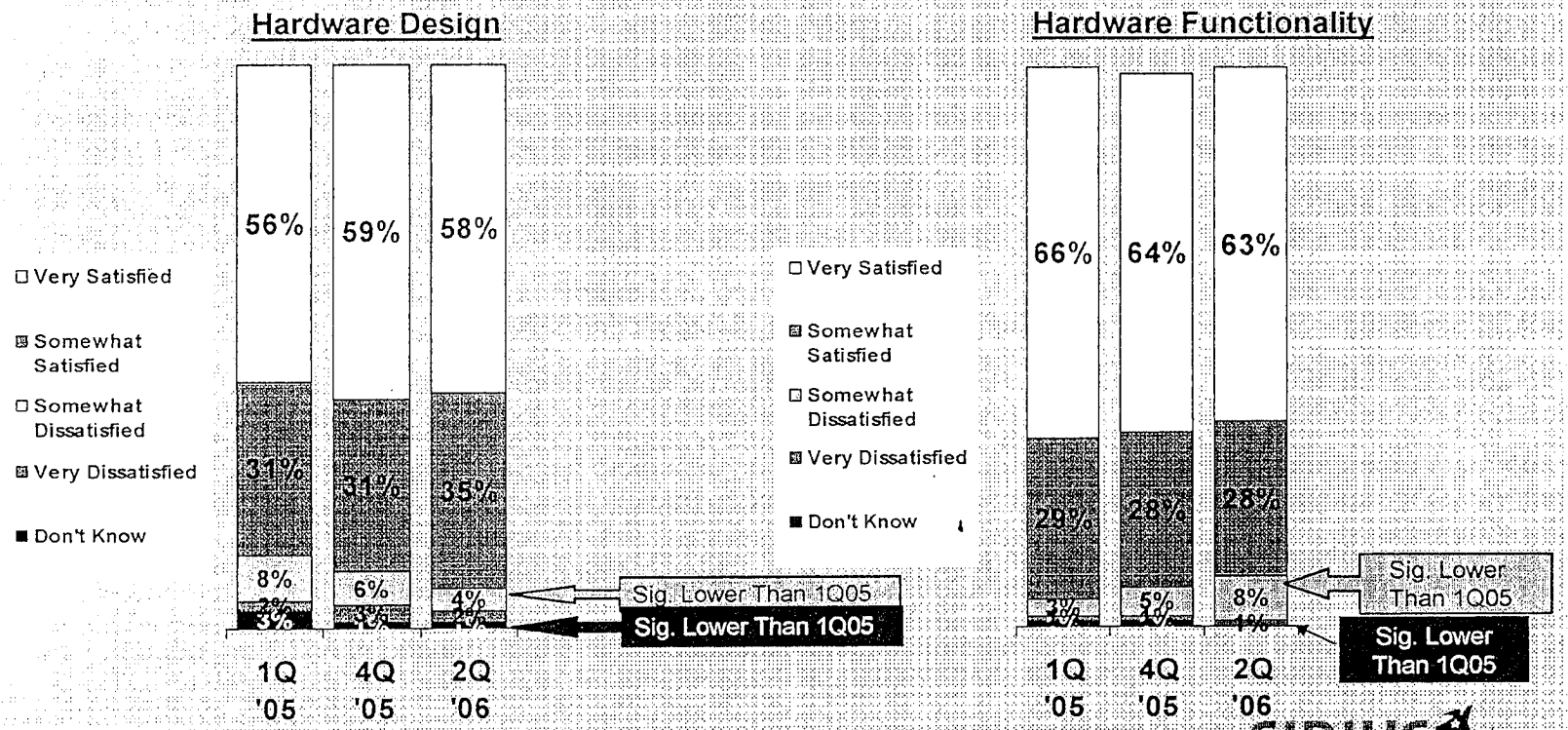
HARDWARE SATISFACTION

Hardware design & functionality satisfaction remains flat.

- While dissatisfaction with hardware design has declined since 1Q05, the reverse is true for functionality.



Base: Total Respondents 1Q '05 (phone only, n=666), 4Q '05 (Tracking, WITHOUT phrase in parentheses) (phone only, n=167), 2Q '06 (phone only, n=333)
Q9: Overall, how satisfied are you with the hardware design?
Q11: Overall, how satisfied are you with the functionality of your SIRIUS satellite radio?

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PROBLEMS EXPERIENCED IN PAST MONTH

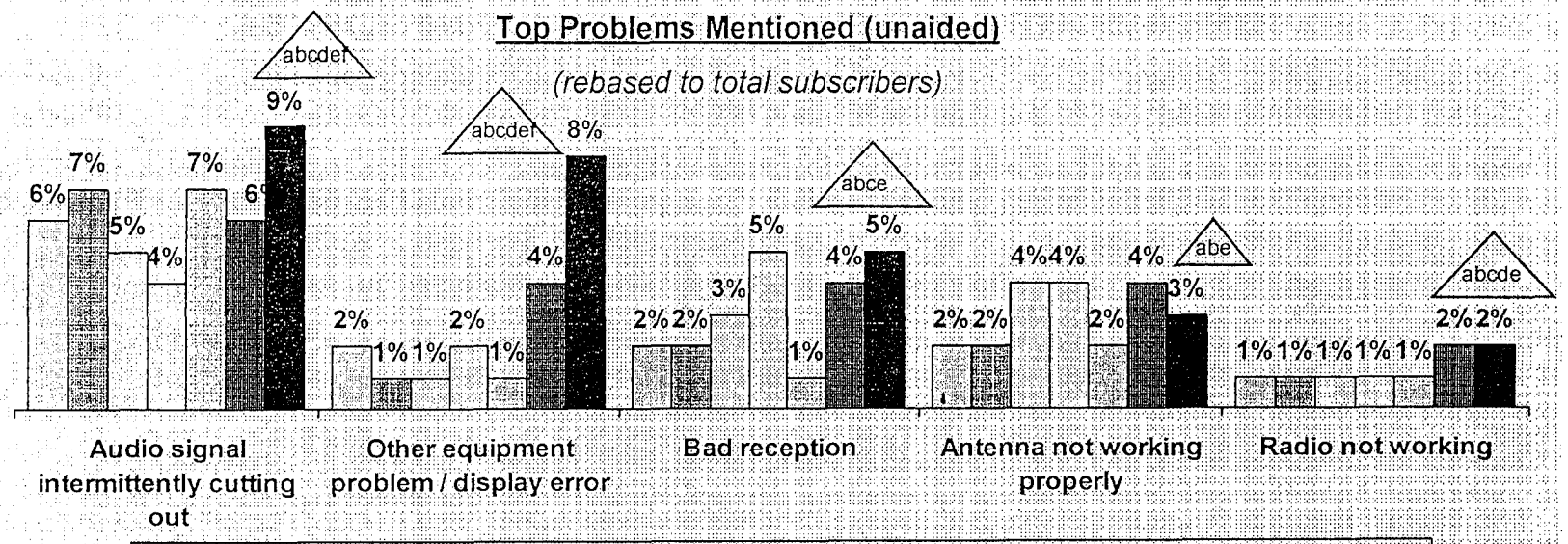
One-third (32%, from 25% 4Q05) of subscribers said they experienced a problem *(1.1 problems on average)* with the service and/or equipment in the past month.

- Problem experience is higher than all prior waves (see chart on right).
- The five problems below represent more than three-fourths (77%) of the issues, the other 23% represent even smaller number of complaints with 1% or fewer mentions among the total subscriber base.

	4Q '03 (n=2108)	1Q '04 (n=2032)	2Q '04 (n=2293)	4Q '04 (n=2254)	1Q '05 (n=2217)	4Q '05 (n=2203)	2Q '06 (n=2249)
% Who Experienced a Problem	18%	24%	25%	23%	25%	25%	32%
Avg. # of Problems Experienced	1.1	1.2	1.2	1.3	1.1	1.1	1.1

Top Problems Mentioned (unaided)

(rebased to total subscribers)



□ 4Q '03 (a) ■ 1Q '04 (b) □ 2Q '04 (c) □ 4Q '04 (d) □ 1Q '05 (e) ■ 4Q '05 (f) ■ 2Q '06 (g)

Base: Total Respondents 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217), 4Q '05 (n=2203), 2Q '06 (n=2249)
a,b,c,d,e,f Significant at 95% CL
Q50: In the past month, have you experienced a problem with SIRIUS service or equipment?
Q51: What problem or problems have you experienced?

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<1-IN-10 CONTACTED SIRIUS ABOUT A PROBLEM

Only 9% of total respondents (28% of those who experienced a problem) contacted SIRIUS Customer Care about a problem.

Those who contacted customer service were having problems with intermittent signal outages (27%) or other equipment problems or display errors (23%). 17% contacted customer service about reception in general (down 10 points from 4Q '05).

32% of Subs Experienced a Problem

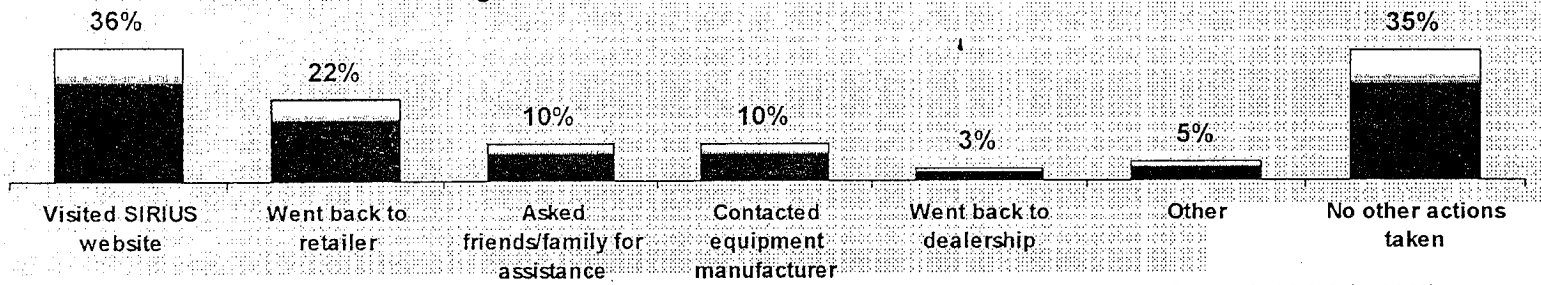
9% Contacted SIRIUS Customer Care

23% Did Not Contact SIRIUS Customer Care

	4Q '03 (n=2108)	1Q '04 (n=2032)	2Q '04 (n=2293)	4Q '04 (n=2254)	1Q '05 (n=2217)	4Q '05 (n=2203)	2Q '06 (n=2249)
% Who Experienced a Problem	18%	24%	25%	23%	25%	25%	32%
Avg. # of Problems Experienced	1.1	1.2	1.2	1.3	1.1	1.1	1.1
Problem related contacts	6%	6%	7%	6%	7%	7%	9%

Sig. Higher Than All Waves

Among those who contacted customer service (n=210), about one-third (35%) called SIRIUS Customer Care as their first course of action. However, more than one-third (36%) first visited the SIRIUS website and one in five (22%) went back to the retailer before contacting SIRIUS.



Base: Total Respondents 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217), 4Q '05 (n=2203), 2Q '06 (n=2249)
a,b,c,d,e Significant at 95% CL
Q50: In the past month, have you experienced a problem with SIRIUS service or equipment? Q51: What problem or problems have you experienced?
Q52: Did you contact SIRIUS customer service to help you with any of the problems mentioned?
Q53b: Did you try to resolve your problem through other channels before calling SIRIUS customer care such as...?

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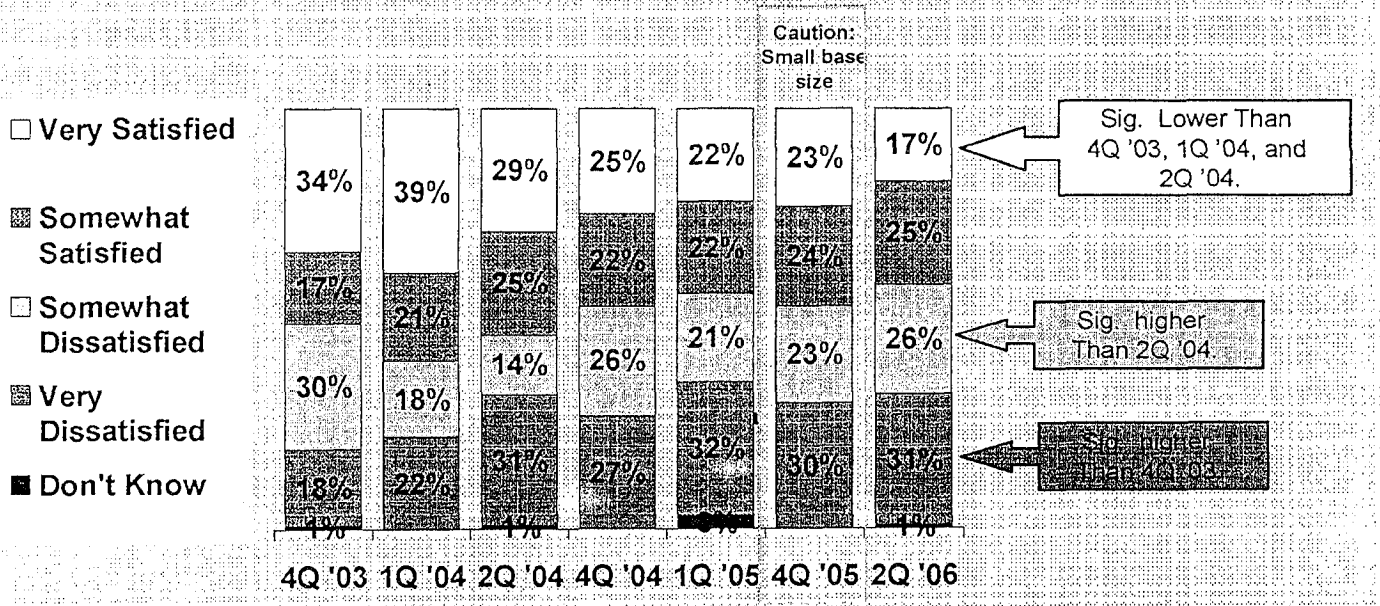
CUSTOMER CARE SATISFACTION
(Problem Related Contacts)

Subscriber satisfaction with **problem resolution** has declined further, with fewer than 1 in 5 "very satisfied."

- 45% of those who contacted Customer Care about a problem feel the situation has been resolved (n=210); an improvement from 4Q05 where only 33% (n=568) felt their problem had been resolved.



Base: 4Q '03 (n=119), 1Q '04 (n=126), 2Q '04 (n=150), 4Q '04 (n=145), 1Q '05 (n=144), 4Q '05 (n=83*), 2Q '06 (n=210)
*Note small base sizes
Significant at 95% CL
Q53: Overall, how satisfied were you with your experience with SIRIUS Customer Service regarding the problems you just mentioned?
Q53c: Is your issue resolved now?

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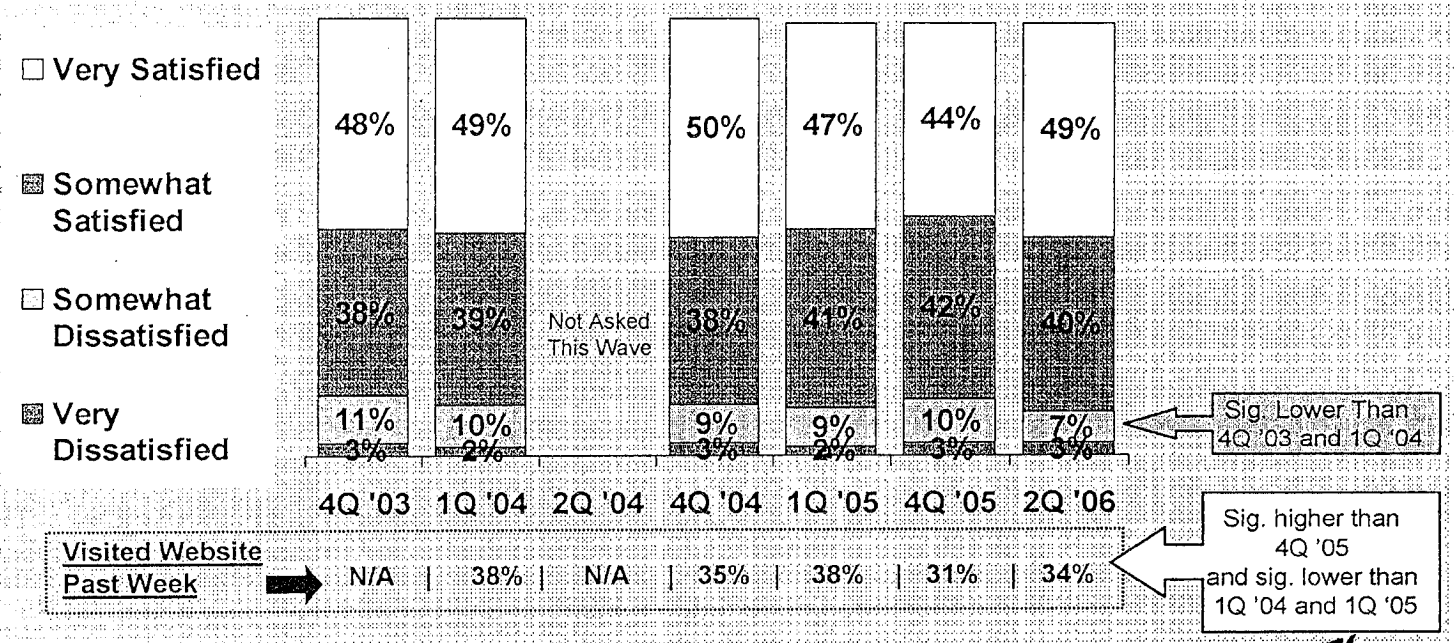
sirius.com SATISFACTION
(subs only, measure doesn't distinguish between aspects of site)

Satisfaction is on par with prior waves.

About a third (34%) of subscribers said they **visited sirius.com** in the past week. Note: Actual website metrics are a better measure than survey data.



Q58 Base: 1Q '04 (n=2032), 2Q '04 (not asked), 4Q '04 (n=2254), 1Q '05 (n=2217), 4Q '05 (n=2203), 2Q '06 (n=2249)
Q59 Base: 4Q '03 (n=760), 1Q '04 (n=774), 4Q '04 (n=792), 1Q '05 (n=841), 4Q '05 (tracking) (n=412), 2Q '06 (n=918)
Significant at 95% CL
Q58: During the past week have you visited the SIRIUS website, sirius.com, for any reason?
Q59: Overall, how satisfied were you with your experience at the SIRIUS website?

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OEM V. RETAIL/SPECIAL MARKETS SATISFACTION

On an overall basis OEM and Retail/Special Market subscribers are equally satisfied and likely to renew today. Retail/Special Market subscribers are more likely to subscribe to SIRIUS service during the next 6 months, to recommend SIRIUS and to have recommended SIRIUS. OEM subs are more positive about their in-vehicle reception and hardware design.

- Several Retail/Special Market scores improved since 4Q05.

	4Q05		2Q06	
Top Box Scores	OEM (n=152)	Retail/ Special Markets (n=949)	OEM (n=226)	Retail/ Special Markets (n=2023)
Overall Satisfaction	68%	61%	62%	67%
Likelihood to Continue 6 mos.	71%	71%	71%	77% ▲
*Would Renew Today (yes)	87%	90%	88%	92%
Likelihood to Recommend	67%	64%	60%	71% ▲
Have Recommended (yes)	73%	89% ▲	78%	91% ▲
Programming	61%	56%	62%	68%
In-Vehicle Reception	75% ▲	53%	56% ▲	48%
Sound Quality	80% ▲	64%	72%	66%
Hardware Design	86% ▲	52%	59% ▲	48%
Hardware Functionality	55%	66%	53%	57%
*Website	44%	44%	44%	50%

*Caution small base size

Base: 2Q '06 (n=2249)

Note: ▲ Represent statistical differences within same period at 95% CL.

☐ = Significantly higher/lower than prior wave

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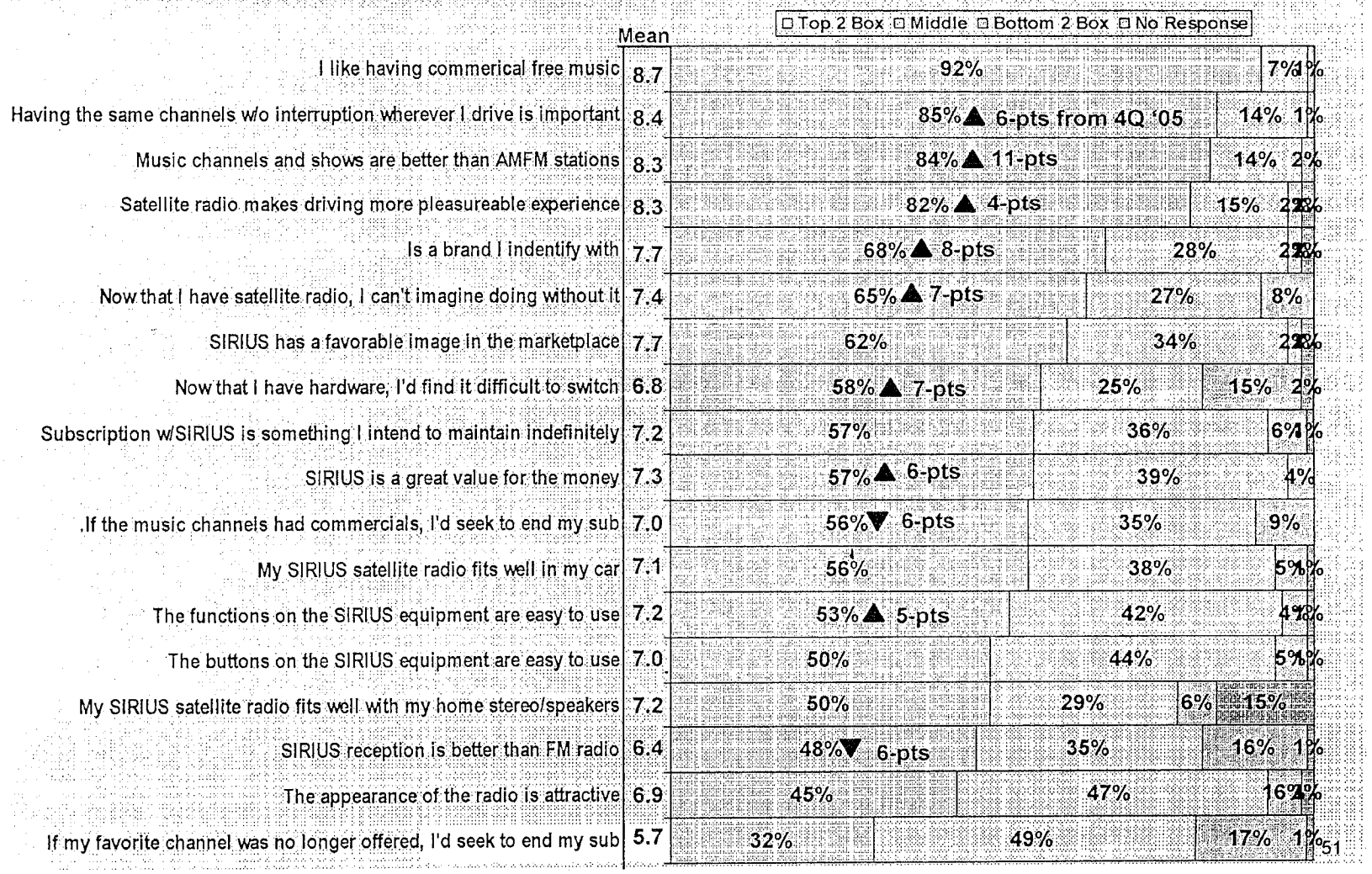
PERCEPTUAL ATTRIBUTES
(9-pt agreement scale)

Q17: How well do you agree that SIRIUS performs on each statement using a scale from 1 to 9 where 1 means you do not agree at all with the statement and 9 means you completely agree. Base: Among total asked attribute



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THANK YOU

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SIRIUS Satellite Radio Listener Study

Wave 2

October 2006

SIRIUS SATELLITE RADIO

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Background and Methodology

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Background

Following Wave 1 of the Listener Study, conducted in September, 2005, SIRIUS will continue to measure listenership of and satisfaction with its channels and selected shows and hosts by conducting two additional waves of research in 2006 among the base of customers who have email addresses on the SIRIUS database. The first study was conducted in September 2005 just prior to the September 29 channel change.

This report covers Wave 2 of the study, conducted in June, 2006, by TNS. Wave 1 data, collected by KN, is shown where applicable.

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Objectives

Measure listenership of all SIRIUS channels and up to 100 selected hosts/shows

- Past week listenership
- Yesterday listenership

Evaluate performance of each channel and identify channels that could be eliminated should bandwidth be required for new channel concepts or to improve sound quality

- 3 attitudinal measures per channel: love, would cancel if gone, evangelism
- 2 attitudinal measures per host/show: love, evangelism

Provide Programming with Listener feedback on channels.

- What like most / what would improve about channels listened to.

Profile the SIRIUS listener base and the audience for each channel

- Overall household listener profile (demographics, lifestyle)
- Channel snapshots

Identify changes from September 2005 study

Coded verbatim response note

- Verbatim responses to open end questions on Past Week Listening, Primary Reason for Subscribing and Channels/Shows/Hosts that would cause respondents to Cancel were tallied by TNS and are reported here.
- Though not a usual Market Research practice, the remaining open end questions Like Most about Channel, Channel Improvements and Suggested Channel/Show/Host Additions were not coded as Programming finds they get the richest direction from reading the verbatim responses. Therefore it was decided to forego coding verbatim responses to remaining open end questions at a savings of about $37,000.

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Methodology

This research was administered online among SIRIUS Satellite Radio subscribers selected from subscriber lists provided by SIRIUS.

All respondents are past week listeners, defined as having listened to SIRIUS for at least one hour in the past week. In Wave 2, 88% of subscribers met this qualification.

Ages 13+

Interviewing conducted online, administered by OCUCOM

Survey was offered in both English and Spanish. 6% of subscribers identified themselves as Hispanic. However, only 2% of (20 out of 1,160) Hispanic listeners elected to complete the survey in Spanish rather than English.

Dates of interviewing:

- Wave 1: September 14 – 23, 2005 (conducted by KN)
- Wave 2: June 16 – 29, 2006

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Methodology (continued)

Sample Framework

Subscriber sample provided by SIRIUS was used, with contacted households chosen with an nth selection method to ensure randomness. Only households with valid email addresses were contacted. SIRIUS provided a list of approximately 790,000 email addresses, or half of the available accounts with email information. Emails were sent out daily over the 2 week field period.

Each contact was asked to complete an inventory of all members of the household 13+ who listened to SIRIUS for at least one hour in the past week. One listener was then selected at random to complete the survey, thereby ensuring that the results are representative of all past week listeners, not just the individuals listed as subscribers.

A total of 25,702 interviews were completed in Wave 2 (Wave 1: 25,191).

- An *additional* 1,363 respondents who initially qualified were eliminated from the sample due to claiming they were the non-subscribing listener selected to take the survey when they were in fact the subscriber/email recipient.

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Methodology (continued)

Weighting Approach

In order to properly balance the completed interviews, responses were weighted back to the following proportions identified within the sample:

- Subscriber and listener, using proportion of subscriber/listeners within single and 2+ listener households
- Age and gender

The total sample base of the June '06 Listener Study, including subscribers and listeners, generated an overall mean of 1.79 listeners per household, derived by averaging the 48% of HHs that are single listener households and 52% who are multiple listener households with an average 2.52 listeners per household. The mean number of listeners per household has increased slightly since September '05 from 1.72.

NOTE: 1.79 is the multiplier used against the actual subscriber base to estimate Past Week Cume listening.

Sample Composition

	Unweighted		Weighted	
	Sep-05	Jun-06	Sep-05	Jun-06
	25,191	25,702	25,191	25,698
	%	%	%	%
Subscriber	88	84	60	70
Listener	12	16	40	30
Gender				
Male	77	74	63	71
Female	23	26	37	29
Age				
13-17	1	1	5	2
18-24	7	6	8	6
25-34	27	29	26	28
35-44	28	32	26	32
45-54	21	19	20	19
55-64	12	10	11	10
65+	4	3	3	3
Ethnicity				
Caucasian	88	89	88	87
African-American	2	2	2	2
Hispanic	5	5	4	5
Other	5	4	5	6
Tenure				
Pre 2004	6	3	6	3
2004 Net	37	15	37	16
Q1' 04	3	1	3	1
Q2 '04	4	2	4	2
Q3 '04	6	2	6	2
Q4 '04	24	10	24	10
2005 Net	56	60	57	60
Q1 '05	17	6	17	6
Q2 '05	28	8	29	8
Q3 '05	11	9	11	9
Q4 '05	0	36	0	36
Q1 '06	0	22	0	22

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Methodology (continued)

Weighting Approach

For the purposes of this analysis, in order to properly balance single and multiple listener households, the multiple listener household mean of 2.52 was used, and an overall subscriber/listener ratio of 69/31 was achieved. This proportion provides the best representation of the balance within the entire SIRIUS listener universe; this was the target used for balancing subscribers and listeners within the study.

Age and gender weighting was applied to multiple listener households only, as age and gender of each listening household member was collected within these homes. The weighting effect was small, but again, more correctly represents the SIRIUS listening audience.

Because an age and gender profile of single-listener households is not available, it was assumed that age and gender proportions provided by single-listener respondents were representative of that found in the total SIRIUS listenership, such that no age and gender weighting was applied to this group.

Wave 1, 2005, data was not re-weighted.

> Sept '05 data was weighted to correct for under sampling of non-subscriber listeners such that these respondents were weighted to the estimated 40% of the sample versus the response level of 12.6%
> The 2006 approach to weighting is similar, although arguably better because of the targeted weighting approach, than that used for the previous wave, so we would not expect substantial changes in the Wave 1 results if they were to be re-weighted.
> Since January, 2006, SIRIUS has almost doubled their subscriber base and, therefore, more than likely changed the listener profile substantially. This means that the subscriber/listener balance determined for the current wave might not be representative of that found in the 2005 data.

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Methodology (continued)

Subscribers who responded generally match the database on known measures of tenure, service type, payment plan, equipment type, purchase outlet and Census region.
From Sept '05 to June '06 there was a gain in the proportion of subs in the Northeast and commensurate response rate.

	2005 Sample	2005 Total Resp %	2006 Sample	2006 Total Resp %
Activation Period				
Pre 2004	8	6	3	3
2004	41	37	17	15
2005	51	57	58	60
Q1'06	NA	NA	22	22
Service Type				
Annual	42	43	48	47
Monthly	22	23	28	28
Two Year	4	5	8	7
Lifetime	5	4	4	7
Quarterly	8	8	7	7
Semi-Annual	5	6	5	4
Source				
Retail	65	66	76	79
Auto OEM	20	14	11	8
DTC	3	8	5	6
Special Markets	8	4	4	2
Region				
Northeast	19	23	28	31
South	34	32	33	30
West	24	24	23	21
MidWest	23	20	17	18

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Methodology (continued)

Questionnaire

Subject areas included:

- Overall evaluation of SIRIUS programming
- Past week and yesterday listening
- Evaluation of individual channels, selected shows and hosts
- Impact of individual channels on likelihood to continue subscribing to SIRIUS
- Behavioral and basic attitudinal profiling
- Demographics

The average survey length was 30.03 minutes.

Note: Given the large sample sizes for both Waves 1 and 2, significance testing was not applied, as virtually all differences between the waves would be noted as significant. Findings deemed important are discussed.

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Deliverables

Project deliverables included:

Deliverables	Tools
6 questionnaire revisions v. 3 contracted/planned	Channel snapshots in PowerPoint including comparative measures to Wave 1.
Spanish translation of questionnaire	Music audience snapshots in PowerPoint.
Final questionnaire screenshots and email invitation	6 banners of tables in Excel format
Coding of unaided past week listening question, unaided cancel if gone and unaided primary reason for subscribing.	Topline master channel file with wave 1 data posted for comparison.
3 Full PowerPoint report revisions v. 2 contracted/planned	Verbatim file of all open-end questions with demographic coding
2 in-person management presentations by vendor, including work sessions to develop and finalize reports	Complete Master Channel Excel file with Wave 1 data included for trending purposes
	Dynamic Excel worksheet
	UTab package for in-house data manipulation

Note on Analysis: All numbers have been validated by TNS and are believed accurate.

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Note

To facilitate reading the charts throughout this report

red font is used to designate Music channels and

black font designates Non-Music (News/Talk/Entertainment/Sports) channels.

Channels new to the service since the Sept '05 study are designated (*New*) and those with a change are noted as (*Chg*)

New (17) since Sept '05 study	Dropped (9) since Sept '05 study	*Chg (9)* Change (name or format) since Sept '05 study	
bande a part	EWTN Radio Catolica Mundial	Area 33	*formerly* Area 63
CBC Radio 3	Hispanic Talk	Fox News Talk Channel	*formerly* SIRIUS Right
CBC Radio One	Mexicana	Laugh Break	*formerly* Cracked Up Comedy
Christian Talk	Preview Channel	Road Dog Trucking	*formerly* SIRIUS Trucking Network
CNN Headline News	Remix	Rumbon	*formerly* Tropical
Cosmo Radio	Slow Jamz	SIRIUS Stars	*formerly* SIRIUS Talk Central
ESPN Deportes	The Weather Channel Radio Network	Soul Town	*formerly* Soul Revue
Howard 100	The Word Network	Standard Time	*formerly* Standard Time / Swing Street
Howard 101	Wax	The Coffee House	*formerly* Folk Town
Iceberg Radio			
NBA Radio on SIRIUS			
Playboy Radio			
Premiere Plus			
Revolution			
SIRIUS Weather & Emergency			
Spa 73			
Super Shuffle			

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SIR00025619

Executive Summary

"the sixth sense of business"

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Executive Summary

The Executive Summary provides highlights on:

- Listener Profile: *How, if at all, has the listener profile changed since Sept '05?*
- Listening Behavior: *What is the general behavior of subscribers? Times of day listened, number of channels listened to.*
- Overall SIRIUS Evaluation: *Satisfaction with SIRIUS and Programming and any changes from Sept '05*
- Impact of Stern: *Is the Stern Listener different that our core subscriber? What do they listen to? How do they feel about SIRIUS in general?*
- Channel Evaluation: *Relative channel strength and weakness*
- Conclusions & Recommendations

The objective of this report is to provide a strategic review of the survey results. It points to changes from Sept '05 and areas of relative strength and weakness, with special attention paid to particularly strong channels and, just as importantly, channels at the bottom of the list, as these warrant further examination.

It is Programming Management's review of this data, the verbatim responses and their expertise that will determine what actions to take, if any, with regard to the relatively weak channels.

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Executive Summary

Who is the Listener and has the profile changed since Sept '05?

Though appealing to a broad range of people, listeners continue to skew toward affluent, early adopters, which should prove attractive to advertisers (average male; 39 year old, affluent, well educated and Caucasian.)

Proportion of male listeners increased by 13% (2005: 63%; 2006: 71%). The increase in male listeners is driven by growth in non-subscribers (2005: 35%; 2006: 43%), while the proportion of male subscribers (83%) remained unchanged from 2005. This suggests women purchasing and activating as a gift for a male and/or other males in the household becoming interested in SIRIUS most likely due to Stern.

Growth in proportion of 25-44 year-olds and households with young children.

Retail purchases grew over 2005, while OEM subscriptions fell proportionally, most likely due to retail purchases of the service by Howard Stern listeners.

Approximately three out of ten respondents live in the Northeast or South while about two in ten reside in the West or Mid West. Greatest subscriber growth has come in the Northeast region.

Current Hispanic listeners are highly acculturated -- of the 1,060 who identified themselves as Hispanic only 20 chose to take the survey in Spanish (.08% of all respondents) -- and are, therefore, less interested in Hispanic-targeted programming.

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Executive Summary

Who is the Listener and has the profile changed since Sept '05?

	2005 Total Resp %	2006 Total Resp %	2006 US Pop %
	25,191	25,702	
Gender			
Male	63	71	49
Female	36	29	51
Age			
13-17	5	2	NA
18-24	8	6	NA
25-34	26	28	14
35-44	26	32	15
45-54	20	19	14
55+	14	12	22
Average	*39*	*39*	*36*
HH Income			
Under $20K	2	1	NA
$20-$29.9K	3	3	NA
$30-$49.9K	11	12	NA
$50-$99.9K	36	35	NA
$100-$149.9K	21	19	NA
$150K+	16	13	NA
No Response	10	16	NA
Median	*93*	*85*	*45*
Ethnicity			
Caucasian	88	89	67
Afr. Amer.	2	2	12
Hispanic	4	5	14
Other	5	3	5

	2005 Total Resp %	2006 Total Resp %	2006 US Pop %
	25,191	25,702	
Marital Status			
Married/Living with Partner	71	70	79
Single/Widowed/Divorced/Separated	25	29	22
Education			
High School Graduate or Less	10	11	46
Some College	24	25	20
College Graduate	35	37	17
Post College Graduate	20	20	10
Other Vocational/Technical Education	6	6	7
Age of Household Members			
18+	70	67	75
13-17	9	7	NA
6-12	10	10	NA
2-5	8	12	NA
0-1	3	4	NA
Own/Rent Residence			
Own	74	75	67
Rent	16	15	33
Do not pay for housing	4	3	NA
Employment Status			
Employed (net)	80	88	61
Work full-time		83	NA
Work part-time		5	NA
Not employed	20	9	39

	2005 Total Resp %	2006 Total Resp %	2006 US Pop %
	25,191	25,702	
Occupation			
Professional/Mgmt/Business/Fin. (net)	NA	60	34
Professional	NA	37	NA
Management/Business/Financial	NA	23	NA
Sales/Office	NA	11	26
Service	NA	9	16
Construction/Extraction/Maintenance	NA	7	10
Other	NA	8	14
Interest in Politics/National/International Affairs			
Very Interested	NA	32	NA
Somewhat Interested	NA	36	NA
Only Slightly Interested	NA	20	NA
Not At All Interested	NA	8	NA
Sexuality			
Heterosexual	NA*	88	NA
Non-Heterosexual	5*	4	NA
Census Region			
Northeast	23	31	19
MidWest	20	18	22
South	32	30	36
West	24	21	23

*Question asked differently in Wave 1; heterosexual data not collected in Wave 1

Base: Total Listeners (n=25,702); Aged 16+ Years: (n=25,413); Aged 18+ Years: (n=25,281)

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Executive Summary

How do Subs Listen to SIRIUS?

Additional General Listening information can be found in the Appendix.

88% of contacts are past week listeners based on the qualification of having listened to SIRIUS at least 1 hour in the past week. This study does not include the 12% who did not listen for at least 1 hour in the past week.

The mean number of listeners per household has increased slightly since 2005 from 1.72 to 1.79.

On average, Subs listen to 4.4 channels in a week on an Unaided basis, 15.1 in the Past Week on an Aided basis, and 6.2 Yesterday. Respondents site about double the number of Music channels as Non-Music channels.

Both past week and yesterday listening have increased since 2005.

Number of Channels Listened to

	Music			Non-Music			Total		
	Past Week			Past Week			Past Week		
	Unaided	Total	Yesterday	Unaided	Total	Yesterday	Unaided	Total	Yesterday
	%	%	%	%	%	%	%	%	
None	17	4	18	25	9	27	4	0	8
1-4	61	23	48	72	39	58	56	11	36
5-9	19	33	26	3	33	13	33	21	35
10-14	2	21	6	0	12	2	6	23	13
15+	1	18	2	0	7	0	1	33	8
Average	3.0	9.3	3.9	1.5	5.9	2.3	4.4	15.1	6.2
Sept '05 Avg	*NA*	*NA*	*NA*	*NA*	*NA*	*NA*	*NA*	*12.2*	*3.6*

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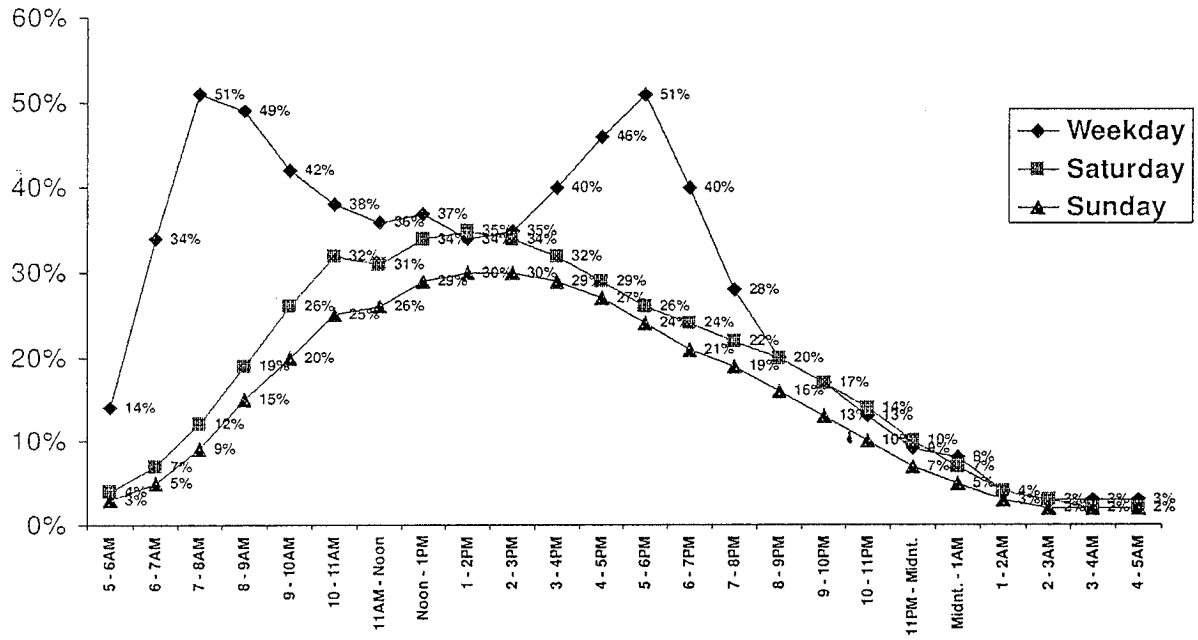
How do Subs Listen to SIRIUS?

Following the pattern of terrestrial radio, peak dayparts are weekday mornings and afternoons.



S6 (new) When do you usually listen to SIRIUS? Please select all the hours that you usually listen to Sirius Monday thru Friday, Saturday and Sunday?

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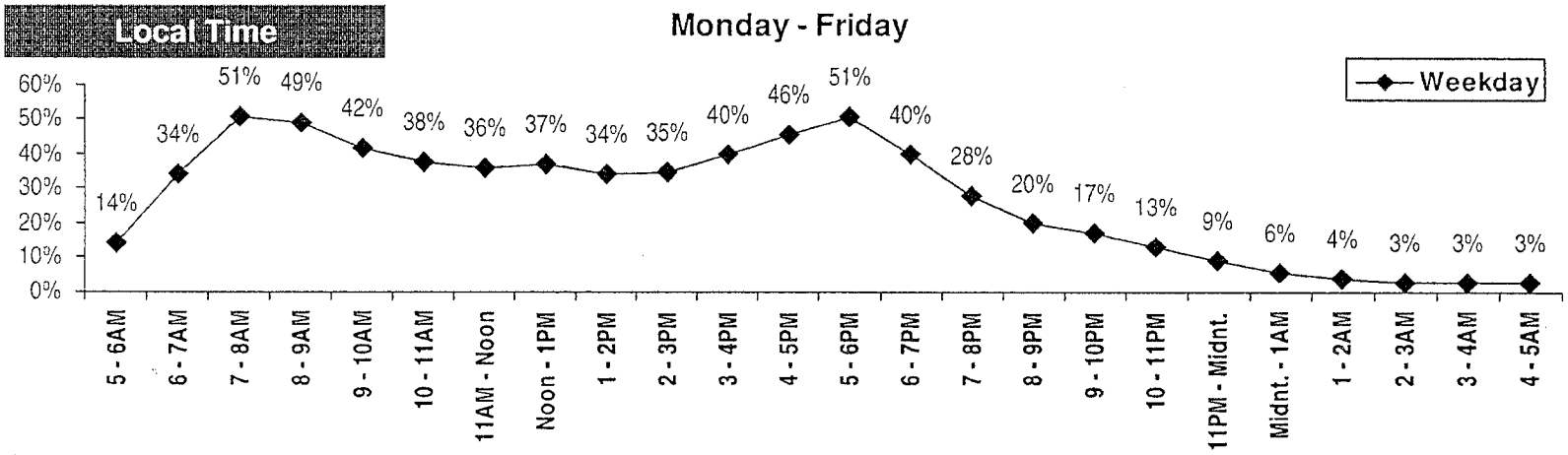
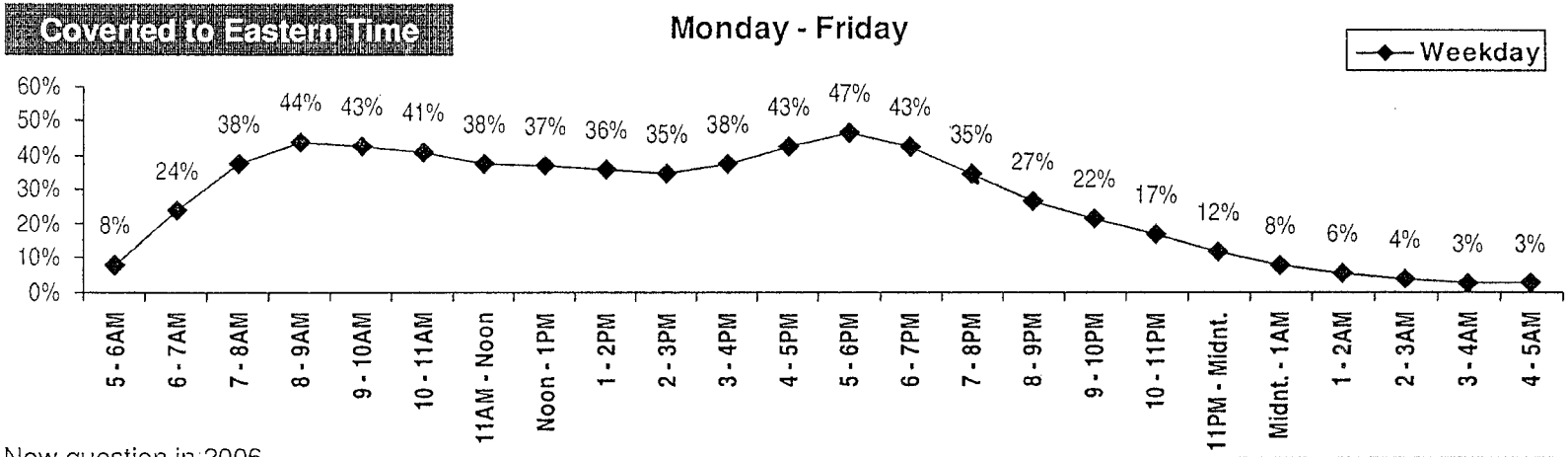
Hours Usually Listen to SIRIUS

Weekday - Stated Time v. Converted to Eastern Time

Patterns are similar for Local Time (demonstrating the hours of the day subscribers are listening) and when Converted to Eastern Time (demonstrating given a single feed what is being listened to). The latter would be of greater value to Programming if collected on a channel level.





New question in 2006.
Base: Total Listeners (n=25,702)

Listeners by region: Northeast (ET) – 31% South (ET) – 30% Midwest (CT) – 21% West (MT/PT) – 18%

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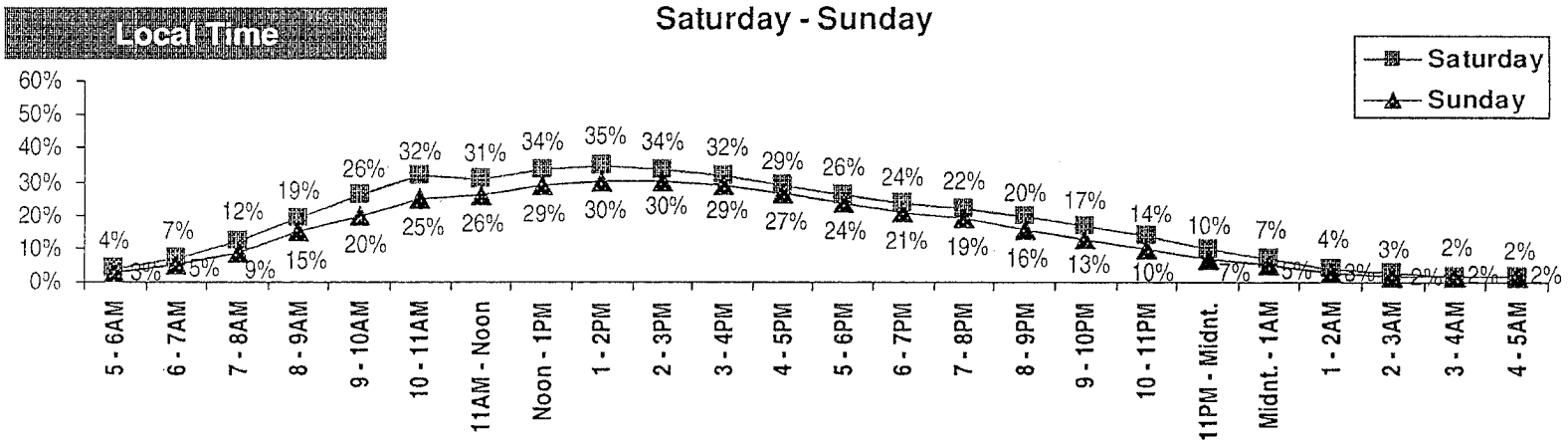
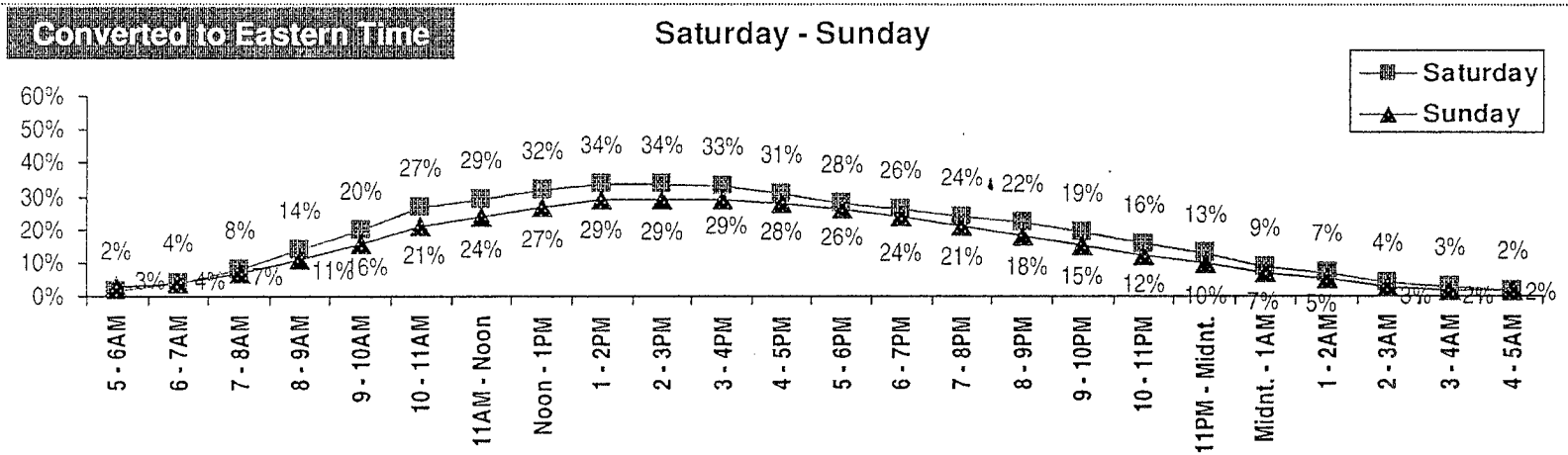
Hours Usually Listen to SIRIUS

Weekend - Stated Time v. Converted to Eastern Time

Patterns are similar for Local Time (demonstrating the hours of the day subscribers are listening) and when Converted to Eastern Time (demonstrating given a single feed what is being listened to). The latter would be of greater value to Programming if collected on a channel level.





New question in 2006.
Base: Total Listeners (n=25,702)

Listeners by region: Northeast (ET) – 31% South (ET) – 30% Midwest (CT) – 21% West (MT/PT) – 18%

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Executive Summary

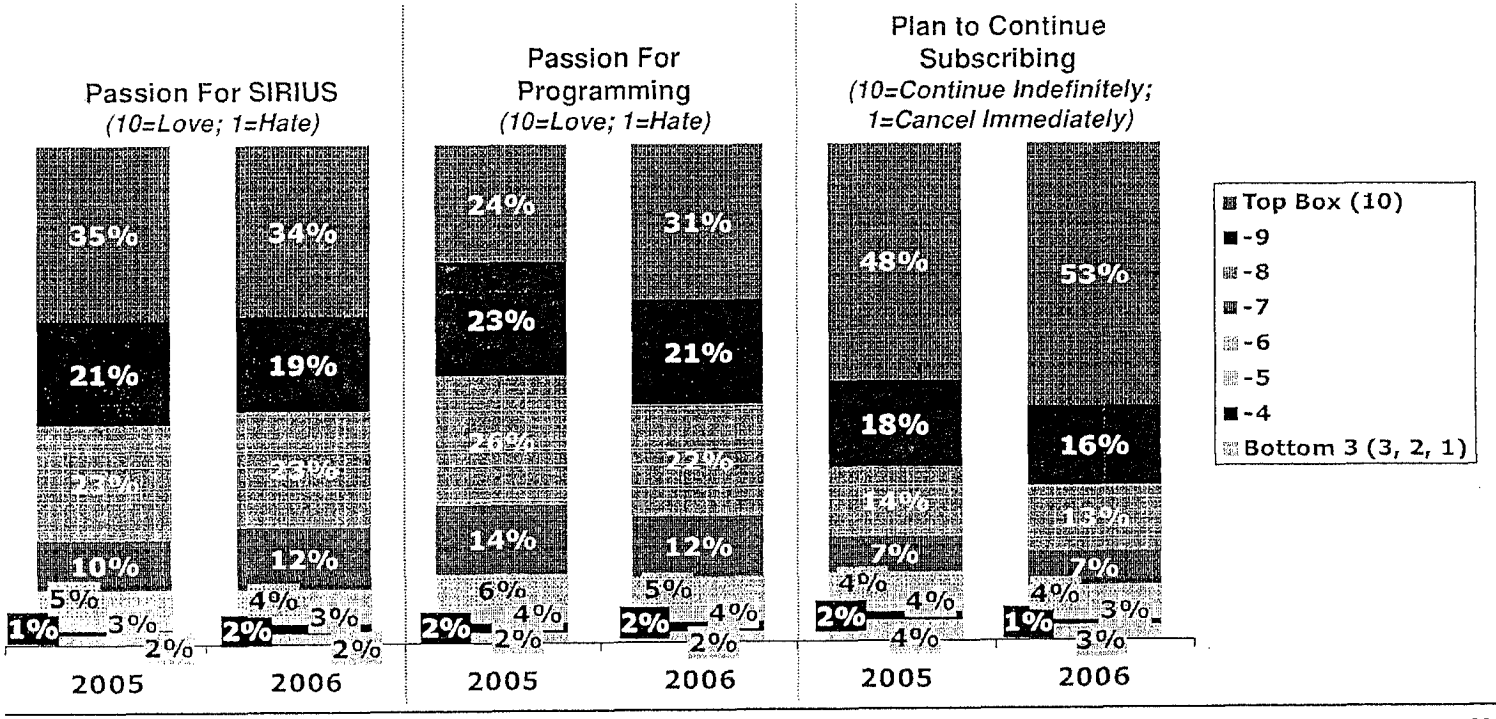
How are subs feeling vs. Sept '05?

Overall Passion for SIRIUS has come down slightly since Sept '05, but still remains high.

Increase in the top box ratings for Programming and Likelihood to Continue Subscribing.

Likelihood to stay with the service is very high, but one in ten do rate their likelihood a six or less, more or less matching churn rates (about 1.5% per month).

The most frequently noted reason for choosing to subscribe to SIRIUS at 41% mentions is Howard Stern. Other mentions include Music (9%), Sports (6%), Uninterrupted/Commercial Free/DJ chatter (13%).



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Unaided Primary Reason for Subscribing

All Past Week Listeners Based to Total (25,702)

	%
(NET) SPECIFIC CONTENT -SHOWS AND CHANNELS	**45.3%**
Howard/Howard Stern/Howard Stern moving to Sirius/Howard Stern show/Howard 100/101	41.0%
UNINTERRUPTED PROGRAMMING	13.0%
RECEPTION/AVAILABILITY	9.6%
MUSIC	8.8%
GOOD CONTENT/VARIETY	6.2%
(NET) SPORTS	**6.0%**
NFL	3.6%
BETTER THAN LOCAL RADIO/XM	5.7%
SOURCE OF EQUIPMENT	3.5%
PRICE	1.8%
OTHER PROGRAMMING TYPES	1.3%
EQUIPMENT/EASE OF USE	1.3%
NEWS/BUSINESS	0.8%
MISCELLANEOUS	10.4%

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OE Reasons for Subscribing

	Total Sample		Total Sample
Howard Stern	50%	NASCAR	2%
NFL/Football	12%	NHL	1%
Free with Car	8%	Jimmy Buffett/Margaritaville	1%
Commercial-free Music	5%	Own Stock	1%
Gift	5%	Fox News	1%
Family/Friend Recommend	3%	Bubba the Love Sponge	1%
Sports	3%	Availability in Stores	1%
Variety/Channel Selection	3%	Elvis Radio	1%
Husband/Wife Wanted It	3%	Reception	1%
NPR	2%	General Content	1%

SIRIUS Programming Department tally

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Executive Summary

What is the impact of Howard Stern?

Howard 100 New/101 are by far the channels listened to by the most subs in June '06.

As would be expected, Howard listeners profile more male than non-listeners. This probably contributes, at least in part, to the increase of male listeners in the total listener base.

There was an apparent increase in retail purchases in anticipation of Howard Stern coming to SIRIUS.

Additional listeners are coming from Northeast, Howard Stern's core region for terrestrial listening.

Most Stern listeners are new subscribers; however, the majority of respondents whose tenure goes beyond Stern do not seem to be gravitating towards him, indicating that he has truly brought "new" listeners (as in new types of listeners) to SIRIUS.

Stern Loyalists (defined by likelihood to cancel their service if Howard Stern was dropped from SIRIUS) represent 43% of respondents... they listen to more channels and claim more frequent listening than do Non-Stern Listeners.

Howard Stern's high listening levels present an excellent opportunity to promote other channels on the service.

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Executive Summary

Listening & Love

Past Week Listening

The majority of channels in the Top 30 for Past Week Listening saw listener growth since September, 2005.

The Stern channels (*Howard 100 /101*) have the strongest listening levels, and Howard 100 New tops the Unaided and Past Week Listening lists of men and women under age 54.

Raw Dog (104), Big 80's (8), Classic Vinyl (14), and *Classic Rewind (15)* all appear in the top thirty Unaided and Past Week channel lists.

Local traffic and weather (148-158) and *ESPN Radio* (120) are the highest ranking news channels on Unaided and Past Week Listening.

Channels listened to by both men and women are generally similar, and include *Big 80s, SIRIUS Hits 1, Classic Rewind, Raw Dog,* and *Blue Collar Comedy.*

The main distinction in channel listening is age, with listening differences appearing between those under age 55 and age 55+. Music tastes in particular largely reflect popular styles at the time one comes of age. As a broadly appealing media clearly the balance of appealing to the broad audience as well as the niches is one to be actively managed.

7 of the 10 channels with the lowest Total Past Week listening levels are international and/or foreign language and 5 are new to SIRIUS: Iceberg Radio New (New), CBC Radio 3 New (New), *ESPN Deportes New (New), bande a part (New), Premiere Plus New (New), BBC Mundo,* and *Radio Korea.*

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Executive Summary

Listening & Love

Love Among Past Week Channel Listeners (Percentage based to channel listeners)

Among their Listeners Music and Non-Music channels are about equally represented in the Total Top 30; 24% (16 of 66) of Music channels and 28% (14 of 51) of Non-Music channels are in the top 30.

Stern channels, *Howard 100 New/101*, top the list on having the most passionate audience, with 76% and 61% of Listeners, respectively saying they Love the channel (10 on a 10-point scale.) Music channels, though near the top of the list on passion, are eclipsed by specialty channels including *EWTN Global Catholic (35%), SIRIUS NFL Radio (34%)* and *SIRIUS OutQ (31%)* which follow Stern channels. *Spirit* and *SIRIUS Gold* (both at 28%) are the Music channels with the most passionate Listeners

Love Among Past Week Channel Listeners (Percentage based to total sample)

Of course when basing the % Love of Channel Listeners to the Total Sample channels generally follow Total (not Unaided) Past Week Channel Listening. But it can be useful to know % of Total Listeners who Love a channel when considering a channel's overall position in the service.

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Executive Summary

Which channels changed the most from Sept '05?

Past Week Listening Gainers/Losers

The majority of channels in the Top 30 for Total Past Week Listening have seen listener growth, however

- Two news channels, *Fox News Channel* and *CNN,* drop considerably since 2005, perhaps due to seasonality, occurrence of specific newsworthy events during the 2005 research or a change in the type of listener attracted by Howard Stern.
- *Sports Play-by-Play* and *SIRIUS NFL Radio* rank measurably lower in 2006 than in 2005 due to seasonality. Worth noting is that even in the off season *NFL Radio* makes the top 30 Unaided and Total Past Week Listening.

Channels experiencing the greatest Past Week Listenership growth include *Raw Dog, Classic Vinyl, Classic Rewind, Hair Nation,* and *Local Traffic & Weather.*

Other channels with lower listening levels that nonetheless grew substantially include *Faction, Back Spin, Radio Disney, Underground Garage* and *Soul Town New.*

New Channel

Aside from Howard Stern, among new or updated channels, highest listening levels were found for *Blue Collar Comedy, Super Shuffle New, Playboy Radio New, CNN Headline News New, The Coffee House New* and *Fox News Talk Channel New.*

Five of the ten least listened to channels are new, including *Iceberg Radio New, CBC Radio 3 New, ESPN Desportes, bande a part* and *Premiere Plus New.*

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Executive Summary

How do the channels stack up, strongest to weakest? Changes from Sept '05? Channel Average Summaries

In order to provide a 30,000' view across the key measures, Channel Average summaries were developed. A Channel Average is a Grand Total Index (GTI) derived for each channel from 6 measures; Past Week Listening among the Total Sample and Among Past Week Channel Listeners Yesterday Listening, Top Box Love, % Listening frequently, Top Box evangelism, and % Cancel SIRIUS if the Channel were Dropped.

For each measure, the specific channel % was divided by the average across all channels and multiplied by 100 to create an index. The indices were then summed to create an average, or Grand Total Index, on which all 117 channels were ranked.

The average Channel GTI is 600; using the 80/20 rule of thumb, anything below 480, therefore, should be looked at to determine if the channel is a candidate for development or replacement, although these are not necessarily the channels with the smallest audience. Many international/foreign language channels fall into this tier and do have small audiences.

The Channel Average data presented here is for Total Respondents 13+. Given SIRIUS' subscriber base skews to Males 25-44s the Total Channel Averages reported here are strongly impacted by the tastes and preferences of that group. Certainly if Channel Averages were run by Gender and Age groups we would see, as we do with Listening and Love, the preferences of these groups.

GTI points to overall areas of relative strength and weakness; Programming's review of this data, with the tools provided for analysis by demographic (and perhaps additional GTI's by age/gender), the verbatim responses and their expertise will determine how to act on relatively weak channels. Or if in fact relatively "weak" channels overall are already adequately strong among their target and/or are necessary to round out the service.

Grand Total Index Top 25 of 117 Channels	GTI 2006	GTI Rank 2006	GTI Rank 2005	Grand Total Index Bottom 25 of 117 Channels	GTI 2006	GTI Rank 2006	GTI Rank 2005
Howard 100 *(New)*	2558	1	NA	Maxim Radio	442	93	52
Howard 101 *(New)*	2136	2	NA	Rumbon *(Chg)*	437	94	NA
SIRIUS NFL Radio	979	3	7	Planet Jazz	431	95	94
SIRIUS OutQ	945	4	4	Martha Stewart Living Radio	428	96	18
Octane	942	5	9	StarLite	426	97	88
Hair Nation	931	6	6	BBC Radio 1	412	98	80
Big '80s	912	7	7	CBC Radio One *(New)* ↓	411	99	NA
Raw Dog	903	8	3	Sports Byline USA	406	100	86
Blue Collar Comedy *(New)*	887	9	NA	Classical Voices	403	101	98
EWTN Global Catholic Network	884	10	5	World Radio Network	402	102	97
Classic Vinyl	810	11	17	SIRIUS Disorder	380	103	77
New Country	805	12	11	Court TV Radio	375	104	92
Classic Rewind	794	13	20	SIRIUS Stars *(Chg)*	371	105	NA
SIRIUS Gold	775	14	25	Bloomberg Radio	361	106	96
ESPN Radio	774	15	13	Road Dog Trucking	352	107	53
Alt Nation	771	16	12	C-SPAN Radio	339	108	99
The Pulse	760	17	21	Discovery Channel Radio	332	109	100
Buzzsaw	755	18	27	bande a part *(New)*	326	110	NA
First Wave	755	19	16	Radio Korea	285	111	107
Spirit	752	20	14	BBC Mundo	278	112	106
Fox News Channel	749	21	8	Cosmo Radio *(New)*	267	113	NA
SIRIUS Hits 1	739	22	10	E! Entertainment Radio	267	114	103
Fox News Talk Channel *(Chg)*	733	23	NA	CBC Radio 3 *(New)*	266	115	NA
RadioClassics	721	24	15	ESPN Deportes *(New)*	251	116	NA
Praise	711	25	35	Iceberg Radio *(New)*	221	117	NA

Sept '05 GTI is based on 5 key measures as frequency of listening was not collected Sept '05. Sept '05 GTI cannot be compared to the 2006 GTI, but year-to-year comparisons on a channel's rank on this measure are valid.

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Executive Summary

How do the channels stack up, strongest to weakest? Changes from Sept '05?
Channel Average Summaries

- The channel Average Summary analysis seemed to verify the validity of decisions to drop or alter channels in '05, and would provide useful direction for the 2006 decision process. Note *SIRIUS Right was replaced with Fox News Talk.*

Channels Dropped since Sept '05

		2005 Indices (Channel/Average)						2005	
Channel #	Name	Past Week Listening - Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Cancel if gone top box among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Grand Total*	Grand Total Rank	Past Week Listening Rank
	Average	*100*	*100*	*100*	*100*	*100*	*500*		
142	SIRIUS Right Conservative Talk including Tony Snow, Tammy Bruce, and Mike Church	61	96	113	138	123	**531**	38	75
62	Remix (NonStop Club Mix)	70	106	91	94	85	**447**	62	65
52	Slow Jamz (Soul Ballads)	36	97	99	113	91	**435**	65	92
42	Wax (Mixes/Remixes/Freestyles)	51	112	73	88	95	**419**	73	84
73	Swing Street (Swing)	70	81	106	80	78	**416**	75	65
110-112	The Weather Channel Radio Network	78	44	87	81	70	**359**	90	54
161	The Word Network	7	18	91	90	90	**296**	102	105
91	Mexicana (Mexicana)	15	67	53	79	51	**264**	104	101
184	Preview Channel	10	31	75	40	79	**236**	105	103
180	EWTN Radio Catolica Mundial	1	NA	NA	NA	NA	**NA**	108	109
181	Hispanic Talk	3	NA	NA	NA	NA	**NA**	109	107

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Conclusions & Recommendations

Results

The acquisition of Howard Stern has attracted new subs and improved the experience of those inclined to Stern and is serving this group well. 43% are Stern Loyal (Listeners and would Cancel if Stern were not on SIRIUS) and an additional 17% are Stern Listeners.

- Stern Listeners are happier with SIRIUS channels and shows, with SIRIUS in general, and are more likely to say they will continue to subscribe than Non-Stern listeners. To a large enough magnitude to raise Top Ratings on Programming Satisfaction and Likelihood to Continue from last year among the Total (Stern and Non-Stern Listeners).
- Stern Listeners, listen to more channels on average also driving an increase form Sept '05 among the Total Sample (Stern and Non-Stern Listeners).
- In keeping with existing audience and the audience Stern delivered, biggest gaining Past Week Listening channels include *Raw Dog, Classic Vinyl, Classic Rewind, Hair Nation,* and *Local Traffic & Weather.* Other channels with lower listening levels that nonetheless grew substantially include *Faction, Back Spin, Radio Disney, Underground Garage* and *Soul Town.*

The 40% who are not Stern Listeners are less likely to say they Love SIRIUS and SIRIUS Programming and are Less Likely to say they will Continue to Subscribe. Differences are evident in the channels that Stern Loyalists and Non-Stern Listeners listen to and suggest that while it isn't likely that any one content choice can have the same impact as Stern had, additional research to gain a deeper understanding of the interests/motivators/points of dissuasion among Non-Stern Listeners may prove valuable.

Channel Average data among Total Respondents 13+ points to overall areas of relative strength and weakness as do Love and Cancel if Gone metrics; Programming's review of this data (and perhaps additional GTI's by age/gender), the verbatim responses and their expertise will determine how to act on relatively weak channels. Or if in fact relatively "weak" channels overall are already adequately strong among their target and/or are necessary to round out the service.

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Conclusions & Recommendations

Methodology

Analysis is largely focused on 30,000 view. As a broadly appealing media clearly the balance of appealing to the broad audience as well as the niches is one to be actively managed. Therefore it may make sense to incorporate in the next wave of this project analyses on demographic, and perhaps attitudinal, clusters.

At present level of Spanish-speaking subscribers, and the few who opted to take the survey in Spanish may not warrant the expense ($2,500).

Due to above average survey length (30+ minutes), would recommend shortening survey to reduce respondent fatigue (impacts customer care issue).

- Possible questionnaire adjustments:
  - Cut evangelism question
  - Cut cancel if gone (aided) question
  - Cut open-ends on Primary Reason for Subscribing long asked in Customer Satisfaction survey and which is not being used for Programming strategic or development
  - Limit number of channels that respondents answer detailed questions for, (for vast majority of channels, there would be virtually no statistical difference in results; could prioritize channels respondents answer)

As this study is used more by Ad Sales a more definitive TSL measure may be necessary. Also more information on co-listening and additional listeners beyond the household members (e.g. car pooling) is recommended.

Establish a calendar to conduct 2X per year (summer and early winter) to account for seasonal differences and subscriber/listener changes.

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Impact of Howard

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Impact of Howard

Is the Stern Listener different than our core subscriber? What do they listen to? How do they feel about SIRIUS in general?

60% of subs listened to a Howard channel in the past week and 48% of subs listened to him yesterday.

Virtually all Stern listeners listen to *Howard 100 New*, 48% also listen to *Howard 101 New.*

As would be expected, Stern listeners profile more male than Non-Stern Listeners; 75% v. 66%. This probably contributes, at least in part, to the increase of male listeners in the total listener base.

As may be expected, comedy and rock channels tend to rank highest with Stern listeners and subscriber growth and the audience Stern brought to SIRIUS drove meaningful gains in listening and satisfaction since Sept '05 for *Raw Dog, Big 80's, Classic Vinyl, Classic Rewind, The Pulse. Hair Nation, Buzzsaw, Octane, The Vault, Hard Attack, Faction, Underground Garage, Backspin, Big 80's, The Pulse* and *Traffic & Weather.*

Gainers related to improvements include *Coffeehouse* v. *Folktown, Fox News Talk* v. *SIRIUS Right.*

Strong showings for new channels: *Blue Collar Comedy, Playboy* and *Super Shuffle New.*

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Impact of Howard

Despite Howard's overwhelming, across-the-board popularity with SIRIUS subscribers, some differences do exist between "Stern Loyalists" (defined as those who would cancel their service if the channel(s) were dropped) and Non-Stern Listeners:

- Stern Loyalists are more likely than Non-Stern Listeners to be male and ages 25-44, college graduate (vs. post-graduate), renters, employed full-time, and heterosexual.
- Loyalists also listen to more channels on an Unaided (4.6) and Total basis (16.7) than Non-Listeners; Unaided (3.9) and Total (12.5).
- The average weekly commute time of Stern Loyalists is 8.44 hours, v. 6.32 hours for Non-Stern Listeners.
- Overall, Non-Stern Listeners listen less often to SIRIUS channels than Stern Listeners; 77% of Non-Stern Listeners say they listen to SIRIUS "Frequently" vs. 89% of Stern Listeners on a verbal scale of "Frequently/Occasionally/Rarely".

60% of SIRIUS listeners listen to Stern; Stern Loyalists represent 43% of total listeners and an additional 17% are Non-Loyal Stern Listeners. The remaining 40% of total SIRIUS listeners do not listen to Stern.

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Impact of Howard

Channels that appeal to both Stern Loyalists and Non-Stern Listeners include:

- Raw Dog, Blue Collar Comedy, Laugh Break Chg
- Big '80s, Totally '70s
- Classic Vinyl, Classic Rewind
- CNN/CNN Headline News New
- Howard 100 New/101 would be good vehicles to further promote these channels with strongest crossover potential.

Channels preferred mainly by Stern Loyalists include:

- Heavier guitar rock-oriented channels, such as Hair Nation, Octane, and Buzz Saw
- Playboy
- First Wave
- Faction

Channels preferred mainly by Non-Stern listeners include:

- New Country
- 60's Vibrations
- Fox News
- Local traffic and weather

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Impact of Howard

The acquisition of Stern has attracted new subs and has improved the experience of those inclined to Stern...to a large enough magnitude to raise Top Ratings on Programming Satisfaction, Overall Satisfaction and Likelihood to Continue.

Stern Listeners are more satisfied with SIRIUS channels and shows, with SIRIUS in general, and are more likely to say they will continue to subscribe than Non-Stern listeners. And as noted earlier they listen to more channels on average, as do males in general.

The implication is that SIRIUS is serving this group very well.

Among the 40% of subs who are not Stern Listeners Love levels are about half that of Stern fans. While it is not likely that any one content choice can have the same impact as Stern had, additional research to gain a deeper understanding of the interests/motivators/points of dissuasion among Non-Stern Listeners is suggested.

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Overall Stern Listener Profile

	Loyalist %	Non-Loyal Listeners %	Non-Listener %	2006 Total Resp %	2006 US Pop %
Base =	(11020)	(4290)	(10392)	(25702)	
Gender					
Male	74	75	66	71	49
Female	26	25	34	29	51
Age					
13-17	1	2	3	2	NA
18-24	6	7	6	6	NA
25-34	37	31	18	28	14
35-44	35	33	26	32	15
45-54	15	18	23	19	14
55+	4	7	22	12	22
Average	*37*	*38*	*43*	*39*	*36*
HH Income					
Under $20K	1	2	1	1	NA
$20-$29.9K	3	3	3	3	NA
$30-$49.9K	12	13	11	12	NA
$50-$99.9K	37	36	32	35	NA
$100-$149.9K	21	17	17	19	NA
$150K+	14	13	14	13	NA
No Response	12	15	22	16	NA
Median	*85*	*85*	*85*	*85*	*45*
Ethnicity					
Caucasian	89	90	88	89	67
Afr. Amer.	1	2	3	2	12
Hispanic	6	4	4	5	14
Other	3	4	5	3	5
# of channels unaided	4.59	5.18	3.9	4.41	NA
# of channels aided	16.66	17.6	12.46	15.11	NA
Drive time	8.07	8.1	6.32	7.32	4.05

	Loyalist %	Non-Loyal Listeners %	Non-Listener %	2006 Total Resp %	2006 US Pop %
	(11020)	(4290)	(10392)	(25702)	
Marital Status					
Married/Living with Partner	69	68	72	70	22
Single/Widowed/Divorced/Separated	30	31	26	29	79
Education					
High School Graduate or Less	12	12	11	11	46
Some College	25	26	24	25	20
College Graduate	39	37	34	37	17
Post College Graduate	18	17	23	20	10
Other Vocational/Technical Education	6	7	6	6	7
Age of Household Members					
18+	65	66	68	67	75
13-17	7	7	7	7	NA
6-12	11	11	9	10	NA
2-5	12	12	11	12	NA
0-1	4	4	4	4	NA
Own/Rent Residence					
Own	73	79	79	75	67
Rent	20	19	13	15	33
Do not pay for housing	3	4	3	3	NA
Employment Status					
Employed (net)	92	90	81	88	61
Work full-time	88	86	75	83	NA
Work part-time	4	4	6	5	NA
Not employed	5	6	8	9	39
Region					
Northeast	42	33	19	31	19
Midwest	15	17	20	18	22
South	22	30	39	30	36
West	21	20	22	21	23

"Loyalist" defined as those who would cancel their service if the channel(s) were dropped.

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Overall Stern Listener Profile

	Loyalist %	Non-Loyal Listeners %	Non-Listener %	2006 Total Resp %	2006 US Pop %
	(11020)	(4290)	(10392)	(25702)	
Occupation					
Professional/Mgmt/Business/Fin. (net)	59	57	62	60	34
Professional	35	35	40	37	NA
Management/Business/Financial	24	22	23	23	NA
Sales/Office	11	11	9	11	26
Service	9	10	9	9	16
Construction/Extraction/Maintenance	8	8	6	7	10
Other	7	9	9	8	14
Interest in Politics/National/International Affairs					
Very Interested	30	29	35	32	NA
Somewhat Interested	39	36	32	36	NA
Only Slightly Interested	20	22	18	20	NA
Not At All Interested	8	9	8	8	NA
Sexuality					
Heterosexual	92	90	83	88	NA
Non-Heterosexual	3	4	5	4	NA
Average Number of Channels Listened To					
Past Week	16.7	17.6	12.5	15.1	NA
Overall Satisfaction					
Top Box	42	36	23	34	NA
Top 2 Box	63	57	41	53	NA
Program Satisfaction					
Top Box	42	34	19	31	NA
Top 2 Box	65	57	37	53	NA
Likelihood to Continue Subscription					
Top Box	62	58	41	53	NA
Top 2 Box	78	75	57	69	NA

"Loyalist" defined as those who would cancel their service if the channel(s) were dropped.

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Cross Listening – Top 10 Yesterday

As would be expected, the single channel Stern Listeners are most likely to listen to in addition to *Howard 100 (New)* is *Howard 101 (New)*, followed in distant 2nd by *Raw Dog* and *Big 80's.*

Howard 100 Listeners listen to....

	Yesterday	Loyalists	Non-Loyal Listeners
Howard 101 *New*	68	65	33
Raw Dog	25	23	21
Big '80s	24	22	24
Classic Rewind	20	18	21
Classic Vinyl	20	18	21
Octane	19	18	20
The Pulse	19	18	19
Hair Nation	19	18	18
Alt Nation	19	17	17
SIRIUS Hits 1	18	18	17

Howard 101 Listeners listen to....

	Yesterday	Loyalists	Non-Loyal Listeners
Howard 100 *New*	96	90	75
Raw Dog	29	26	22
Big '80s	25	24	22
Octane	22	20	19
Hair Nation	22	21	18
Classic Rewind	21	19	20
Classic Vinyl	21	19	20
Alt Nation	20	19	17
The Pulse	20	19	18
SIRIUS Hits 1	19	19	17

Base: Total Listeners (n=25702); Yesterday Channel Listeners (n=12163)

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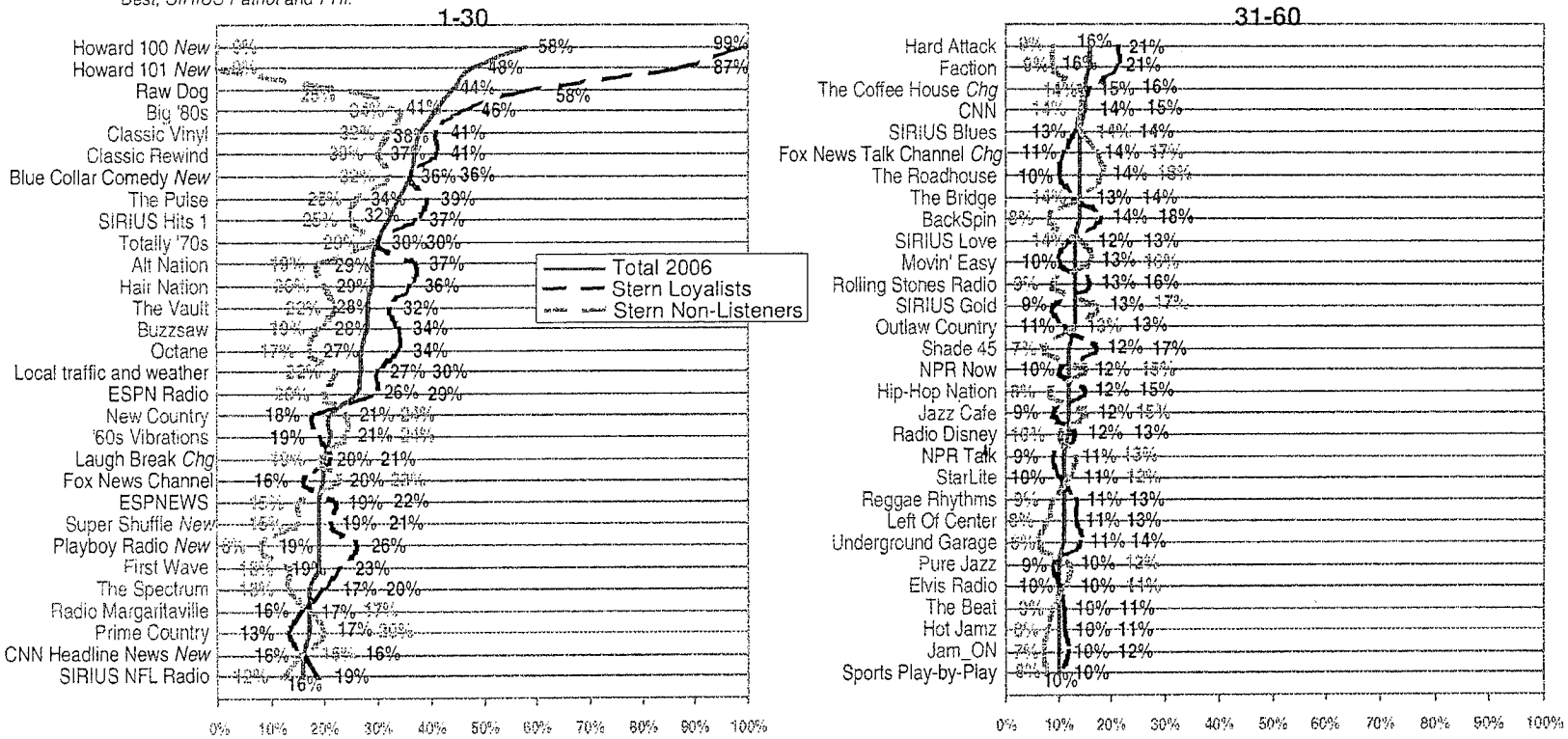
Total vs. Stern Loyalists vs. Non-Stern Listeners

Comparison to Total

The most broadly appealing channels tend to be similar for Stern Loyalists and Non-Stern Listeners, though on average Stern Loyalists listen to more channels than Non-Stern Listeners; 16.7 v. 12.5 channels

Among the more popular channels the channels that Stern Loyalist are more likely to listen to than Non-Stern Listeners, by 4 % points or more, are: *Raw Dog, Big 80's, Classic Vinyl, Classic Rewind, Blue Collar Comedy, The Pulse, SIRIUS Hits, Alt Nation, Hair Nation, The Vault, Buzzsaw, Octane, Local Traffic & Weather, ESPN Radio, ESPN News, Super Shuffle, Playboy Radio, First Wave, The Spectrum, SIRIUS NFL, Hard Attack, Faction, Backspin, Rolling Stones, Shade 45, Hip Hop Nation, Reggae Rhythms, Left of Center, Underground Garage* and *Jam_On*

Channels that Non-Stern Listeners are more likely to listen to than Stern Loyalists indicate a different type of listener: *New Country, 60's Vibrations, Fox News, Fox News Talk, Prime Country, The Roadhouse, Movin' Easy, SIRIUS Gold, Jazz Café, NPR Now, NPR Talk, Bluegrass, Standard Time, Symphony Hall, Radio Classics, SIRIUS Pops, Broadway's Best, SIRIUS Patriot* and *PRI.*



"Loyalist" defined as those who would cancel their service if the channel(s) were dropped.

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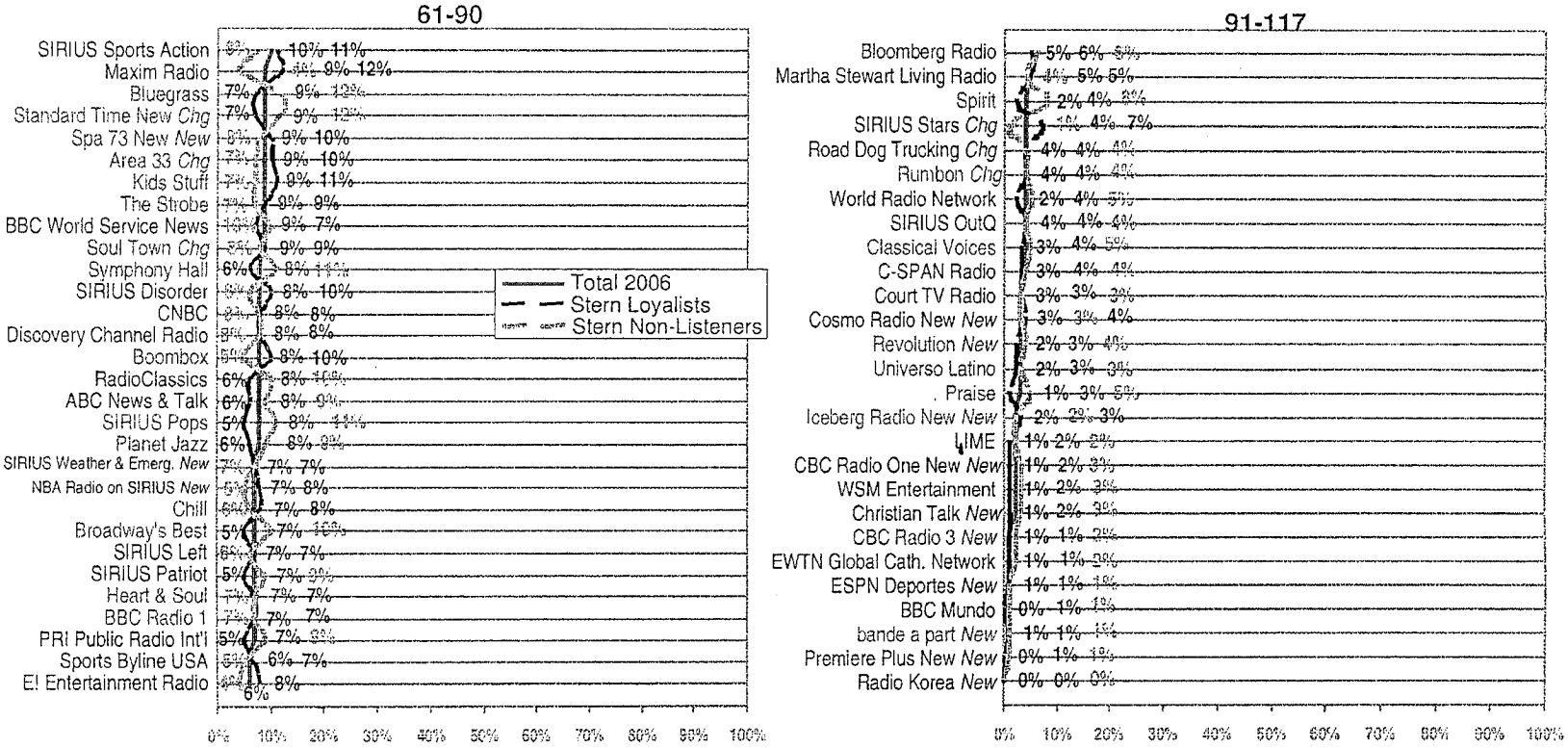
Total vs. Stern Loyalists vs. Non-Stern Listeners

Comparison to Total

Channels with narrower audiences in general also exhibit differences between Stern Loyalists and Non-Stern Listeners, with Stern Loyalists favoring *Maxim, Kids Stuff, SIRIUS Disorder, Boombox* and *E!.*

While Non-Stern Listeners favor *Bluegrass, StandardTime, Symphony Hall, Radio Classics, SIRIUS Pops, and Broadway's Best, SIRIUS Patriot* and *PRI.*



"Loyalist" defined as those who would cancel their service if the channel(s) were dropped.

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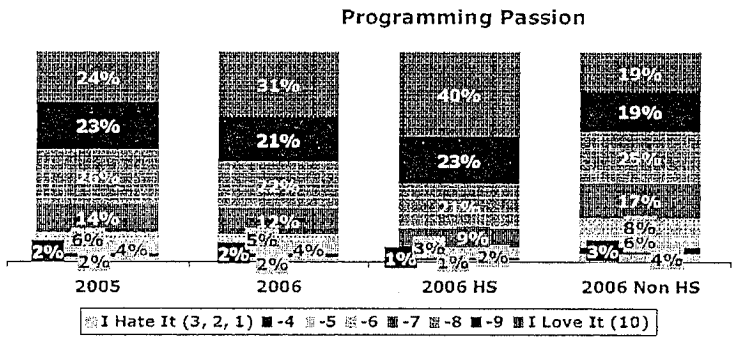
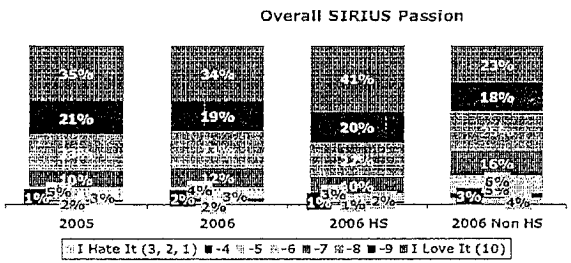
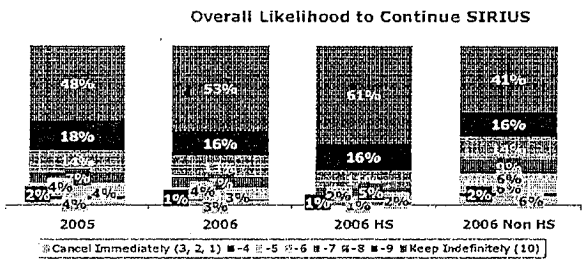
Impact on Overall SIRIUS Measures

Stern Listeners vs. Non-Stern Listeners







Base: Total Listeners (n=25,702)

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Channel Evaluation Overview

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Channel Average Explanation

In order to provide a 30,000' view across the key measures, Channel Average summaries were developed.

A Channel Average is a Grand Total Index (GTI) derived for each channel from 6 equally weighted measures; Past Week Listening among the Total Sample and Among Past Week Channel Listeners Yesterday Listening, Top Box Love, % Listening frequently, Top Box evangelism, and % Cancel SIRIUS if the Channel were Dropped. Cancel if Dropped was not asked in reference to Shows/Hosts therefore the GTI is based on 5 measures.

For each measure, the specific channel % was divided by the average across all channels and multiplied by 100 to create an index. The indices were then summed to create an average, or Grand Total Index, on which all 117 channels were ranked.

		% AIDED						Indices (Channel / Average)						
		Total Sample	Past Week Channel Listeners					Total Sample	Past Week Channel Listeners					
Channel		Past Week Listening	Yesterday Listening	Love Top Box	% Listen Frequently	Evangelism Top Box	Cancel SIRIUS	Past Week Listening	Yesterday Listening	Love Top Box	% Listen Frequently	Evangelism Top Box	Cancel SIRIUS	Grand Total
Howard 100	Talk	58%	80%	76%	85%	59%	72%	[illegible]	232	417	289	612	557	2568
Howard 101	Talk	48%	69%	61%	76%	51%	58%	370	199	334	259	528	447	2136
Big '80s	Pop	41%	50%	22%	43%	9%	12%	317	144	120	147	94	90	912
Octane	Rock	27%	55%	26%	49%	13%	16%	210	160	144	169	139	121	942
Hair Nation	Rock	29%	51%	26%	44%	14%	15%	225	148	144	151	149	113	931
Raw Dog	Comedy	44%	39%	21%	33%	13%	11%	339	112	113	113	138	88	903
SIRIUS NFL	NFL	16%	32%	33%	39%	20%	30%	125	93	183	134	208	235	979
SIRIUS OutQ	Talk	4%	45%	31%	38%	22%	0	29	130	168	131	232	255	945
The Pulse	Pop	34%	49%	16%	42%	6%	8%	260	141	87	144	68	61	760
Alt Nation	Rock	29%	49%	18%	42%	8%	11%	227	141	96	145	79	83	771
All Channel Average		13%	35%	18%	29%	10%	13%							600

Index Calculation
Howard 100 Past Week Listening Index 2568 is derived by dividing Total Past Week Listening to Howard 100 by 13 % (the average across all channels evaluated (5/13 = 45%))
The 6 indices are added (451+232+417+289+612+557=2568) for the Grand Total Index for overall Channel Average

The Channel Average data presented here is for Total Respondents 13+. Given SIRIUS' subscriber base skews to Males 25-44s the Total Channel Averages reported here are strongly impacted by the tastes and preferences of that group. Certainly if Channel Averages were run by Gender and Age groups we would see, as we do with Listening and Love, the preferences of these groups.

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Channel Average Explanation

GTI points to overall areas of relative strength and weakness; Programming's review of this data (and perhaps additional GTI's by age/gender), the verbatim responses and their expertise will determine how to act on relatively weak channels. Or if in fact relatively "weak" channels overall are already adequately strong among their target and/or are necessary to round out the service.

The average Channel GTI is 600, using the 80/20 rule-of-thumb anything below 480 should be looked at to determine if the channel is a candidate for development or replacement. For Shows/Hosts the average is 500 and the 80/20 rule would suggest any Show/Host below 400 be reviewed

The GTI Top 5 is shown below as an example. The yellow highlighted column is the GTI, any cell highlighted in blue is above average and any highlighted in yellow are below again using the 80/20 rule-of-thumb rubric. Complete GTI Grids for Channels and Shows/Hosts, ranked highest to lowest, are at the end of this section.

			Indices (Channel / Average)									2005		Change (2005-2006)	
Ch #	Name	Genre	Past Week Listening Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS - among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
	Average		*100*	*100*	*100*	*100*	*100*	*100*	*600*						
100	Howard 100 *(New)*	Talk	461	232	143	289	182	357	2558	1	1				
101	Howard 101 *(New)*	Talk	370	199	333	259	528	447	2135	2	2				
124	SIRIUS NFL Radio	NFL	125	93	181	134	208	339	1079	3	30	2	19	-1	-11
106	SIRIUS OutQ	Talk	29	130	165	131	232	265	952	4	97	4	90	0	-7
20	Octane	Rock	210	160	144	169	139	121	942	5	15	9	14	4	-1

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Channel Average Overview

Throughout the GTI Grid the 20 channels with the smallest past week audience are shown in red; these may be either niche channels with narrow audiences or channels that are less appealing to the current subscriber base.

The channels and shows/hosts at the bottom of the list are those that most likely warrant further examination, these are not necessarily the channels with the smallest audience.

The GTI points to the areas of relative strength and weakness, as do the individual measure ratings, it is Programming's review of this data, the verbatim responses and their expertise that will determine how to act on the relatively weak channels.

After Programming has plumbed the verbatim responses it may be useful to conduct qualitative research to more fully explore softness and obtain some read on Programming's ideas to address.

Taking a quintile approach to providing a review of the GTI; the Top and Bottom 20% of Channels, Music Show/Hosts and Talk Show/Hosts are listed on the following pages.

* The 2005 GTI is based on five key measures as frequency of listening was not collected last year. Thus, the 2005 GTI cannot be directly compared to the 2006 GTI, but year-to-year comparisons on a given channel's rank on this measure are valid.

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Channel Average Summary – Top/Bottom 20%

Complete Channel GTI Rankings section starts on p45

Grand Total Index	GTI	GTI Rank	
Top 25 of 117 Channels	2006	2006	2005
Howard 100 *(New)*	2558	1	NA
Howard 101 *(New)*	2136	2	NA
SIRIUS NFL Radio	979	3	2
SIRIUS OutQ	945	4	4
Octane	942	5	9
Hair Nation	931	6	6
Big '80s	912	7	7
Raw Dog	903	8	3
Blue Collar Comedy *(New)*	887	9	NA
EWTN Global Catholic Network	884	10	5
Classic Vinyl	810	11	17
New Country	805	12	11
Classic Rewind	794	13	20
SIRIUS Gold	775	14	25
ESPN Radio	774	15	13
Alt Nation	771	16	12
The Pulse	760	17	21
Buzzsaw	755	18	27
First Wave	755	19	18
Spirit	752	20	14
Fox News Channel	749	21	8
SIRIUS Hits 1	739	22	16
Fox News Talk Channel *(Chg)*	733	23	NA
RadioClassics	721	24	15
Praise	711	25	45

Grand Total Index	GTI	GTI Rank	
Bottom 25 of 117 Channels	2006	2006	2005
Maxim Radio	442	93	52
Rumbon *(Chg)*	437	94	NA
Planet Jazz	431	95	94
Martha Stewart Living Radio	428	96	18
StarLite	426	97	88
BBC Radio 1	412	98	80
CBC Radio One *(New)*	411	99	NA
Sports Byline USA	406	100	86
Classical Voices	403	101	98
World Radio Network	402	102	97
SIRIUS Disorder	380	103	77
Court TV Radio	375	104	92
SIRIUS Stars *(Chg)*	371	105	NA
Bloomberg Radio	361	106	96
Road Dog Trucking	352	107	83
C-SPAN Radio	339	108	99
Discovery Channel Radio	332	109	100
bande a part *(New)*	326	110	NA
Radio Korea	285	111	107
BBC Mundo	278	112	106
Cosmo Radio *(New)*	267	113	NA
E! Entertainment Radio	267	114	103
CBC Radio 3 *(New)*	266	115	NA
ESPN Deportes *(New)*	251	116	NA
Iceberg Radio *(New)*	221	117	NA

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Music Show/Host Average Summary – Top/Bottom 20%

Complete Show/Host GTI Rankings section starts on p58

Top 12 of 60			Bottom 12 of 60	
Kayla	1046		The Aphilliates	359
Nina Blackwood	835		Mighty Manfred	343
Madison	796		Martin Lewis	339
Pat St. John (The Vault)	757		Tully	337
Mark Goodman	717		Will Pendarvis	309
Martha Quinn	717		Lance Armstrong	298
Barry Williams (aka "Greg Brady")	699		Kelly Slater	282
Alan Hunter	622		Bode Miller	258
Mojo Nixon	602		Jonny Moseley	258
Richard Blade	591		Lil' Shawn	252
Pat St. John ('60s Vibrations)	587		Carrie Sheinberg	188
Jason Ellis	577		Kerri Walsh	184

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Talk Show/Host Average Summary – Top/Bottom 20%

Complete Show/Host GTI Rankings section starts on p58

Top 25 of 123			Bottom 25 of 123	
Howard Stern Show (Howard 100)	3218		Keyshawn Johnson	285
Howard Stern Show (Howard 101)	2848		Cosmo Confessions	280
Howard 100 News	1893		Living With Technology	275
Bubba The Love Sponge	1635		Pentagon Radio	258
The Comedy Clips from various comedians	1562		SIRIUS Sports Action Newsdesk	257
Bill O'Reilly	936		Morning Living with Lauren Pressley (weekday mornings)	257
Sean Hannity	875		Tiki Barber's National Sweep	255
Scott Ferrall	859		Body and Soul Hour – body, mind, spirit and wellness	253
Derek and Romaine	792		Guy Spy	247
Comedy shows (such as Jack Benny)	756		Kenny Smith	246
Crime shows (such as Dragnet)	754		Full Court Press	244
Suspense shows (such as Whistler)	743		Cosmo Beauty Beat	240
Night Calls	733		EatDrink with Lucinda Scala Quinn (food)	237
Adventure shows (such as Green Hornet)	712		Everyday Food with Sandy Gluck (food)	234
The Jim Breuer Show	704		HomeGrown with Margaret Roach and Andrew Beckman (Gardening)	229
OutQ News	693		Go To Bed With Cosmo Radio, with Victoria and Patrick (night show)	224
Sexy Stories	662		Carl P Mayfield and the P-Team	223
Afternoon Advice	649		Afternoon Living with Keri Nolan (weekday afternoons)	215
The Jay Thomas Show	646		Phil Jackson	203
Adam Schein	644		The SIRIUS Starcast	190
G Gordon Liddy	643		Adam Curry's Podshow	173
Pat Kirwan	642		Judith Regan Show	154
Ed Shultz	624		Dave Marsh's Kick Out The Jams	142
OutQ In The Morning with Larry Flick	616		Senator Bill Bradley's American Voices	141
Drama shows (such as Lux Radio Theater)	615		Sunday Morning Shootout with Peter Bart, Peter Guber	47

* The 2005 GTI is based on five key measures as frequency of listening was not collected last year. Thus, the 2005 GTI cannot be directly compared to the 2006 GTI, but year-to-year comparisons on a given channel's rank on this measure are valid.

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Details

Channel Averages
Show Averages (Daily, Weekly, Other)
Unaided Past Week Channel Listening
Total Past Week Channel Listening
Total Past Week Channel Listening Biggest Gainers/Losers from Sept '05
Channel Love
Show/Host Love
Cancel It Channel Dropped

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Complete Channel Averages

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The yellow highlighted column is the GTI, any column highlighted in blue is above average and any highlighted in yellow are below.

Channel Average Summary – GTI Rank 1-10

			Indices (Channel / Average)									2005		Change (2005-2006)	
Ch #	Name	Genre	Past Week Listening - Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently - among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS - among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
100	Howard 100 (New)	Talk	151	232	417	289	612	557	2558	1	1				
101	Howard 101 (New)	Talk	370	199	334	259	528	447	2136	2	2				
124	SIRIUS NFL Radio	NFL	125	93	183	134	208	236	979	3	30	2	19	-1	-11
106	SIRIUS OutQ	Talk	29	150	168	131	232	255	945	4	97	4	90	0	-7
20	Octane	Rock	210	160	144	169	139	121	942	5	15	9	14	4	-1
23	Hair Nation	Rock	225	148	144	159	149	113	931	6	12	6	18	0	6
8	Big '80s	Pop	317	144	120	147	94	90	912	7	4	7	1	0	-3
104	Raw Dog	Comedy	339	112	113	113	138	88	903	8	3	3	2	-5	-1
103	Blue Collar Comedy (New)	Comedy	276	118	135	120	154	85	887	9	7	NA	NA	NA	NA
160	EWTN Global Catholic Network	Religion	9	111	190	114	205	254	884	10	112	5	104	-5	-8

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Channel Average Summary – GTI Rank 11-20

			Indices (Channel / Average)									2005		Change (2005-2006)	
Ch #	Name	Genre	Past Week Listening - Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently - among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS - among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
14	Classic Vinyl	Rock	293	133	102	140	74	69	810	11	5	17	4	6	-1
60	New Country	Country	156	115	131	151	96	117	805	12	18	11	14	-1	-4
15	Classic Rewind	Rock	285	137	99	138	69	65	794	13	6	20	5	7	-1
5	SIRIUS Gold	Pop	98	127	152	142	124	132	775	14	43	25	30	11	-13
120	ESPN Radio	Sports Talk & News	200	104	122	115	102	133	774	15	17	13	11	-2	-6
21	Alt Nation	Rock	227	141	96	145	79	83	771	16	11	12	9	-4	-2
9	The Pulse	Pop	260	111	87	144	68	61	760	17	8	21	5	4	-3
19	Buzzsaw	Rock	215	120	104	136	91	72	755	18	14	27	17	9	3
22	First Wave	Rock	139	134	129	145	107	97	755	19	25	18	23	-1	-2
66	Spirit	Christian	33	26	156	133	109	195	752	20	93	14	87	-6	-6

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Channel Average Summary – GTI Rank 21-30

			Indices (Channel / Average)									2005		Change (2005-2006)	
Ch #	Name	Genre	Past Week Listening - Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently - among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS - among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
131	Fox News Channel	US News	57	107	131	113	110	142	749	21	21	8	7	-13	-14
1	SIRIUS Hits 1	Pop	246	144	79	133	70	66	739	22	9	16	3	-6	-6
145	Fox News Talk Channel (New)	Issues	107	110	120	122	118	156	733	23	35	NA	NA	NA	NA
118	RadioClassics	Family & Kids	62	95	152	103	154	155	721	24	76	15	70	-9	-6
68	Praise	Christian	20	103	150	114	149	176	711	25	105	45	94	20	-11
7	Totally '70s	Pop	234	125	90	120	70	70	709	26	10	22	8	-4	-2
146	SIRIUS Left	Issues	54	103	115	105	147	180	705	27	84	10	65	-17	-19
17	Jam_ON	Rock	78	125	111	122	144	122	702	28	59	19	60	-9	1
61	Prime Country	Country	130	131	115	142	86	93	697	29	27	35	22	6	-5
6	'60s Vibrations	Pop	164	123	107	127	77	90	686	30	19	34	20	4	1

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Channel Average Summary – GTI Rank 31-40

Ch #	Name	Genre	Past Week Listening - Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently - among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS - among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
31	Radio Margaritaville	Rock	130	105	111	100	125	108	678	31	28	26	26	-5	-2
198	Playboy Radio (New)	Talk	144	111	108	77	164	70	673	32	24	NA	NA	NA	NA
33	Area 33 (New)	Electronic/ Dance	71	126	119	29	109	119	672	33	65	NA	NA	NA	NA
125	Sports Play-by-Play	More Sports	75	49	121	97	133	196	671	34	60	1	12	-33	-48
27	Hard Attack	Rock	134	121	104	113	120	87	669	35	31	31	49	-4	18
16	The Vault	Rock	216	118	88	120	68	59	668	36	13	39	12	3	-1
75	Standard Time	Standards	71	112	128	114	100	120	646	37	64	46	54	9	-10
74	SIRIUS Blues	Jazz/Blues	106	100	119	102	105	111	644	38	36	30	39	-8	3
144	SIRIUS Patriot	Issues	52	100	108	106	120	151	636	39	86	47	77	8	-9
43	BackSpin	Hip-Hop/ R&B	105	124	99	111	119	77	635	40	39	57	45	17	6

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Channel Average Summary – GTI Rank 41-50

			Indices (Channel / Average)									2005		Change (2005-2006)	
Ch #	Name	Genre	Past Week Listening - Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently - among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS - among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
36	The Beat	Electronic/ Dance	78	121	110	123	105	98	**635**	41	57	29	53	-12	-4
121	ESPNEWS	Sports Talk & News	147	98	105	100	88	97	**634**	42	22	23	21	-19	-1
50	Hot Jamz	Hip-Hop/ R&B	78	145	90	133	80	91	**627**	43	58	55	48	12	-10
62	The Roadhouse	Country	106	106	109	115	91	99	**625**	44	38	28	27	-16	-11
13	Elvis Radio	Pop	80	95	130	80	145	92	**623**	45	56	33	51	-12	-5
148-158	Local Traffic & Weather	Traffic & Weather	267	86	100	68	82	75	**618**	46	16	51	31	5	15
159	Christian Talk (New)	Religion	14	94	110	84	136	74	**612**	47	110	NA	NA	NA	NA
28	Faction	Rock	122	127	81	120	91	70	**611**	48	32	36	40	-12	8
135	NPR Talk	Public Radio	86	92	109	103	72	139	**601**	49	50	41	33	-8	-17
77	Broadway's Best	Standards	56	103	113	105	106	113	**596**	50	82	49	65	-1	-17

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Channel Average Summary – GTI Rank 51-60

			Indices (Channel / Average)									2005		Change (2005-2006)	
Ch #	Name	Genre	Past Week Listening - Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently - among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS - among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
71	Jazz Cafe	Jazz/Blues	92	106	110	111	74	94	**587**	51	48	42	29	-9	-19
4	Movin' Easy	Pop	101	123	99	121	75	69	**587**	52	41	66	32	14	-9
40	Hip-Hop Nation	Hip-Hop/ R&B	94	130	83	125	80	74	**586**	53	47	67	36	14	-11
63	Outlaw Country	Country	97	102	91	103	105	85	**582**	54	44	60	37	6	-7
134	NPR Now	Public Radio	96	85	100	97	66	128	**572**	55	45	44	28	-11	-17
117	WSM Entertainment	Talk	14	78	135	100	122	121	**571**	56	109	32	100	-24	-9
72	Pure Jazz	Jazz/Blues	80	94	113	104	72	104	**567**	57	55	64	46	7	-9
105	Laugh Break (New)	Comedy	157	92	77	91	89	51	**556**	58	20	NA	NA	NA	NA
12	Super Shuffle (New)	Pop	144	121	79	103	69	37	**554**	59	23	NA	NA	NA	NA
35	Chill	Electronic/ Dance	56	111	98	109	92	86	**553**	60	81	56	61	-4	-20

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Channel Average Summary – GTI Rank 61-70

			Indices (Channel / Average)									2005		Change (2005-2006)	
Ch #	Name	Genre	Past Week Listening - Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently - among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS - among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
136	PRI Public Radio International	Public Radio	51	79	104	99	75	141	**550**	61	88	58	71	-3	-17
45	Shade 45	Hip-Hop/ R&B	96	110	69	100	88	75	**539**	62	46	37	42	**-25**	-4
98	Rolling Stones Radio	Rock	99	91	110	78	108	51	**538**	63	42	48	34	-15	-8
51	Heart & Soul	Hip-Hop/ R&B	52	107	95	107	78	95	**534**	64	85	84	80	**20**	-5
116	Kids Stuff	Family & Kids	68	97	92	94	98	84	**534**	65	67	76	77	**11**	10
123	SIRIUS Sports Action	Sports Talk & News	74	58	89	87	100	117	**525**	66	61	63	64	-3	3
3	SIRIUS Love	Pop	102	109	87	100	73	54	**525**	67	40	74	35	7	-5
143	ABC News & Talk	Issues	61	88	85	93	94	98	**520**	68	77	71	71	3	-6
90	Universo Latino	Latin/ International	20	106	83	94	92	123	**518**	69	**104**	93	99	**24**	-5
30	The Coffee House (formerly Folk Town - 38)	Rock	118	106	75	100	63	53	**515**	70	33	95	83	**25**	**50**

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Channel Average Summary – GTI Rank 71-80

			Indices (Channel / Average)									2005		Change (2005-2006)	
Ch #	Name	Genre	Past Week Listening Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
67	Revolution (New)	Christian	23	95	96	85	97	118	514	71	103	NA	NA	NA	NA
53	Soul Town (New)	Hip-Hop/ R&B	66	101	95	94	79	77	513	72	70	NA	NA	NA	NA
141	BBC World Service News	International News	66	84	102	81	74	104	512	73	69	54	43	-19	-26
65	Bluegrass	Country	73	85	93	78	84	99	511	74	62	69	47	-5	-15
10	The Bridge	Pop	106	114	73	109	54	55	511	75	37	78	25	3	-12
115	Radio Disney	Family & Kids	89	90	84	78	94	71	506	76	49	61	61	-15	12
26	Left Of Center	Rock	84	99	75	101	71	71	500	77	53	53	57	-24	4
73	Spa 73 (New)	Jazz/Blues	70	96	102	90	73	66	496	78	66	NA	NA	NA	NA
18	The Spectrum	Rock	32	108	57	107	47	42	494	79	26	70	24	-9	-2
138	Premiere Plus (New)	International News	4	72	86	85	110	36	493	80	116	NA	NA	NA	NA

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Channel Average Summary – GTI Rank 81-90

			Indices (Channel / Average)									2005		Change (2005-2006)	
Ch #	Name	Genre	Past Week Listening - Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently - among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS - among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
86	SIRIUS Pops	Classical	60	84	90	93	64	86	478	81	78	85	63	4	-15
80	Symphony Hall	Classical	65	85	89	85	53	100	477	82	72	79	59	-3	-13
37	The Strobe	Electronic/ Dance	67	99	82	90	74	59	471	83	68	68	74	-15	6
184	SIRIUS Weather & Emergency (New)	Traffic & Weather	56	66	102	52	99	89	463	84	80	NA	NA	NA	NA
25	Underground Garage	Rock	82	85	71	83	86	55	462	85	54	81	79	-4	25
32	Reggae Rhythms	Rock	85	87	71	73	74	65	455	86	52	82	54	-4	2
127	NBA Radio on SIRIUS (New)	NBA	55	59	91	58	99	90	454	87	83	NA	NA	NA	NA
34	Boombox	Electronic/ Dance	62	95	70	90	72	64	453	88	75	87	80	-1	5
132	CNN	US News	114	82	62	79	49	65	453	89	34	40	9	-49	-25
129	CNBC	Financial News	63	75	82	85	66	79	450	90	73	72	44	-18	-29

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Channel Average Summary – GTI Rank 91-100

			Indices (Channel / Average)									2005		Change (2005-2006)	
Ch #	Name	Genre	Past Week Listening - Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently - among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS - among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
114	LIME (formerly Wisdom/ Lime Radio - 132)	Lifestyles	15	71	87	69	108	98	449	91	108	89	102	-2	-6
133	CNN Headline News (New)	US News	[illegible]	83	64	68	48	56	446	92	29	NA	NA	NA	NA
108	Maxim Radio	Talk	73	78	65	68	94	65	442	93	63	52	50	-41	-13
92	Rumbon (New)	Latin/ International	30	89	69	72	87	91	437	94	96	NA	NA	NA	NA
70	Planet Jazz	Jazz/Blues	59	82	76	88	51	75	431	95	79	94	57	-1	-22
112	Martha Stewart Living Radio	Lifestyles	36	79	72	70	94	76	428	96	92	101	97	5	5
2	StarLite	Pop	85	101	64	90	45	40	426	97	51	88	41	-9	-10
11	BBC Radio 1	Pop	51	79	67	71	73	71	412	98	87	80	38	-18	-49
137	CBC Radio One (New)	International News	16	80	77	66	83	90	411	99	107	NA	NA	NA	NA
122	Sports Byline USA	Sports Talk & News	50	52	71	69	80	85	406	100	89	86	82	-14	-7

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Channel Average Summary – GTI Rank 101-110

			Indices (Channel / Average)									2005		Change (2005-2006)	
Ch #	Name	Genre	Past Week Listening - Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently - among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS - among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
85	Classical Voices	Classical	28	70	85	76	62	82	403	101	**98**	98	93	-3	-5
140	World Radio Network	International News	28	68	80	67	76	83	402	102	**99**	97	94	-5	-5
24	SIRIUS Disorder	Rock	65	78	55	75	58	50	380	103	**71**	77	71	-26	0
110	Court TV Radio	Talk	26	70	72	66	94	48	375	104	**102**	92	90	-12	-12
102	SIRIUS Stars (formerly SIRIUS Talk Central)	Talk	33	73	54	65	93	52	371	105	**94**	24	86	-81	-8
130	Bloomberg Radio	Financial News	43	75	58	71	54	61	361	106	**91**	96	85	-10	-6
147	Road Dog Trucking (Chg)	Issues	33	72	56	54	90	47	352	107	**95**	83	98	-24	3
139	C-SPAN Radio	Public Radio	27	54	79	54	58	67	339	108	**100**	99	94	-9	-6
119	Discovery Channel Radio	Family & Kids	63	55	64	44	56	50	332	109	**74**	100	69	-9	-5
93	bande a part (New)	Latin/ International	5	72	68	53	65	63	326	110	**114**	NA	NA	NA	NA

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Channel Average Summary – GTI Rank 111-117

			Indices (Channel / Average)								Past Week Listening Rank	2005		Change (2005-2006)	
Ch #	Name	Genre	Past Week Listening - Total Sample	Yesterday Listening among Past Week Listeners	Satisfaction top box among Past Week Channel Listeners	Frequently - among Past Week Channel Listeners	Evangelism top box among Past Week Channel Listeners	Cancel SIRIUS - among Past Week Listeners	Grand Total	Grand Total Rank		Grand Total Rank	Past Week Listening Rank	Grand Total Rank	Past Week Listening Rank
183	Radio Korea	International News	2	46	58	33	29	117	285	111	117	107	108	-4	-9
182	BBC Mundo	International News	4	52	42	53	57	70	278	112	115	106	106	-6	-9
111	Cosmo Radio (New)	Lifestyles	27	82	37	44	55	22	267	113	101	NA	NA	NA	NA
107	E! Entertainment Radio	Talk	48	50	53	39	52	25	267	114	90	103	75	-11	-15
94	CBC Radio 3 (New)	Latin/ International	11	56	48	42	60	49	266	115	111	NA	NA	NA	NA
181	ESPN Deportes (New)	Sports Talk & News	8	52	52	52	49	39	251	116	113	NA	NA	NA	NA
95	Iceberg Radio (New)	Latin/ International	19	59	31	43	39	31	221	117	106	NA	NA	NA	NA

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Show/Host Average
Daily
Weekly
Other
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Daily Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
100	Howard Stern Show (Howard 100)	Howard 100	Talk	Daily	725	494	315	243	441	3218	1	1
101	Howard Stern Show (Howard 101)	Howard 101	Talk	Daily	1360	475	315	240	458	2843	2	2
100	Howard 100 News	Howard 100	Talk	Daily	916	262	202	190	323	1893	3	3
101	Bubba The Love Sponge	Howard 101	Talk	Daily	746	261	162	143	268	1635	4	5
20	Kayla	Octane	Music	Daily	403	248	131	151	104	1046	6	7
145	Bill O'Reilly	Fox News Talk Channel	Talk	Daily	267	324	120	118	106	936	7	15
140	Sean Hannity	ABC News & Talk	Talk	Daily	60	358	129	129	118	875	8	25
101	Scott Ferrall	Howard 101	Talk	Daily	302	105	185	99	218	859	9	13
8	Nina Blackwood	Big '80s	Music	Daily	214	169	82	111	58	835	10	6
21	Madison	Alt Nation	Music	Daily	340	194	82	124	55	796	11	9

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Daily Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently - among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
149	Derek and Romaine	SIRIUS OutQ	Talk	Daily	55	248	172	127	192	782	12	75
16	Pat St. John (The Vault)	The Vault	Music	Daily	324	184	79	105	54	757	13	11
198	Night Calls	Playboy Radio	Talk	Daily	212	191	114	73	143	733	17	17
8	Mark Goodman	Big '80s	Music	Daily	337	137	81	105	57	717	18	10
104	The Jim Breuer Show	Raw Dog	Talk	Daily	301	115	103	70	115	704	21	14
7	Barry Williams (aka "Greg Brady")	Totally "70s	Music	Daily	303	167	71	99	59	699	22	12
149	OutQ News	SIRIUS OutQ	Talk	Daily	43	192	147	160	151	693	23	96
198	Sexy Stories	Playboy Radio	Talk	Daily	198	178	105	64	117	662	24	18
198	Afternoon Advice	Playboy Radio	Talk	Daily	162	146	119	87	136	649	25	24
102	The Jay Thomas Show	SIRIUS Stars	Talk	Daily	78	305	91	80	93	646	26	56

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Daily Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
124	Adam Schein	SIRIUS NFL Radio	Talk	Daily	104	107	139	172	122	644	27	43
144	G Gordon Liddy	SIRIUS Patriot	Talk	Daily	98	243	106	92	102	643	28	46
124	Pat Kirwan	SIRIUS NFL Radio	Talk	Daily	81	84	163	172	142	642	29	53
146	Ed Shultz	SIRIUS Left	Talk	Daily	69	163	122	140	130	624	30	65
8	Alan Hunter	Big '80s	Music	Daily	263	107	80	116	56	622	31	16
149	OutQ In The Morning with Larry Flick	SIRIUS OutQ	Talk	Daily	29	130	140	147	169	615	32	123
104	All request comedy hour	Raw Dog	Talk	Daily	163	62	124	113	149	611	34	23
146	Thom Hartmann	SIRIUS Left	Talk	Daily	41	97	167	149	153	608	35	100
149	The Frank DeCaro Show	SIRIUS OutQ	Talk	Daily	33	148	141	111	164	598	37	115
22	Richard Blade	First Wave	Music	Daily	130	118	106	159	78	591	38	30

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Daily Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
146	Stephanie Miller	SIRIUS Left	Talk	Daily	49	116	152	120	153	589	40	87
6	Pat St. John ('60s Vibrations)	60s Vibrations	Music	Daily	180	142	90	115	60	587	41	21
145	Rich and Covino	Maxim Radio	Talk	Daily	115	203	84	85	92	579	42	37
28	Jason Ellis	Faction	Music	Daily	81	85	134	150	126	577	43	54
149	The Michaelangelo Signorile Show (pronounced "Seen-your-elly")	SIRIUS OutQ	Talk	Daily	35	159	116	118	149	576	44	108
145	Neil Cavuto	Fox News Talk Channel	Talk	Daily	127	154	101	108	80	570	45	31
131	Whatever! With Alexis and Jennifer	Martha Stewart Living Radio	Talk	Daily	51	160	123	100	115	569	46	81
124	Tim Ryan	SIRIUS NFL Radio	Talk	Daily	70	72	134	160	132	568	47	64
22	Freddy Snakeskin	First Wave	Music	Daily	138	124	88	149	64	563	48	27
198	Private Calls	Playboy Radio	Talk	Daily	125	112	117	64	144	563	49	32

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Daily Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently - among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
146	Lynn Samuels	SIRIUS Left	Talk	Daily	48	115	122	115	114	540	52	89
124	Randy Cross	SIRIUS NFL Radio	Talk	Daily	108	111	93	133	93	539	53	40
98	Carson Cooper	Radio Margaritaville	Music	Daily	84	83	126	147	95	535	54	52
14	Carol Miller	Classic Vinyl	Music	Daily	119	84	86	117	55	534	56	19
98	Steve Huntington	Radio Margaritaville	Music	Daily	66	66	135	157	109	532	57	69
144	Michael Reagan	SIRIUS Patriot	Talk	Daily	73	164	95	89	90	531	58	59
124	Gil Brandt	SIRIUS NFL Radio	Talk	Daily	57	59	145	150	107	518	59	74
124	Bob Papa	SIRIUS NFL Radio	Talk	Daily	77	79	119	145	96	515	61	58
145	John Gibson	Fox News Talk Channel	Talk	Daily	88	107	101	124	91	511	62	51
21	Demos ("DEE-mos)	Alt Nation	Music	Daily	165	94	70	139	50	508	63	22

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Daily Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently - among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
45	Rude Jude and Lord Sear	Shade 45	Music	Daily	67	90	104	122	116	508	64	68
14	Dusty Street	Classic Vinyl	Music	Daily	189	84	73	106	47	499	66	20
144	NRA Radio (Cam and Company)	SIRIUS Patriot	Talk	Daily	33	83	132	117	134	499	67	116
98	Miles Hampton	Radio Margaritaville	Music	Daily	59	59	125	150	104	497	68	72
146	Young Turks	SIRIUS Left	Talk	Daily	51	120	103	124	97	495	69	82
134	Catherine Crier	Court TV Radio	Talk	Daily	30	116	122	101	96	495	70	122
124	Solomon Wilcot	SIRIUS NFL Radio	Talk	Daily	77	79	103	142	90	491	72	57
24	Meg Griffin	SIRIUS Disorder	Music	Daily	79	157	86	93	63	479	74	55
14	Dennis Elsas	Classic Vinyl	Music	Daily	120	53	100	133	69	475	76	35
97	Chris Moyles	BBC Radio 1	Music	Daily	50	125	99	98	95	466	78	84

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Daily Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently - among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
144	Mike Church	SIRIUS Patriot	Talk	Daily	46	115	99	101	101	463	80	93
125	At The Races & Beyond – Talking Horses	Sports Play-by-Play	Talk	Daily	13	23	140	112	169	457	82	154
140	Larry Elder	ABC News & Talk	Talk	Daily	30	64	124	119	118	456	83	121
102	Mojo Nixon Show	SIRIUS Stars	Talk	Daily	12	47	134	99	159	451	85	160
45	Cipha Sounds ("SY-fuh Sounds")	Shade 45	Music	Daily	68	92	85	121	82	448	87	66
198	Playmate Hour	Playboy Radio	Talk	Daily	72	65	103	63	142	445	89	61
123	Dave Moody	SIRIUS Sports Action	Talk	Daily	13	22	115	134	160	444	90	156
144	Bill Bennett's Morning In America	SIRIUS Patriot	Talk	Daily	42	105	99	98	99	443	91	98
145	Brian And The Judge	Fox News Talk Channel	Talk	Daily	49	59	114	122	97	442	92	86
1	The Morning Mash-Up	SIRIUS Hits 1	Music	Daily	188	72	65	116	48	439	93	28

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Daily Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently - among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
149	Last Call with Jeremy Hovies (latenight music)	SIRIUS OutQ	Talk	Daily	5	24	137	84	169	439	94	181
198	Playboy Mornings	Playboy Radio	Talk	Daily	95	85	78	73	107	437	96	48
146	Bill Press	SIRIUS Left	Talk	Daily	40	94	87	122	94	437	97	101
36	Dallas Wayne	Outlaw Country	Music	Daily	39	52	98	145	98	432	100	103
145	Bower	Maxim Radio	Talk	Daily	53	94	88	87	105	427	102	76
25	Handsome Dick Manitoba	Underground Garage	Music	Daily	36	56	120	124	90	426	104	107
123	SIRIUS Speedway with Dave Moody	SIRIUS Sports Action	Talk	Daily	29	50	117	94	131	421	106	124
146	Alex Bennett	SIRIUS Left	Talk	Daily	47	113	81	93	80	415	108	90
1	Kid Kelly	SIRIUS Hits 1	Music	Daily	197	72	60	95	49	413	110	29
145	Evan and Brian	Maxim Radio	Talk	Daily	61	108	77	80	82	408	111	71

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Daily Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently - among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
22	Swedish Egil (Eagle)	First Wave	Music	Daily	42	38	112	127	87	405	113	99
125	World Soccer Daily	Sports Play-by-Play	Talk	Daily	70	23	72	61	81	404	115	63
1	Human Numan	SIRIUS Hits 1	Music	Daily	106	55	66	118	54	399	117	41
149	The John McMullen Show	SIRIUS OutQ	Talk	Daily	10	46	99	99	132	388	119	165
25	Kid Leo	Underground Garage	Music	Daily	43	67	91	115	65	380	123	97
45	Angela Yee	Shade 45	Music	Daily	32	43	95	128	76	374	126	118
134	Court TV Morning Radio with Vinnie Politan	Court TV Radio	Talk	Daily	18	89	84	85	90	365	127	142
124	Shannon Sharpe	SIRIUS NFL Radio	Talk	Daily	59	61	85	79	75	360	129	73
123	Rivals Radio with Bill King	SIRIUS Sports Action	Talk	Daily	17	29	108	88	115	357	131	146
138	Hammerdown Radio with DJ Rig Rocker	Road Dog Trucking	Talk	Daily	15	60	103	75	102	355	132	151

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Daily Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
138	Open Road Café	Road Dog Trucking	Talk	Daily	34	133	59	62	63	350	134	111
123	Bill King	SIRIUS Sports Action	Talk	Daily	7	11	80	90	162	350	135	174
25	Mighty Manfred	Underground Garage	Music	Daily	32	51	76	113	70	343	136	117
25	Martin Lewis	Underground Garage	Music	Daily	21	34	97	114	73	339	137	131
145	Fox Across America with Spencer Hughes	Fox News Talk Channel	Talk	Daily	45	54	73	96	70	338	138	95
28	Tully	Faction	Music	Daily	39	42	71	125	60	337	139	102
140	Mark Davis	ABC News & Talk	Talk	Daily	15	32	101	91	78	317	142	150
28	Will Pendarvis	Faction	Music	Daily	39	41	67	103	60	309	143	104
111	Wake Up With COSMO Radio, with Tia and Taylor (morning show)	Cosmo Radio	Talk	Daily	19	92	51	88	57	307	145	139
123	Ian Eagle	SIRIUS Sports Action	Talk	Daily	19	33	93	73	87	304	146	141

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Daily Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently - among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
145	Alan Colmes	Fox News Talk Channel	Talk	Daily	46	56	56	75	55	288	151	94
138	Freewheelin' with Meredith Ochs and Chris T	Road Dog Trucking	Talk	Daily	12	49	65	63	97	287	152	158
144	Pentagon Radio	SIRIUS Patriot	Talk	Daily	14	35	78	61	70	258	157	152
123	SIRIUS Sports Action Newsdesk	SIRIUS Sports Action	Talk	Daily	34	59	54	54	56	257	160	110
131	Morning Living with Lauren Pressley (weekday mornings)	Martha Stewart Living Radio	Talk	Daily	7	26	69	89	65	257	161	171
45	Lil' Shawn	Shade 45	Music	Daily	23	30	58	79	62	252	164	130
123	Kenny Smith	SIRIUS Sports Action	Talk	Daily	21	37	75	61	52	246	166	134
123	Full Court Press	SIRIUS Sports Action	Talk	Daily	29	50	66	46	54	244	167	125
111	Go To Bed With Cosmo Radio, with Victoria and Patrick (night show)	Cosmo Radio	Talk	Daily	9	42	49	67	57	224	172	168
138	Carl P Mayfield and the P-Team	Road Dog Trucking	Talk	Daily	5	21	45	88	64	223	173	180

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Daily Show/Host Average Summary

					Indices (Channel / Average)							
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131	Afternoon Living with Keri Nolan (weekday afternoons)	Martha Stewart Living Radio	Talk	Daily	8	29	53	77	48	215	174	169
102	The SIRIUS Starcast	SIRIUS Stars	Talk	Daily	6	24	47	42	70	190	176	177
28	Carrie Sheinberg	Faction	Music	Daily	13	14	58	88	16	188	177	155
102	Adam Curry's Podshow	SIRIUS Stars	Talk	Daily	16	62	33	29	33	173	179	148

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Weekly Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently - among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
8	Martha Quinn	Big '80s	Music	Weekly	355	145	78	89	51	717	19	8
36	Mojo Nixon	Outlaw Country	Music	Weekly	101	135	126	128	111	602	36	45
6	Cousin Brucie	60s Vibrations	Music	Weekly	143	113	103	99	84	543	51	26
28	Bam Margera ("marj-AIR-uh")	Faction	Music	Weekly	111	117	102	73	102	506	65	39
36	Shooter Jennings	Outlaw Country	Music	Weekly	89	119	95	88	86	477	75	50
68	Deney Terrio	The Strobe	Music	Weekly	68	132	82	101	86	470	77	67
25	Joan Jett	Underground Garage	Music	Weekly	70	110	101	87	91	458	81	62
124	Tiki & Ronde Barber	SIRIUS NFL Radio	Talk	Weekly	96	99	106	67	88	455	84	47
104	The Wiseguys Show	Raw Dog	Talk	Weekly	125	48	89	71	116	449	86	33
124	Carl Banks	SIRIUS NFL Radio	Talk	Weekly	49	51	106	134	105	446	88	85

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Weekly Show/Host Average Summary

					Indices (Channel / Average)							
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28	Tony Hawk	Faction	Music	Weekly	115	121	76	54	72	439	95	36
45	G-Unit Radio with Whoo Kid	Shade 45	Music	Weekly	91	122	64	83	76	436	98	49
28	Marky Ramone	Faction	Music	Weekly	48	51	93	92	112	436	99	88
22	Fred Schneider	First Wave	Music	Weekly	73	66	108	90	91	428	101	60
24	Vin Scelsa ("skellsuh")	SIRIUS Disorder	Music	Weekly	31	63	112	112	109	426	103	119
131	Ask Martha – Martha Stewart and your phone calls	Martha Stewart Living Radio	Talk	Weekly	34	119	86	76	111	425	105	112
102	Lighten Up with Richard Simmons	SIRIUS Stars	Talk	Weekly	7	26	150	75	156	413	109	173
25	Andrew Loog Oldham	Underground Garage	Music	Weekly	31	48	111	126	92	408	112	120
36	Hillbilly Jim	Outlaw Country	Music	Weekly	52	69	91	99	94	405	114	77
131	The Wedding Planner with Darcy Miller	Martha Stewart Living Radio	Talk	Weekly	6	20	121	110	143	400	116	179

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Weekly Show/Host Average Summary

					Indices (Channel / Average)							
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36	Cowboy Jack Clement	Outlaw Country	Music	Weekly	47	63	100	111	77	398	118	91
24	David Johansen	SIRIUS Disorder	Music	Weekly	33	66	96	89	98	384	121	113
45	Clinton Sparks	Shade 45	Music	Weekly	35	47	100	100	98	381	122	109
45	Kay Slay	Shade 45	Music	Weekly	33	45	88	120	89	374	125	114
45	The Aphilliates	Shade 45	Music	Weekly	23	31	103	111	91	359	130	129
102	Talk Sex with Sue Johanson	SIRIUS Stars	Talk	Weekly	20	79	88	63	101	352	133	136
124	Cris Carter	SIRIUS NFL Radio	Talk	Weekly	51	53	79	68	81	332	140	79
131	Beauty Talk with Eva Scrivo	Martha Stewart Living Radio	Talk	Weekly	7	23	81	66	132	308	144	175
131	Ask Mark – The Petkeeper with Mark Marone (Pets)	Martha Stewart Living Radio	Talk	Weekly	18	64	81	72	66	301	147	143
28	Lance Armstrong	Faction	Music	Weekly	47	49	72	50	80	298	148	92

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Weekly Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently - among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
131	Home 101 with Melanio Gomez (homekeeping tips)	Martha Stewart Living Radio	Talk	Weekly	7	26	107	60	96	296	149	170
124	Keyshawn Johnson	SIRIUS NFL Radio	Talk	Weekly	27	28	79	63	87	285	153	126
28	Kelly Slater	Faction	Music	Weekly	51	53	62	56	61	282	154	83
131	Living With Technology	Martha Stewart Living Radio	Talk	Weekly	11	41	84	68	71	275	156	162
28	Bode Miller	Faction	Music	Weekly	51	54	50	53	50	258	158	80
28	Jonny Moseley	Faction	Music	Weekly	51	54	46	58	48	258	159	78
102	Tiki Barber's National Sweep	SIRIUS Stars	Talk	Weekly	6	24	63	58	104	255	162	178
131	Body and Soul Hour – body, mind, spirit and wellness	Martha Stewart Living Radio	Talk	Weekly	9	32	83	66	64	253	163	167
131	EatDrink with Lucinda Scala Quinn (food)	Martha Stewart Living Radio	Talk	Weekly	12	43	52	75	56	237	169	159
131	Everyday Food with Sandy Gluck (food)	Martha Stewart Living Radio	Talk	Weekly	16	57	50	62	49	234	170	147

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Weekly Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently - among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
131	HomeGrown with Margaret Roach and Andrew Beckman (Gardening)	Martha Stewart Living Radio	Talk	Weekly	13	45	51	55	67	229	171	157
123	Phil Jackson	SIRIUS Sports Action	Talk	Weekly	24	42	57	39	41	203	175	127
28	Kerri Walsh	Faction	Music	Weekly	19	20	43	65	35	184	178	138
102	Judith Regan Show	SIRIUS Stars	Talk	Weekly	7	28	28	49	42	154	180	172
102	Dave Marsh's Kick Out The Jams	SIRIUS Stars	Talk	Weekly	3	11	57	52	20	142	181	182
102	Senator Bill Bradley's American Voices	SIRIUS Stars	Talk	Weekly	6	25	47	55	8	141	182	176
102	Sunday Morning Shootout with Peter Bart, Peter Guber	SIRIUS Stars	Talk	Weekly	3	10	0	35	0	47	183	183

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Other Frequency Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
104	The Comedy Clips from various comedians	Raw Dog	Talk	n/a	87	333	125	116	114	1162	5	4
118	Comedy shows (such as Jack Benny)	RadioClassics	Talk	n/a	124	260	48	109	115	756	14	34
118	Crime shows (such as Dragnet)	RadioClassics	Talk	n/a	114	239	55	122	117	754	15	38
118	Suspense shows (such as Whistler)	RadioClassics	Talk	n/a	104	218	61	132	129	743	16	42
118	Adventure shows (such as Green Hornet)	RadioClassics	Talk	n/a	103	217	47	122	122	712	20	44
118	Drama shows (such as Lux Radio Theater)	RadioClassics	Talk	n/a	61	128	57	127	141	615	33	70
132	Shows about Psychics/Astrologers	LIME	Talk	n/a	13	113	101	128	136	590	39	153
132	Shows about Personal Growth/Spirituality	LIME	Talk	n/a	21	182	36	109	113	561	50	132
132	Shows about Alternative/ Holistic Health	LIME	Talk	n/a	24	203	115	98	95	535	55	128

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Other Frequency Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
134	Live daytime Court coverage	Court TV Radio	Talk	n/a	37	180	104	87	109	517	60	105
149	Weekend gay-friendly music	SIRIUS OutQ	Talk	n/a	19	84	132	102	157	494	71	140
149	Gay Celebrity guest hosts	SIRIUS OutQ	Talk	n/a	11	49	188	92	193	482	73	163
132	Shows about Green Living	LIME	Talk	n/a	18	151	23	80	94	464	79	144
138	Road Dog Trucking news, interstate weather and interstate alerts	Road Dog Trucking	Talk	n/a	37	144	80	85	69	415	107	106
118	Excerpts of new audiobooks	RadioClassics	Talk	n/a	16	33	117	95	125	385	120	149
118	Excerpts of classic audiobooks (such as Wuthering Heights)	RadioClassics	Talk	n/a	17	36	105	96	123	377	124	145
132	Shows about Relationships	LIME	Talk	n/a	12	101	84	78	90	364	128	161
118	Famous speeches and recordings from the early to mid 20th Century	RadioClassics	Talk	n/a	21	44	102	65	99	331	141	133
111	Seven Things You Need To Know Before You Go	Cosmo Radio	Talk	n/a	21	102	61	63	47	294	150	135

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Other Frequency Show/Host Average Summary

					Indices (Channel / Average)							
Ch #	Show/DJ/Host	Channel	Genre	Fre-quency	Past Week Listening - Total Sample	Past Week Listening among Past Week Channel Listeners	Satisfaction top box among Past Week Listeners	Frequently - among Past Week Listeners	Evangelism top box among Past Week Listeners	Grand Total	Grand Total Rank	Past Week Listening Rank
111	Cosmo Confessions	Cosmo Radio	Talk	n/a	20	96	60	53	51	280	155	137
111	Guy Spy	Cosmo Radio	Talk	n/a	9	45	65	77	51	247	165	166
111	Cosmo Beauty Beat	Cosmo Radio	Talk	n/a	10	51	57	87	34	240	168	164

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Listening by Channel

Unaided and Total Past Week Listening Incidence

Unaided Listening measures what is most salient and by far *Howard 100* (43%) is strongest. Followed by *Howard 101 (28%) and Big 80's (18%).*

On both an Unaided and Past Week Listening basis, the Stern channels (*Howard 100 New*/101) have the strongest listening levels. *Howard 100 New* tops the Unaided and Total Past Week Listening lists of both men and women under age 54.

Other new channels that are strong include *Playboy which* makes the top 30 channels Unaided and Past Week Listening, and *Blue Collar Comedy, Super Shuffle (New)* and *CNN Headline News (New)* do so on a Past Week Listening basis. *The Coffee House New* (formerly *Folktown*) and *Fox News Talk* (replacing *SIRIUS Right*) also make strong showings on Past Week Listening. *Cracked Up Comedy* revamped to *Laugh Break (Chg)* remains in the top tier.

Faction, SIRIUS Gold, Hard Attack, Blues, Jam_On and *Shade 45* are Top 30 Unaided Past Week Listening, indicating saliency among a significant subgroup, but do not make the Top 30 Total Past Week Listening.

ESPN Radio is the highest ranking news channel on Unaided and Past Week Listening basis.

7 of the 10 channels with the lowest Total Past Week listening levels are international and/or foreign language and 5 are new to SIRIUS: Iceberg Radio (New), CBC Radio 3 (New), *ESPN Deportes (New), bande a part (New), Premiere Plus New (New), BBC Mundo,* and *Radio Korea.*

Channels listened to by both men and women are generally similar.

The main distinction in channel listening is age, with strongest listening differences appearing between those under age 55 and age 55+. In this report 3 broad age swaths are examined (18-34, 35-54 and 55+), additionally Programming may choose to look at finer age breaks in the data tools (UTAB, Dynamic Excel, Tabs and Verbatim Responses) provided in developing the action plan.

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Listening by Channel

Unaided and Total Past Week Listening Incidence

Compared to September 2005

The majority of channels in the Top 30 for Total Past Week Listening have seen listener growth, however

- Two news channels, *Fox News Channel* and *CNN,* drop considerably since 2005, perhaps due to seasonality, occurrence of specific newsworthy events during the 2005 research or a change in the type of listener attracted by Howard Stern.
- *Sports Play-by-Play* and *SIRIUS NFL Radio* rank measurably lower in 2006 than in 2005 due to seasonality. Worth noting is that even in the off season *NFL Radio* makes the top 30 Unaided and Total Past Week Listening.

Channels experiencing the greatest Past Week Listenership growth include *Raw Dog, Classic Vinyl, Classic Rewind, Hair Nation,* and *Local Traffic & Weather.*

Other channels with lower listening levels that nonetheless grew substantially include *Faction, Back Spin, Radio Disney, Underground Garage* and *Soul Town New.*

pages 88-89 highlight the Biggest Gainers and Losers.

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Net Unaided Listening by Channel

Based to Total (25,702)

2006

Howard 100 *New*	43%
Howard 101 *New*	23%
Big '80's	18%
Raw Dog	13%
Octane	13%
The Pulse	12%
Totally 70's	11%
Hair Nation	11%
SIRIUS Hits 1	11%
Classic Vinyl	11%
Alt Nation	11%
Classical Rewind	10%
Buzzsaw	9%
60's Vibrations	8%
First Wave	7%
ESPN Radio	7%
The Vault	7%
New Country	6%
Playboy Radio *New*	6%
Fox News Channel	6%
Faction	5%
SIRIUS Gold	5%
The Spectrum	4%
Radio Margaritaville	4%
Sirius NFL Radio	4%
Hard Attack	4%
Sirius Blues	4%
Prime Country	4%
Jam_On	4%
Traffic & Weather	4%
Shade 45	4%
CNN	3%
Backspin	3%
Left of Center	3%
Area 33 *Chg*	3%
Elvis Radio	3%
Roadhouse	3%
Standard Time *Chg*	3%
Outlaw Country	3%
Jazz Café	3%
Hot Jamz	2%
Hip-Hop Nation	2%
Broadway's Best	2%
BBC Radio1	2%
Sirius Disorder	2%
Underground Garage	2%
Bluegrass	2%
Sirius Left - Liberal Talk	2%
Radioclassics	2%
Maxim Radio	2%
Boombox	2%
Pure Jazz	2%
Sirius Outq	2%
Strobe	2%
CNBC	1%
Spirit	1%
Sirius Patriot	1%
Sirius Pops	1.0%
ABC News & Talk	1%
Symphony Hall	1%
Martha Stewart Living Radio	1%
Discovery Channel Radio	1%
Heart & Soul	1%
Christian Talk New *New*	1%
Sirius Talk Central	1%
Sirius Sports Action	1%
Entertainment Anchor/Host	1%
Sirius Right - Conservative Talk	1%
SIRIUS Stars *Chg*	1%
Entertainment Shows	1%
E Entertainment Radio	1%
Classical Voices	0.49%
Entertainment Radio	0.53%
Wisdom/Lime Radio	0.43%
CBC	0.39%
Sports Play-By-Play	0.29%

1 (SL1) Please think about what exactly you listened to on SIRIUS within the past week; that is, what shows, DJs, channels, and hosts do you recall listening to for at least five minutes?
Base: Total Listeners (n=25,702)

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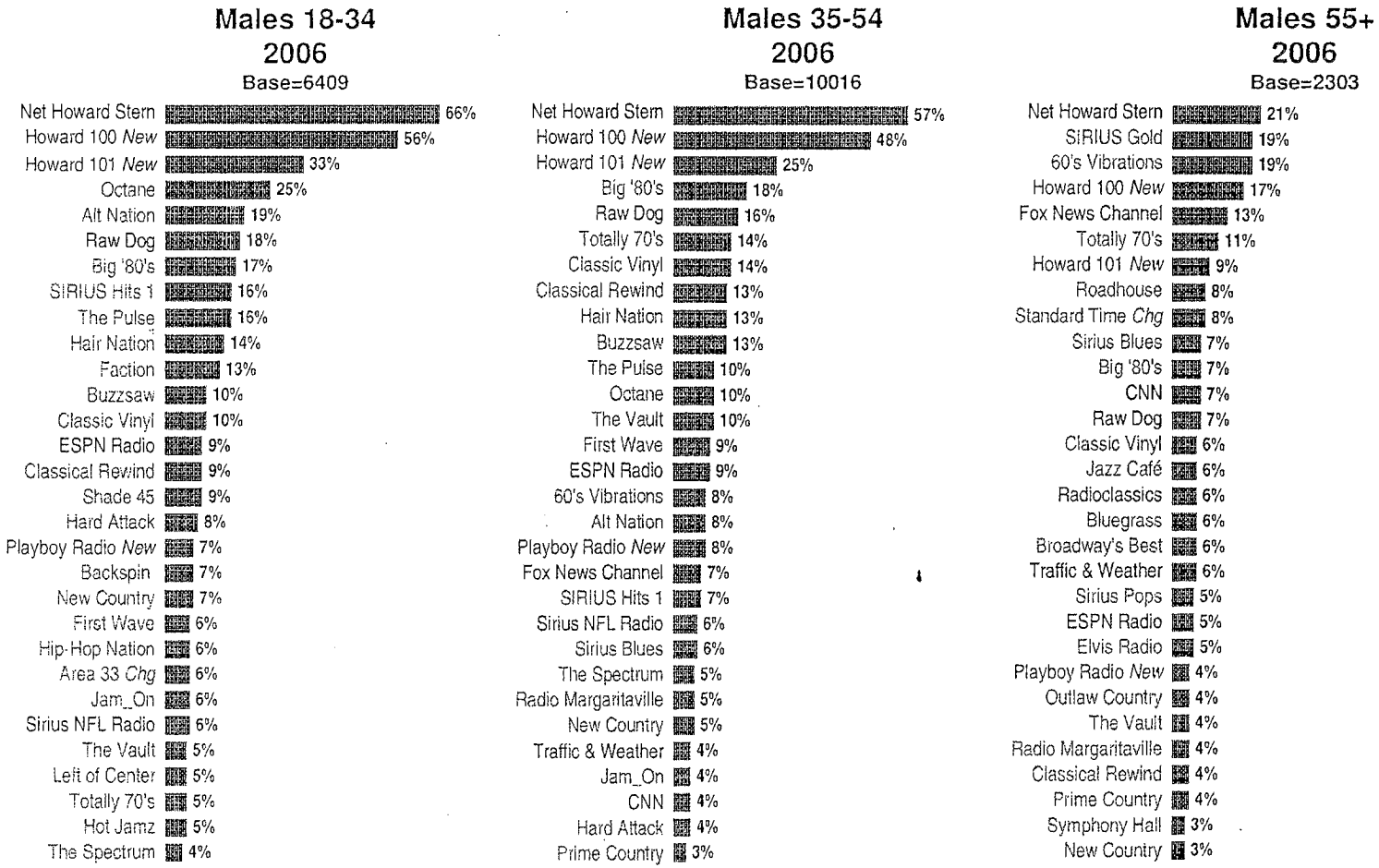
Unaided Listening by Channel

Top 30 Channels by Age/Male



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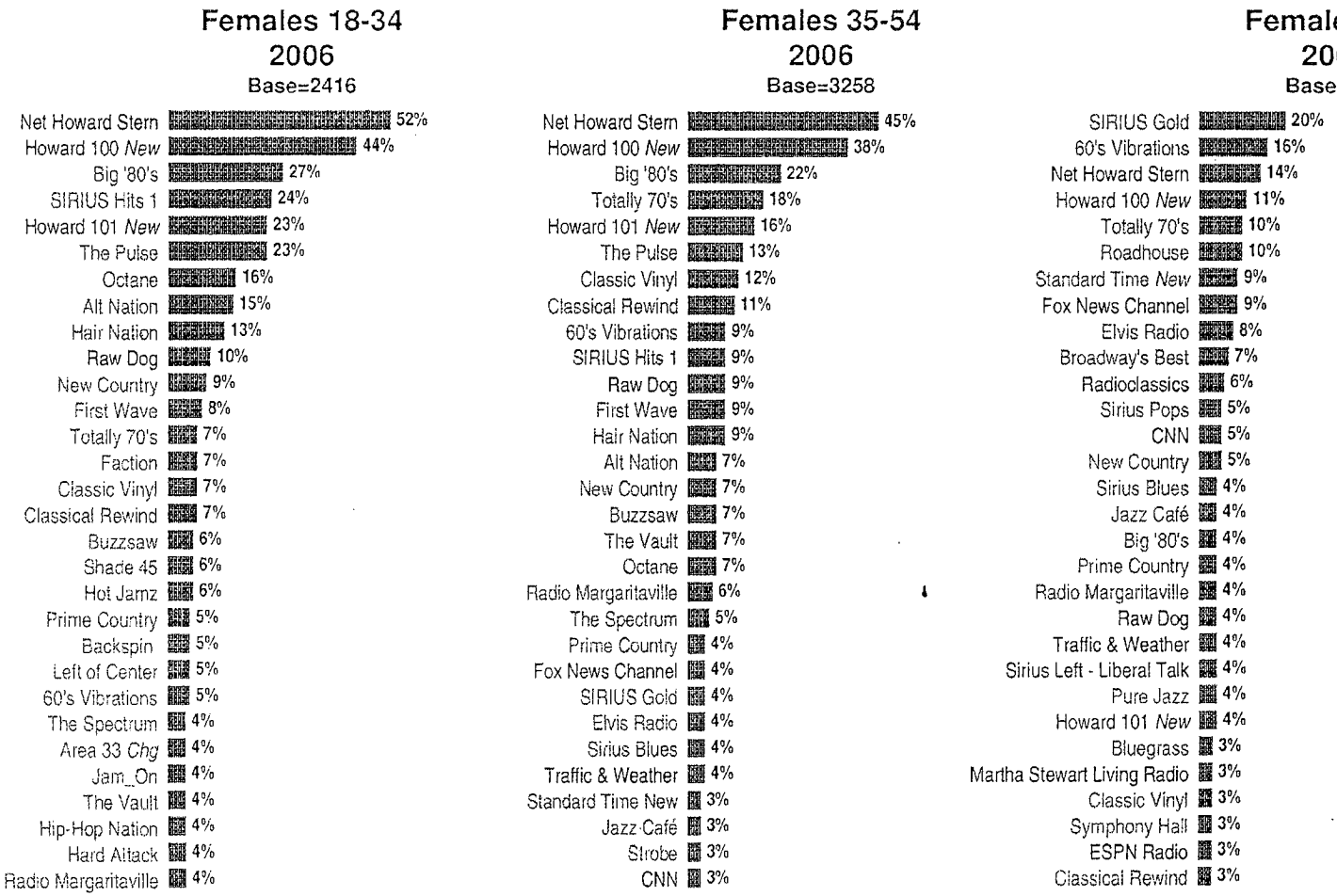
Unaided Listening by Channel

Top 30 Channels by Age/Female



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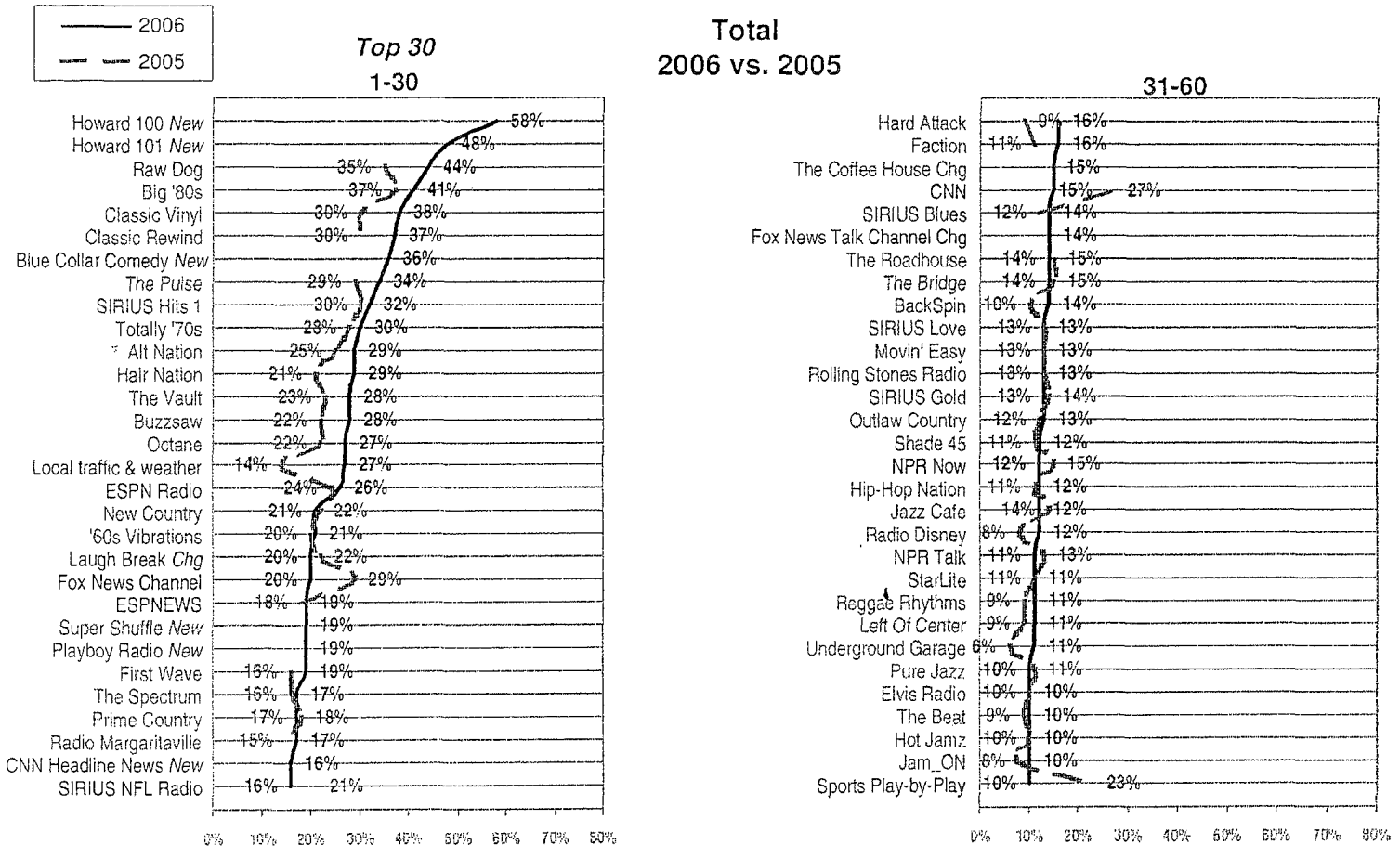
Total Past Week Listening by Channel

Based to Total (25,702)



2 (SL1a)/3 (SL2) Which of the following SIRIUS Satellite Radio Music channels have you listened to for at least five minutes in the past week?

Base: Total Listeners (n=25,702)

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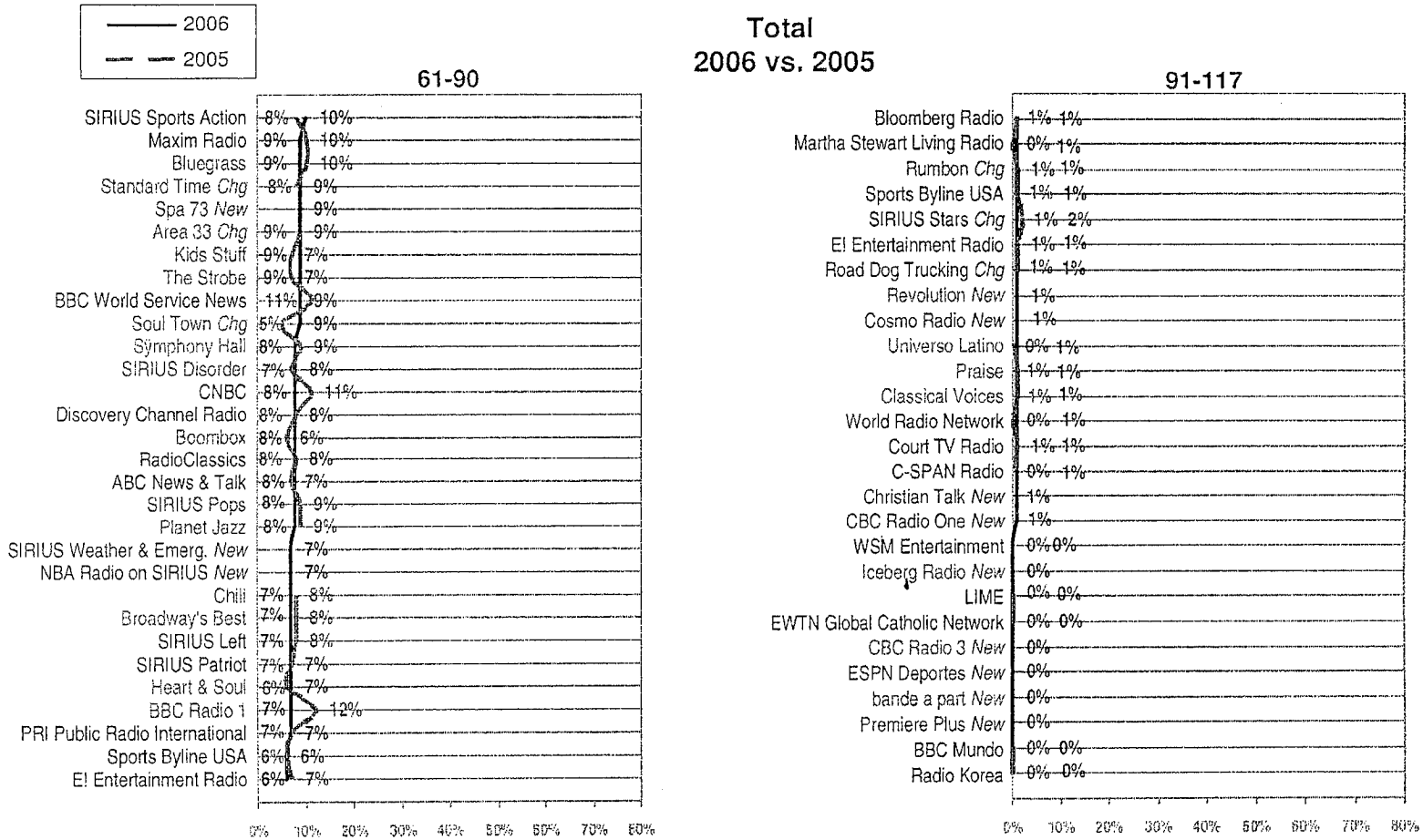
Total Past Week Listening by Channel

Based to Total (25,702)



2 (SL1a)/3 (SL2) Which of the following SIRIUS Satellite Radio Music channels have you listened to for at least five minutes in the past week?

Base: Total Listeners (n=25,702)

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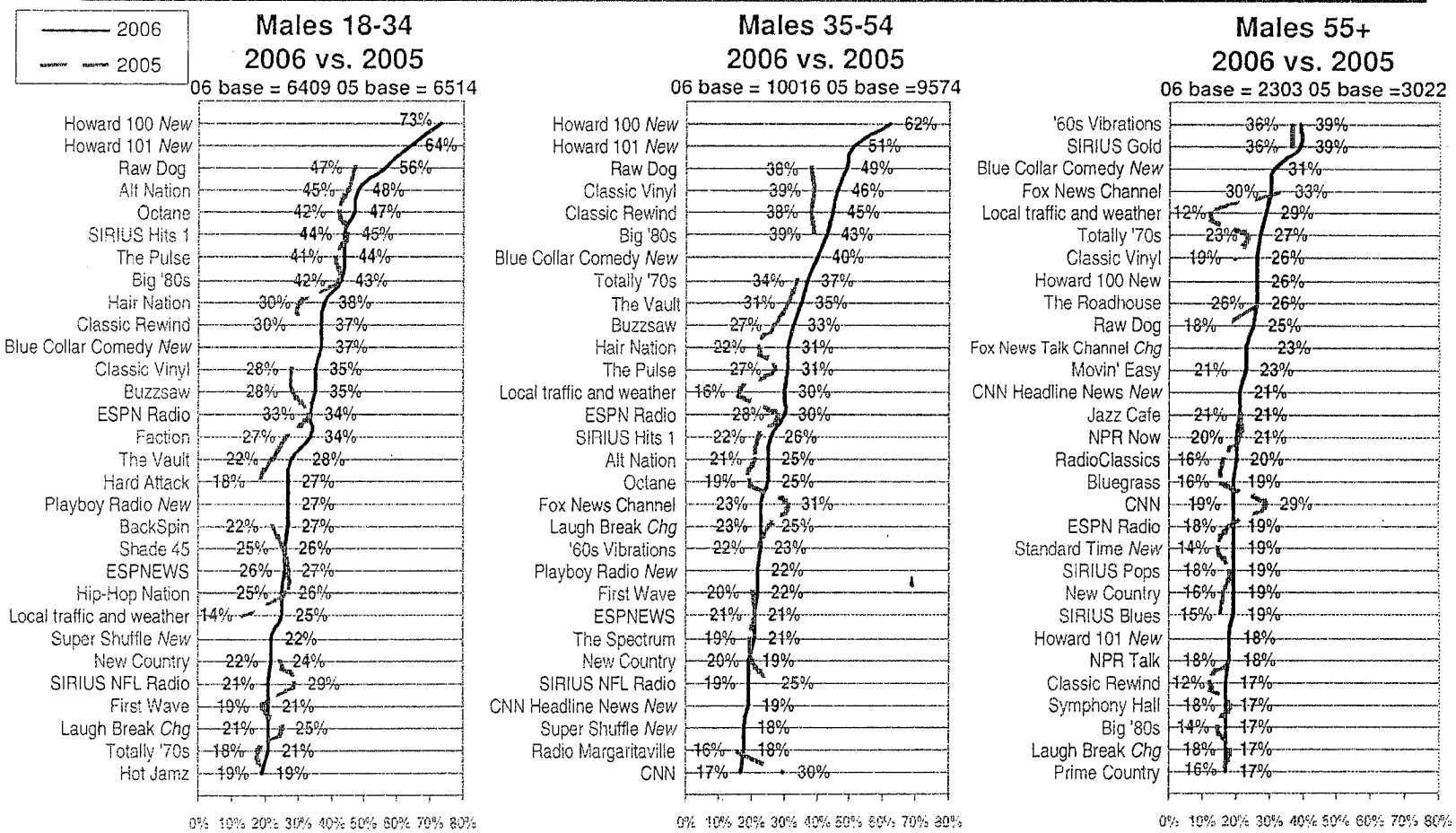
Total Past Week Listening by Channel

Top 30 Channels by Age/Male



2 (SL1a)/3 (SL2) Which of the following SIRIUS Satellite Radio Music channels have you listened to for at least five minutes in the past week?
Base: Total Listeners (n=25,702)

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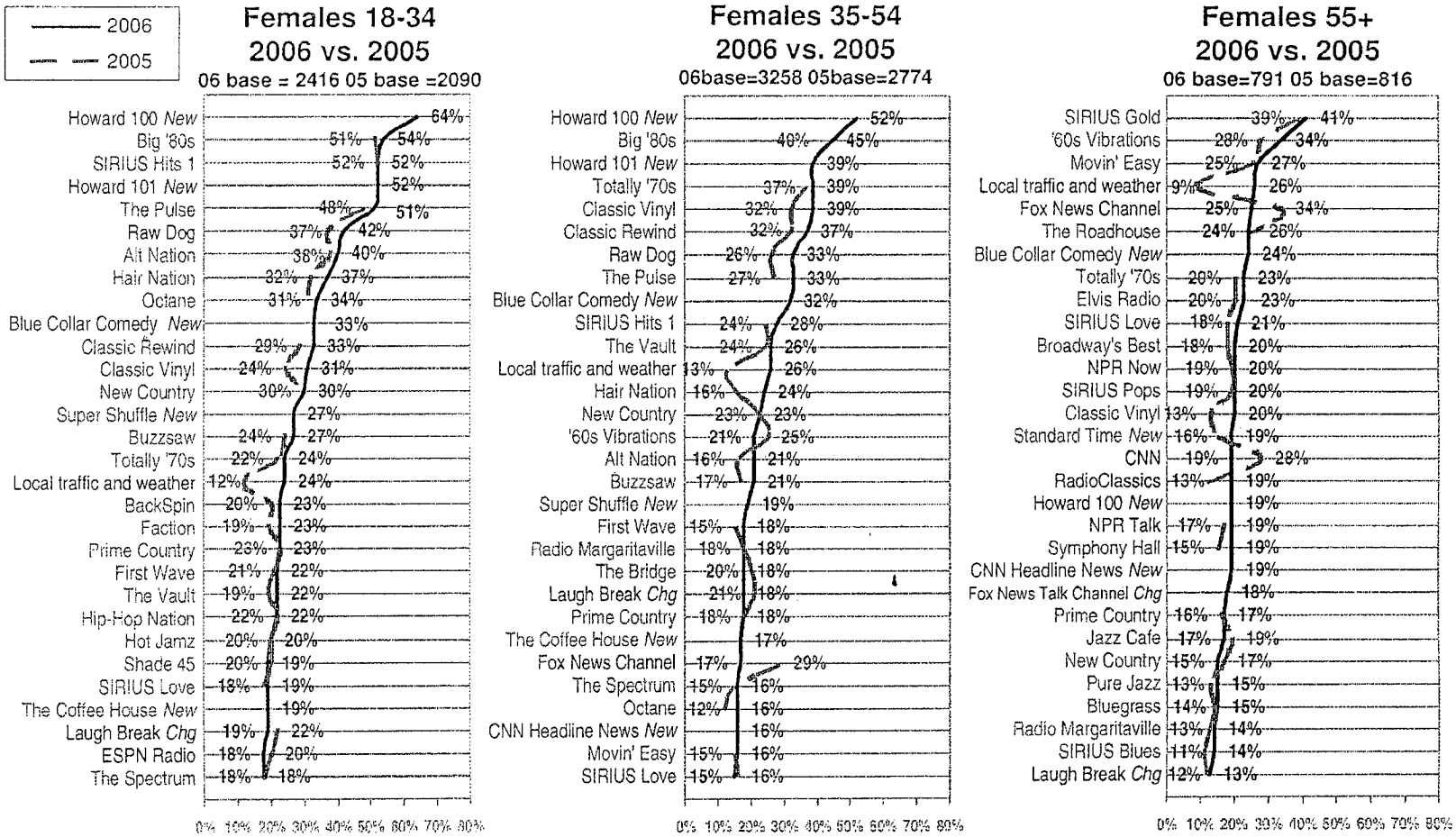
Total Past Week Listening by Channel

Top 30 Channels by Age/Female



2 (SL1a)/3 (SL2) Which of the following SIRIUS Satellite Radio Music channels have you listened to for at least five minutes in the past week?

Base: Total Listeners (n=25,702)

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Channels with Biggest *Increases* in Listenership

Total Past Week Listening based to Total

Channel	2005 %		2006 %	Actual Diff	% Change
Local Traffic & Weather	14	→	27	(+13)	(+93)
Raw Dog	35	→	44	(+9)	(+26)
Classic Vinyl	30	→	38	(+8)	(+27)
Hair Nation	21	→	29	(+8)	(+38)
Classic Rewind	30	→	37	(+7)	(+23)
Buzzsaw	22	→	28	(+6)	(+27)
The Vault	23	→	28	(+5)	(+22)
Octane	22	→	27	(+5)	(+23)
Faction	11	→	16	(+5)	(+45)
Alt Nation	25	→	29	(+4)	(+20)

2 (SL1a)/3 (SL2) Which of the following SIRIUS Satellite Radio Music channels have you listened to for at least five minutes in the past week?

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Channels with Biggest *Decreases* in Listenership

Total Past Week Listening based to Total

Channel	2005 %		2006 %	Actual Diff	% Change
Sports Play-by-Play	23	→	10	(-13)	(-57)
CNN	27	→	15	(-12)	(-44)
Fox News	29	→	20	(-9)	(-31)
NFL Radio	21	→	16	(-5)	(-24)
BBC Radio 1	12	→	7	(-5)	(-42)
CNBC	11	→	8	(-3)	(-27)
NPR Now	15	→	12	(-3)	(-20)
NPR Talk	13	→	11	(-2)	(-15)
Laugh Break	22	→	20	(-2)	(-9)

2 (SL1a)/3 (SL2) Which of the following SIRIUS Satellite Radio Music channels have you listened to for at least five minutes in the past week?

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Channel & Show/Host Love

10 on a 10-point scale where "10" is Love and "1" is Hate

Among Past Week Channel Listeners

This section focuses on the passion level of a channel's listeners. In some cases results by demographics look odd ... e.g. 46% of Women 55+ listeners of *Hip Hop Nation* are passionate about it v. 36% for *Elvis Radio's*. However, *Hip Hop Nation* has 5 Women 55+ as listeners compared to 208 for *Elvis Radio*.

Stern channels, *Howard 100 New/101*, top the list on having the most passionate audience.

Among their Listeners Music and Non-Music channels are about equally represented in the Total Top 30; 24% (16 of 66) of Music channels and 28% (14 of 51) of Non-Music channels are in the top 30.

Music channels, though near the top of the list on passion, are eclipsed by specialty channels including *EWTN Global Catholic, SIRIUS NFL Radio* and *SIRIUS OutQ.*

A number of the most highly-rated channels on passion have seen slight declines since 2005, although the sports-related channels were rated in the off-season in 2006.

Generally speaking the channels that are listened to broadly and have high love also have Shows/Hosts with high love.

As Research noted in '05, content appeal is driven by age and gender. Music tastes in particular largely reflect popular styles at the time one comes of age. As a broadly appealing media clearly the balance of appealing to the broad audience as well as the niches is one to be actively managed.

Based to Total

Of course when basing the % Love of Channel Listeners to the Total Sample channels generally remain in the same quartile as Listening

12 (DD1). Using a scale from 1 to 10, where 10 means "Love" and 1 means "Hate", please tell us how you feel about the following channels, shows , hosts or DJs...

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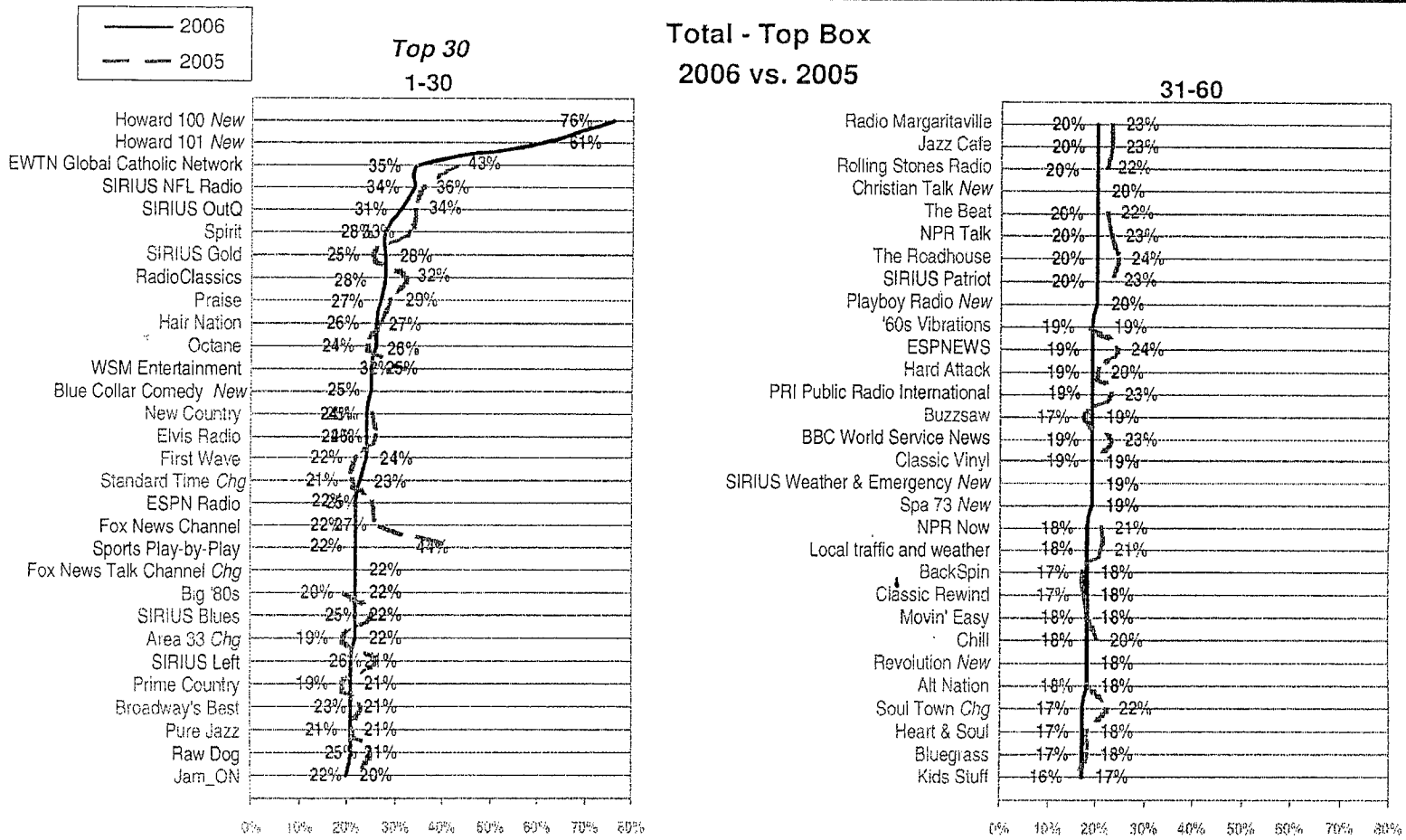
Listener Positive Passion

Among Past Week Channel Listeners (varied sample size)



12 (DD1). Using a scale from 1 to 10, where 10 means "Love" and 1 means "Hate", please tell us how you feel about the following channels, shows , hosts or DJs...

Base: Past Week Listeners

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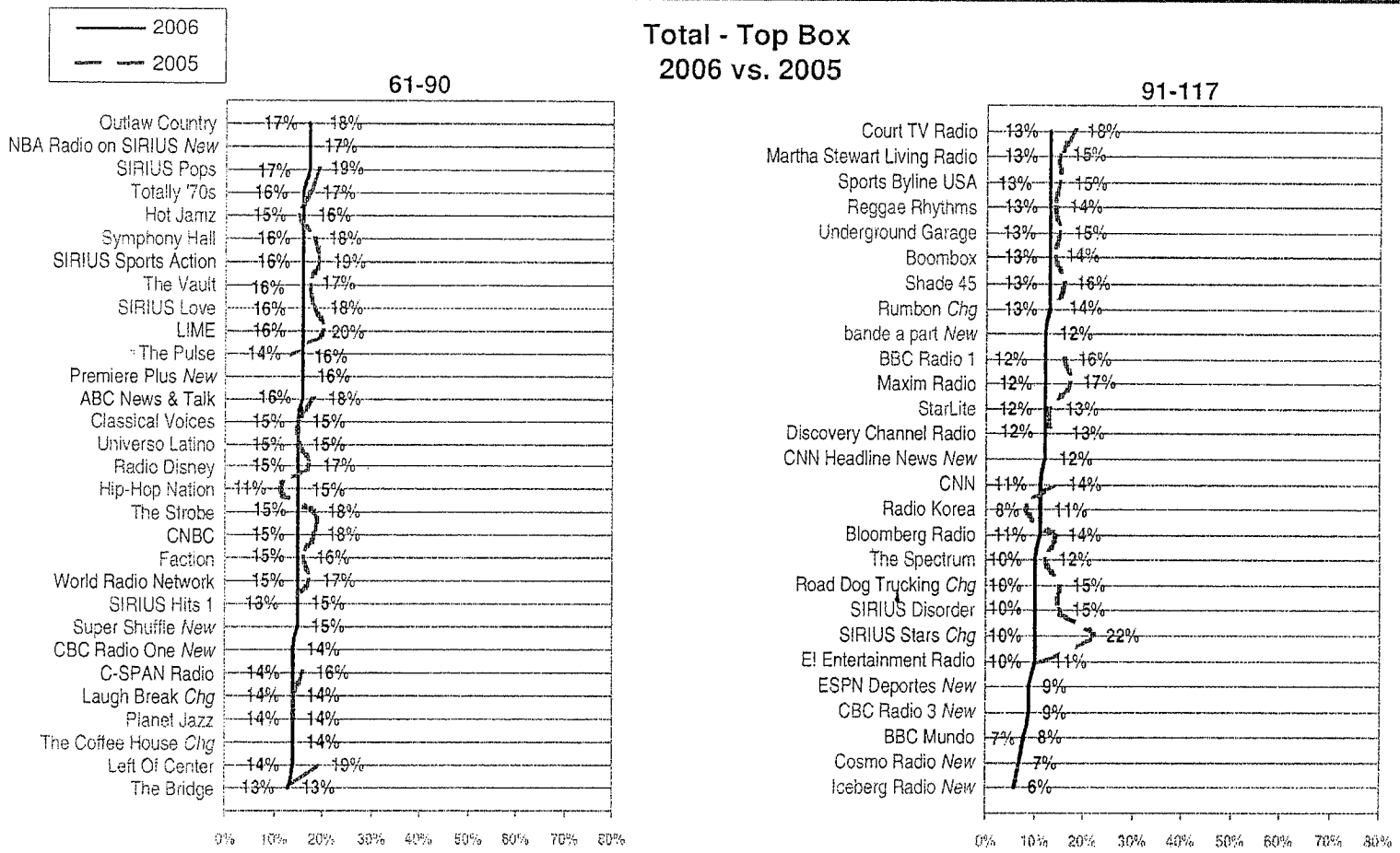
Listener Positive Passion

Among Past Week Channel Listeners (varied sample size)



12 (DD1). Using a scale from 1 to 10, where 10 means "Love" and 1 means "Hate", please tell us how you feel about the following channels, shows , hosts or DJs...
Base: Past Week Listeners

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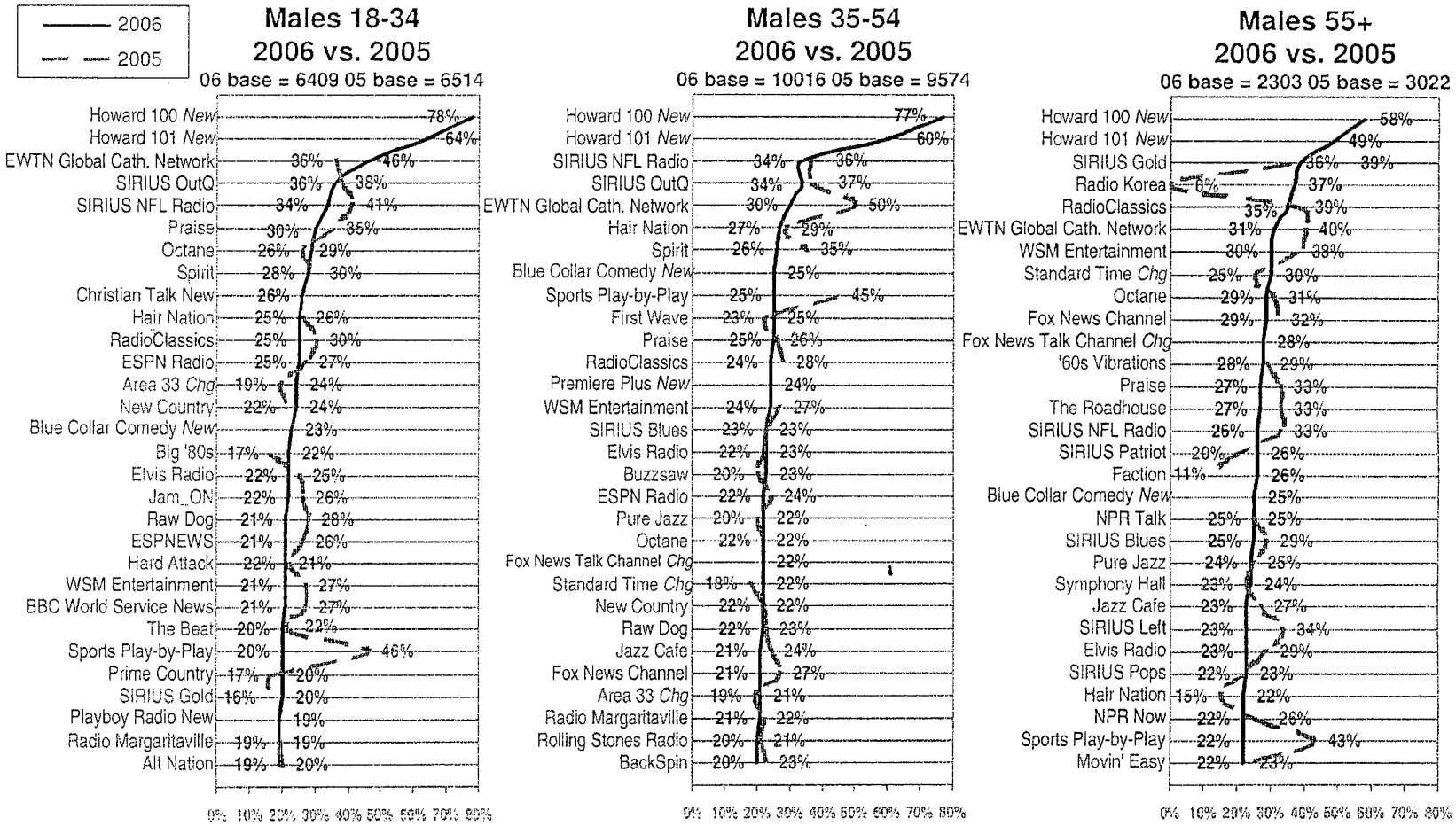
Listener Positive Passion

Top 30 by Age/Male Past Week Channel Listeners (varied sample size)



12 (DD1). Using a scale from 1 to 10, where 10 means "Love" and 1 means "Hate", please tell us how you feel about the following channels, shows , hosts or DJs...
Base: Total Listeners (n=25,702)

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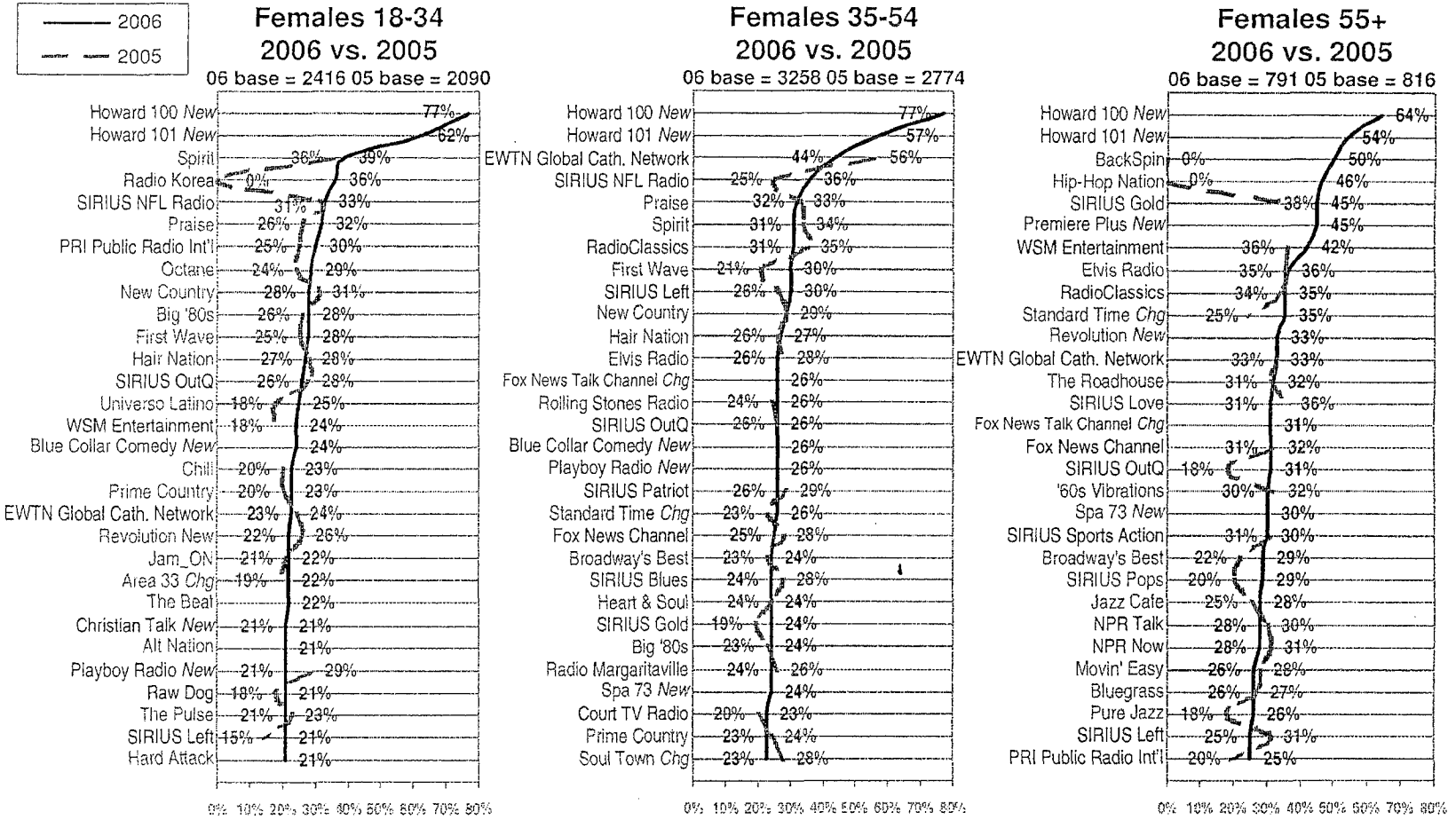
Listener Positive Passion

Top 30 by Age/Female Past Week Channel Listeners



12 (DD1). Using a scale from 1 to 10, where 10 means "Love" and 1 means "Hate", please tell us how you feel about the following channels, shows , hosts or DJs...
Base: Total Listeners (n=25,702)

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Shows/Hosts with *Highest* Satisfaction

Among Total Past Week Channel Listeners

Keep in mind that each of these channels has its own smaller listener base, in some cases quite small.

Top Box/Most Passion among Listeners	
Howard Stern Show (Howard 100)	80%
Howard Stern Show (Howard 101)	80%
Howard 100 News (Howard 100)	51%
Bubba The Love Sponge (Howard 101)	46%
Derek and Romaine (Out Q)	44%
Thom Hartmann (SIRIUS Left)	42%
Pat Kirwan (NFL Radio)	41%
Psychic/Astrology Shows (LIME)	41%
Suspense Shows (Radio Classics)	41%
Crime Shows (Radio Classics)	40%
Jeremy Hovies – Last Call (Out Q)	40%
Drama Shows (Radio Classics)	40%
Stephanie Miller (SIRIUS Left)	39%
Richard Simmons – Lighten Up (SIRIUS Stars)	38%
Comedy Shows – Jack Benny (Radio Classics)	37%
Out Q News (Out Q)	37%
Adventure Shows (Radio Classics)	37%
Gil Brandt (NFL Radio)	37%
Frank DeCaro Show (Out Q)	36%
At The Races & Beyond (Sports Play-by-Play)	36%

12 (DD1). Using a scale from 1 to 10, where 10 means "Love" and 1 means "Hate", please tell us how you feel about the following channels, shows , hosts or DJs...

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Shows/Hosts with *Lowest* Satisfaction

Among Total Past Week Channel Listeners

Keep in mind that each of these channels has its own smaller listener base, in some cases quite small.

Bottom Box Love/Least Positive Passion among Listeners

Cosmo Beauty Beat (Cosmo Radio)	15%
Dave Marsh/Kick Out The Jams (SIRIUS Stars)	14%
Phil Jackson (SIRIUS Sports Action)	14%
Alan Colmes (Fox News Talk Channel)	14%
Sports Action Newsdesk (SIRIUS Sports Action)	14%
Afternoon Living/Keri Nolan (Martha Stewart Living Radio)	13%
Eat Drink/Lucinda Scala Quinn (Martha Stewart Living Radio)	13%
Home Grown/Margaret Roach & Andrew Beckman (Martha Stew)	13%
Wake up with Cosmo Radio/Tia & Taylor (Cosmo Radio)	13%
Everyday Food/Sandy Gluck (Martha Stewart Living)	13%
Bode Miller (Faction)	13%
Go to Bed with Cosmo Radio/Victoria & Patrick (Cosmo Radio)	12%
SIRIUS Starcast (SIRIUS Stars)	12%
Bill Bradley's American Voices (SIRIUS Stars)	12%
Jonny Moseley (Faction)	12%
Carl P. Mayfield & P-Team (Road Dog Trucking)	11%
Kerri Walsh (Faction)	11%
Adam Curry's Podshow (SIRIUS Stars)	8%
Judith Regan (SIRIUS Stars)	7%
Peter Bart/Peter Guber – Sun Morn Shoothout (SIRIUS Stars)	0%

12 (DD1). Using a scale from 1 to 10, where 10 means "Love" and 1 means "Hate", please tell us how you feel about the following channels, shows , hosts or DJs...

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SIR00025709

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Listener Positive Passion

Based to Total (25,702)

	%		%		%		%
Howard 100 *New*	44.30	Laugh Break *Chg*	2.80	Bluegrass	1.60	Sports Byline USA	0.80
Howard 101 *New*	29.10	Super Shuffle *New*	2.70	BBC World Service News	1.60	Praise	0.70
Big '80s	9.00	The Roadhouse	2.70	Left Of Center	1.50	Classical Voices	0.60
Raw Dog	9.00	Rolling Stones Radio	2.60	Soul Town *Chg*	1.50	Martha Stewart Living Rac	0.60
Blue Collar Comedy *New*	8.80	Elvis Radio	2.40	Broadway's Best	1.50	Bloomberg Radio	0.60
Hair Nation	7.70	BackSpin	2.40	Kids Stuff	1.50	E! Entertainment Radio	0.60
Octane	7.10	Jazz Cafe	2.40	SIRIUS Sports Action	1.50	Revolution *New*	0.50
Classic Vinyl	7.00	Movin' Easy	2.30	SIRIUS Left	1.50	Rumbon *Chg*	0.50
Classic Rewind	6.70	Faction	2.30	Underground Garage	1.40	World Radio Network	0.50
ESPN Radio	5.70	NPR Now	2.30	Reggae Rhythms	1.40	WSM Entertainment	0.50
SIRIUS NFL Radio	5.40	RadioClassics	2.20	Symphony Hall	1.40	C-SPAN Radio	0.50
The Pulse	5.30	NPR Talk	2.20	SIRIUS Wea&Emer *New*	1.40	Universo Latino	0.40
Buzzsaw	5.30	SIRIUS Love	2.10	StarLite	1.30	Christian Talk *New*	0.40
Alt Nation	5.20	The Coffee House *Chg*	2.10	Chill	1.30	EWTN Global Catholic	0.40
New Country	5.10	Outlaw Country	2.10	The Strobe	1.30	SIRIUS Stars *Chg*	0.40
Totally '70s	4.90	Pure Jazz	2.10	SIRIUS Pops	1.30	Court TV Radio	0.40
Local traffic and weather	4.90	Standard Time *Chg*	2.10	SIRIUS Patriot	1.30	Road Dog Trucking *Chg*	0.40
SIRIUS Hits 1	4.60	Sports Play-by-Play	2.10	Heart & Soul	1.20	LIME	0.30
The Vault	4.50	Jam_ON	2.00	Spirit	1.20	CBC Radio One *New*	0.30
Fox News Channel	4.50	Area 33 *Chg*	2.00	CNBC	1.20	Cosmo Radio *New*	0.20
First Wave	4.40	The Beat	2.00	NBA Radio on SIRIUS *Ne*	1.20	bande a part *New*	0.10
'60s Vibrations	4.10	CNN Headline News *New*	1.90	ABC News & Talk	1.20	CBC Radio 3 *New*	0.10
Playboy Radio *New*	3.70	The Bridge	1.80	PRI Public Radio Internati	1.20	Iceberg Radio *New*	0.10
ESPNEWS	3.60	The Spectrum	1.80	Planet Jazz	1.10	Premiere Plus *New*	0.10
SIRIUS Gold	3.50	Hip-Hop Nation	1.80	SIRIUS OutQ	1.10	ESPN Deportes *New*	0.10
Prime Country	3.50	Radio Disney	1.80	Maxim Radio	1.10	BBC Mundo	0.01
Radio Margaritaville	3.40	Spa 73 *New*	1.70	Boombox	1.00	Radio Korea	0.01
Hard Attack	3.10	CNN	1.70	Discovery Channel Radio	1.00		
SIRIUS Blues	3.00	Shade 45	1.60	BBC Radio 1	0.80		
Fox News Talk Channel (	3.00	Hot Jamz	1.60	SIRIUS Disorder	0.80		

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SIR00025710

Listener Positive Passion

Top 30 by Age/Male Based to Total Demographic

Male 18-34		Male 35-54		Male 55+	
	6,409		10,016		2,303
	%		%		%
Howard 100 *New*	57.4	Howard 100 *New*	47.4	Howard 100 *New*	15.3
Howard 101 *New*	40.7	Howard 101 *New*	30.9	SIRIUS Gold	14.9
Octane	13.8	Raw Dog	10.4	'60s Vibrations	10.9
Raw Dog	11.9	Blue Collar Comedy *New*	10	Howard 101 *New*	8.9
Big '80s	9.6	Big '80s	8.6	Fox News Channel	8.7
Hair Nation	9.6	Classic Vinyl	8.6	Blue Collar Comedy *New*	7.7
Alt Nation	9.2	Classic Rewind	8.5	The Roadhouse	7
Blue Collar Comedy *New*	8.5	Hair Nation	8.4	RadioClassics	6.7
ESPN Radio	8.5	Buzzsaw	7.5	Fox News Talk Channel	6.3
The Pulse	7.2	ESPN Radio	6.6	Standard Time *Chg*	5.6
SIRIUS NFL Radio	7.2	SIRIUS NFL Radio	6.6	Local traffic and weather	5.5
SIRIUS Hits 1	6.3	Totally '70s	6.2	Movin' Easy	4.9
Classic Vinyl	6.1	The Vault	6.1	Classic Vinyl	4.8
Classic Rewind	5.6	Octane	5.4	Jazz Cafe	4.8
Faction	5.6	First Wave	5.4	SIRIUS Blues	4.6
Hard Attack	5.5	Local traffic and weather	5.3	NPR Now	4.4
ESPNEWS	5.5	Fox News Channel	4.8	NPR Talk	4.4
New Country	5.2	New Country	4.2	SIRIUS Pops	4.3
Buzzsaw	5.1	The Pulse	4.1	Symphony Hall	4.2
Playboy Radio *New*	5.1	ESPNEWS	4.1	Elvis Radio	3.8
BackSpin	4.6	Playboy Radio New	4.1	Raw Dog	3.8
Local traffic and weather	4.5	SIRIUS Blues	3.9	Bluegrass	3.7
Area 33 *Chg*	3.8	'60s Vibrations	3.8	Pure Jazz	3.7
Hip-Hop Nation	3.8	Radio Margaritaville	3.8	New Country	3.5
The Vault	3.7	Alt Nation	3.5	ESPN Radio	3.5
First Wave	3.6	Fox News Talk Channel	3.4	Totally '70s	3.4
Shade 45	3.4	Rolling Stones Radio	3.2	Broadway's Best	3.4
Prime Country	3.3	Laugh Break *Chg*	3.2	Prime Country	3.2
Jam_ON	3.2	Prime Country	3	SIRIUS Love	3.1
Hot Jamz	3.1	Jazz Cafe	2.9	SIRIUS Patriot	3.1

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Listener Positive Passion

Top 30 by Age/Female Based to Total Demographic

Female 18-34		Female 35-54		Female 55+	
	2,416		3,258		791
	%		%		%
Howard 100 *New*	49.4	Howard 100 *New*	39.7	SIRIUS Gold	18.1
Howard 101 *New*	32	Howard 101 *New*	22.5	Howard 100 *New*	11.9
Big '80s	14.8	Big '80s	10.9	'60s Vibrations	10.4
The Pulse	10.6	Totally '70s	8.6	Elvis Radio	8
SIRIUS Hits 1	10.4	Blue Collar Comedy *New*	8.2	The Roadhouse	7.6
Hair Nation	10.1	Classic Rewind	8.1	Fox News Channel	7.6
Octane	9.9	Classic Vinyl	7.9	Movin' Easy	7.1
Raw Dog	8.7	New Country	6.6	Standard Time	6.8
Alt Nation	8.5	Hair Nation	6.4	SIRIUS Love	6.5
New Country	8.3	Raw Dog	6.1	RadioClassics	6.5
Blue Collar Comedy *New*	7.9	The Pulse	5.5	Howard 101 New	6.3
First Wave	6.2	First Wave	5.5	Broadway's Best	5.9
Super Shuffle *New*	5.4	The Vault	4.9	SIRIUS Pops	5.6
Classic Rewind	5.2	Local traffic and weather	4.8	NPR Now	5.6
Prime Country	5.2	'60s Vibrations	4.6	Fox News Talk Channel *Chg*	5.5
Classic Vinyl	5.1	Radio Margaritaville	4.3	NPR Talk	5.2
Local traffic and weather	4.5	Fox News Channel	4.2	Jazz Cafe	4.8
Buzzsaw	4.4	SIRIUS Hits 1	4.1	Totally '70s	4.7
BackSpin	4.3	Prime Country	4.1	Blue Collar Comedy *New*	4.7
SIRIUS NFL Radio	3.9	Buzzsaw	3.9	Classic Vinyl	4.4
Hip-Hop Nation	3.7	SIRIUS NFL Radio	3.7	Local traffic and weather	4.4
ESPN Radio	3.6	Octane	3.5	Prime Country	4.2
Hot Jamz	3.5	Alt Nation	3.4	Bluegrass	4
Faction	3.4	Rolling Stones Radio	3.3	Pure Jazz	3.9
The Beat	3.4	SIRIUS Blues	3.3	Radio Margaritaville	3.4
Playboy Radio *New*	3.4	Super Shuffle *New*	3.2	Symphony Hall	3.4
Hard Attack	3.3	The Bridge	3.1	CNN Headline News	3.4
Totally '70s	3.2	Jazz Cafe	3.1	PRI Public Radio International	3
The Coffee House *Chg*	3.1	Movin' Easy	3	The Bridge	2.9
Area 33 *Chg*	2.8	The Coffee House *Chg*	3	New Country	2.9

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Unaided Cancel if Channel Gone

Based to Total

Not surprisingly, if SIRIUS were to drop Howard Stern the potential out-migration would be far greater than for any of the other channels.

Note that there are several channels that 1.5% or more of subscribers say they if these channels were dropped they would cancel their SIRIUS subscription. This is over the current average monthly churn rate, and while consumers generally overstate their intentions it is worth noting the channels with the potential to impact sub base.

Some of the channels with the biggest impact following Stern include other content popular with subscribers; *SIRIUS NFL Radio, Hit songs, Big 80's, Raw Dog, Fox, Octane, country music, Hair Nation, ESPN Radio, Alt Nation, NPR Now/NPR Talk.*

An earlier Programming tally on this "write in name" question was quite close to the TNS formal coding, as would be expected given the simple nature of this question.

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Likelihood To Cancel if Channel Gone

Note that this question* was adjusted in 2006; data shown is for those respondents who said "I would cancel my subscription to SIRIUS, which would require contacting customer service and possibly having the SIRIUS radio removed from my car." Wording and scale change from 2005 prevents trending.

Among Past Week Channel Listeners

The *Howard* channels (100/101) rank first and second on likelihood to cancel if the channel was dropped.

- 72% of *Howard 100 New* Past Week Listeners would cancel SIRIUS if this channel was taken off the air.
- For *Howard 101 New* 58% of Past Week Listeners would cancel their SIRIUS if this channel was removed from the line-up.

Non-music channels and channels with smaller audiences have a strong presence in the top tier of channels based on likelihood to cancel. 20 of the top 30 channels are non-music formats.

- As with passion, among the Total Sample *SIRIUS OutQ, EWTN Global Catholic Network,* and *SIRIUS NFL Radio* round out the top five with approximately one-third of past week channel listeners indicating they would cancel their subscriptions should these channels no longer air.
- Differences are evident among Men and Women and by Age.

* (For all Channels Listened to) If this channel was taken off the air today, which would you be MOST likely to do? (SELECT ONLY ONE)
It wouldn't bother me enough to complain OR I'd complain to friends but continue to subscribe to SIRIUS OR I would complain to SIRIUS but continue to subscribe to SIRIUS OR I would cancel my subscription to SIRIUS, which would require contacting customer service and possibly having the SIRIUS radio removed from my car

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Likelihood To Cancel if Channel Gone

Based to Total

Note that this question* was adjusted in 2006; data shown is for those respondents who said "I would cancel my subscription to SIRIUS, which would require contacting customer service and possibly having the SIRIUS radio removed from my car." Wording and scale change from 2005 prevents trending.

The *Howard* channels (100/101) rank first and second on likelihood to cancel if the channel was dropped.

- 72% of *Howard 100 New* Past Week Listeners would cancel SIRIUS if this channel was taken off the air.
- For *Howard 101 New* 58% of Past Week Listeners would cancel their SIRIUS if this channel was removed from the line-up.

Non-music channels and channels with smaller audiences have a strong presence in the top tier of channels based on likelihood to cancel. 20 of the top 30 channels are non-music formats.

- As with passion, among the Total Sample *SIRIUS OutQ, EWTN Global Catholic Network,* and *SIRIUS NFL Radio* round out the top five with approximately one-third of past week channel listeners indicating they would cancel their subscriptions should these channels no longer air.
- Differences are evident among Men and Women and by Age.

* (For all Channels Listened to) If this channel was taken off the air today, which would you be MOST likely to do? (SELECT ONLY ONE)
It wouldn't bother me enough to complain OR I'd complain to friends but continue to subscribe to SIRIUS OR I would complain to SIRIUS but continue to subscribe to SIRIUS OR I would cancel my subscription to SIRIUS, which would require contacting customer service and possibly having the SIRIUS radio removed from my car

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Unaided Cancel If Gone

All Past Week Listeners Based to Total (25,702)

	%		%		%		%
NET: Howard	37.5%	**NET: '60s Vibrations**	1.5%	The Beat	0.8%	SIRIUS Love	0.6%
NET: Howard 101	6.0%	Buzzsaw	1.4%	Elvis Radio	0.8%	CNBC	0.6%
SIRIUS NFL Radio	5.1%	Any mentions of "Blue"	1.4%	The Coffee House	0.8%	StarLite	0.6%
Any mentions of "Hits/ Songs/ Music/ Mix"	4.5%	60s Vibrations	1.4%	Broadway's Best	0.8%	Spirit	0.5%
Any Mentions of "Nation"	4.0%	**NET: Faction**	1.3%	Chill	0.8%	Symphony Hall	0.5%
Howard 100	4.0%	Any mentions of "Rock"	1.3%	**NET: Outlaw Country**	0.8%	The Spectrum	0.5%
Any mentions of "News"	3.6%	Hard Attack	1.3%	Local traffic and weather 148-158	0.8%	Super Shuffle	0.5%
Big '80s	3.4%	Classic Rewind	1.3%	Mentions of places/ languages	0.8%	Hot Jamz	0.5%
Any mentions of "Classic"	3.2%	SIRIUS Blues	1.3%	Shade 45	0.8%	Reggae Rhythms	0.5%
NET: Raw Dog	3.1%	Area 33	1.3%	Prime Country	0.8%	Boombox	0.5%
Any Mentions of "Fox"	3.0%	JamON	1.2%	The Bridge	0.8%	PRI Public Radio International	0.5%
NET: Octane	2.9%	SIRIUS Gold	1.2%	SIRIUS Stars	0.7%	Kids Stuff	0.5%
Any Mentions of "Country"	2.7%	**NET: Fox News Channel 131/ Fox News Talk Channel 145**	1.2%	Mentions of "Car/ Road/ Drive etc"	0.7%	Martha Stewart Living Radio	0.5%
Hair Nation	2.7%	Any mentions of "New"	1.2%	Bluegrass	0.7%	Laugh Break	0.5%
Any Mentions of "Comedy"	2.7%	New Country	1.1%	Lifetime/ would not cancel	0.7%	Rolling Stones Radio	0.5%
Sports (other sport mentions)	2.5%	SIRIUS OutQ	1.1%	Any mentions of "Classical"	0.7%	Radio Disney	0.5%
ESPN Radio 120/ ESPNEWS 121	2.4%	Standard Time	1.1%	Movin' Easy	0.7%	Any mentions of "Martha"	0.4%
NET: Alt Nation	2.2%	BBC Radio 1	1.1%	Maxim Radio	0.7%	All of them/ all my favourites/ any I listed	0.4%
Any mentions of "Talk"	2.2%	Sports Play-by-Play	1.1%	RadioClassics	0.7%	SIRIUS Pops	0.4%
Mentions of XM/ previously cancelled stations	2.0%	Price/ cost	1.1%	Any mentions of "Christian/ Church/ Lord etc"	0.7%	Mentions of technology (internet, ipod, computer, etc)	0.4%
Any mentions of "dj's/ artists/ host/ vj's"	1.9%	CNN 132/ CNN Headline News 133	1.0%	Any mentions of "Hip-Hop/ R&B"	0.7%	The Strobe	0.4%
NPR Now 134/ NPR Talk 135	1.9%	Playboy Radio	1.0%	Jazz Cafe	0.7%	Heart & Soul	0.3%
First Wave	1.9%	BackSpin	1.0%	The Roadhouse	0.6%	EWTN Global Catholic Network	0.3%
Any Mentions of "Jazz"	1.7%	SIRIUS Left	1.0%	Pure Jazz	0.6%	Planet Jazz	0.3%
NET: Totally '70s	1.7%	**NET: Patriot**	1.0%	Spa 73	0.6%	Mentions of specific bands/ groups/ singers	0.3%
NET: Radio Margaritaville	1.7%	Mentions of "Commercials/ Information/ Ads etc"	0.9%	ABC News & Talk	0.6%	Other music genres mentioned (Folk, Dancehall)	0.3%
SIRIUS Hits 1	1.6%	The Vault	0.9%	NBA Radio on SIRIUS	0.6%	Any mentions of "Alternative"	0.3%
Classic Vinyl	1.6%	Left Of Center	0.9%	Underground Garage	0.6%	Revolution	0.3%
The Pulse	1.6%	Mentions of Coverage/ Reception/ Signal etc	0.9%	Mentions of "Weather"	0.6%	Praise	0.3%
Blue Collar Comedy	1.5%	Mentions of other names	0.9%	SIRIUS Disorder	0.6%	Bloomberg Radio	0.3%

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Unaided Cancel If Gone

All Past Week Listeners Based to Total (25,702)

	%		%
Hip-Hop Nation	0.3%	Tammy Bruce	0.1%
Any mentions of "Soul"	0.3%	Iceberg Radio	0.1%
Discovery Channel Radio	0.2%	Tiffany Granath	0.1%
Mentions of "Chatter/ Words/ Comment/ Discuss etc"	0.2%	Other mentions of "Canada"	0.1%
Universo Latino	0.2%	bande a part	0.0%
Any mentions of "Dance"	0.2%	Jose	0.0%
Soul Town	0.2%	20s/ 30s/ 40s music	0.0%
Any mentions of "Voices"	0.2%	SIRIUS Weather & Emergency	0.0%
Christian Talk	0.2%	BBC World Service News	0.0%
Rumbon	0.2%	CBC Radio One	0.0%
Mentions of "Politics/ Liberal etc"	0.2%	BBC Mundo	0.0%
WSM Entertainment	0.2%	ESPN Deportes	0.0%
LIME	0.2%	Radio Korea	0.0%
Court TV Radio	0.2%		
Classical Voices	0.2%	Other comments	0.9%
Pat St. John	0.2%	None/ never/ don't know	30.3%
Road Dog Trucking	0.2%		
Sports Byline USA 122/ SIRIUS Sports Action 123	0.2%		
Cousin Brucie	0.2%		
Any mentions of "Miller"	0.1%		
CBC Radio 3	0.1%		
Cosmo Radio	0.1%		
Any mentions of "Pop"	0.1%		
Premiere Plus	0.1%		
C-SPAN Radio	0.1%		
Laura Ingraham	0.1%		
Any mentions of "Smooth"	0.1%		
E Entertainment Radio	0.1%		
Customer Service	0.1%		
World Radio Network	0.1%		

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Unaided Cancel If Gone

Top 30 by Age/Male Based to Total Demographic

Male 18-34	6,409	Male 35-54	10,016	Male 55+	2,303
	%		%		%
NET: Howard	48.9%	**NET: Howard**	39.6%	**NET: Howard**	14.0%
NET: Howard 101	9.7%	**NET: Howard 101**	6.2%	Any mentions of "News"	7.5%
Any Mentions of "Nation"	6.9%	SIRIUS NFL Radio	6.1%	Any Mentions of "Fox"	6.9%
NET: Octane	6.5%	Howard 100	4.0%	SIRIUS Gold	5.6%
SIRIUS NFL Radio	6.4%	Any mentions of "Classic"	3.8%	**NET: '60s Vibrations**	5.0%
Howard 100	5.6%	Any mentions of "Hits/ Songs/ Music/ Mix"	3.7%	60s Vibrations	4.4%
Any mentions of "Hits/ Songs/ Music/ Mix"	4.9%	Any mentions of "News"	3.6%	Any Mentions of "Jazz"	4.2%
NET: Raw Dog	4.8%	**NET: Raw Dog**	3.5%	Any mentions of "Hits/ Songs/ Music/ Mix"	4.2%
NET: Alt Nation	4.5%	Any Mentions of "Nation"	3.4%	NPR Now 134/ NPR Talk 135	4.0%
ESPN Radio 120/ ESPNEWS 121	3.8%	Any Mentions of "Fox"	3.2%	SIRIUS NFL Radio	3.8%
Big '80s	3.8%	Sports (other sport mentions)	3.1%	Any mentions of "Talk"	3.6%
Hair Nation	3.7%	Big '80s	3.0%	Any mentions of "Classic"	3.5%
NET: Faction	3.7%	Any Mentions of "Comedy"	3.0%	Any mentions of "Classical"	3.2%
Sports (other sport mentions)	3.0%	Hair Nation	2.9%	Standard Time	3.2%
Hard Attack	2.7%	ESPN Radio 120/ ESPNEWS 121	2.6%	Any Mentions of "Country"	3.0%
Any mentions of "News"	2.6%	Any Mentions of "Country"	2.5%	SIRIUS Blues	2.6%
Any Mentions of "Comedy"	2.6%	First Wave	2.3%	**NET: Fox News Channel 131/ Fox News Talk Channel 145**	2.5%
Any Mentions of "Country"	2.5%	Mentions of XM/ previously cancelled stations (Wax, Dave Ramsey, etc)	2.1%	Sports (other sport mentions)	2.5%
SIRIUS Hits 1	2.4%	Any mentions of "Talk"	2.0%	**NET: Patriot**	2.4%
Area 33	2.4%	Classic Vinyl	2.0%	RadioClassics	2.3%
Any mentions of "dj's/ artists/ host/ vj's"	2.3%	**NET: Radio Margaritaville**	2.0%	SIRIUS Pops	2.0%
Any mentions of "Classic"	2.2%	**NET: Totally '70s**	2.0%	The Roadhouse	1.9%
The Pulse	2.2%	Buzzsaw	2.0%	CNN 132/ CNN Headline News 133	1.8%
Shade 45	2.2%	Any Mentions of "Jazz"	1.9%	Mentions of XM/ previously cancelled stations (Wax, Dave Ramsey, etc)	1.8%
JamON	2.1%	**NET: Octane**	1.8%	Broadway's Best	1.8%
BackSpin	2.1%	Any mentions of "dj's/ artists/ host/ vj's"	1.8%	Any Mentions of "Comedy"	1.8%
Mentions of XM/ previously cancelled stations	2.0%	Blue Collar Comedy	1.7%	Symphony Hall	1.7%
Any Mentions of "Fox"	1.8%	Classic Rewind	1.7%	Jazz Cafe	1.7%
Maxim Radio	1.8%	SIRIUS Blues	1.7%	**NET: Totally '70s**	1.6%
Any mentions of "Talk"	1.8%	Any mentions of "Blue"	1.6%	BBC Radio 1	1.6%

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Unaided Cancel If Gone

Top 30 by Age/Female Based to Total Demographic

Female 18-34	2,416	Female 35-54	3,258	Female 55+	791
	%		%		%
NET: Howard	41.1%	**NET: Howard**	33.5%	**NET: Howard**	12.5%
NET: Howard 101	6.4%	Any mentions of "Hits/ Songs/ Music/ Mix"	4.4%	Any mentions of "News"	6.8%
Big '80s	6.2%	Any mentions of "Classic"	3.8%	SIRIUS Gold	5.9%
Any mentions of "Hits/ Songs/ Music/ Mix"	6.0%	Big '80s	3.6%	Any Mentions of "Fox"	5.7%
Any Mentions of "Nation"	5.3%	SIRIUS NFL Radio	3.6%	Any mentions of "Hits/ Songs/ Music/ Mix"	5.5%
Howard 100	4.9%	**NET: Howard 101**	3.6%	NPR Now 134/ NPR Talk 135	5.0%
NET: Octane	4.3%	Any mentions of "News"	3.5%	Any mentions of "Classic"	4.6%
SIRIUS NFL Radio	3.7%	**NET: Totally '70s**	3.2%	Any mentions of "Classical"	4.1%
The Pulse	3.4%	Howard 100	3.0%	Any Mentions of "Country"	4.0%
SIRIUS Hits 1	3.4%	Any Mentions of "Fox"	2.8%	Any Mentions of "Jazz"	4.0%
Hair Nation	3.2%	Any Mentions of "Country"	2.8%	**NET: '60s Vibrations**	3.6%
Any Mentions of "Country"	3.2%	Any mentions of "Talk"	2.7%	60s Vibrations	3.6%
Any Mentions of "Comedy"	3.0%	Any Mentions of "Comedy"	2.6%	Any mentions of "Talk"	3.4%
NET: Raw Dog	2.9%	Any Mentions of "Nation"	2.5%	The Roadhouse	3.2%
NET: Alt Nation	2.9%	First Wave	2.3%	RadioClassics	3.1%
First Wave	2.4%	Any mentions of "dj's/ artists/ host/ vj's"	2.3%	Broadway's Best	2.8%
Mentions of XM/ previously cancelled stations (Wax, Dave Ramsey, etc)	2.3%	NPR Now 134/ NPR Talk 135	2.2%	Standard Time	2.6%
NET: Faction	2.0%	Hair Nation	1.9%	Movin' Easy	2.5%
Area 33	1.9%	Classic Vinyl	1.9%	**NET: Fox News Channel 131/ Fox News Talk Channel 145**	2.4%
Any mentions of "Talk"	1.9%	Mentions of XM/ previously cancelled stations (Wax, Dave Ramsey, etc)	1.8%	Mentions of XM/ previously cancelled stations (Wax, Dave Ramsey, etc)	2.3%
Any mentions of "Classic"	1.9%	**NET: '60s Vibrations**	1.8%	Elvis Radio	2.2%
The Beat	1.8%	Classic Rewind	1.8%	SIRIUS Left	2.0%
Any mentions of "dj's/ artists/ host/ vj's"	1.8%	60s Vibrations	1.7%	Any mentions of "dj's/ artists/ host/ vj's"	1.9%
Any mentions of "News"	1.7%	**NET: Radio Margaritaville**	1.7%	Symphony Hall	1.9%
ESPN Radio 120/ ESPNEWS 121	1.7%	Any mentions of "New"	1.7%	SIRIUS NFL Radio	1.9%
NPR Now 134/ NPR Talk 135	1.7%	Blue Collar Comedy	1.7%	PRI Public Radio International	1.8%
Sports (other sport mentions)	1.7%	Any Mentions of "Jazz"	1.6%	SIRIUS Love	1.8%
JamON	1.6%	Sports (other sport mentions)	1.6%	CNN 132/ CNN Headline News 133	1.7%
Left Of Center	1.6%	Any mentions of "Blue"	1.6%	Local traffic and weather 148-158	1.6%
BackSpin	1.6%	New Country	1.6%	SIRIUS Blues	1.5%

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Unaided Cancel if Gone

SIRIUS Programming Department tally

	Total Sample		Total Sample
Howard Stern	38%	Blue Collar Comedy	1%
NFL	5%	Blues music	1%
Bubba the Love Sponge	4%	Radio Margaritaville	1%
Country music	3%	The Pulse	1%
Octane	3%	Big '80s	1%
ESPN	3%	BBC Radio 1	1%
Hair Nation	2%	Buzzsaw	1%
NPR	2%	Hard Attack	1%
First Wave	2%	Classic Rewind	1%
Alt Nation	2%	Faction	1%

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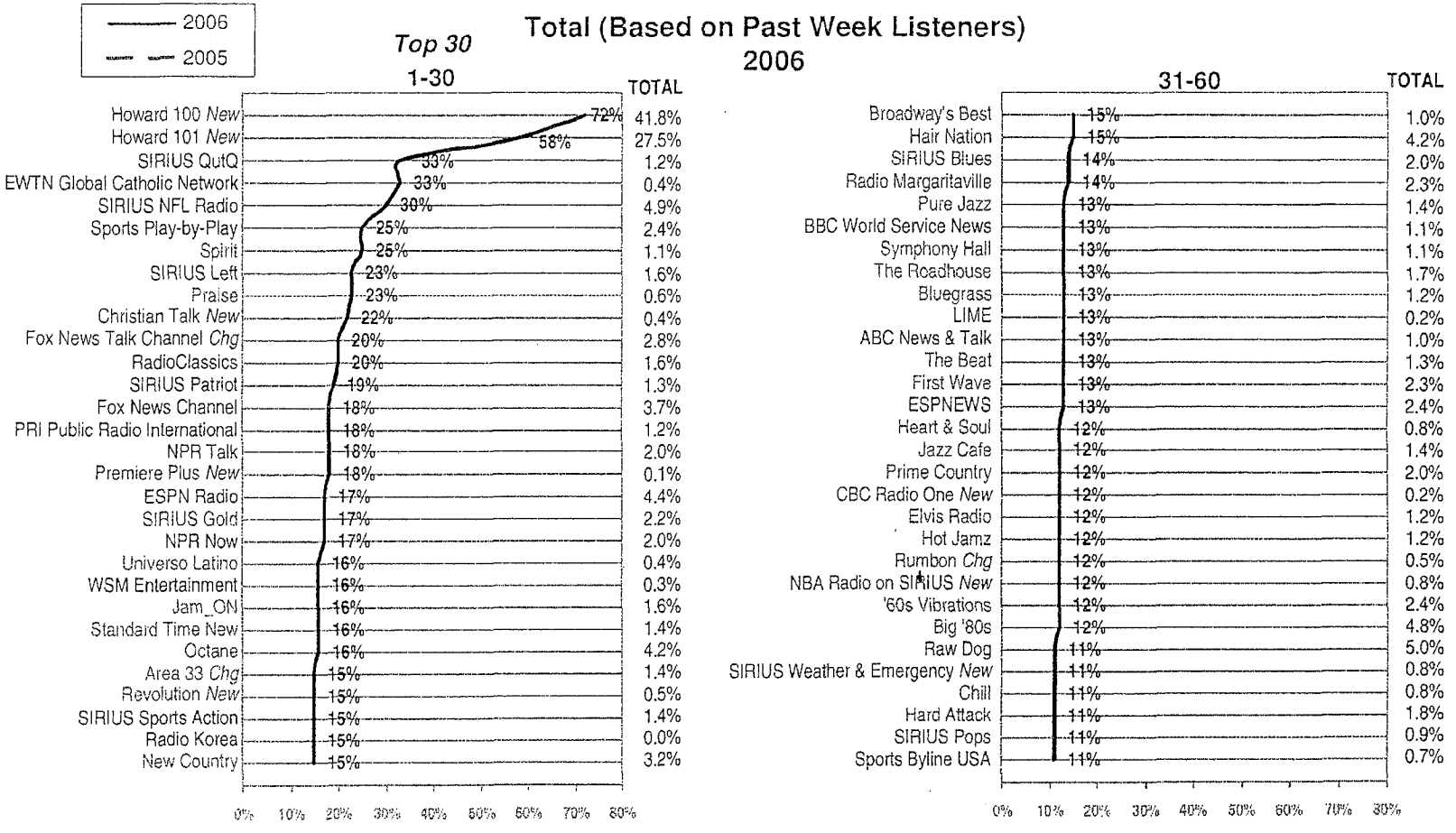
Likelihood To Cancel if Channel Gone

Among Past Week Channel Listeners (varied sample size)



Base: Past Week Listeners

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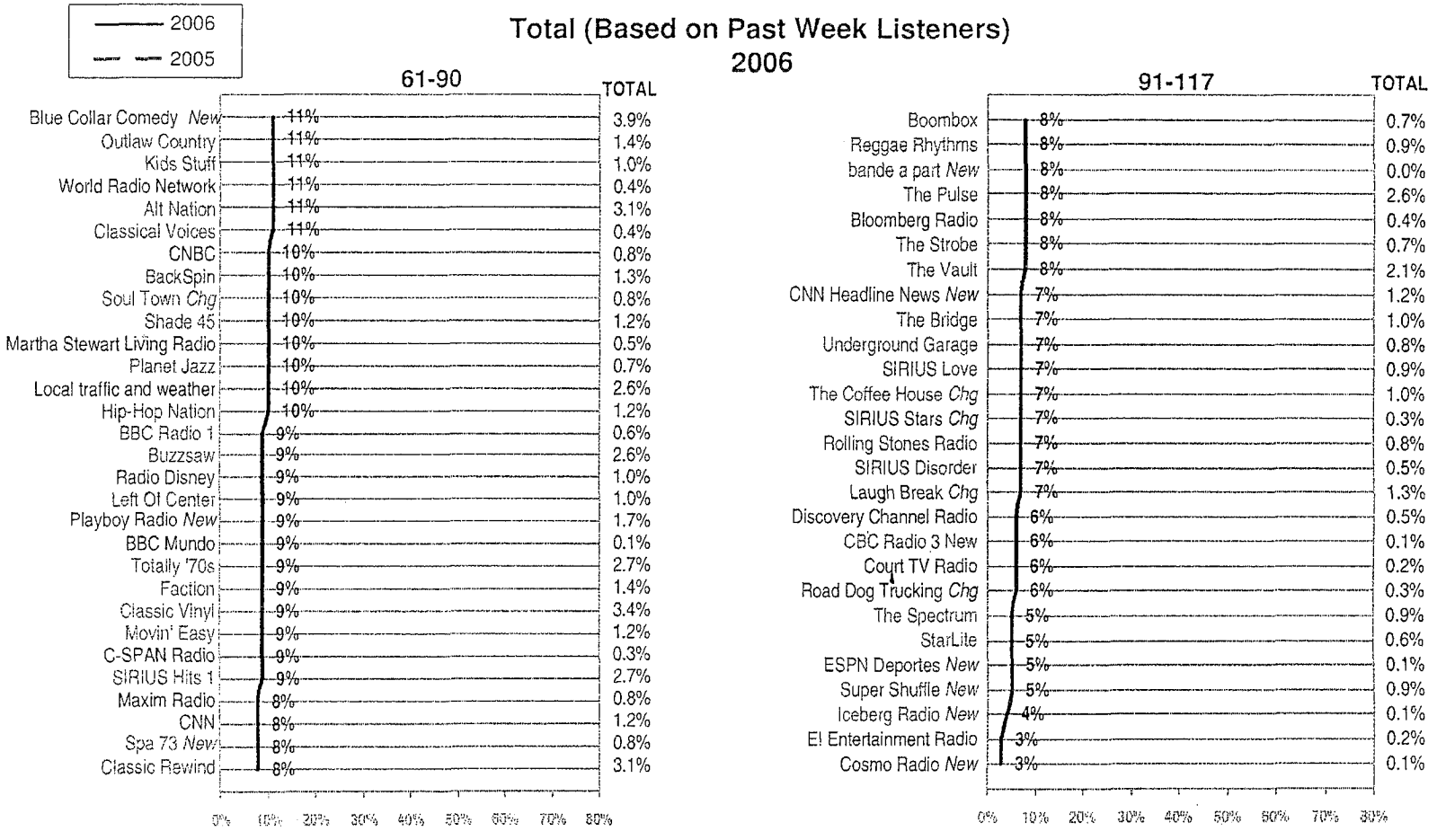
Likelihood To Cancel if Channel Gone

Among Past Week Channel Listeners (varied sample size)



Base: Past Week Listeners

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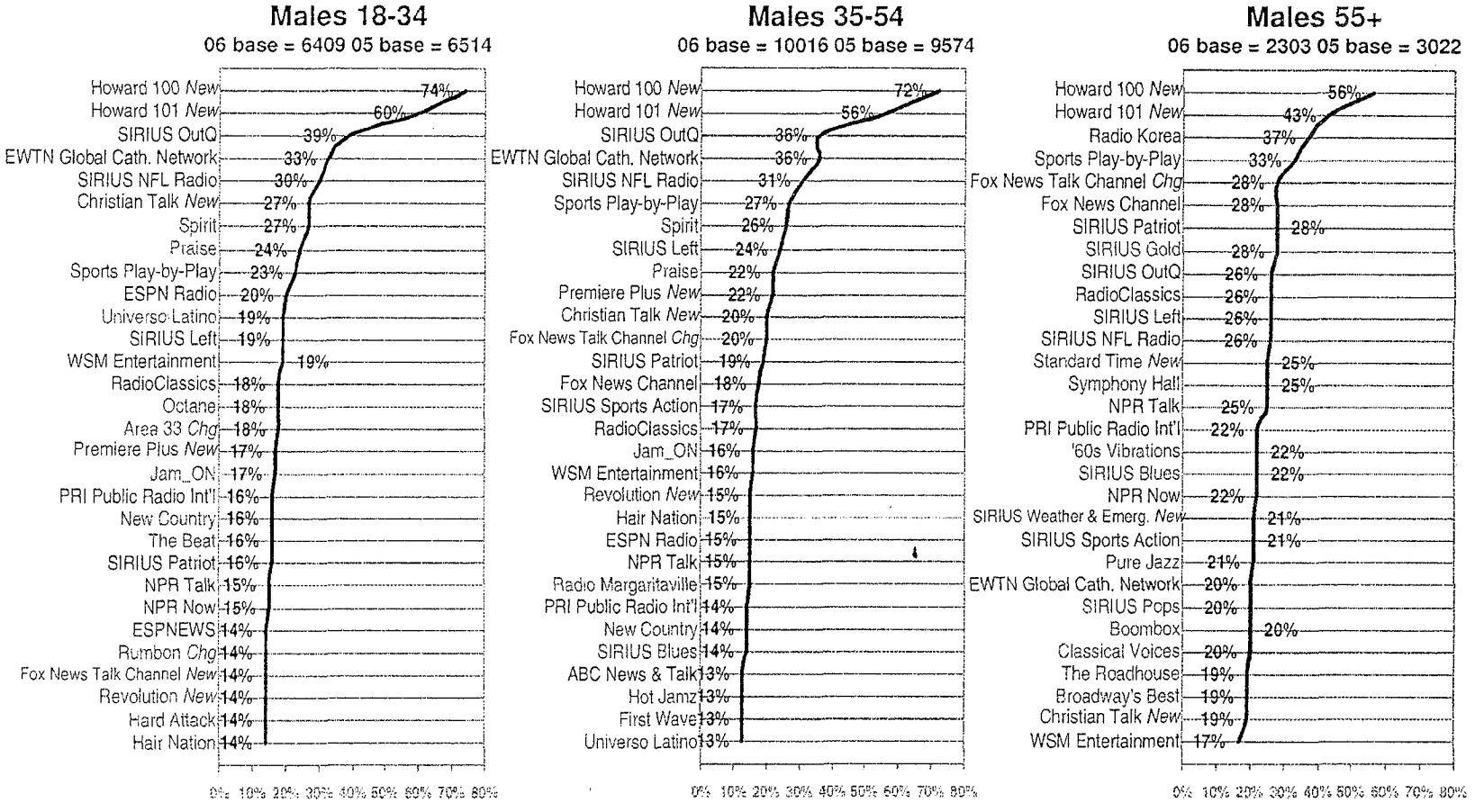
Likelihood To Cancel if Channel Gone

Top 30 Channels by Age/Male - Past Week Listeners (varied sample size)



Base: Past Week Listeners

NOTE: 2005 %'s not trended here because of question wording change.

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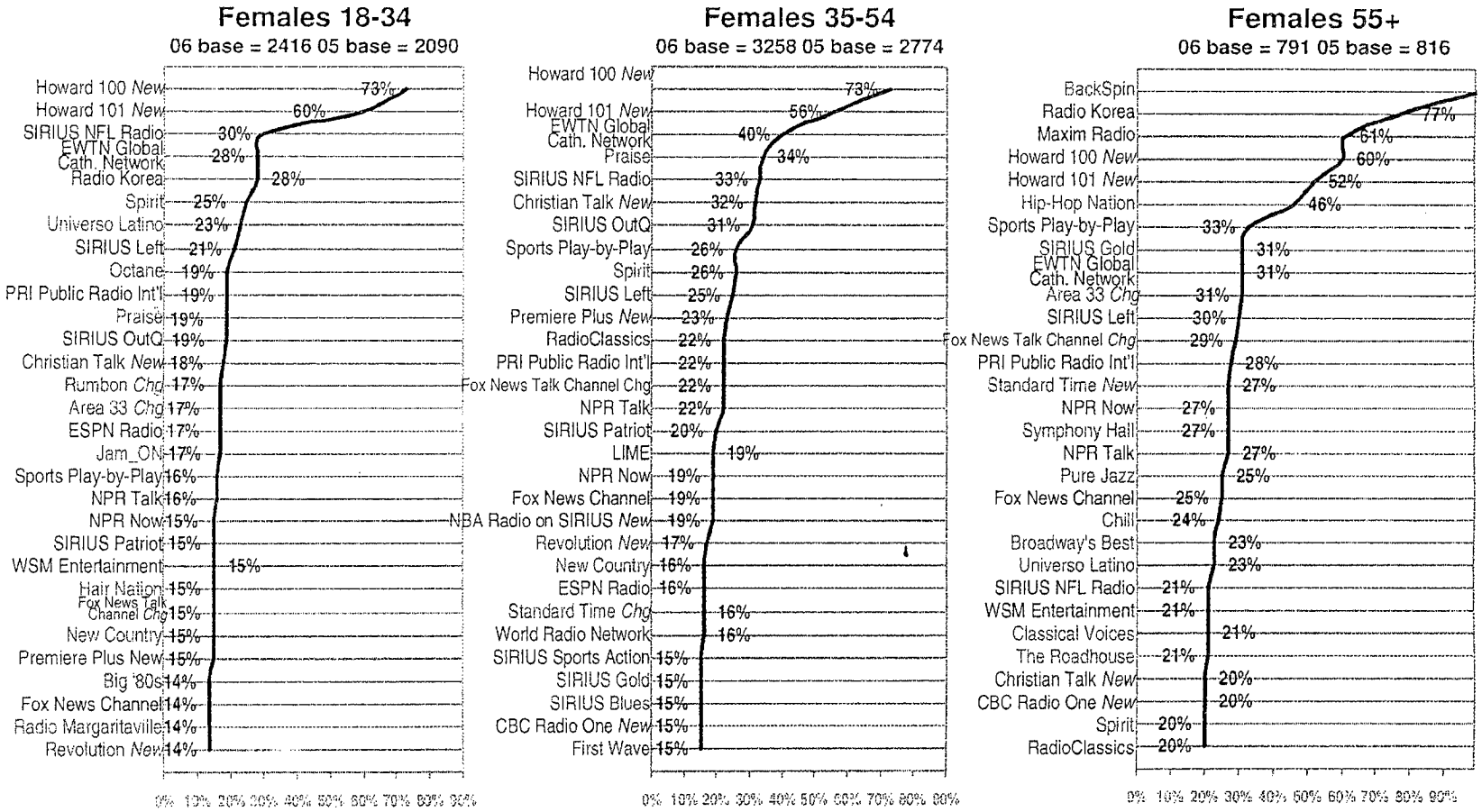
Likelihood To Cancel if Channel Gone

Top 30 Channels by Age/Female - Past Week Listeners (varied sample size)



Base: Past Week Listeners

NOTE: 2005 %'s not trended here because of question wording change.

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Likelihood To Cancel if Channel Gone

All Past Week Listeners Based to Total (25,702)

	%		%		%		%
Howard 100 *New*	41.8	NPR Talk	2	BBC World Service News	1.1	SIRIUS Disorder	0.5
Howard 101 *New*	27.5	Hard Attack	1.8	The Bridge	1	Revolution *New*	0.5
Raw Dog	5	The Roadhouse	1.8	Left Of Center	1	Rumbon *Chg*	0.5
SIRIUS NFL Radio	4.9	Playboy Radio *New*	1.7	The Coffee House *Chg*	1	Discovery Channel Radio	0.5
Big '80s	4.8	Jam_ON	1.6	Broadway's Best	1	Martha Stewart Living Rac	0.5
ESPN Radio	4.4	RadioClassics	1.6	Radio Disney	1	Classical Voices	0.4
Octane	4.2	SIRIUS Left	1.6	ABC News & Talk	1	Universo Latino	0.4
Hair Nation	4.2	Faction	1.4	SIRIUS Love	0.9	Bloomberg Radio	0.4
Blue Collar Comedy	3.9	Area 33 *Chg*	1.4	Super Shuffle *New*	0.9	World Radio Network	0.4
Fox News Channel	3.7	Outlaw Country	1.4	The Spectrum	0.9	Christian Talk *New*	0.4
Classic Vinyl	3.3	Jazz Cafe	1.4	Reggae Rhythms	0.9	EWTN Global Catholic Ne	0.4
New Country	3.2	Pure Jazz	1.4	SIRIUS Pops	0.9	SIRIUS Stars *Chg*	0.3
Classic Rewind	3.1	Standard Time *Chg*	1.4	Kids Stuff	0.9	WSM Entertainment	0.3
Alt Nation	3.1	SIRIUS Sports Action	1.4	Underground Garage	0.8	Road Dog Trucking *Chg*	0.3
Fox News Talk *Chg*	2.8	The Beat	1.3	Rolling Stones Radio	0.8	C-SPAN Radio	0.3
SIRIUS Hits 1	2.7	BackSpin	1.3	Chill	0.8	LIME	0.2
Totally '70s	2.7	Laugh Break *Chg*	1.3	Heart & Soul	0.8	CBC Radio One *New*	0.2
The Pulse	2.6	SIRIUS Patriot	1.3	Soul Town *Chg*	0.8	E! Entertainment Radio	0.2
Buzzsaw	2.6	Movin' Easy	1.2	Spa 73 *New*	0.8	Court TV Radio	0.2
Local traffic and weather	2.6	Elvis Radio	1.2	CNBC	0.8	CBC Radio 3 *New*	0.1
'60s Vibrations	2.4	Hip-Hop Nation	1.2	NBA Radio on SIRIUS *Ne*	0.8	Iceberg Radio *New*	0.1
ESPNEWS	2.4	Shade 45	1.2	Maxim Radio	0.8	Cosmo Radio *New*	0.1
Sports Play-by-Play	2.4	Hot Jamz	1.2	SIRIUS Wea&Emer *New*	0.8	Premiere Plus *New*	0.1
First Wave	2.3	Bluegrass	1.2	Boombox	0.7	BBC Mundo	0.1
Radio Margaritaville	2.3	CNN	1.2	The Strobe	0.7	ESPN Deportes *New*	0.1
SIRIUS Gold	2.2	CNN Headline News *New*	1.2	Planet Jazz	0.7	bande a part *New*	0.0
The Vault	2.1	SIRIUS OutQ	1.2	Sports Byline USA	0.7	Radio Korea	0.0
NPR Now	2.1	PRI Public Radio Internati	1.2	StarLite	0.6		
Prime Country	2	Spirit	1.1	BBC Radio 1	0.6		
SIRIUS Blues	2	Symphony Hall	1.1	Praise	0.6		

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Likelihood To Cancel if Channel Gone

Top 30 by Age/Male Based to Total Demographic

Male 18-34		Male 35-54		Male 55+	
	6,409		10,016		2,303
	%		%		%
Howard 100 *New*	54.1	Howard 100 *New*	44.4	Howard 100 *New*	14.7
Howard 101 *New*	38.3	Howard 101 *New*	28.8	SIRIUS Gold	10.7
Octane	8.6	SIRIUS NFL Radio	6.1	'60s Vibrations	8.6
Raw Dog	7.2	Raw Dog	5.5	Fox News Channel	8.5
ESPN Radio	7.0	Hair Nation	4.8	Howard 101 *New*	7.9
SIRIUS NFL Radio	6.3	Big '80s	4.7	Fox News Talk Channel *Chg*	6.5
Alt Nation	5.9	Blue Collar Comedy *New*	4.4	RadioClassics	5.1
Big '80s	5.2	ESPN Radio	4.4	The Roadhouse	4.9
Hair Nation	5.1	Classic Vinyl	4.2	Standard Time *Chg*	4.8
SIRIUS Hits 1	4.4	Fox News Channel	4.1	Symphony Hall	4.3
Faction	4.0	Classic Rewind	3.9	NPR Now	4.3
ESPNEWS	3.8	Buzzsaw	3.6	NPR Talk	4.3
The Pulse	3.7	Totally '70s	3.4	Local traffic and weather	4.3
Hard Attack	3.6	Fox News Talk Channel *Chg*	3.1	Blue Collar Comedy *New*	4.1
New Country	3.6	Octane	2.9	SIRIUS Blues	4.0
Blue Collar Comedy *New*	3.3	First Wave	2.9	SIRIUS Pops	3.7
Shade 45	2.9	The Vault	2.8	Jazz Cafe	3.5
Area 33 *Chg*	2.8	New Country	2.8	SIRIUS Patriot	3.4
Classic Vinyl	2.7	Sports Play-by-Play	2.8	Pure Jazz	3.2
Classic Rewind	2.7	Local traffic and weather	2.8	Sports Play-by-Play	3.2
BackSpin	2.7	Radio Margaritaville	2.6	Broadway's Best	3.1
Sports Play-by-Play	2.7	ESPNEWS	2.5	ESPN Radio	3.1
Buzzsaw	2.6	SIRIUS Blues	2.4	Totally '70s	3.0
Hip-Hop Nation	2.5	Alt Nation	2.3	Bluegrass	2.9
Jam_ON	2.4	The Pulse	2.1	Movin' Easy	2.8
Fox News Channel	2.2	'60s Vibrations	2.0	PRI Public Radio International	2.8
Playboy Radio *New*	2.2	Playboy Radio *New*	1.9	Classic Vinyl	2.7
Local traffic and weather	2.2	SIRIUS Sports Action	1.8	Raw Dog	2.6
First Wave	2.1	SIRIUS Left	1.8	Elvis Radio	2.5
The Beat	2.1	Jam_ON	1.7	SIRIUS NFL Radio	2.5

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Likelihood To Cancel if Channel Gone

Top 30 by Age/Female Based to Total Demographic

Female 18-34		Female 35-54		Female 55+	
	2,416		3,258		791
	%		%		%
Howard 100 *New*	46.5	Howard 100 *New*	37.8	SIRIUS Gold	12.7
Howard 101 *New*	30.9	Howard 101 *New*	22.2	Howard 100 *New*	11.2
Big '80s	7.5	Big '80s	5.2	'60s Vibrations	6.5
Octane	6.4	Totally '70s	4.6	Fox News Channel	6.2
Hair Nation	5.6	Blue Collar Comedy *New*	4.0	Howard 101 *New*	6.0
SIRIUS Hits 1	5.4	Classic Vinyl	3.9	NPR Now	5.5
The Pulse	5.2	New Country	3.7	Standard Time *Chg*	5.3
New Country	4.3	Classic Rewind	3.6	Fox News Talk Channel *Chg*	5.1
Raw Dog	4.3	Hair Nation	3.3	The Roadhouse	5.0
Alt Nation	4.2	SIRIUS NFL Radio	3.3	Symphony Hall	5.0
SIRIUS NFL Radio	3.5	Fox News Channel	3.1	NPR Talk	5.0
ESPN Radio	3.1	Raw Dog	3.0	Broadway's Best	4.7
First Wave	3.0	First Wave	2.6	Movin' Easy	4.4
Blue Collar Comedy *New*	3.0	NPR Talk	2.6	Pure Jazz	3.8
Prime Country	2.9	NPR Now	2.5	SIRIUS Pops	3.8
Hot Jamz	2.3	The Pulse	2.4	RadioClassics	3.8
Classic Rewind	2.2	Radio Margaritaville	2.4	CNN	3.7
Radio Margaritaville	2.1	ESPN Radio	2.4	Elvis Radio	3.3
Area 33 *Chg*	2.1	Fox News Talk Channel *Chg*	2.4	PRI Public Radio International	3.3
Classic Vinyl	2.0	Local traffic and weather	2.4	Local traffic and weather	3.1
The Beat	2.0	SIRIUS Hits 1	2.3	Jazz Cafe	2.8
Jam_ON	1.9	'60s Vibrations	2.3	Bluegrass	2.7
Buzzsaw	1.9	Buzzsaw	2.1	SIRIUS Left	2.6
Hip-Hop Nation	1.9	Alt Nation	2.0	Blue Collar Comedy *New*	2.5
BackSpin	1.9	Prime Country	2.0	Classic Vinyl	2.4
The Vault	1.8	SIRIUS Blues	2.0	CNN Headline News	2.4
Fox News Channel	1.8	The Vault	1.9	SIRIUS Love	2.3
Left Of Center	1.7	Octane	1.8	New Country	2.1
Hard Attack	1.7	Jazz Cafe	1.8	Prime Country	2.0
Shade 45	1.7	SIRIUS Gold	1.6	SIRIUS Blues	2.0

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Appendix

Respondent Profile Information

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Respondent Profile – Demographics

Subscribers vs. Non-Subscribers

	2005 Sub %	2005 Non-Sub %	2006 Sub %	2006 Non-Sub %
	22,061	3,130	21,497	5,315
Gender				
Male	83	35	83	43
Female	17	65	17	57
Age				
13-17	0	13	0	7
18-24	7	11	5	9
25-34	27	24	28	29
35-44	29	22	34	27
45-54	21	17	20	16
55+	15	13	12	12
Average	*41*	*37*	*40*	*38*
HH Income				
Under $20K	2	2	1	2
$20-$29.9K	3	4	3	3
$30-$49.9K	13	10	12	10
$50-$99.9K	38	34	35	35
$100-$149.9K	21	20	19	19
$150K+	17	14	14	12
No Response	5	16	16	18
Median	*93*	*93*	*85*	*85*
Ethnicity				
Caucasian	89	87	88	86
Afr. Amer.	2	2	2	2
Hispanic	4	5	4	6

	2005 Sub %	2005 Non-Sub %	2006 Sub %	2006 Non-Sub %
Marital Status				
Married/Living with Partner	69	74	65	82
Single/Widowed/Divorced/Separate	31	26	33	16
Education				
High School Graduate or Less	8	13	9	16
Some College	25	23	24	25
College Graduate	38	30	38	34
Post College Graduate	23	16	21	18
Other Vocational/Technical Educatio	6	5	7	5
Age of Household Members				
18+	*71*	*70*	67	67
13-17	7	10	6	8
6-12	10	10	10	11
2-5	9	8	12	11
0-1	4	2	4	3
Own/Rent Residence				
Own	77	70	74	79
Rent	17	13	18	14
Do not pay for housing	4	5	3	3
Employment Status				
Employed (net)	87	69	90	81
Work full-time			86	73
Work part-time			4	8
Not employed	14	27	6	14

	2005 Sub %	2005 Non-Sub %	2006 Sub %	2006 Non-Sub %
Occupation				
Professional/Mgmt/Business/Fin. (net)	NA	NA	60	59
Professional	NA	NA	37	37
Management/Business/Financial	NA	NA	24	22
Sales/Office	NA	NA	11	10
Service	NA	NA	9	11
Construction/Extraction/Maintenance	NA	NA	7	6
Other	NA	NA	9	8
Interest in Politics/National/International Affairs				
Very Interested	NA	NA	34	26
Somewhat Interested	NA	NA	37	33
Only Slightly Interested	NA	NA	18	23
Not At All Interested	NA	NA	6	11
Sexuality				
Heterosexual	NA	NA	88	87
Non-Heterosexual	NA	NA	4	5

Base: Total Listeners (n=25,702); Aged 16+ Years: (n=25,413); Aged 18+ Years: (n=25,281)

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Profile of Listener Subgroup
Gender by Subscriber/Listener

Base sizes needed
And add region 104-107
Why is this page number 122?

	Subs		Non-Subs	
	M	F	M	F
	%	%	%	%
Gender				
Male	100	0	100	0
Female	0	100	0	100
Age				
13-17	0	0	11	5
18-24	5	5	12	6
25-34	28	30	26	31
35-44	34	32	25	28
45-54	20	20	15	17
55+	12	12	12	13
Average				
HH Income				
Under $20K	1	2	2	1
$20-$29.9K	3	4	4	2
$30-$49.9K	12	15	12	9
$50-$99.9K	35	35	35	35
$100-$149.9K	20	14	17	21
$150K+	15	10	11	13
No Response	15	20	19	18
Median	85	75	85	95
Ethnicity				
Caucasian	90	89	88	87
Afr. Amer.	2	2	2	2
Hispanic	4	4	5	6
Other	5	5	7	6

	Subs		Non-Subs	
	M	F	M	F
	%	%	%	%
Marital Status				
Married/Living with Partner	67	57	72	90
Single/Widowed/Divorced/Separated	32	40	27	9
Education				
High School Graduate or Less	11	9	9	19
Some College	25	23	27	24
College Graduate	37	38	33	35
Post College Graduate	20	23	14	21
Other Vocational/Technical Education	7.2	5	5.9	4.6
Age of Household Members				
18+	66	72	70	65
13-17	7	5	9	7
6-12	11	8	10	12
2-5	13	10	9	13
0-1	4	5	2	3
Own/Rent Residence				
Own	75	70	73	82
Rent	18	21	17	13
Do not pay for housing	3	4	5	2
Employment Status				
Employed (net)	91	84	85	77
Work full-time	3	8	4	10
Work part-time	88	76	82	67
Not employed	6	11	10	17

	Subs		Non-Subs	
	M	F	M	F
	%	%	%	%
Occupation				
Professional/Mgmt/Business/Fin. (net)	59	70	48	67
Professional	23	25	21	23
Management/Business/Financial	35	45	27	45
Sales/Office	9	7	12	11
Service	11	12	7	12
Construction/Extraction/Maintenance	8	1	13	1
Other	10	4	13	4
Interest in Politics/National/International Affairs				
Very Interested	36	28	29	24
Somewhat Interested	37	37	32	34
Only Slightly Interested	18	21	21	25
Not At All Interested	6	9	11	11
Sexuality				
Heterosexual	89	84	86	88
Non-Heterosexual	4	6	7	3

Base: Total Listeners (n=25,702); Aged 16+ Years: (n=25,413); Aged 18+ Years: (n=25,281)

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Past Week Listening by Channel

Gender by Subscriber/Listener

In order to assess whether men and women have similar listening tastes or if given that men are the dominate subscribers of record control the radio we looked at women subscribers of record.

Men and women subscribers have largely similar tastes, and while certainly age can indicate taste, there are some skews by gender.

Male subscribers are far more likely than their female counterparts to say they are Past Week Listeners of *Howard 100 New* and *Howard 101 New* ... Male subs are also more likely to say they listed to *Playboy, Raw Dog, NFL, Fox News, Fox News Talk, Big 80's* and *Spectrum*. Whereas, Female subscribers are more likely than their Male counterparts to say they listened to *SIRIUS Hits 1* and *New Country*. All other channels are listened to at similar levels across genders.

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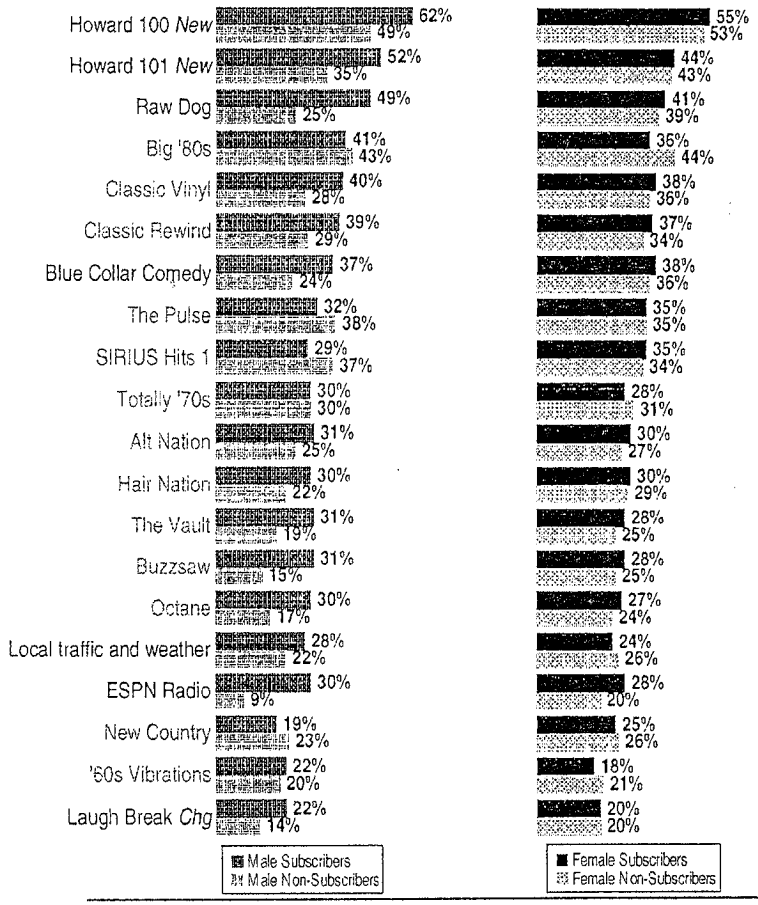
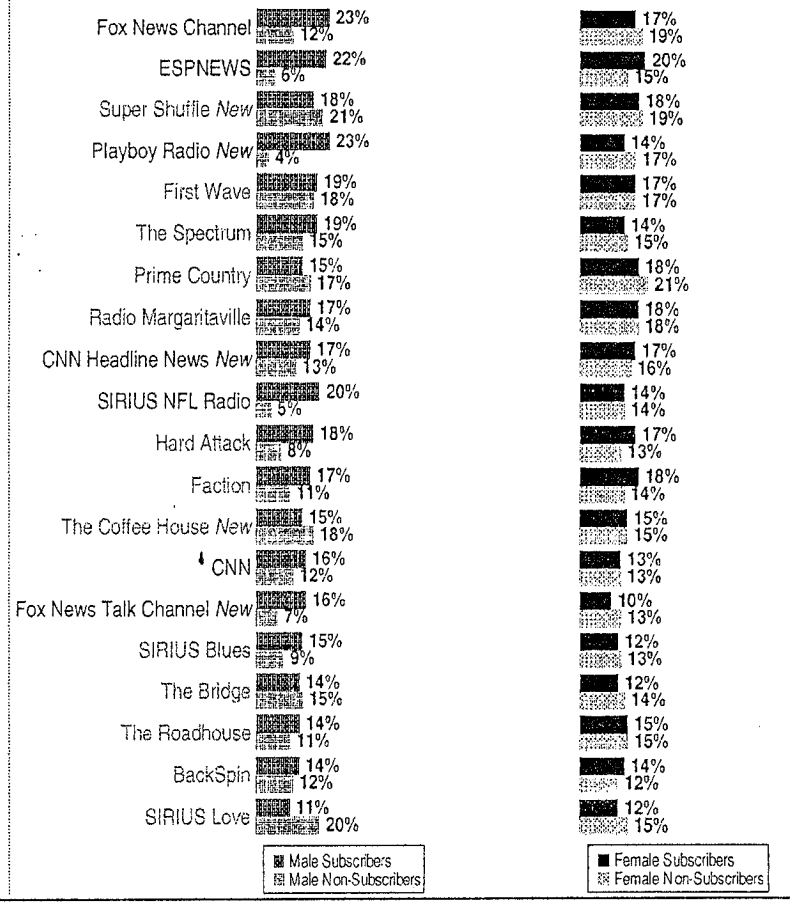
Past Week Listening by Channel

Gender by Subscriber/Listener





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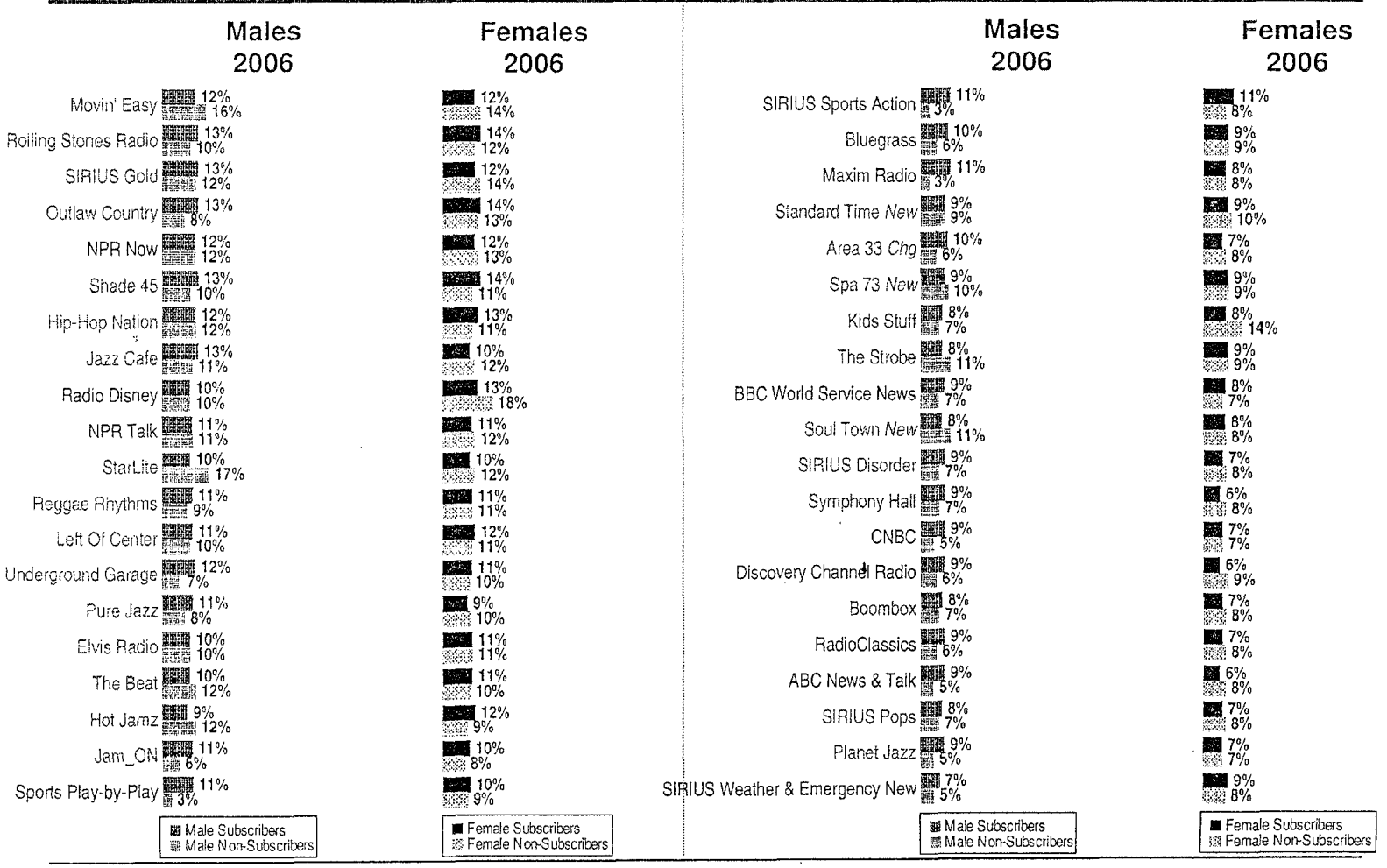
Past Week Listening by Channel

Gender by Subscriber/Listener



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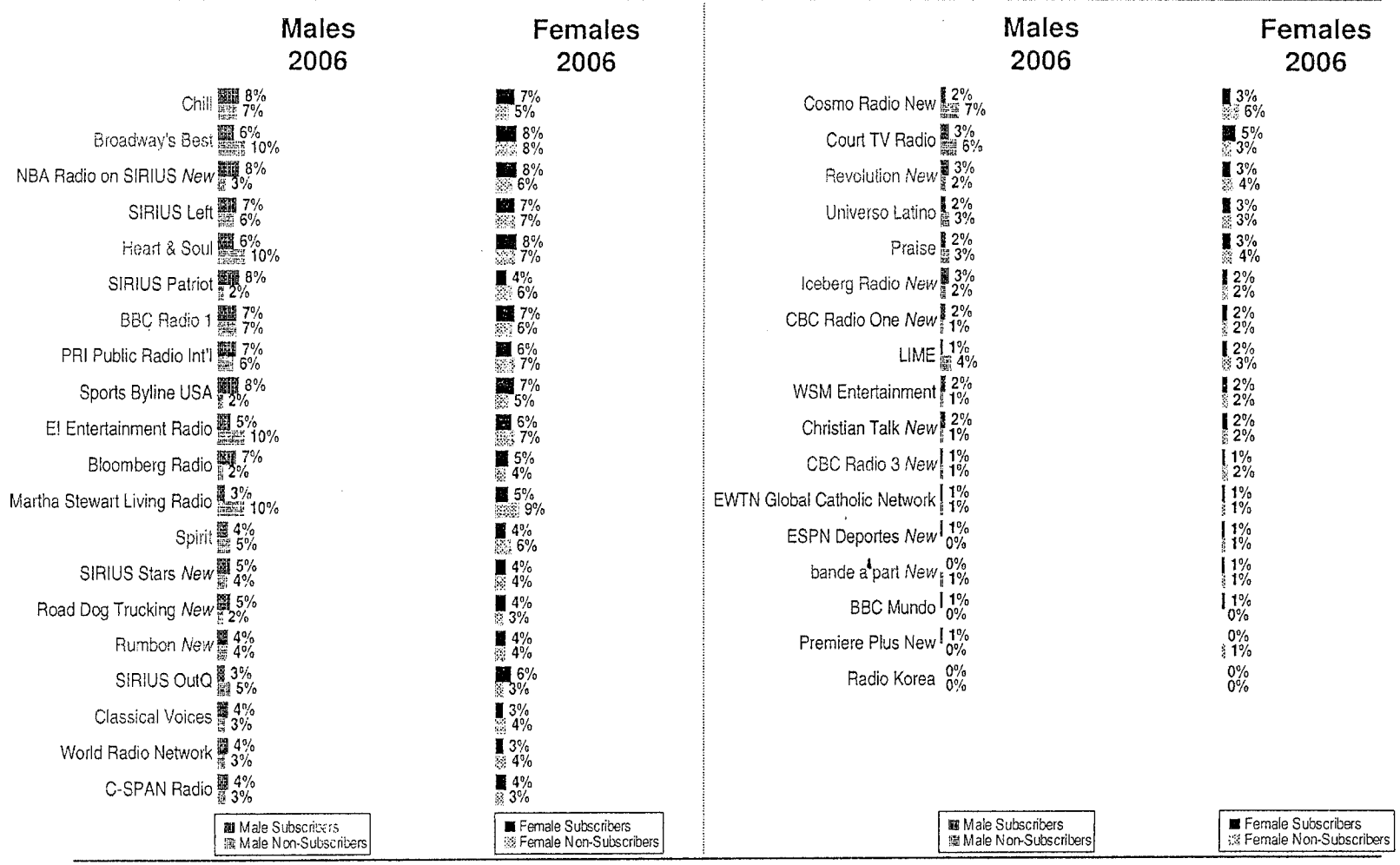
Past Week Listening by Channel

Gender by Subscriber/Listener



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Profile of Listener Subgroup
Hispanic

Hispanic listeners rate SIRIUS comparably to listeners in total on overall satisfaction, satisfaction with programming, and likelihood to continue subscribing. In addition, the proportion of frequent Hispanic listeners is comparable to that of the total listener base.

Based on past week listening, the top five channels among Hispanic listeners are similar to those for listeners in general. Hispanics are more likely than respondents at large to have listened to the *Howard* channels *(100 and 101), Big 80's (8)* and *SIRIUS Hits 1 (1)* in the past week.

As expected, Hispanic listeners are more likely to listen to Spanish language programming. However, Hispanics listen predominantly to mainstream programs rather than programming specifically aimed at this audience. Further, it is interesting to note that only 2% of (20 out of 1,160) Hispanic listeners elected to complete the survey in Spanish rather than English.

- *Universo Latino (90)* ranks among the top twenty channels (17th place) based on past week listening among Hispanic listeners.

Hispanic respondents are less likely to have listened to Country music in the past week and more likely to have listened to several genres, namely, Hip-Hop/R&B, Electronic/Dance, Latin/International, and NBA.

Relative to total listeners, Hispanics tend to be younger, less affluent, less educated, and more likely to rent their residence.

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Profile of Listener Subgroup
Hispanic

	Total Respondents %	Hispanic %
Overall Satisfaction with SIRIUS		
Top 3 Box	76	75
Top Box	34	39
Satisfaction with Programming		
Top 3 Box	75	75
Top Box	31	36
Likely to Continue Subscribing		
Top 3 Box	82	80
Top Box	53	53
Frequency of Listening		
Frequently	84	86
Occasionally	14	12
Top 5 Channels for Subgroup - Past Week Listening		
100: Howard 100	58	65
101: Howard 101	48	58
8: Big 80's	41	49
104: Raw Dog	44	48
1: SIRIUS Hits 1	32	43
Spanish Language Channels- Past Week Listening		
90: Universo Latino	3	26
181: ESPN Deportes	1	7
182: BBC Mundo	1	4

	Total Respondents %	Hispanic %
Past Week Listening - Genre		
Pop	74	77
Rock	78	74
Comedy	54	55
Hip-Hop/R&B	29	48
Electronic/Dance	23	41
Talk	32	36
Latin/International	8	36
Sports Talk & News	30	33
Traffic & Weather	28	33
Jazz/Blues	29	30
Family & Kids	25	29
US News	31	27
Country	35	27
Issues	24	20
NFL	16	17
Public Radio	16	14
NBA	7	14
Classical	12	14
International News	10	13
More Sports	10	12
Lifestyles	8	11
Financial News	10	10
Standards	13	10
Christian	7	8
Religion	3	4

	Total Respondents %	Hispanic %
Gender		
Male	71	70
Age		
13-24	8	10
25-34	28	39
35-44	32	33
45-54	19	14
55+	12	4
Average	*39*	*36*
Median HH Income	*85*	*75*
Education		
High School Graduate or Less	11	14
Some College	25	33
College Graduate	37	31
Post College Graduate	20	15
Other Vocational/Technical Education	6	7
Marital Status		
Married/Living With Partner	70	70
Single/Widowed/Divorced/Separated	29	28
Own/Rent Residence		
Own	75	68
Rent	17	24
Employment Status		
Employed	87	90
Not employed	9	7

Base: Total/Hispanic- Listeners (n=25,702/1,160); Aged 16+ Years: (25,413/1,144); Aged 18+ Years: (n=25,281/1,134)

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Profile of Listener Subgroup
Tenure

Overall perceptions of SIRIUS do not differ by length of subscription tenure.

Frequency of listening does not differ based on tenure.

Based on past week listening, *Classic Vinyl (14), Raw Dog (104),* and *Big 80's (8)* rank among the top five channels across all tenure categories.

Listening patterns among those with a tenure of one year differ somewhat from other tenure subgroups with two of the top five channels unique to this group: *Blue Collar Comedy (103)* and *SIRIUS Hits 1 (1).*

- Listeners with a tenure of one year are unique from the total listener base in that the *Howard* channels *(100 and 101)* do not rank among their top five channels based on past week listening.

Several channels rank among the top five across most subgroups:

- *Howard 100 (100)* – all subgroups except 1 year
- *Howard 101 (101)* – among shorter tenure subgroups (12 months or less)
- *Classic Rewind (15)* – 6-9 months, 1 year, over 1 year

Past week listening levels are generally comparable across the tenure subgroups. Longer tenured listeners have stronger past week listening for Country, US News, and Public Radio programming. In contrast, those with shorter tenure are more likely to have listened to Sports Talk & News.

In terms of demographic characteristics, listeners with longer tenure tend to be older and more affluent.

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Profile of Listener Subgroup
Tenure

	3-6 Months %	6-9 Months %	9-12 Months %	1 year %	Over 1 year %
Overall Satisfaction with SIRIUS					
Top 3 Box	76	78	75	74	73
Top Box	33	35	34	32	31
Satisfaction with Programming					
Top 3 Box	76	78	74	72	67
Top Box	33	34	28	29	22
Likely to Continue Subscribing					
Top 3 Box	82	83	79	80	80
Top Box	51	54	50	52	53
Frequency of Listening					
Frequently	85	85	81	83	85
Occasionally	13	13	17	15	14
Top 5 Channels for **3-6 months** - Past Week Listening					
100: Howard 100	67	69	44	46	30
101: Howard 101	55	57	36	37	23
104: Raw Dog	44	48	40	41	33
8: Big 80's	41	43	38	41	36
14: Classic Vinyl	37	38	38	38	37
Top 5 Channels for **6-9 months** - Past Week Listening					
100: Howard 100	67	69	44	46	30
101: Howard 101	55	57	36	37	23
104: Raw Dog	44	48	40	41	33
8: Big 80's	41	43	38	41	36
14: Classic Vinyl	37	38	38	38	37
15: Classic Rewind	35	38	35	38	34

	3-6 Months %	6-9 Months %	9-12 Months %	1 year %	Over 1 year %
Top 5 Channels for **9-12 months** - Past Week Listening					
100: Howard 100	67	69	44	46	30
104: Raw Dog	44	48	40	41	33
8: Big 80's	41	43	38	41	36
14: Classic Vinyl	37	38	38	38	37
101: Howard 101	55	57	36	37	23
Top 5 Channels for **1 year** - Past Week Listening					
14: Classic Vinyl	37	38	38	38	37
8: Big 80's	41	43	38	41	36
15: Classic Rewind	35	38	35	38	34
104: Raw Dog	44	48	40	41	33
103: Blue Collar Comedy	36	37	33	35	32
1: SIRIUS Hits 1	31	33	31	32	31
Top 5 Channels for **Over 1 year** - Past Week Listening					
100: Howard 100	67	69	44	46	30
8: Big 80's	41	43	38	41	36
104: Raw Dog	44	48	40	41	33
14: Classic Vinyl	37	38	38	38	37
15: Classic Rewind	35	38	35	38	34

Base: By Tenure Group: Listeners (n=5,698/9,313/2,415/7,265/996); Aged 16+ Years: (5,611/9,154/2,373/7,140/976); Aged 18+ Years: (n=5,571/9,068/2,352/7,084/967)

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Profile of Listener Subgroup
Tenure

	3-6 Months %	6-9 Months %	9-12 Months %	1 year %	Over 1 year %
Past Week Listening - Genre					
Rock	77	80	74	76	76
Pop	71	73	75	77	75
Comedy	53	58	51	52	46
Talk	33	34	29	31	30
Country	32	33	38	40	39
Hip-Hop/R&B	30	30	28	27	26
Sports Talk & News	29	30	29	31	24
US News	28	28	32	36	39
Traffic & Weather	27	29	29	28	27
Jazz/Blues	27	28	30	31	32
Family & Kids	23	25	25	26	27
Electronic/Dance	23	22	23	22	24
Issues	22	22	25	28	29
Public Radio	15	15	17	18	24
NFL	15	16	16	18	14
Classical	12	11	14	14	18
Standards	11	12	15	16	18
International News	10	9	11	12	16
Financial News	9	9	10	12	15
Latin/International	9	8	7	8	8
Lifestyles	8	9	8	8	8
More Sports	8	9	10	11	9
NBA	8	7	6	7	6
Christian	6	5	8	8	9
Religion	2	2	4	3	4

	3-6 Months %	6-9 Months %	9-12 Months %	1 year %	Over 1 year %
Gender					
Male	72	71	71	71	70
Female	28	29	29	29	30
Age					
13-24	8	8	9	8	10
25-34	31	32	23	25	21
35-44	33	33	29	31	25
45-54	19	17	21	20	25
55+	9	9	17	16	20
Average	*38*	*38*	*41*	*41*	*42*
Median HH Income	*85*	*85*	*85*	*95*	*95*
Education					
High School Graduate or Less	11	11	11	11	10
Some College	27	24	25	23	25
College Graduate	37	37	36	36	34
Post College Graduate	19	19	20	22	23
Other Vocational/Technical Education	6	7	6	7	7
Marital Status					
Married/Living With Partner	66	71	69	72	68
Single/Widowed/Divorced/Separated	32	28	29	27	30
Own/Rent Residence					
Own	71	74	77	79	81
Rent	21	19	15	14	13
Employment Status					
Employed	89	89	85	85	82
Not employed	7	7	11	10	14

Base: By Tenure Group: Listeners (n=5,698/9,313/2,415/7,265/996); Aged 16+ Years: (5,611/9,154/2,373/7,140/976); Aged 18+ Years: (n=5,571/9,068/2,352/7,084/967)

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Profile of Listener Subgroup
Source

Listeners who had their SIRIUS system installed at a retail outlet rate SIRIUS more positively than OEM listeners. Retail listeners also listen more frequently than OEM listeners. Given that Retail listeners actively acquired their SIRIUS subscription it follows that they would be heavier users.

Based on past week listening, *Big 80's (8)* and *Classic Vinyl (14)* are among the top five channels regardless of acquisition method. *Totally 70's (7), Local Traffic & Weather (148-158), The Pulse (9)* and *SIRIUS Hits 1 (1)* round out the top five channels for OEM listeners. The *Howard* channels *(100 and 101)* and *Raw Dog (104)* rank among the top channels for Retail listeners.

- OEM listeners are unique from the total listener base in that the *Howard* channels *(100 and 101)* do not rank among their top five channels based on past week listening.
- Retail listeners' tendency to be frequent listeners is evident for most of the top channels, with higher past week listening levels for *Big 80's (8), Classic Vinyl (14), The Pulse (9),* the *Howard* channels *(100 and 101),* and *Raw Dog (104).*

Past week listening levels for OEM listeners are stronger for channels in the US News, Standards, and Classical genres. In contrast, Retail acquirers are more likely to have listened to Rock, Comedy, Talk, Hip-Hop/R&B, and NFL programming.

In terms of demographic characteristics, Retail listeners are more likely to be Male, younger, less affluent, and less educated. Further, they tend to rent their residences and be Single/Widowed/Divorced/Separated as well as employed.

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Profile of Listener Subgroup
Source

	OEM %	Retail %
Overall Satisfaction with SIRIUS		
Top 3 Box	67	77
Top Box	25	34
Satisfaction with Programming		
Top 3 Box	62	76
Top Box	20	32
Likely to Continue Subscribing		
Top 3 Box	72	82
Top Box	41	54
Frequency of Listening		
Frequently	78	85
Occasionally	20	13
Top 5 Channels for **OEM** - Past Week Listening		
8: Big 80's	33	42
7: Totally 70's	31	30
14: Classic Vinyl	31	39
148-158: Local T&W	30	26
9: The Pulse	28	35
1: SIRIUS Hits 1	28	33
Top 5 Channels for **Retail** - Past Week Listening		
100: Howard 100	27	61
101: Howard 101	19	50
104: Raw Dog	27	46
8: Big 80's	33	42
14: Classic Vinyl	31	39

	OEM %	Retail %
Past Week Listening - Genre		
Pop	77	74
Rock	65	79
Comedy	40	56
US News	39	30
Country	37	35
Traffic & Weather	33	28
Jazz/Blues	33	29
Sports Talk & News	26	30
Issues	25	24
Talk	23	33
Family & Kids	23	25
Electronic/Dance	22	22
Hip-Hop/R&B	21	29
Standards	20	13
Classical	20	12
Public Radio	19	16
Financial News	15	10
International News	12	10
NFL	10	17
Christian	9	7
Latin/International	7	8
Lifestyles	7	8
More Sports	6	10
NBA	5	7
Religion	3	3

	OEM %	Retail %
Gender		
Male	66	72
Female	34	28
Age		
13-24	6	9
25-34	14	30
35-44	26	32
45-54	26	18
55+	29	11
Average	*46*	*39*
Median HH Income	*138*	*85*
Education		
High School Graduate or Less	7	11
Some College	19	25
College Graduate	38	37
Post College Graduate	30	19
Other Vocational/Technical Education	3	6
Marital Status		
Married/Living With Partner	76	70
Single/Widowed/Divorced/Separated	22	29
Own/Rent Residence		
Own	87	74
Rent	7	18
Employment Status		
Employed	79	88
Not employed	15	8

Base: OEM/Retail- Listeners (n=2,097/20,241); Aged 16+ Years: (2,070/20,011); Aged 18+ Years: (n=2,063/19,900)

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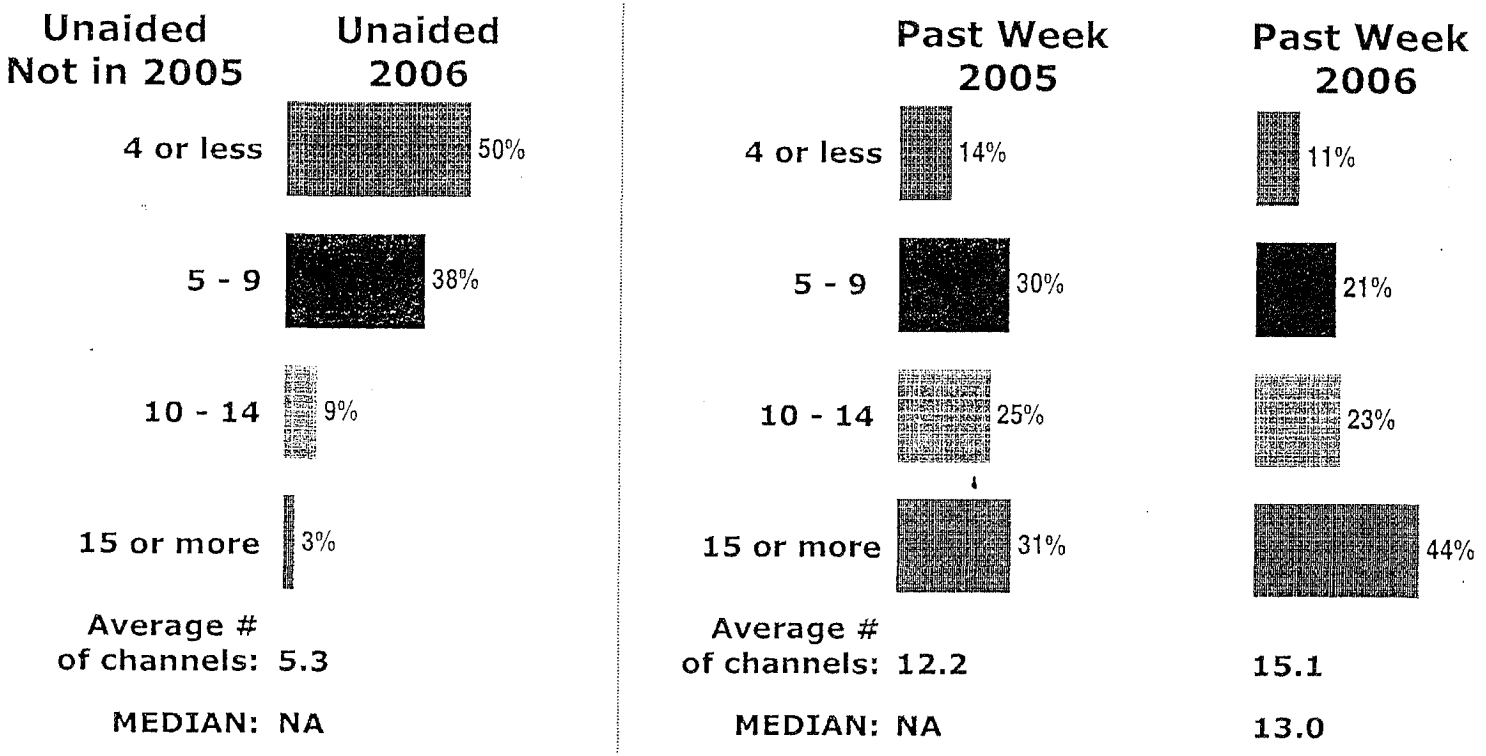
Average Number of Channels Listened To
Unaided/Aided

On an unaided basis, listeners listened to an average of 5.3 channels, with one-half (50%) saying they listen to five channels or more.



Base: Total Listeners (n=25,702)

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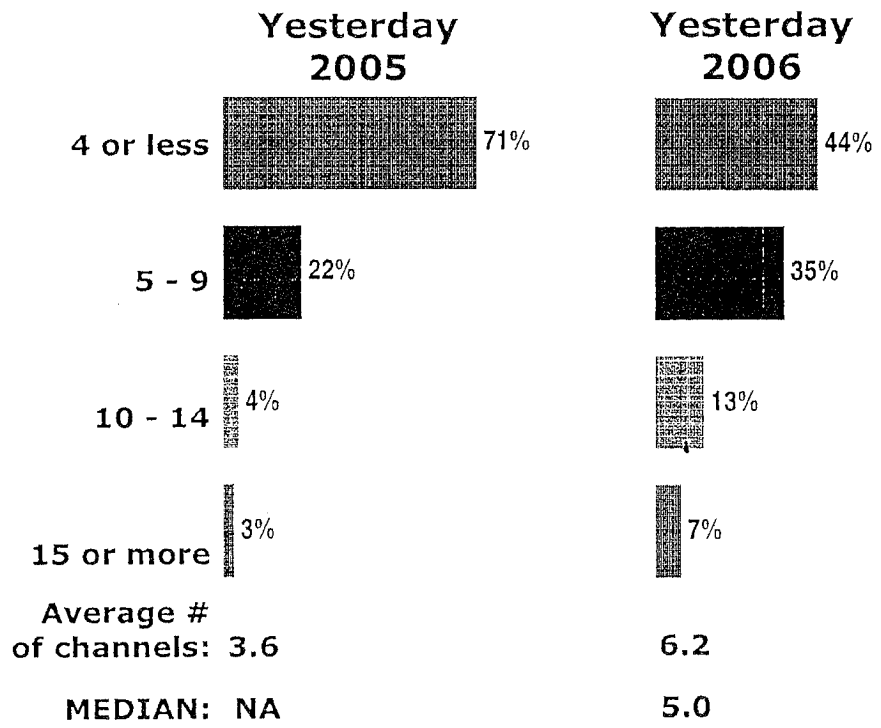
Average Number of Channels Listened To
Aided & Yesterday

Respondents listened to an average of 15.1 channels in the past week, compared to 6.2 yesterday

Both past week and yesterday listening have increased since 2005.



Base: Total Listeners (n=25,702)

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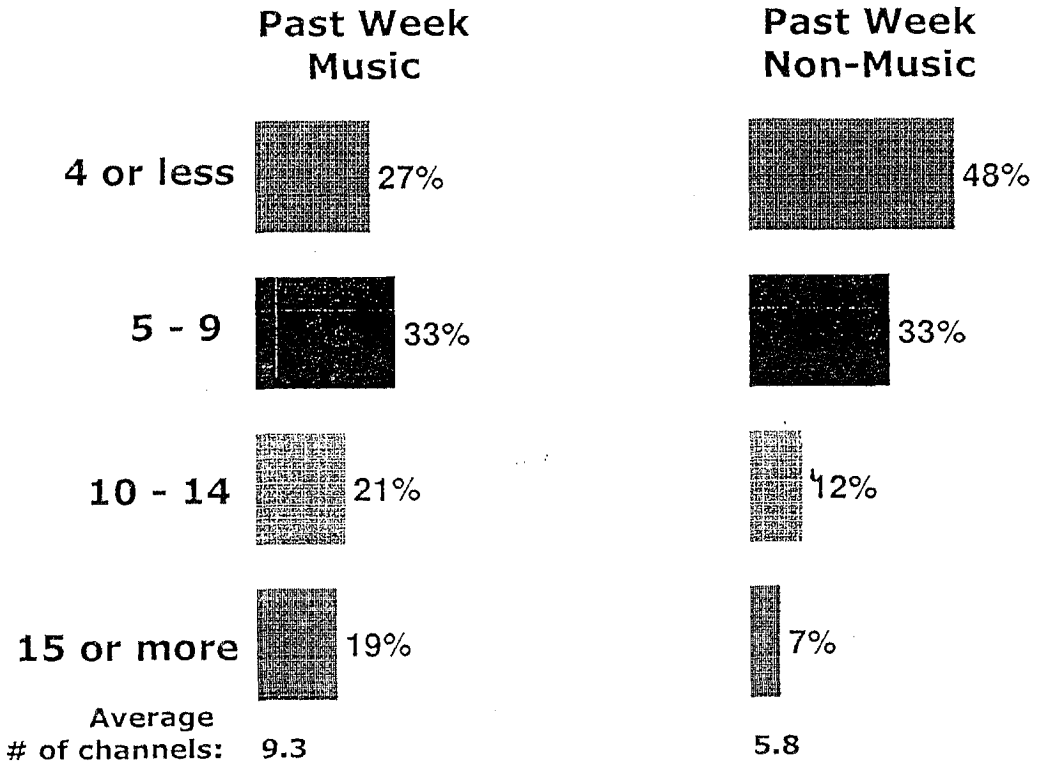
Number of Channels Listened To
Music/Non-Music

Across all music channels, an average of 9.3 channels are listened to.

For non-music channels, 5.8 channels are listened to.



Base: Total Listeners (n=25,702)

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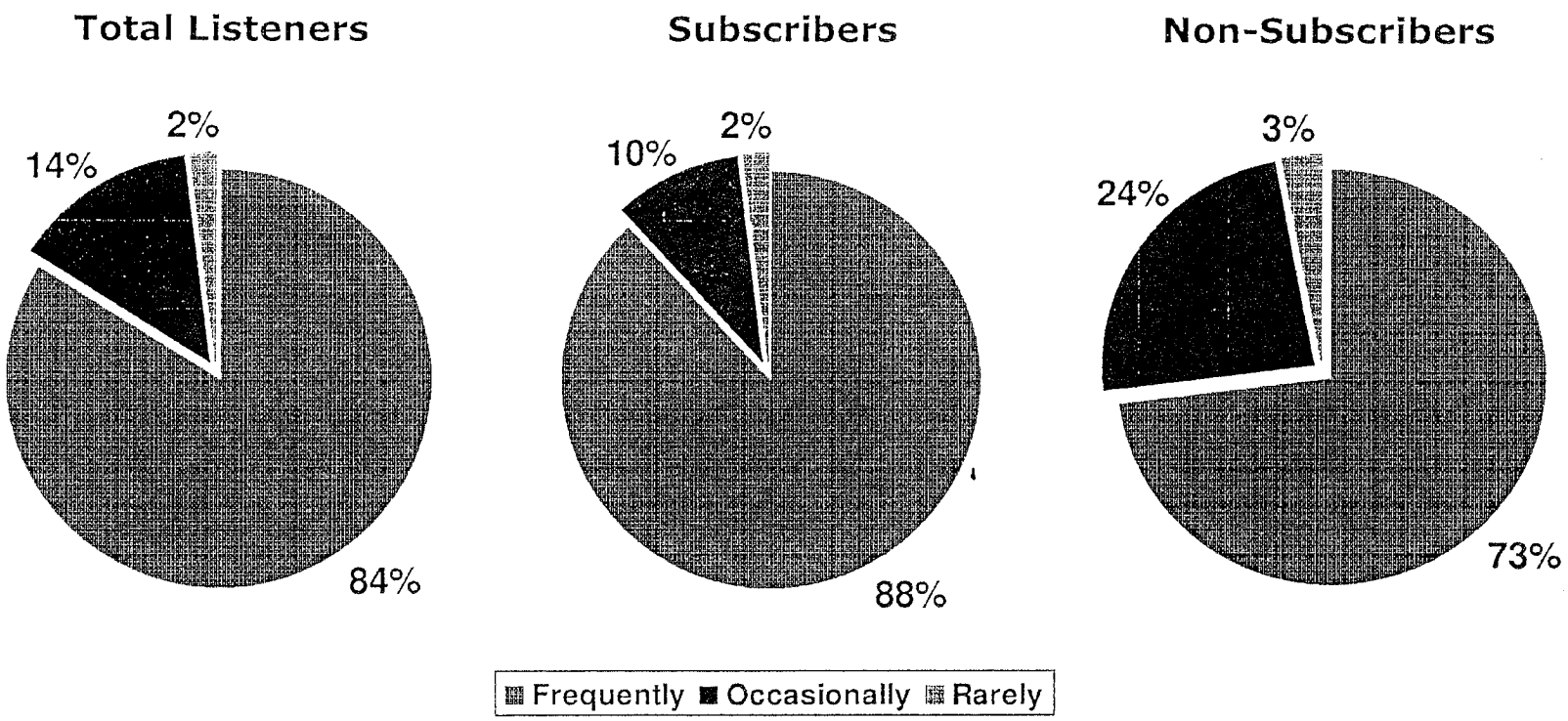
Frequency of Listening to SIRIUS

The vast majority of respondents listen to SIRIUS frequently.



New question in 2006.
Base: Total Listeners (n=25,702)

S5 (new) Thinking about all of the time you spend in an average week listening to music or talk on any device (SIRIUS, AM/FM radio, CDs, MP3/Ipod, online, etc.), about how often do you listen to SIRIUS Satellite Radio? Frequently/Occasionally/Rarely

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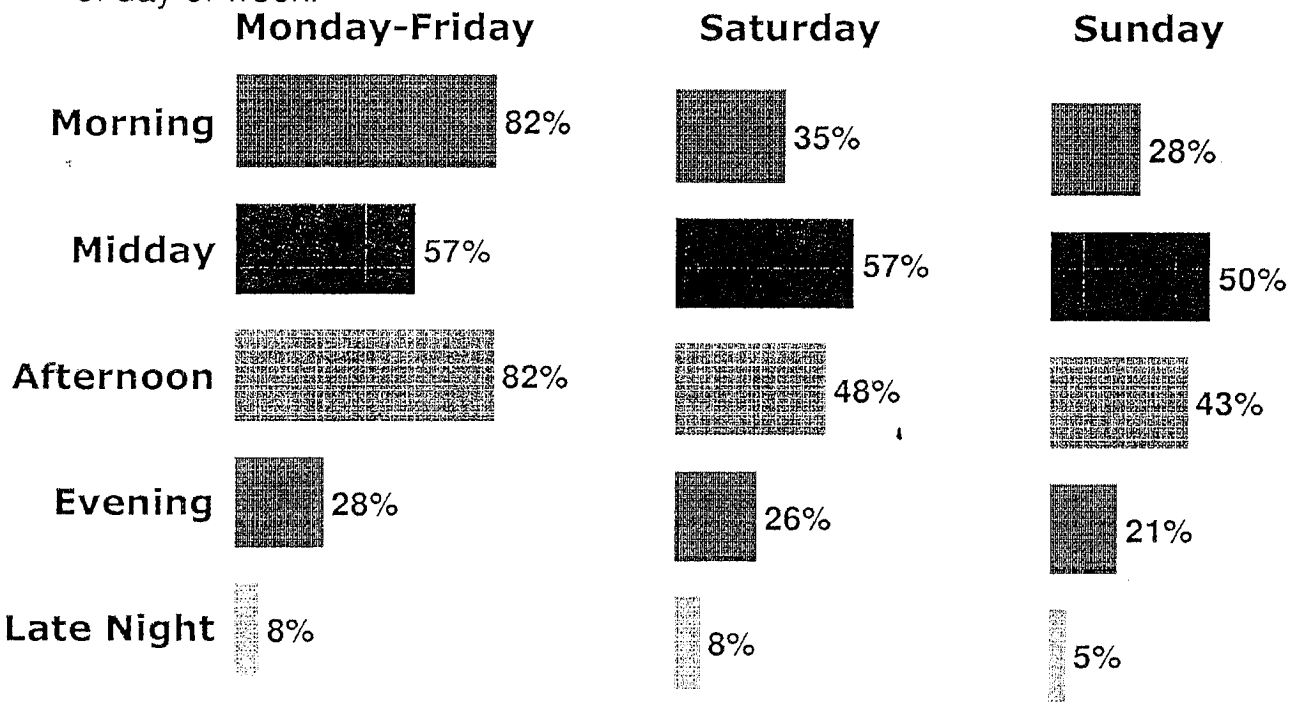
Dayparts Usually Listen to SIRIUS

Following the pattern of terrestrial radio, peak dayparts are weekday mornings and afternoons.

On weekends, listenership is highest during the midday and afternoon dayparts.

Notably, the evening and late night dayparts have similar listenership levels regardless of day of week.



New question in 2006.
Base: Total Listeners (n=25,702)

S6 (new) When do you usually listen to SIRIUS? Please select all the hours that you usually listen to Sirius Monday thru Friday, Saturday and Sunday?

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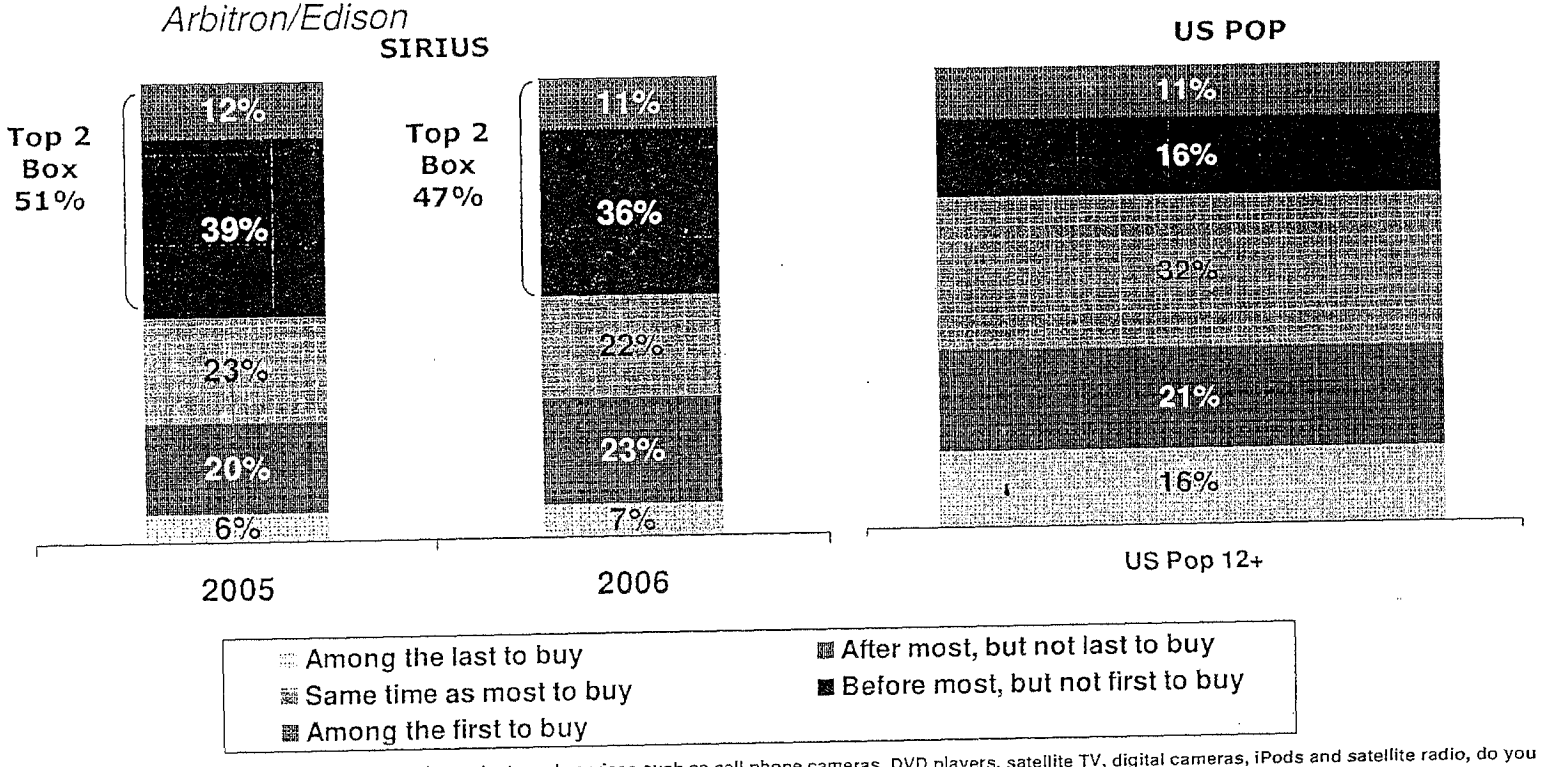
Purchase Pattern for New Electronics

Almost one-half (47%) of respondents tend to be early adopters of new electronics products and services.

Only about one-quarter (27%) of the US Pop are early adopters *as measured by Arbitron/Edison*



23 (P13). When it comes to new electronic products and services such as cell phone cameras, DVD players, satellite TV, digital cameras, iPods and satellite radio, do you consider yourself to be...? Among the first to buy/Before most, but not first to buy/Same time as most to buy/After most, but not last to buy/Among the last to buy

Base: Total Listeners (n=25,702); US Pop 12+ (Arbitron Edison Media Research: Internet & Multimedia 2005, n=1855)

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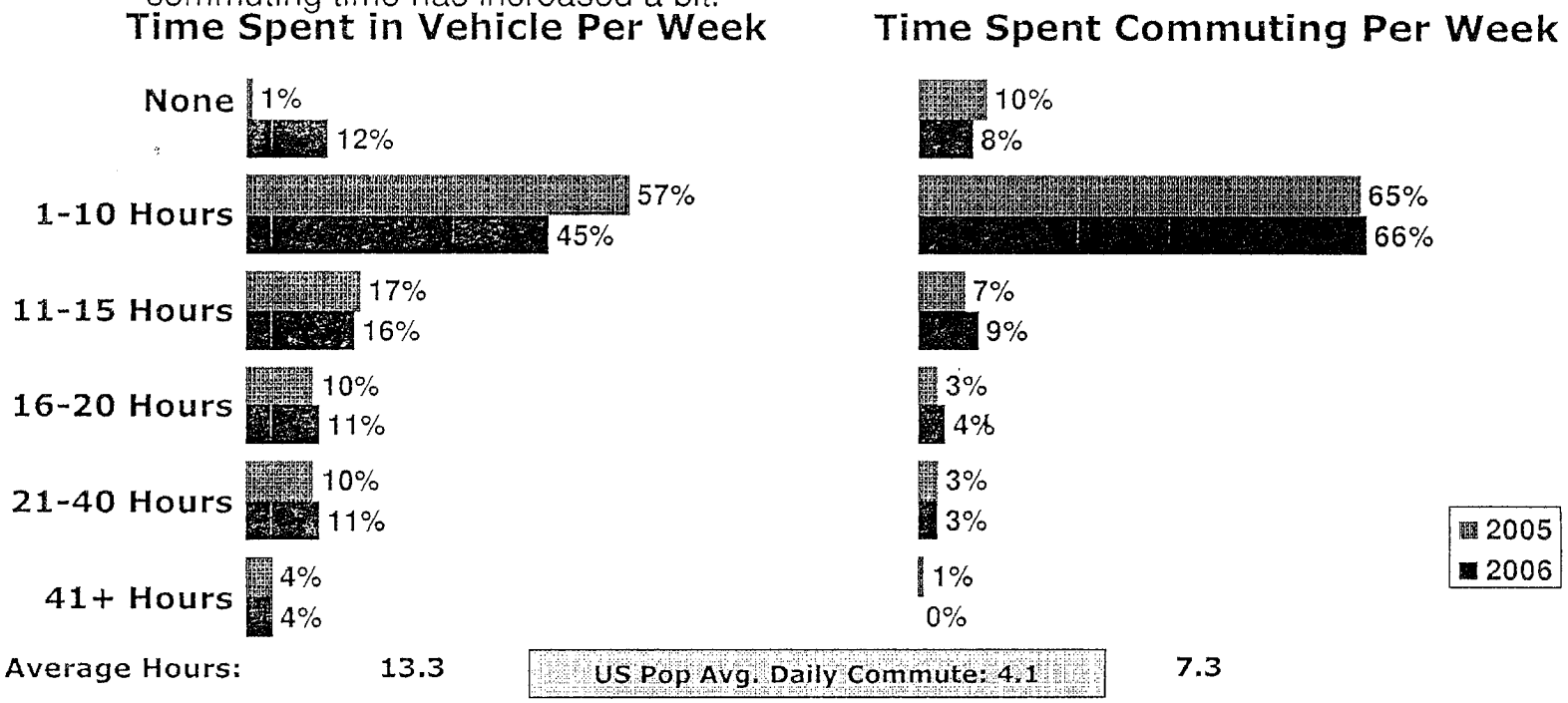
Vehicle Usage

Close to one-half (45%) spend one to ten hours per week in a vehicle, with an average of 13.3 hours.

Two-thirds (66%) spend one to ten hours per week commuting in a vehicle, with an average of 7.3 hours.

Compared to 2005, listeners are spending slightly less time in their vehicles overall, but commuting time has increased a bit.



22 (P11). How much time do you spend in your vehicle IN TOTAL on average per week?
Base: Total Listeners (n=25,702); Aged 16+ Years (n=25,413)

20 (P6a1). How much time do you spend commuting to and from work or school on average per week in a car, SUV, or truck? Please include your total round-trip commute time (to and from work/school).

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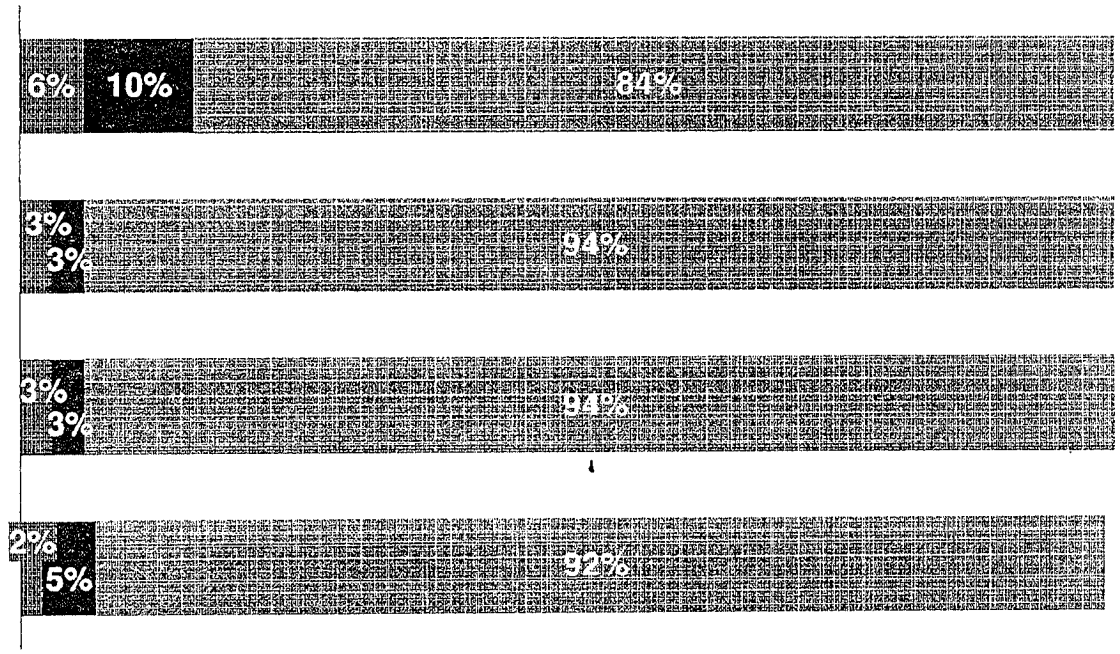
Participation in Activities Related to SIRIUS

Less than one-fifth of listeners participate in any activity related to SIRIUS once a year or more.



Once a month or more | Every 3-12 months | Less than once a year/Never

New question in 2006.

18 (new). Some people participate in activities related to their SIRIUS subscription. How often do you, personally, do each of the following?

Base: Total Listeners (n=25,702)

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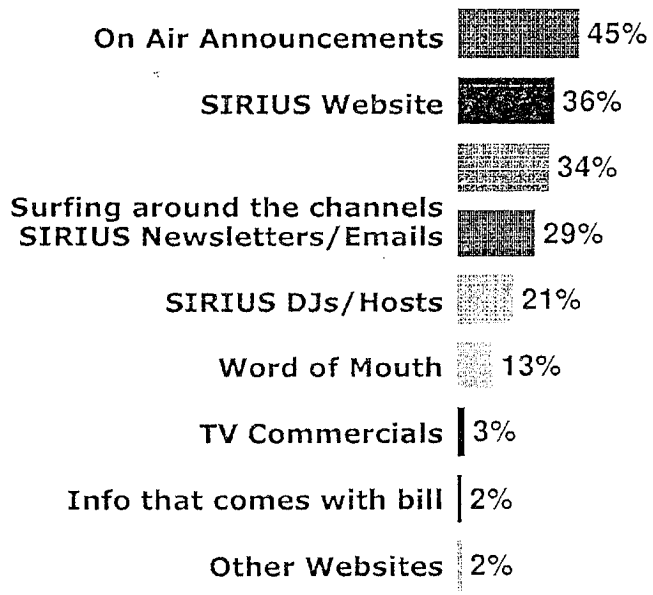
Program Information

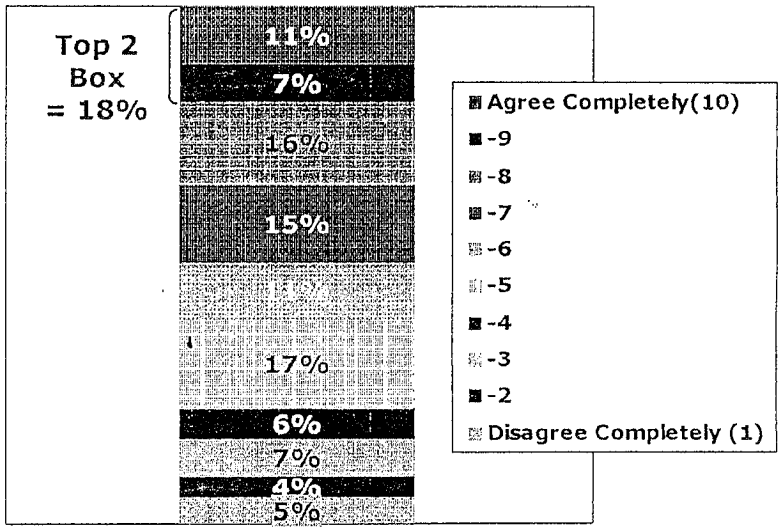
On-air announcements are the primary source of information about new SIRIUS channels, DJs, hosts or special programs

Listeners generally do not completely agree that "SIRIUS does a good job informing me of new channels, DJs, hosts and programs." Only one-fifth (18%) give a top 2 box score while the average score is 6.2.

Sources of Information About New/Special SIRIUS Programming



SIRIUS Does a "Good Job" Informing Subscribers of New Programming



Average Score = 6.2

New question in 2006.
Base: Total Listeners (n=25,702)

26 (new) How do you find out about new channels, DJs, hosts or special programs on SIRIUS?
27 (new) How much do you agree or disagree with the following statement "SIRIUS does a good job informing me of new channels, DJs, hosts and programs" Please use the scale below, where 1 means "Disagree Completely" and 10 means "Agree Completely"

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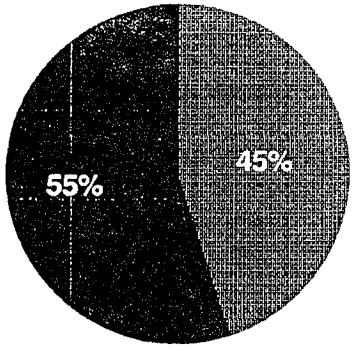
Online Usage

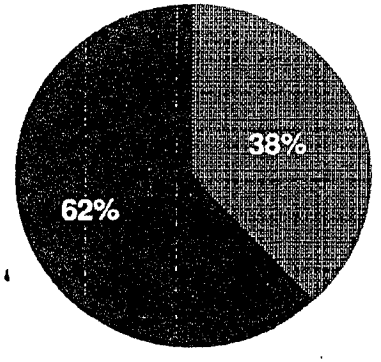
Close to one-half (45%) of listeners have visited the SIRIUS.com website in the past week.

About four out of ten (38%) say they have listened to SIRIUS channels online during the past week.

Visited SIRIUS.com in Past Week



Listened to SIRIUS Channels Online in Past Week



NOTE: The Listener study was conducted via email and website, and may over state the number of subs who visit SIRIUS online and listen online. The Customer Satisfaction study, which has a split email/phone methodology the range has been 31-38%, with 2Q06 at 34%.

New question in 2006.
Base: Total Listeners (n=25,702)

28 (new) Have you visited the SIRIUS.com website in the past week?

29 (new) Have you listened to any SIRIUS channels online via the Internet in the past week?

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SIR00025751

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SIR0002575 2

SX Exhibit 113 DR

XM BETA Online Diary Study – Fall 2006

January 2006

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Contents

SATELLITE RADIO

- Background & Methodology
- XM Demographic Profile
- XM Audience Estimates
- Appendix

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Background and Methodology

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Background & Objectives

- Provide XM with an alternate solution of audience measurement via the collection of diary data online.
- Capture respondent listening behavior to develop audience estimates:
  - Overall radio listenership behavior
  - Overall listenership specific to XM
  - Other media behavior of XM listeners
  - Place/ behavior while listening (work, home, car, alone, leisure activity)
  - Measurement of co-listening
- Capture demographic/ behavioral data to allow for profiling of XM listening audience.

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Methodology

- Respondents were hyperlinked to the OTX survey website to participate in an online diary survey between the dates of October 10 through November 7, 2006.
- Screener Criteria
  - Ages 12+
  - XM Radio Subscriber & Primary listener
  - No sensitive industry affiliation
- 1848 respondent originating from client supplied sample (Fall 2006)
  - 705 were identified as OEM subscribers
  - 1,143 were identified as Aftermarket subscribers
- Data were collected by asking respondents to recall their radio listening behavior on the previous day.
- Data were recorded using an online diary segmented into 15-min time periods (total of 96 per 24-hour time period).

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Methodology

SATELLITE RADIO

- All data was collected by asking respondents to recall their radio listening behavior on the previous day.
- AQH data was recorded using an online diary segmented into 15-min time periods (total of 96 time periods per 24-hour time period).
  - Specific channel behavior was collected for the 15-min time periods with recorded listening.
  - Respondents were allowed to enter up to 3 XM channels per 15-min time period.
- Cume was captured by collecting specific XM channel listening behavior based on past seven days.
- Secondary listenership was measured.
- Respondents also provided locations of XM listening.

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Methodology

SATELLITE RADIO

- Demographic information collected includes:
  - Age
  - Gender
  - Race/ ethnicity
  - Income
  - Education

- Attitudinal information collected includes:
  - Satisfaction with XM and XM channels
  - Traffic and Weather specific

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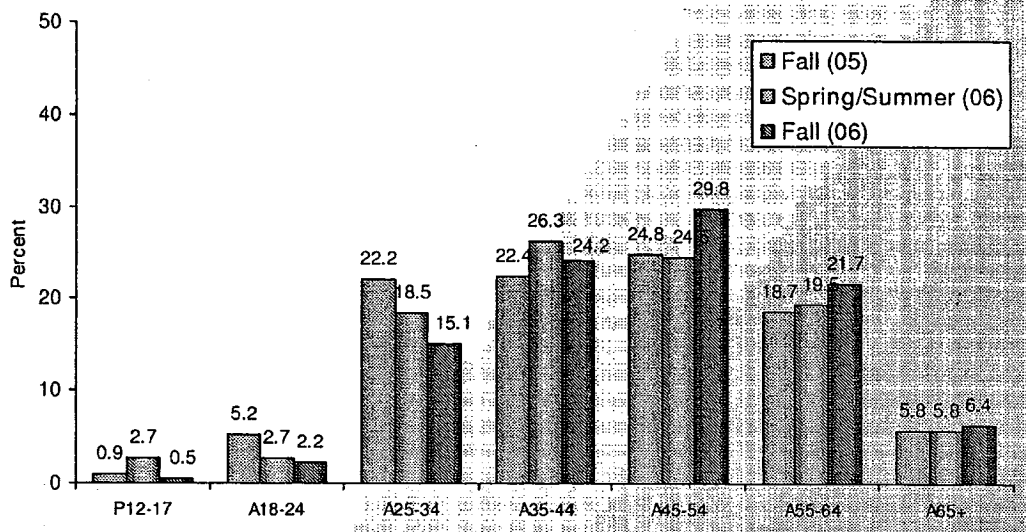
XM Demographic Profile

SATELLITE RADIO

XM Primary Users by Age

SATELLITE RADIO

- The majority (nearly 70%) of primary users fall within the 25-54 age range in all three waves.



Question S1: What is your age?

Base: XM Subscribers 12+
Total n= Fall(05)=1058; Spring/Summer(06)=1390, Fall (06)=1848

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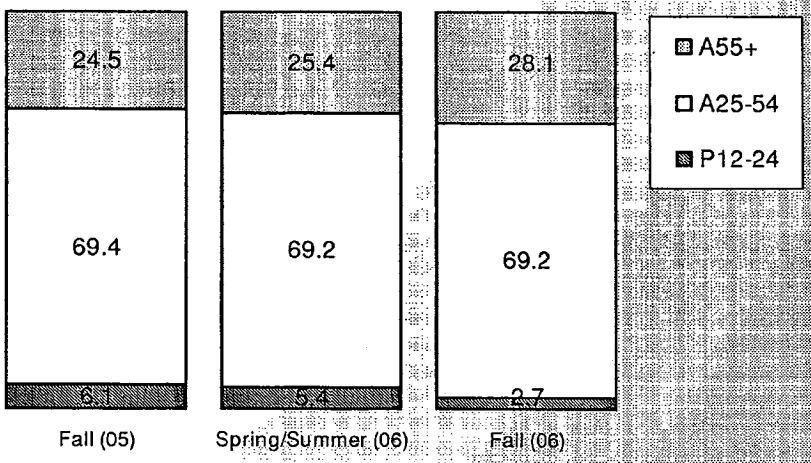
XM Primary Users by Age

SATELLITE RADIO

Age composition by general age groups reveals a similar percentage of younger and older listeners.



Question S1: What is your age?

Base: XM Subscribers 12+
Total n= Fall(05)=1058; Spring/Summer(06)=1390, Fall (06)=1848

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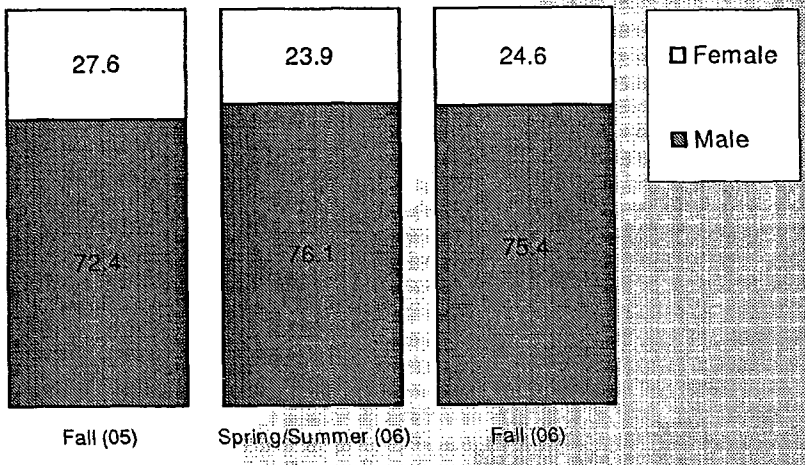
XM Primary Users by Gender

SATELLITE RADIO

- XM users are primarily males.



Question S2: What is your gender?

Base: XM Subscribers 12+
Total n= Fall(05)=1058; Spring/Summer(06)=1390, Fall (06)=1848

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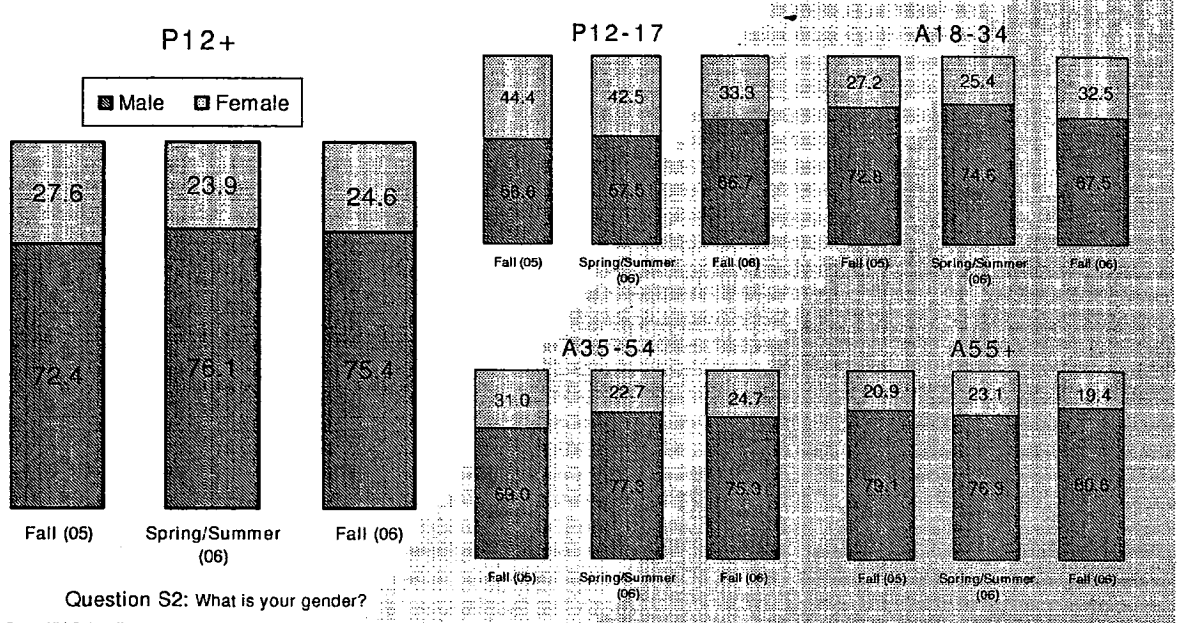
XM Primary Users by Gender

SATELLITE RADIO

- Male to female ratio is more balanced among the 12-17 age range than the other age segments.



Question S2: What is your gender?

Base: XM Subscribers 12+

Total n= Fall(05)=1058; Spring/Summer(06)=1390, Fall (06)=1848

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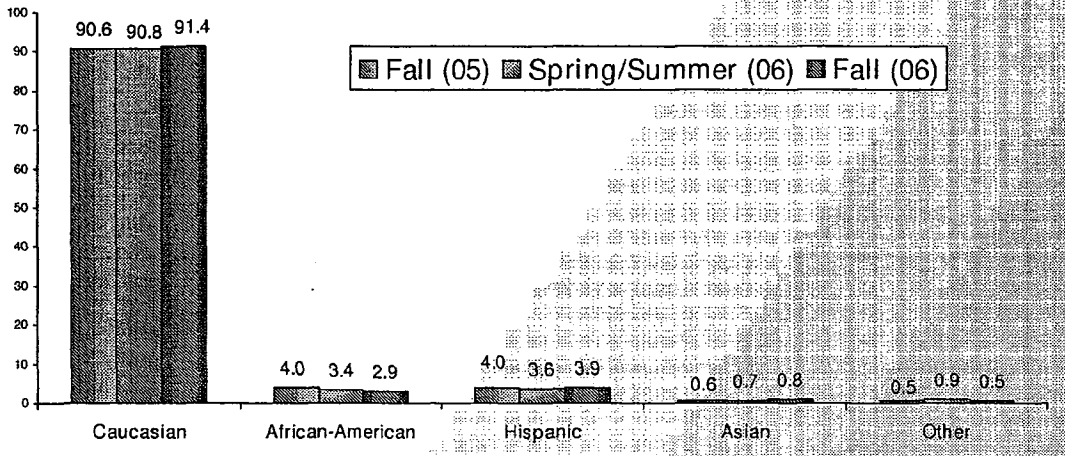
XMCRB 00013777

XM Primary Users by Ethnicity

SATELLITE RADIO

- XM users are primarily Caucasian.



Question D1: Which of the following best describes you?

Base: XM Subscribers 12+. Don't Know/Refused excluded (Fall (05) N=1010; Spring/Summer (06) N=1390; Fall (06) N=1846)

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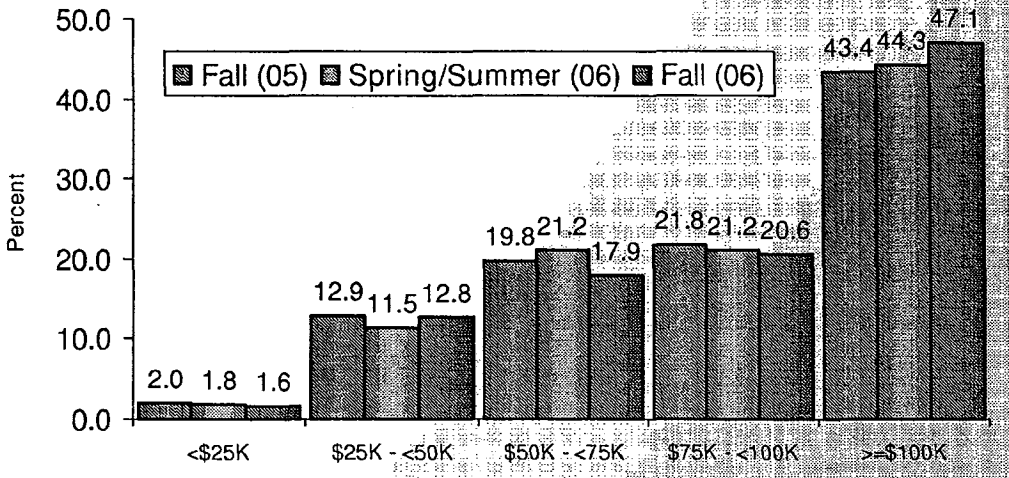
XMCRB 00013778

XM Primary Users by HH Income

SATELLITE RADIO

- Affluent subscribers represent over one-third of the sample.



Question D4: What is your total annual household income before taxes?

Base: XM Subscribers 18+. Don't Know/Refused excluded (Fall (05) N=1010; Spring/Summer (06) N=1104; Fall (06) N=1457)

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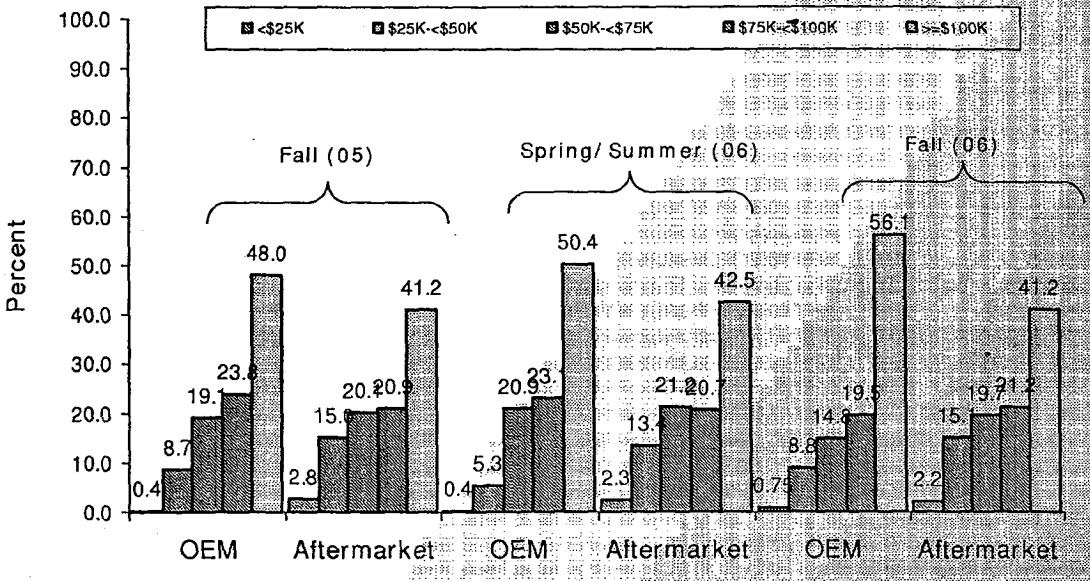
XM Primary Users by HH Income

SATELLITE RADIO

- OEM subscribers are more affluent than Aftermarket subscribers



Question D4: What is your total annual household income before taxes?

Base: XM Subscribers 18+. Don't Know/Refused excluded (Fall (05) N=1010; Spring/Summer (06) N=1,104; Fall (06) N=1457)

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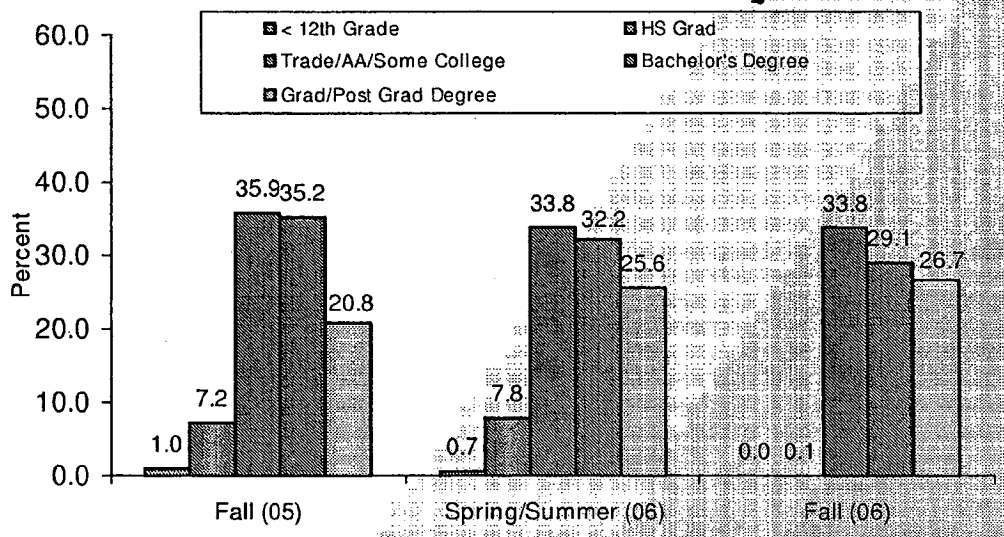
XM Primary Users by Education

- More than half the subscribers have their Bachelor's degree or higher, while one-third have had some college and/ or vocational schooling.



Question D3: What is the highest level of education you have completed or received credit for?

Base: XM Subscribers 25+. Don't Know/Refused excluded (Fall N=725; Spring/Summer N=1303; Fall (06) N=1773)

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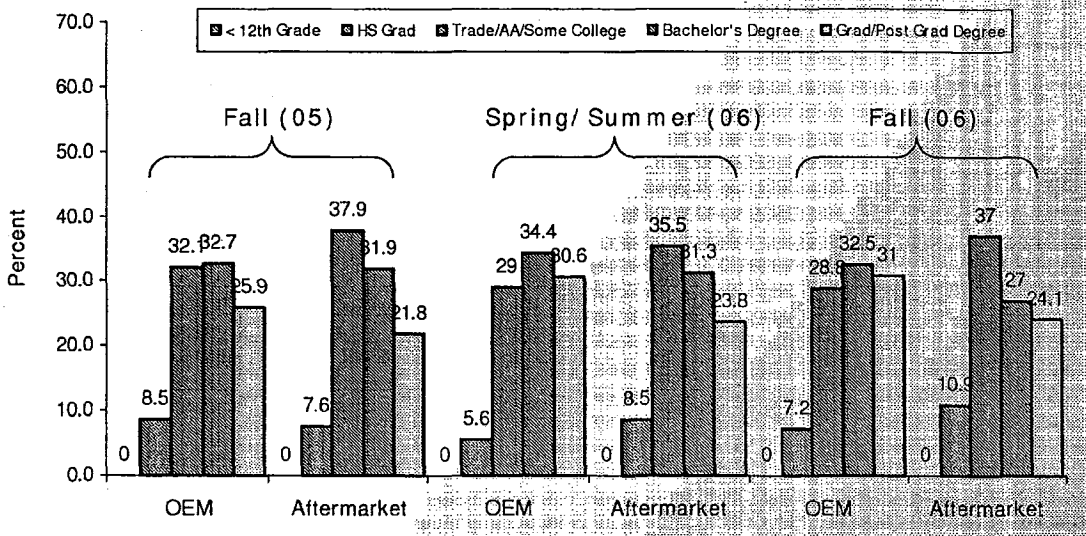
XM Primary Users by Education

SATELLITE RADIO

- Aftermarket subscribers a more likely to have some college or trade school education than OEM subscribers, while more OEM subs have graduate or post-grad degrees.



Question D3: What is the highest level of education you have completed or received credit for?

Base: XM Subscribers 25+. Don't Know/Refused excluded (Fall (05) N=725; Spring/Summer (06) N=1303; Fall (06) N=1773)

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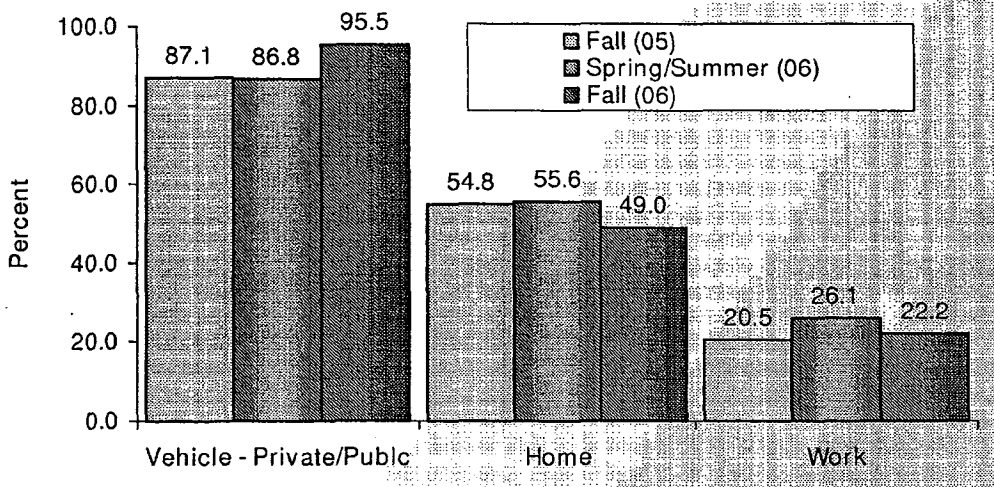
XM Listening Locations

SATELLITE RADIO

- While vehicles are the primary location for listening to XM, half of respondents are listening in their homes.



Question B3a: We'd like to ask you about all the places where you listen to XM Satellite Radio, such as in a vehicle, at home, at work, or some place else. Where do you listen to XM Satellite Radio? Please select all that apply.

Base: XM Subscribers 12+. Multiple responses allowed therefore total equals more than 100.
(Fall N=1058; Spring/Summer N=1390; Fall (06) N=1848)

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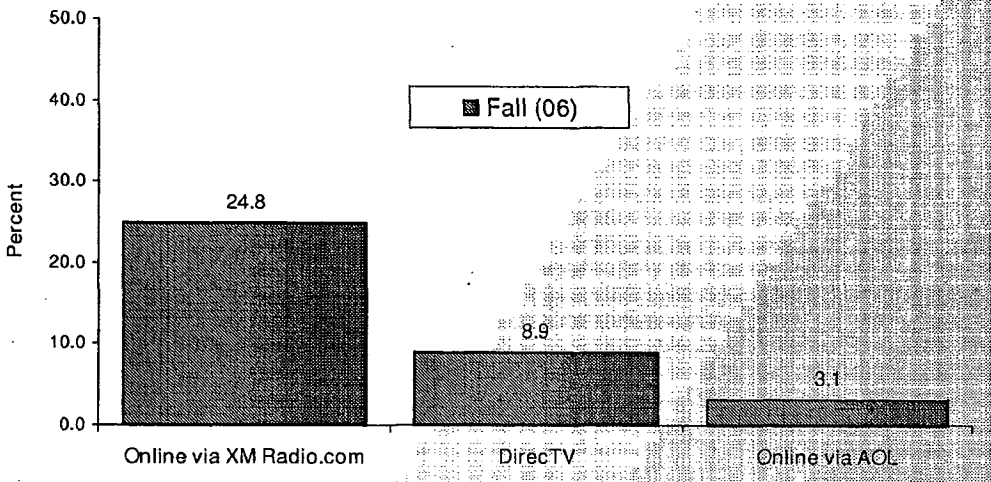
XM Listening – Other Sources

SATELLITE RADIO

- Many respondents reported listening through non-traditional sources, such as XM Radio.com and DirectTV, in Fall 2006.



*Note, no trends available to earlier waves.

Question B3a: We'd like to ask you about all the places where you listen to XM Satellite Radio, such as in a vehicle, at home, at work, or some place else. Where do you listen to XM Satellite Radio? Please select all that apply.

Base: XM Subscribers 12+, Fall (06) N= 1848)

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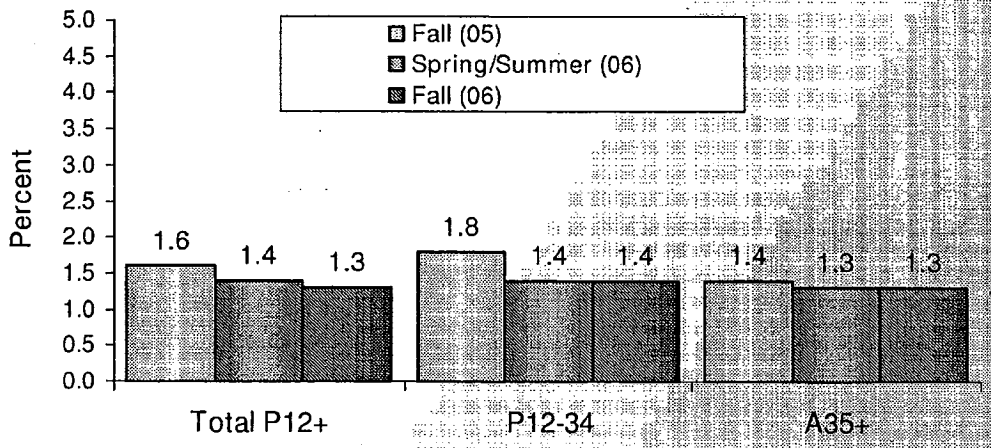
XM Additional Listeners

SATELLITE RADIO

- Additional listener factors for Fall 2006 are generally comparable to earlier waves.



Question Z7: Was anyone else listening to the radio with you during any of these time periods? Please tell us the gender and age of each of the people who were listening to the radio with you.

Base: XM Subscribers 12+. Don't Know/Refused excluded (Fall (05) N=630; Spring/Summer (06) N=1145; Fall (06) N=1629)

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OTX
ONLINE TESTING EXCHANGE

XM Audience Estimates

Topline Data

SATELLITE RADIO

XMCRB 00013786

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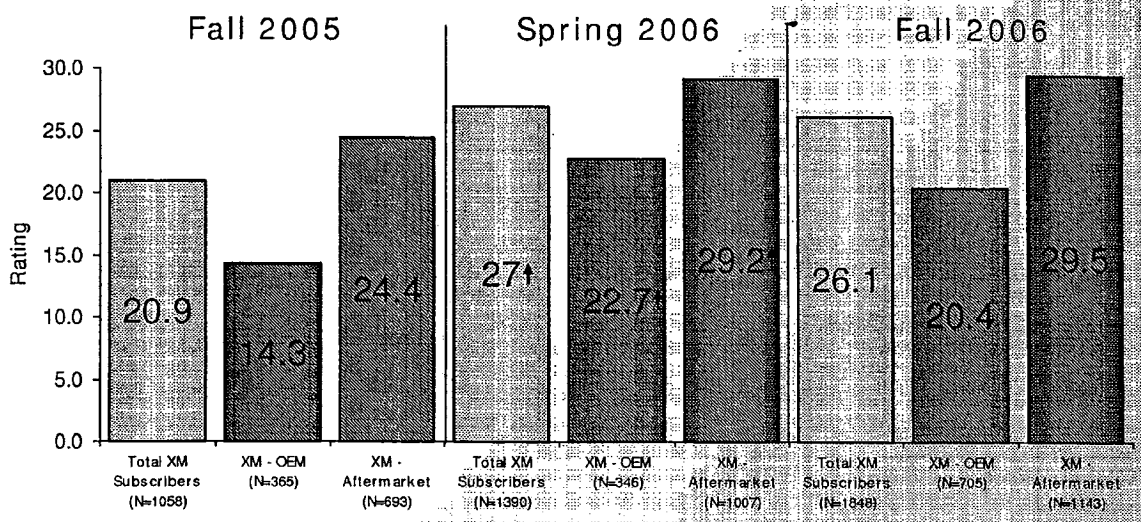
XM AQH Rating

SATELLITE RADIO

- Persons 12+



Question Z1/Z4: Were you listening to the radio during each of the following time periods? What type of radio stations were you mainly listening to?

Arrows indicate significance over previous wave @ 90% c.i.

XM AQH Rating, Mon-Sun 6am-12mid.
Base: XM Subscribers 12+

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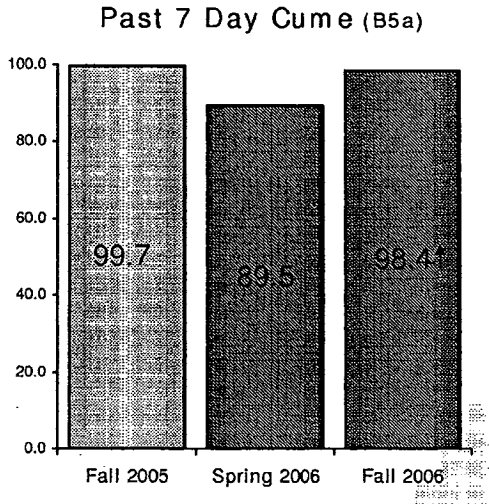
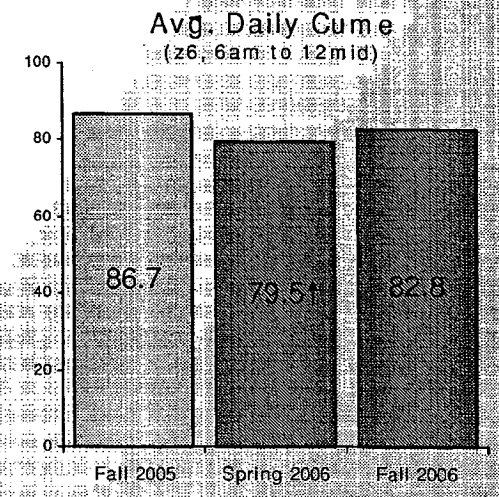
XM Seven-Day Cume Ratings – Total

SATELLITE RADIO

- Persons 12+





Question B5a: Which of the following XM channels have you listened to for at least 5 minutes in the past 7 days?

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

Arrows indicate significance over previous wave @90% c.l.

XM Cume Rating,
Base: XM Subscribers 12+

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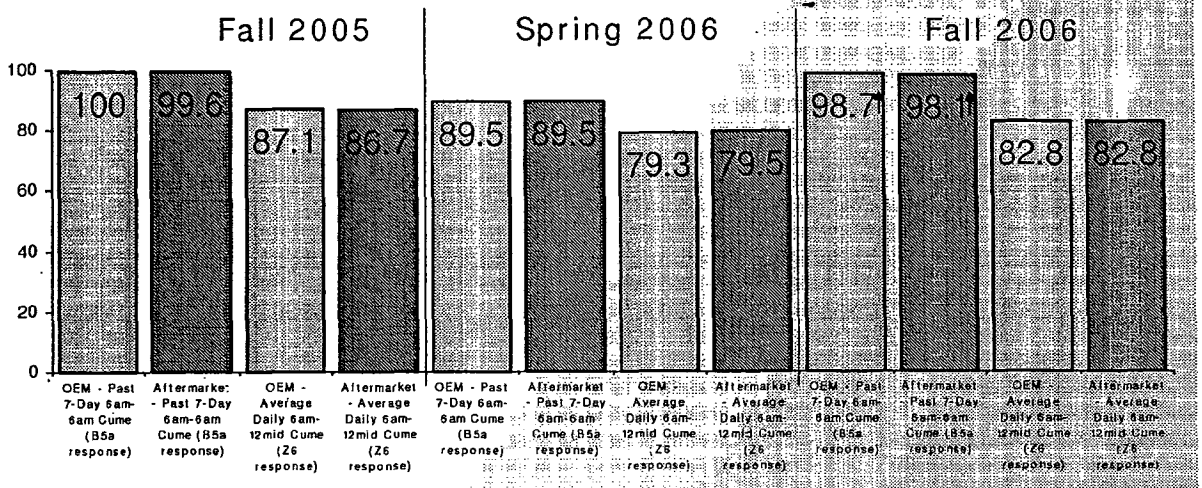
XMCRB 00013788

XM Seven-Day Cume Ratings – OEM & AFT

SATELLITE RADIO

- Persons 12+



Question B5a: Which of the following XM channels have you listened to for at least 5 minutes in the past 7 days?

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

Arrows indicate significance over previous wave @ 90% c.i.

XM Cume Rating,
Base: XM Subscribers 12+

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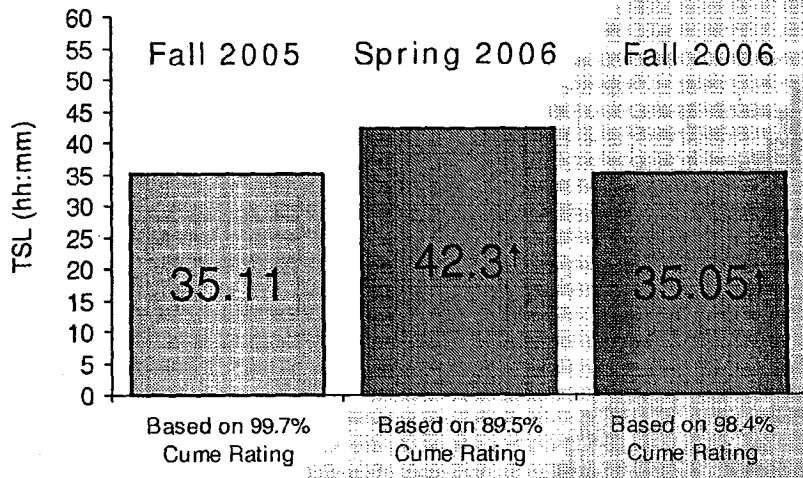
XM Weekly Time Spent Listening

SATELLITE RADIO

- Persons 12+



Arrows indicate significance over previous wave @ 90% c.i.

Based on XM Cume Rating,
Base: XM Subscribers 12+

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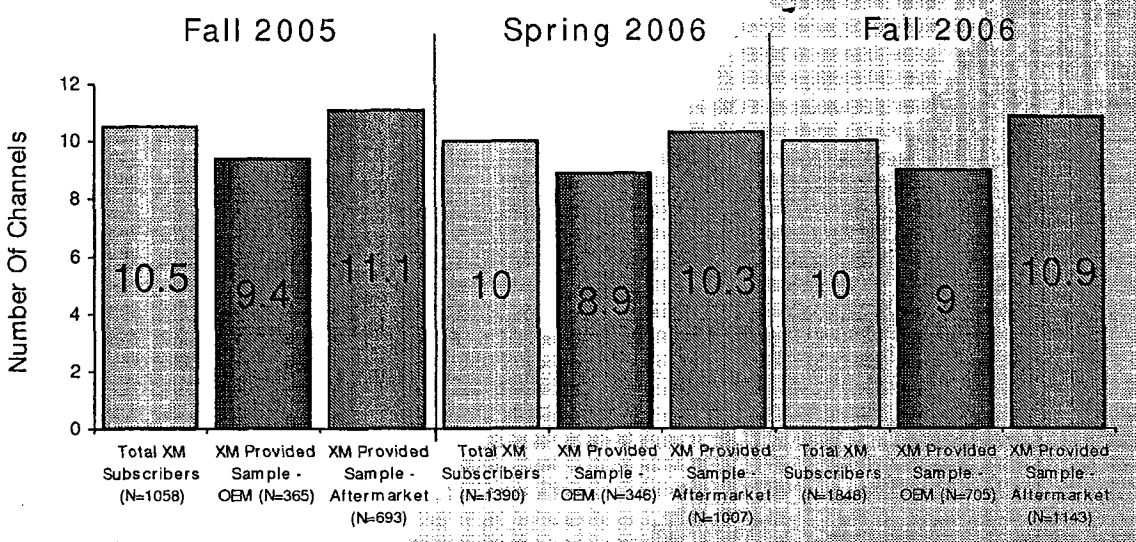
XM Average Number of Channels

SATELLITE RADIO

- Persons 12+



Question B5a: Which of the following XM channels have you listened to for at least 5 minutes in the past 7 days?

Base: XM Subscribers 12+. Average number of channels listened to in the past 7 days.

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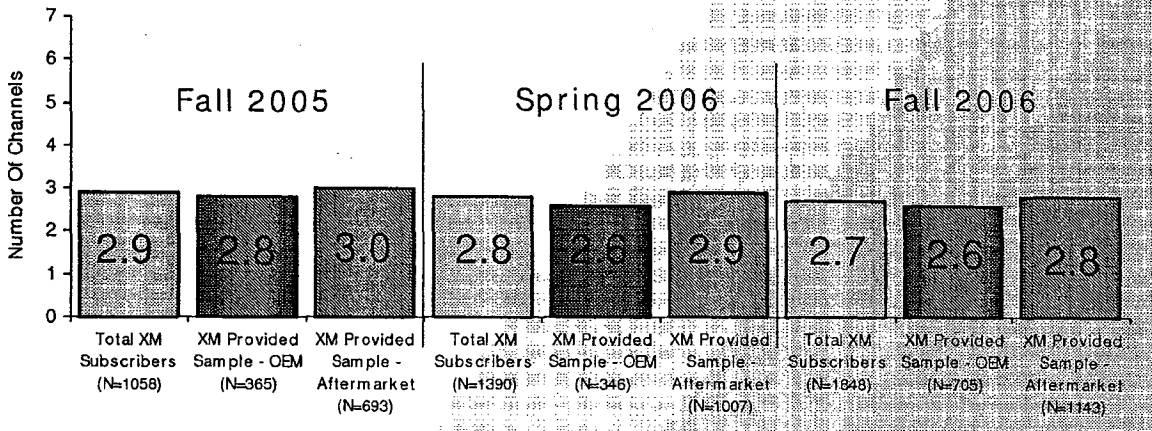
XM Average Number of Channels

SATELLITE RADIO

- Persons 12+



Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

Base: XM Subscribers 12+. Average number of channels listened to yesterday.

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XM Channel Rankers

SATELLITE RADIO

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XM Top Cume Channels

SATELLITE RADIO

- Persons 12+

Rank	Fall 2005	Cume Rating
1	The 80s	33.2
2	The 70s	32.6
3	XM Comedy	30.8
4	Top Tracks	29.1
5	Fox News	28.2
6	Top 20 on 20	27.7
7	MIX	27.4
8	The 60s	26.8
9	The 90s	23.0
10	KISS	21.6

Rank	Spring 2006	Cume Rating
1	The 70s	30.7
2	The 80s	29.9
3	Top Tracks	26.1
4	The 60s	25.7
5	XM Comedy	24.3
6	The 90s	23.2
7	Top 20 on 20	21.7
8	MIX	21.4
9	Big Tracks	21.1
10	Deep Tracks	20.8

Rank	Fall 2006	Cume Rating
1	The 70s	33.1
2	The 80s	31.4
3	The 60s	28.9
4	XM Comedy	24.1
5	Top Tracks	23.8
6	Deep Tracks	21.8
7	FOX News	20.9
8	The 90s	20.7
9	Top 20 on 20	20.5
10	The Blend	20.4

Question B5a: Which of the following XM channels have you listened to for at least 5 minutes in the past 7 days?

XM Cume Rating, 6am-6am
Base: XM Subscribers (XM Sample Only)

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XM Top Cume Channels

SATELLITE RADIO

- Persons 18-34

Rank	Fall 2005	Cume Rating
1	Top 20 on 20	58.3
2	KISS	48.6
3	MIX	47.2
4	The 90s	44.5
5	The 80s	41.0
6	Ethel	37.9
7	XM Comedy	34.1
8	Squizz	31.4
8	Lucy	31.4
10	Top Tracks	26.9
10	High Voltage	26.9

Rank	Spring 2006	Cume Rating
1	Top 20 on 20	53.4
2	The 90s	49.3
3	MIX	41.9
4	KISS	41.7
5	The 80s	41.6
6	Ethel	36.0
7	Flight 26	34.8
8	Lucy	34.5
9	XM Comedy	34.1
10	Top Tracks	32.1

Rank	Fall 2006	Cume Rating
1	Top 20 on 20	51.6
2	The 90s	48.1
3	The 80s	40.1
4	Flight 26	39.1
5	MIX	37.5
6	Ethel	36.3
7	KISS	35.3
8	XM HitList	34.1
9	Lucy	30.0
10	XM Comedy	29.4

Question B5a: Which of the following XM channels have you listened to for at least 5 minutes in the past 7 days?

XM Cume Rating, 6am-6am
Base: XM Subscribers (XM Sample Only)

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XM Top Cume Channels

SATELLITE RADIO

- Persons 25-54

Rank	Fall 2005	Cume Rating
1	The 80s	41.4
2	Top Tracks	35.9
3	The 70s	35.4
4	MIX	34.4
5	XM Comedy	34.0
6	Top 20 on 20	33.5
7	The 90s	29.7
8	Fox News	28.2
9	KISS	26.0
10	The 60s	23.1

Rank	Spring 2006	Cume Rating
1	The 80s	38.7
2	The 70s	33.8
3	Top Tracks	31.8
4	The 90s	30.1
5	XM Comedy	28.8
6	Big Tracks	27.7
7	Top 20 on 20	27.6
8	MIX	27.3
9	Deep Tracks	25.8
10	Lucy	22.6

Rank	Fall 2006	Cume Rating
1	The 80s	39.1
2	The 70s	36.6
3	Top Tracks	29.0
4	XM Comedy	28.6
5	Top 20 on 20	26.5
6	The 90s	26.5
7	Deep Tracks	25.3
8	Big Tracks	23.8
9	The 60s	23.2
10	MIX	22.9

Question B5a: Which of the following XM channels have you listened to for at least 5 minutes in the past 7 days?

XM Cume Rating, 6am-6am
Base: XM Subscribers (XM Sample Only)

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XMCRB 00013796

XM Top AQH Channels

SATELLITE RADIO

- Persons 12+

Rank	Fall 2005	Rating	AQH Share
1	High Voltage	2.2	9.3
2	Fox News	1.2	5.1
3	The 60s	1.0	4.2
4	Top 20 on 20	0.9	3.8
5	Mix	0.9	3.7
6	Top Tracks	0.9	3.6
7	The 80s	0.8	3.4
8	Highway 16	0.8	3.2
9	The 70s	0.7	2.8
9	Watercolors	0.7	2.8

Rank	Spring 2006	Rating	AQH Share
1	High Voltage	3.5	14.7
2	The 70s	0.9	3.8
3	The 60s	0.8	3.5
4	Top Tracks	0.7	3.1
5	Highway 16	0.7	3.0
6	Flight 26	0.7	2.9
7	Big Tracks	0.7	2.8
8	Top 20 on 20	0.7	2.8
9	Watercolors	0.7	2.8
10	The 80s	0.7	2.8

Rank	Fall 2006	Rating	AQH Share
1	High Voltage	1.1	4.2
2	The 60s	0.9	3.4
3	The 70s	0.9	3.2
4	FOX News	0.8	2.9
5	Top Tracks	0.7	2.7
6	Flight 26	0.7	2.6
7	The 80s	0.7	2.5
8	Highway 16	0.6	2.4
9	ESPN Radio	0.6	2.4
10	The 50s	0.6	2.1

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

RESTRICTED - Subject to Protective Order in Docket No. 2006-1 CRB DSTRA.

XMCRB 00013797

XM Top AQH Channels

SATELLITE RADIO

- Adults 18-34

Rank	Fall 2005	Rating	AQH Share
1	High Voltage	4.7	20.5
2	Top 20 on 20	2.2	9.4
3	MIX	1.6	6.9
4	Ethel	1.3	5.5
5	The 80s	1.2	5.3
6	The 90s	1.2	5.1
6	Squizz	1.2	5.1
8	KISS	1.1	4.7
9	Highway 16	1.0	4.4
10	BPM	0.8	3.4

Rank	Spring 2006	Rating	AQH Share
1	High Voltage	8.0	31.4
2	Top 20 on 20	1.8	7.0
3	MIX	1.2	4.7
4	Squizz	1.1	4.2
5	Flight 26	1.1	4.2
6	KISS	1.0	4.1
7	Highway 16	0.9	3.7
8	Lucy	0.9	3.4
9	The 80s	0.8	3.2
10	Ethel	0.8	3.1

Rank	Fall 2006	Rating	AQH Share
1	High Voltage	3.1	9.3
2	Flight 26	1.5	4.6
3	Top 20 on 20	1.5	4.5
4	The 90s	1.1	3.3
5	The 80s	1	3
6	Squizz	1	2.7
7	Lucy	0.9	2.7
8	Ethel	0.8	2.4
9	ESPN Radio	0.8	2.3
10	XM HitList	0.8	2.3

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XMCRB 00013798

XM Top AQH Channels

SATELLITE RADIO

- Adults 25-54

Rank	Fall 2005	Rating	AQH Share
1	High Voltage	2.9	11.7
2	Fox News	1.2	5.0
3	Mix	1.1	4.6
4	The 80s	1.1	4.5
5	Top Tracks	1.0	4.1
6	Top 20 on 20	1.0	4.0
7	XM Comedy	0.8	3.4
8	Squizz	0.8	3.3
8	Bone Yard	0.8	3.2
10	Highway 16	0.8	3.1

Rank	Spring 2006	Rating	AQH Share
1	High Voltage	4.5	17.7
2	The 70s	1.0	4.0
3	Flight 26	0.9	3.5
4	Big Tracks	0.9	3.4
5	Top Tracks	0.8	3.2
6	Highway 16	0.8	3.2
7	The 80s	0.7	2.8
8	MIX	0.7	2.8
9	Top 20 on 20	0.7	2.8
10	Deep Tracks	0.7	2.7
10	Squizz	0.7	2.6

Rank	Fall 2006	Rating	AQH Share
1	High Voltage	1.5	5.2
2	The 70s	1.1	3.9
3	The 80s	0.9	3.3
4	Flight 26	0.9	3
5	Top Tracks	0.8	2.6
6	ESPN Radio	0.7	2.4
7	FOX News	0.7	2.4
8	Highway 16	0.7	2.3
8	Big Tracks	0.7	2.3
10	Deep Tracks	0.6	2.1

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XM Audience by Channel Types

Persons 12+

SATELLITE RADIO

XM Audience by Channel Types

SATELLITE RADIO

- Persons 12+

Fall 2005	Rating	AQH Share
SPORTS CHANNELS	1.5	6.5
NEWS & TALK	7.3	30.5
TRAFFIC & WEATHER	0.1	0.3
MUSIC CHANNELS	17.7	74.5
ROCK	4.2	17.6
POP & HITS	3.9	16.2
DECADES	3.6	15.0
COUNTRY	2.2	9.1
HIP-HOP/URBAN	0.9	3.7

Spring 2006	Rating	AQH Share
SPORTS CHANNELS	1.8	7.4
NEWS & TALK	2.3	9.8
TRAFFIC & WEATHER	0.0	0.2
ENTERTAINMENT	4.7	19.7
MUSIC CHANNELS	18.7	79.0
ROCK	4.9	20.7
POP & HITS	3.6	15.2
DECADES	3.3	13.8
COUNTRY	2.3	9.8
HIP-HOP/URBAND	0.8	3.5

Fall 2006	Rating	AQH Share
SPORTS CHANNELS	4.7	17.1
NEWS & TALK	3.2	11.6
TRAFFIC & WEATHER	0.1	0.3
ENTERTAINMENT	4.8	17.1
MUSIC CHANNELS	15.9	57.3
ROCK	4.2	15.1
POP & HITS	3	10.7
DECADES	3.5	12.6
COUNTRY	2.5	9.1
HIP-HOP/URBAND	0.6	2.2

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

RESTRICTED - Subject to Protective Order in Docket No. 2006-1 CRB DSTRA.

XM Top News & Talk Channels

SATELLITE RADIO

- Persons 12+

Rank	Fall 2005	Rating	AQH Share
	NEWS & TALK	7.3	30.5
1	High Voltage	2.2	9.3
2	Fox News	1.2	5.1
3	XM Comedy	0.6	2.6
4	Air America	0.5	1.9
5	America Right	0.4	1.6

Rank	Spring 2006	Rating	AQH Share
	NEWS & TALK	2.3	9.8
1	FOX News	0.5	2.3
2	Air America Radio	0.4	1.6
3	FOX News Talk	0.2	1.0
4	CNBC	0.2	0.8
5	America Right	0.2	0.8
5	Talk Radio	0.2	0.7

Rank	Fall 2006	Rating	AQH Share
	NEWS & TALK	3.2	11.6
1	FOX News	0.8	2.9
2	Air America Radio	0.3	1.2
3	CNN Headline News	0.2	0.6
3	America Right	0.2	0.6
4	CNN	0.1	0.5
4	FOX News Talk	0.1	0.5

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XMCRB 00013802

XM Top Traffic & Weather Channels

SATELLITE RADIO

- Persons 12+

Rank	Fall 2005	Rating	AQH Share
	TRAFFIC & WEATHER	0.1	0.3
1	Washington, DC	0.0	0.1
1	Miami/Ft. Lauderdale, FL	0.0	0.1
2	XM Emergency Alert	0.0	0.0
2	Dallas/Fort Worth, TX	0.0	0.0
2	New York, NY	0.0	0.0

Rank	Spring 2006	Rating	AQH Share
	TRAFFIC & WEATHER	0.0	0.2
1	Dallas/Ft. Worth, TX	0.0	0.0
1	Los Angeles, CA	0.0	0.0
1	Washington, DC	0.0	0.0
1	Houston, TX	0.0	0.0
1	XM Emergency Alert 24/7	0.0	0.0

Rank	Fall 2006	Rating	AQH Share
	TRAFFIC & WEATHER	0.1	0.3
1	Boston, MA	0.0	0.1
1	New York, NY	0.0	0.0
1	Pittsburgh, PA	0.0	0.0
1	Detroit, MI	0.0	0.0
1	Dallas/Ft. Worth, TX	0.0	0.0

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XMCRB 00013803

XM Top Music Channels

SATELLITE RADIO

- Persons 12+

Rank	Fall 2005	Rating	AQH Share
	MUSIC CHANNELS	17.7	74.5
1	The 60s	1.0	4.2
2	Top 20 on 20	0.9	3.8
3	MIX	0.9	3.7
4	Top Tracks	0.9	3.6
5	The 80s	0.8	3.4

Rank	Spring 2006	Rating	AQH Share
	MUSIC CHANNELS	18.7	79.0
1	The 70s	0.9	3.8
2	The 60s	0.8	3.5
3	Top Tracks	0.7	3.1
3	Highway 16	0.7	3.0
3	Flight 26	0.7	2.9
3	Big Tracks	0.7	2.8
3	Top 20 on 20	0.7	2.8
3	Watercolors	0.7	2.8
3	The 80s	0.7	2.8

Rank	Fall 2006	Rating	AQH Share
	MUSIC CHANNELS	15.9	57.3
1	The 60s	0.9	3.4
2	The 70s	0.9	3.2
3	Top Tracks	0.7	2.7
3	Flight 26	0.7	2.6
3	The 80s	0.7	2.5
4	Highway 16	0.6	2.4
4	The 50s	0.6	2.1
4	Deep Tracks	0.6	2.1
5	Big Tracks	0.5	1.9

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XMCRB 00013804

XM Top Sports Channels

SATELLITE RADIO

- Persons 12+

Rank	Fall 2005	Rating	AQH Share
	SPORTS CHANNELS	1.5	6.5
1	ESPN Radio	0.4	1.7
2	14 Major League Baseball Channels	0.4	1.6
3	NASCAR	0.2	0.9
4	MLB Home Plate	0.2	0.6
5	(142) Fox Sports Radio	0.1	0.3

Rank	Spring 2006	Rating	AQH Share
	SPORTS CHANNELS	1.8	7.4
1	MLB Play-by-Play Channels	0.5	2.0
2	ESPN Radio	0.5	2.0
3	NASCAR Radio	0.3	1.4
4	2006 FIFA World Cup	0.2	0.8
5	MLB Home Plate	0.1	0.5
5	FOX Sports Radio	0.1	0.3

Rank	Fall 2006	Rating	AQH Share
	SPORTS CHANNELS	4.7	17.1
1	ESPN Radio	0.6	2.4
2	NASCAR Radio	0.4	1.6
3	MLB Home Plate	0.2	0.8
4	MLB Play-by-Play Channels	0.2	0.6
5	FOX Sports Radio	0.1	0.4
6	NHL Hockey Play-by-Play	0.1	0.2

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XM Top Entertainment Channels

SATELLITE RADIO

- Persons 12+

Rank	Spring 2006	Rating	AQH Share
	ENTERTAINMENT	4.7	19.7
1	High Voltage	3.5	14.7
2	Radio Classics	0.4	1.8
3	XM Comedy	0.3	1.5
4	Sonic Theater	0.2	0.9
5	XM Live	0.1	0.3
5	Laugh USA	0.1	0.3

Rank	Fall 2006	Rating	AQH Share
	ENTERTAINMENT	4.8	17.1
1	High Voltage	1.1	4.2
2	XM Comedy	0.4	1.6
3	Radio Classics	0.3	1.3
4	Talk Radio	0.2	0.9
5	Extreme XM	0.1	0.5
5	Sonic Theater	0.1	0.5

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XMCRB 00013806

XM Audience by Channel Types

Adults 18-34

SATELLITE RADIO

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XM Audience by Channel Types

SATELLITE RADIO

- Adults 18-34

Fall 2005	Rating	AQH Share
SPORTS CHANNELS	1.2	5.3
NEWS & TALK	7.8	34.0
TRAFFIC & WEATHER	0.0	0.0
MUSIC CHANNELS	19.6	85.0
POP & HITS	6.1	26.3
ROCK	4.6	19.7
DECADES	2.8	12.2
COUNTRY	1.6	6.8
HIP-HOP/URBAN	1.4	6.3

Spring 2006	Rating	AQH Share
SPORTS CHANNELS	2.0	7.7
NEWS & TALK	1.9	7.4
TRAFFIC & WEATHER	0.0	0.1
ENTERTAINMENT	8.9	34.8
MUSIC CHANNELS	19.9	78.1
POP & HITS	6.3	24.7
ROCK	5.5	21.5
DECADES	2.1	8.1
COUNTRY	2.0	8.0
HIP-HOP/URBAN	1.4	5.5

Fall 2006	Rating	AQH Share
SPORTS CHANNELS	4.7	14.0
NEWS & TALK	3.2	6.2
TRAFFIC & WEATHER	0.1	0.3
ENTERTAINMENT	4.8	28.9
MUSIC CHANNELS	15.9	60.3
POP & HITS	3.0	19.1
ROCK	4.2	18.5
DECADES	3.5	8.0
COUNTRY	2.5	7.9
HIP-HOP/URBAN	0.6	4.9

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XMCRB 00013808

XM Top News & Talk Channels

SATELLITE RADIO

- Adults 18-34

Rank	Fall 2005	Rating	AQH Share
	NEWS & TALK	7.8	34.0
1	High Voltage	4.7	20.5
2	Fox News	0.8	3.3
3	XM Comedy	0.6	2.8
4	Air America	0.4	1.6
5	Ask!	0.3	1.2
5	Open Road	0.3	1.2

Rank	Spring 2006	Rating	AQH Share
	NEWS & TALK	1.9	7.4
1	Air America Radio	0.6	2.2
2	FOX News	0.3	1.2
3	CNBC	0.3	1.2
4	XM Public Radio	0.2	0.8
5	America Right	0.2	0.7

Rank	Fall 2006	Rating	AQH Share
	NEWS & TALK	3.2	6.2
1	FOX News	0.5	1.6
2	CNN Headline News	0.2	0.6
3	FOX News Talk	0.2	0.5
4	Air America Radio	0.1	0.4
5	XM Public Radio	0.1	0.3
5	BBC World Service	0.1	0.2

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XMCRB 00013809

XM Top Traffic & Weather Channels

SATELLITE RADIO

- Adults 18-34

Rank	Fall 2005	Rating	AQH Share
	TRAFFIC & WEATHER	0.0	0.0
1	Los Angeles, CA	0.0	0.0
1	Miami/ Ft. Lauderdale, FL	0.0	0.0

Rank	Spring 2006	Rating	AQH Share
	TRAFFIC & WEATHER	0.0	0.1
1	Houston, TX	0.0	0.0
2	Dallas/Ft. Worth, TX	0.0	0.0
2	New York, NY	0.0	0.0

Rank	Fall 2006	Rating	AQH Share
	TRAFFIC & WEATHER	0.1	0.3
1	Boston, MA	0.0	0.1
1	Atlanta, GA	0.0	0.1
2	New York, NY	0.0	0.0

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XMCRB 00013810

XM Top Music Channels

SATELLITE RADIO

- Adults 18-34

Rank	Fall 2005	Rating	AQH Share
	MUSIC CHANNELS	19.6	85.0
1	Top 20 on 20	2.2	9.4
2	Mix	1.6	6.9
3	Ethel	1.3	5.5
4	The 80s	1.2	5.3
5	The 90s	1.2	5.1

Rank	Spring 2006	Rating	AQH Share
	MUSIC CHANNELS	19.9	78.1
1	Top 20 on 20	1.8	7.0
2	Mix	1.2	4.7
3	Squizz	1.1	4.2
4	Flight 26	1.1	4.2
5	KISS	1.0	4.1

Rank	Fall 2006	Rating	AQH Share
	MUSIC CHANNELS	15.9	60.3
1	Flight 26	1.5	4.6
2	Top 20 on 20	1.5	4.5
3	The 90s	1.1	3.3
4	The 80s	1	3
5	Squizz	1	2.7

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

RESTRICTED - Subject to Protective Order in Docket No. 2006-1 CRB DSTRA.

XM Top Sports Channels

SATELLITE RADIO

- Adults 18-34

Rank	Fall 2006	Rating	AQH Share
	SPORTS CHANNELS	4.7	14.0
1	ESPN Radio	0.8	2.3
2	NASCAR Radio	0.6	1.8
3	MLB Home Plate	0.3	0.8
4	MLB Play-by-Play Channels	0.1	0.2
5	ESPNEWS	0.1	0.1

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XM Top Entertainment Channels

SATELLITE RADIO

- Adults 18-34

Rank	Spring 2006	Rating	AQH Share
	ENTERTAINMENT	8.9	34.8
1	High Voltage	8.0	31.4
2	XM Live	0.1	0.5
3	FOX News Talk	0.1	0.2
4	Radio Classics	0.1	0.5
5	Sonic Theater	0.0	0.1
5	E! Entertainment Radio	0.0	0.1

Rank	Fall 2006	Rating	AQH Share
	ENTERTAINMENT	4.8	28.9
1	High Voltage	3.1	9.3
2	XM Comedy	0.6	1.8
3	Take Five	0.2	0.5
4	Talk Radio	0.1	0.4
5	XM Kids	0.1	0.2
5	E! Entertainment Radio	0.1	0.1

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XMCRB 00013813

XM Audience by Channel Types

Adults 25-54

SATELLITE RADIO

XM Audience by Channel Types

SATELLITE RADIO

- Adults 25-54

Fall 2005	Rating	AQH Share
SPORTS CHANNELS	1.6	6.7
NEWS & TALK	7.8	32.1
TRAFFIC & WEATHER	0.1	0.3
MUSIC CHANNELS	18.3	75.1
ROCK	5.1	21.0
POP & HITS	3.7	15.3
DECADES	3.3	13.4
COUNTRY	1.9	7.7
HIP-HOP/URBAN	1.1	4.4

Spring 2006	Rating	AQH Share
SPORTS CHANNELS	1.8	7.2
NEWS & TALK	1.8	7.2
TRAFFIC & WEATHER	0.0	0.2
ENTERTAINMENT	5.8	23.0
MUSIC CHANNELS	17.4	69.2
ROCK	5.8	23.1
POP & HITS	3.1	12.3
DECADES	2.8	11.0
COUNTRY	2.0	7.8
HIP-HOP/URBAN	0.8	3.2

Fall 2006	Rating	AQH Share
SPORTS CHANNELS	5.3	18.1
NEWS & TALK	2.8	9.7
TRAFFIC & WEATHER	0.1	0.3
ENTERTAINMENT	5.6	19.2
MUSIC CHANNELS	16.5	56.9
ROCK	5.1	17.8
POP & HITS	3.5	12.0
DECADES	3.2	11.1
COUNTRY	2.3	7.8
HIP-HOP/URBAN	0.7	2.4

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

RESTRICTED - Subject to Protective Order in Docket No. 2006-1 CRB DSTRA.

XM Top News & Talk Channels

SATELLITE RADIO

- Adults 25-54

Rank	Fall 2005	Rating	AQH Share
	NEWS & TALK	7.8	32.1
1	High Voltage	2.9	11.7
2	Fox News	1.2	5.0
3	XM Comedy	0.8	3.4
4	Air America	0.4	1.6
5	America Right	0.4	1.5

Rank	Spring 2006	Rating	AQH Share
	NEWS & TALK	1.8	7.2
1	Fox News	0.4	1.7
2	Air America Radio	0.3	1.3
3	America Right	0.2	0.7
4	CNBC	0.2	0.7
5	Fox News Talk	0.2	0.6

Rank	Fall 2006	Rating	AQH Share
	NEWS & TALK	2.8	9.7
1	FOX News	0.7	2.4
2	Air America Radio	0.3	0.9
3	America Right	0.2	0.6
4	CNN Headline News	0.2	0.5
5	FOX News Talk	0.1	0.5

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

RESTRICTED - Subject to Protective Order in Docket No. 2006-1 CRB DSTRA.

XM Top Traffic & Weather Channels

SATELLITE RADIO

- Adults 25-54

Rank	Fall 2005	Rating	AQH Share
	TRAFFIC & WEATHER	0.1	0.4
1	Washington, DC	0.0	0.1
2	Dallas/Ft. Worth, TX	0.0	0.1
3	Philadelphia, PA	0.0	0.0
4	XM Emergency Alert	0.0	0.0
5	New York, NY	0.0	0.0

Rank	Spring 2006	Rating	AQH Share
	TRAFFIC & WEATHER	0.0	0.2
1	Dallas/Ft. Worth, TX	0.0	0.0
2	XM Emergency Alert	0.0	0.0
3	Atlanta, GA	0.0	0.0
4	Houston, TX	0.0	0.0
5	Washington, DC	0.0	0.0

Rank	Fall 2006	Rating	AQH Share
	TRAFFIC & WEATHER	0.1	0.3
1	Boston, MA	0.0	0.2
2	New York, NY	0.0	0.0
3	Pittsburgh, PA	0.0	0.0
4	Detroit, MI	0.0	0.0
5	Atlanta, GA	0.0	0.0

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

RESTRICTED - Subject to Protective Order in Docket No. 2006-1 CRB DSTRA.

XM Top Music Channels

SATELLITE RADIO

- Adults 25-54

Rank	Fall 2005	Rating	AQH Share
	MUSIC CHANNELS	18.3	75.1
1	Mix	1.1	4.6
2	The 80s	1.1	4.5
3	Top Tracks	1.0	4.1
4	Top 20 on 20	1.0	4.0
5	Squizz	0.8	3.3

Rank	Spring 2006	Rating	AQH Share
	MUSIC CHANNELS	17.4	69.2
1	The 70s	1.0	4.0
2	Flight 26	0.9	3.5
3	Big Tracks	0.9	3.4
4	Top Tracks	0.8	3.2
5	Highway 16	0.8	3.2

Rank	Fall 2006	Rating	AQH Share
	MUSIC CHANNELS	16.5	56.9
1	The 70s	1.1	3.9
2	The 80s	0.9	3.3
3	Flight 26	0.9	3.0
4	Top Tracks	0.8	2.6
5	Highway 16	0.7	2.3

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XMCRB 00013818

XM Top Sports Channels

SATELLITE RADIO

- Adults 25-54

Rank	Fall 2005	Rating	AQH Share
	SPORTS CHANNELS	1.6	6.7
1	ESPN Radio	0.5	2.1
2	14 Major League Baseball Channels	0.3	1.3
3	NASCAR	0.2	0.8
4	MLB Home Plate	0.2	0.6
5	Fox Sports Radio	0.1	0.3

Rank	Spring 2006	Rating	AQH Share
	SPORTS CHANNELS	1.8	7.2
1	ESPN Radio	0.6	2.2
2	MLB Play-by-Play Channels	0.5	1.9
3	NASCAR Radio	0.4	1.4
4	2006 FIFA World Cup	0.2	0.7
5	MLB Home Plate	0.1	0.6

Rank	Fall 2006	Rating	AQH Share
	SPORTS CHANNELS	5.3	18.1
1	FOX Sports Radio	0.1	0.4
2	Home Ice	0.1	0.2
3	NHL Hockey Play-by-Play	0.1	0.2
4	ESPNEWS	0.1	0.2
5	College Sports - Big Ten	0.1	0.2

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XM Top Entertainment Channels

SATELLITE RADIO

- Adults 25-54

Rank	Spring 2006	Rating	AQH Share
	ENTERTAINMENT	5.8	23.0
1	High Voltage	4.5	17.7
2	XM Comedy	0.4	1.6
3	Sonic Theater	0.2	0.9
4	Radio Classics	0.2	0.8
5	Fox News Talk	0.2	0.6

Rank	Fall 2006	Rating	AQH Share
	ENTERTAINMENT	5.6	19.2
1	High Voltage	1.5	5.2
2	XM Comedy	0.5	1.9
3	Talk Radio	0.3	0.9
4	Radio Classics	0.3	0.9
5	Sonic Theater	0.1	0.4

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XM Audience by Sales Lineups

SATELLITE RADIO

XM Audience by Sales Lineups

SATELLITE RADIO

- Persons 12+

Fall 2005	Rating	AQH Share
XM RADIO	*20.9*	
XM COMPLETE	5.6	23.5
XM TALK & ENTERTAINMENT	5.0	20.9
XM ENTERTAINMENT	3.8	15.9
XM NEWS & INFORMATION	3.3	14.0
XM SPORTS	0.8	3.5
XM COMEDY	0.6	2.4
XM KIDS	0.2	0.8
XM TRAFFIC & WEATHER	0.1	0.3

Spring 2006	Rating	AQH Share
XM RADIO	*28.9*	*93.3*
XM COMPLETE	9.4	30.5
XM ENTERTAINMENT	5.3	17.2
XM COMEDY ROLL-UP	4.6	14.9
CLEAR CHANNEL	2.9	9.5
XM NEWS & INFORMATION	2.4	7.7
XM SPORTS	1.9	6.2
CANADIAN CHANNEL	0.9	2.9
XM WOMEN/KIDS	0.4	1.3
XM TRAFFIC & WEATHER	0.1	0.2

Fall 2006	Rating	AQH Share
XM RADIO	24.3	87.6
XM COMPLETE	13.4	48.2
XM ENTERTAINMENT	4.8	17.1
XM SPORTS	4.7	17.1
XM NEWS & INFORMATION	3.2	11.6
XM COMEDY ROLL-UP	1.8	6.6
CLEAR CHANNEL	1.5	5.5
CANADIAN CHANNEL	0.4	1.3
XM WOMEN/KIDS	0.3	0.9
XM TRAFFIC & WEATHER	0.1	0.3

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers 12+ (XM Sample Only)

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XM Audience by Sales Lineups

SATELLITE RADIO

- Adults 18-34

Fall 2005	Rating	AQH Share
XM RADIO	*21.0*	
XM TALK & ENTERTAINMENT	6.7	29.0
XM ENTERTAINMENT	5.8	25.2
XM COMPLETE	3.8	16.4
XM NEWS & INFORMATION	2.0	8.6
XM COMEDY	0.5	2.3
XM SPORTS	0.7	3.1
XM KIDS	0.2	0.7
XM TRAFFIC & WEATHER	0.0	0.0

Spring 2006	Rating	AQH Share
XM RADIO	*30.8*	*91.0*
XM COMPLETE	11.6	34.2
XM COMEDY ROLL-UP	9.2	27.1
XM ENTERTAINMENT	8.7	25.7
CLEAR CHANNEL	3.1	9.1
XM SPORTS	1.8	5.4
XM NEWS & INFORMATION	1.7	5.1
CANADIAN CHANNEL	1.1	3.3
XM WOMEN/KIDS	0.3	0.9
XM TRAFFIC & WEATHER	0.0	0.1

Fall 2006	Rating	AQH Share
XM RADIO	26.7	90.3
XM COMPLETE	15.1	51.2
XM ENTERTAINMENT	8.5	28.9
XM COMEDY ROLL-UP	4.1	13.8
XM SPORTS	4.1	14.0
CLEAR CHANNEL	1.8	6.0
XM NEWS & INFORMATION	1.8	6.2
XM WOMEN/KIDS	0.4	1.3
CANADIAN CHANNEL	0.3	1.0
XM TRAFFIC & WEATHER	0.1	0.3

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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XM Audience by Sales Lineups

SATELLITE RADIO

- Adults 25-54

Fall 2005	Rating	AQH Share
XM RADIO	*21.2*	
XM COMPLETE	5.6	23.1
XM TALK & ENTERTAINMENT	5.6	22.9
XM ENTERTAINMENT	4.5	18.5
XM NEWS & INFORMATION	3.2	13.0
XM SPORTS	1.6	6.7
XM COMEDY	0.7	3.2
XM KIDS	0.2	1.0
XM TRAFFIC & WEATHER	0.1	0.3

Spring 2006	Rating	AQH Share
XM RADIO	*30.1*	*92.9*
XM COMPLETE	10.4	32.0
XM ENTERTAINMENT	6.3	19.4
XM COMEDY ROLL-UP	6.0	18.6
CLEAR CHANNEL	3.2	10.0
XM NEWS & INFORMATION	2.1	6.4
XM SPORTS	2.0	6.1
CANADIAN CHANNEL	1.1	3.3
XM WOMEN/KIDS	0.4	1.3
XM TRAFFIC & WEATHER	0.0	0.1

Fall 2006	Rating	AQH Share
XM RADIO	25.5	87.8
XM COMPLETE	14.2	48.9
XM ENTERTAINMENT	5.6	19.2
XM SPORTS	5.3	18.1
XM NEWS & INFORMATION	2.8	9.7
XM COMEDY ROLL-UP	2.4	8.3
CLEAR CHANNEL	1.8	6.2
XM WOMEN/KIDS	0.3	0.9
CANADIAN CHANNEL	0.4	1.4
XM TRAFFIC & WEATHER	0.1	0.3

Question Z6: Please indicate what specific XM channel(s) you were listening to for at least 5 of the 15 minutes in each time period.

AQH Rating and Share, Mon-Sun 6am-12mid
Base: XM Subscribers (XM Sample Only)

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Appendix

- Additional Demographics
- Satisfaction Levels

SATELLITE RADIO

Other Demographics

SATELLITE RADIO

Fall 2004	OEM** (n=703)	Aftermarket** (n=1130)
Employed full-time	76.4%	82.8%
Employed part-time	5.8%	5.8%
Not employed	17.8%	11.4%

Spring 2006	OEM** (n=346)	Aftermarket** (n=1007)
Employed full-time	76.3%	83.6%
Employed part-time	7.8%	5.1%
Not employed	16.0%	11.3%

Fall 2005	OEM** (n=368)	Aftermarket** (n=899)
Employed full-time	77.5%	81.3%
Employed part-time	6.0%	6.3%
Not employed	16.5%	12.4%

*Base: **XM Respondents 18+ (D5a)*

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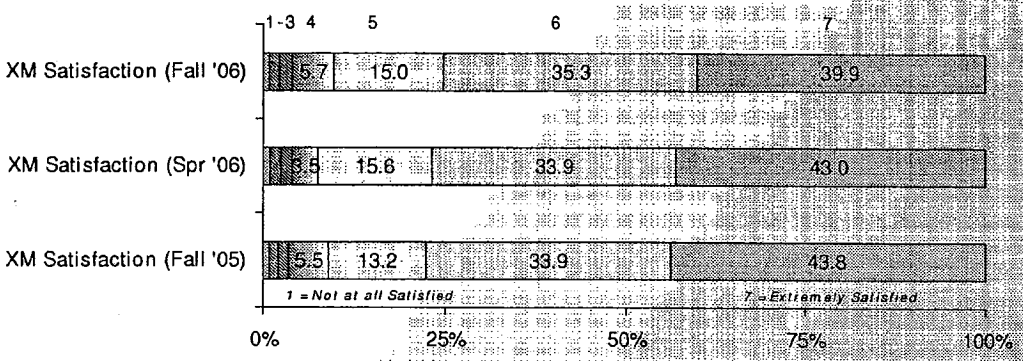
XM Radio Satisfaction

SATELLITE RADIO

- Persons 12+

	Satisfaction Level (Fall 2005)	Satisfaction Level (Spring 2006)	Satisfaction Level (Fall 2006)
Top Box	43.75%	43.04%	39.94%
Top 2 Box	77.68%	76.96%	75.27%
Top 3 Box	90.93%	92.54%	90.31%
Bottom 3 Box	3.55%	3.94%	3.95%



Question B17: Overall, how satisfied are you with your XM service? (scale of 1 to 7)

Base: XM Subscribers P12+

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XM Channel Satisfaction (Fall '06)

SATELLITE RADIO

- Persons 12+

XM Channel Numbers	XM Channel Groups	Top Box Satisfaction Level	Top 2 Box Satisfaction Level	Top 3 Box Satisfaction Level
4-9	Decades	38.59%	62.92%	88.76%
10-17, 161	Country	39.51%	61.94%	82.11%
20-30	Pop & Hits	37.84%	63.96%	83.13%
32-34	Christian	36.94%	56.31%	77.48%
40-50, 52-54	Rock	44.79%	71.17%	87.21%
60, 62, 64-68	Hip Hop & Urban	32.02%	49.79%	72.93%
70-74	Jazz & Blues	40.26%	65.23%	84.28%
75-78	Lifestyle	37.00%	61.50%	80.25%
80-84	Dance	35.66%	55.04%	75.45%
90-94	Latin	23.60%	49.69%	72.05%
100-102	World	21.13%	43.81%	66.49%
110, 112, 113	Classical	36.67%	61.92%	82.97%
115, 116, 155, 162, 156	Women/Kids	26.68%	48.99%	73.32%
150, 151, 202	Comedy	39.48%	62.86%	83.45%
100, 102, 153, 172, 204-209, 244, 245	Canadian	32.86%	59.23%	80.67%
11, 21, 22, 24, 142, 152, 161, 165, 173, 154	Clear Channel	34.82%	61.35%	81.34%
175-190	MLB	50.77%	76.35%	90.58%
210-230, 247	Traffic & Weather	36.04%	59.25%	79.34%

Question B7: For the XM channels that you have listened to, how satisfied are you with each one? (Scale of 1 to 7)

Base: XM Subscribers with listening in specific channels in the past 7 days

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XMCRB 00013828

XM Channel Satisfaction (Spring '06)

SATELLITE RADIO

- Persons 12+

XM Channel Numbers	XM Channel Groups	Top Box Satisfaction Level	Top 2 Box Satisfaction Level	Top 3 Box Satisfaction Level
4-9	Decades	40.36%	63.60%	81.62%
10-17, 161	Country	44.58%	66.19%	83.17%
20-30	Pop & Hits	39.59%	67.14%	84.76%
32-34	Christian	35.71%	60.39%	77.27%
40-50, 52-54	Rock	49.06%	73.38%	88.08%
60, 62, 64-68	Hip Hop & Urban	30.18%	53.69%	74.69%
70-74	Jazz & Blues	44.00%	67.70%	85.26%
75-78	Lifestyle	42.14%	67.33%	85.60%
80-84	Dance	33.10%	55.72%	75.45%
90-94	Latin	22.69%	44.12%	61.76%
100-102	World	24.86%	40.22%	65.08%
110, 112, 113	Classical	33.33%	62.93%	88.52%
115, 116, 155, 162	Women/Kids	30.20%	50.98%	74.25%
150, 151, 202	Comedy	45.89%	68.68%	83.79%
100, 102, 153, 172, 204-209, 244, 245	Canadian	31.69%	55.64%	76.17%
11, 21, 22, 24, 142, 152, 161, 165, 173	Clear Channel	37.63%	62.17%	80.88%
175-190	MLB	60.56%	82.54%	93.52%
210-248	Traffic & Weather	33.68%	62.69%	81.99%

Question B7: For the XM channels that you have listened to, how satisfied are you with each one? (Scale of 1 to 7)

Base: XM Subscribers with listening in specific channels in the past 7 days

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XM Channel Satisfaction (Fall '05)

SATELLITE RADIO

Persons 12+

XM Channel Numbers	XM Channel Groups	Top Box Satisfaction Level	Top 2 Box Satisfaction Level	Top 3 Box Satisfaction Level
4-9	Decades	43.51%	67.20%	84.59%
10-16	Country	45.84%	68.25%	83.99%
20-29	Pop & Hits	47.46%	69.85%	86.65%
31-33	Christian	37.21%	59.30%	78.68%
41-54	Rock	46.03%	73.79%	88.96%
60-67	Hip Hop & Urban	37.80%	60.80%	76.00%
70-74	Jazz & Blues	41.71%	67.35%	86.32%
75-77	Lifestyle	30.38%	51.15%	76.15%
80-83	Dance	36.73%	57.64%	76.68%
90-95	Latin	32.24%	49.18%	75.41%
100-102	World	26.56%	41.80%	65.63%
110-113	Classical	35.33%	58.68%	77.54%
115-116	Kids	40.30%	61.52%	77.58%
121-134	News	51.16%	73.79%	89.79%
140-147,152, 175-199	Sports	58.50%	79.97%	91.93%
150-152 155-171,200,202	Talk	53.37%	76.27%	91.61%
210-248	Traffic	42.78%	65.63%	82.45%

Question B7: For the XM channels that you have listened to, how satisfied are you with each one? (Scale of 1 to 7)

Base: XM Subscribers with listening in specific channels in the past 7 days

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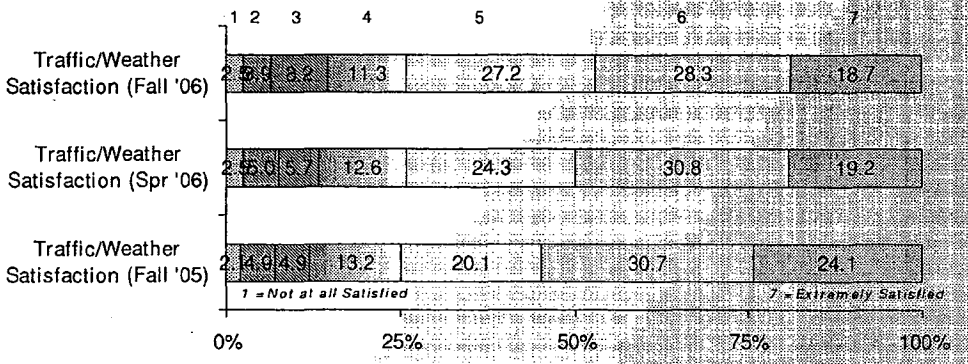
XM Traffic & Weather Satisfaction

SATELLITE RADIO

- Persons 12+

	Satisfaction Level (Fall 2005)	Satisfaction Level (Spring 2006)	Satisfaction Level (Fall 2006)
Top Box	24.13%	19.15%	18.68%
Top 2 Box	54.84%	49.95%	46.94%
Top 3 Box	74.95%	74.22%	74.10%
Bottom 3 Box	11.88%	13.18%	14.60%



Question B11: How satisfied are you with the traffic and weather information currently available on XM? (scale of 1 to 7)

Base: XM Subscribers with any listening to Traffic/Weather Channels (N=637 for Fall 2006)

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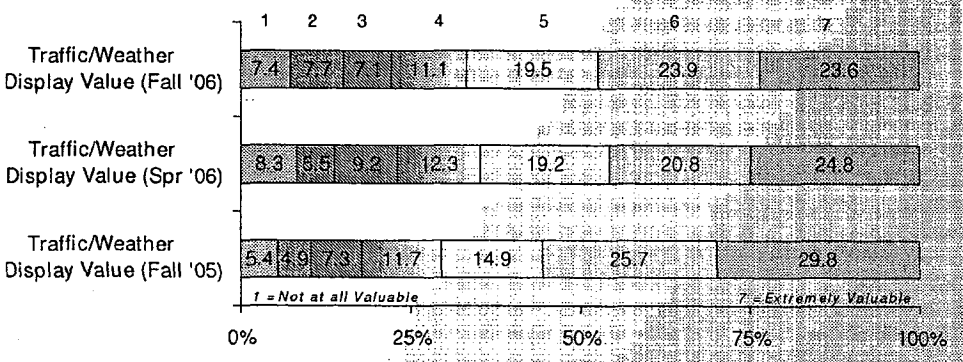
XM Traffic & Weather Display: Value

SATELLITE RADIO

- Persons 12+

[illegible]	Value Level (Fall '05)	Value Level (Spring '06)	Value Level (Fall '06)
Top Box	29.80%	24.83%	23.55%
Top 2 Box	55.58%	45.59%	47.41%
Top 3 Box	70.57%	64.74%	66.88%
Bottom 3 Box	17.73%	22.94%	22.14%



Question B9: XM currently shows weather conditions and temperature information on the radio display or traffic and weather channels. How valuable to you find is the weather and temperature information displayed on your radio? (scale of 1 to 7)

Base: XM Subscribers with any listening to Traffic/Weather Channels

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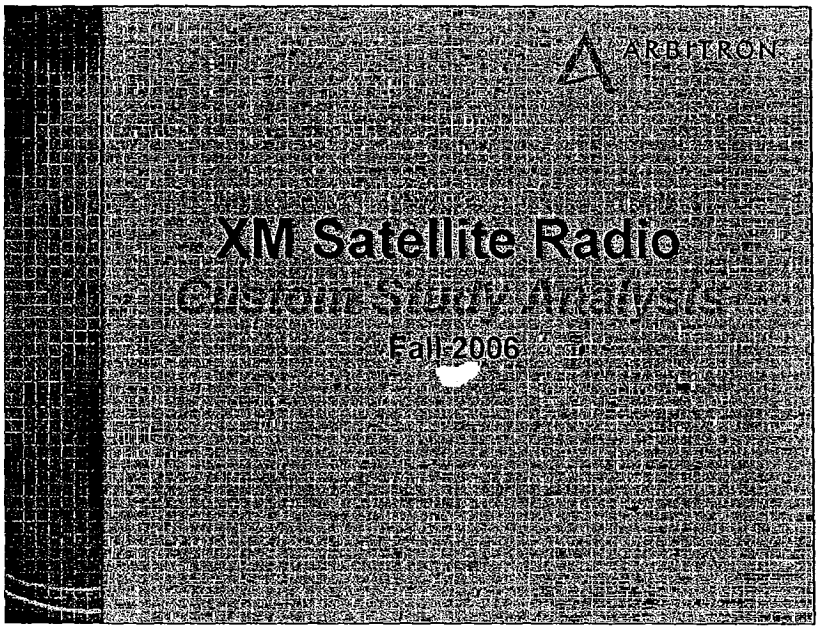
XMCRB 00013832

SX Exhibit 114 DR



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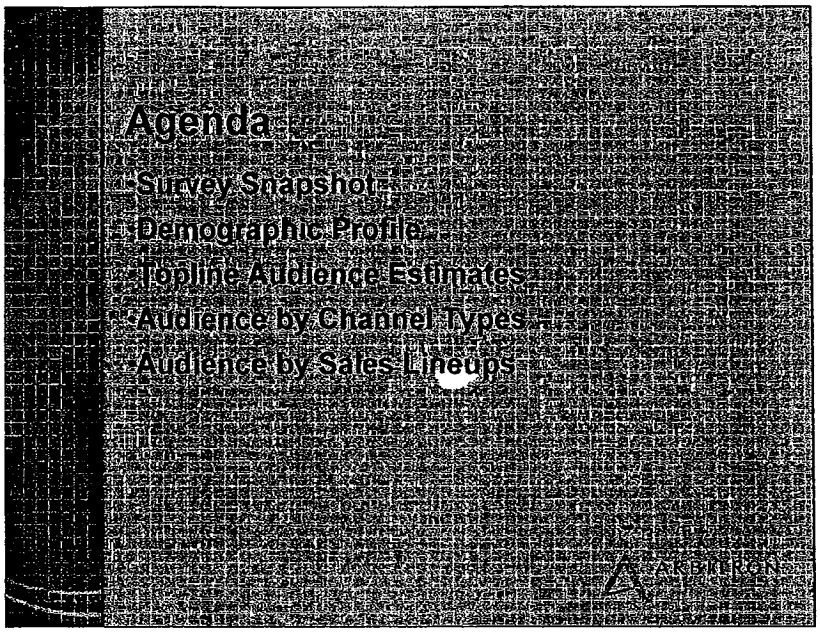

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XM Spring 2006 Snapshot

Fall 2006 Survey Dates

September 25 - October 22, 2006

Sample Size

Fall 2006	3,530
Spring 2006	3,548
Fall 2005	3,539
Spring 2005	3,535
Fall 2004	3,028
Spring 2004	3,513

Number of Channels Reported

Fall 2006	154
Spring 2006	158
Fall 2005	136
Spring 2005	133
Fall 2004	132
Spring 2004	124

ARBITRON

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XM Demographic Profile

ARBITRON

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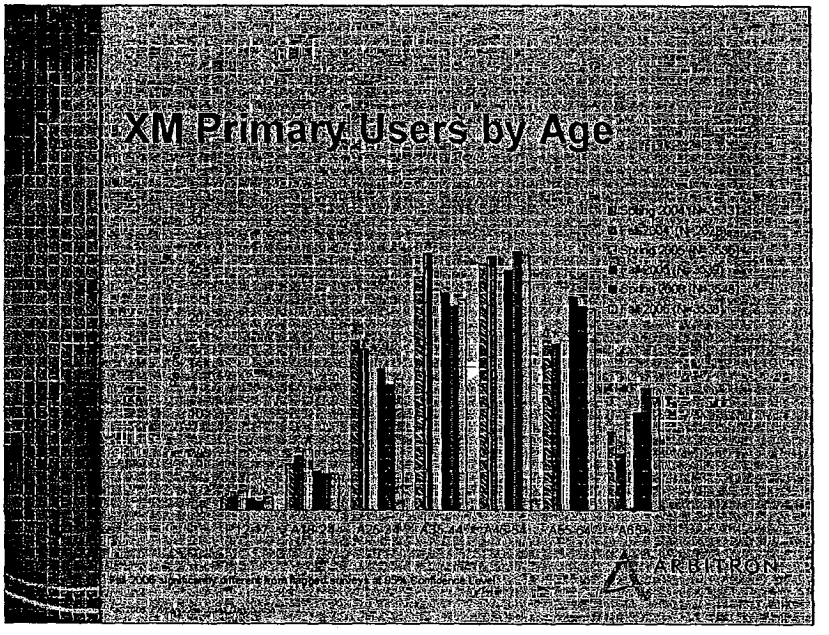

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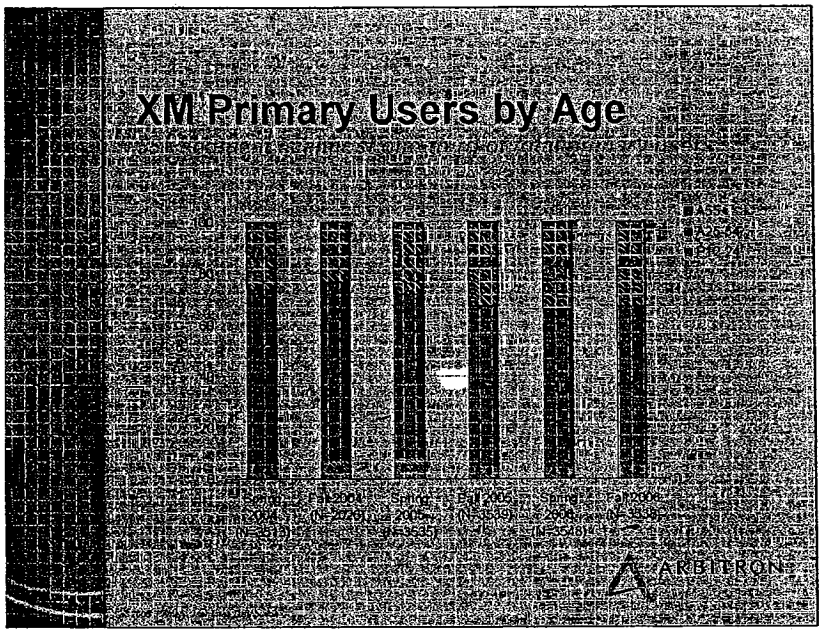

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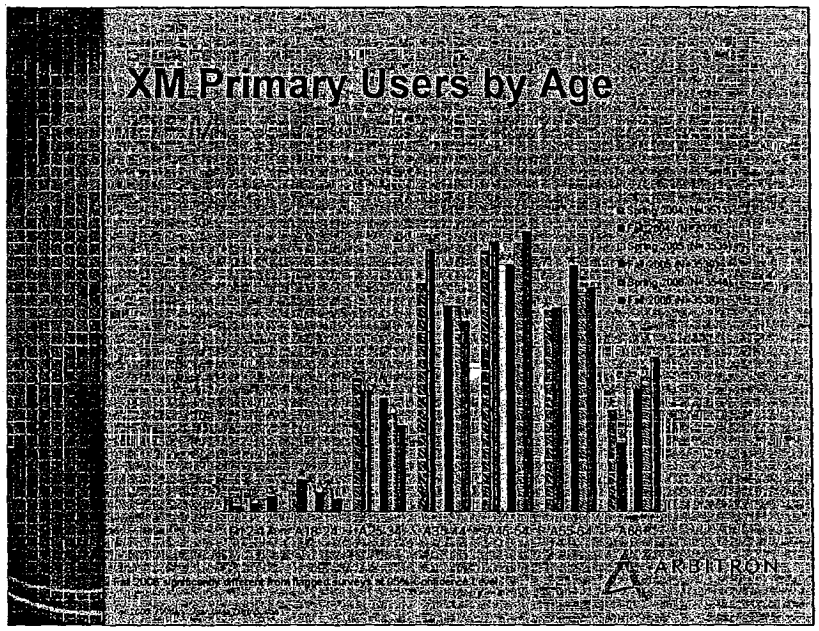

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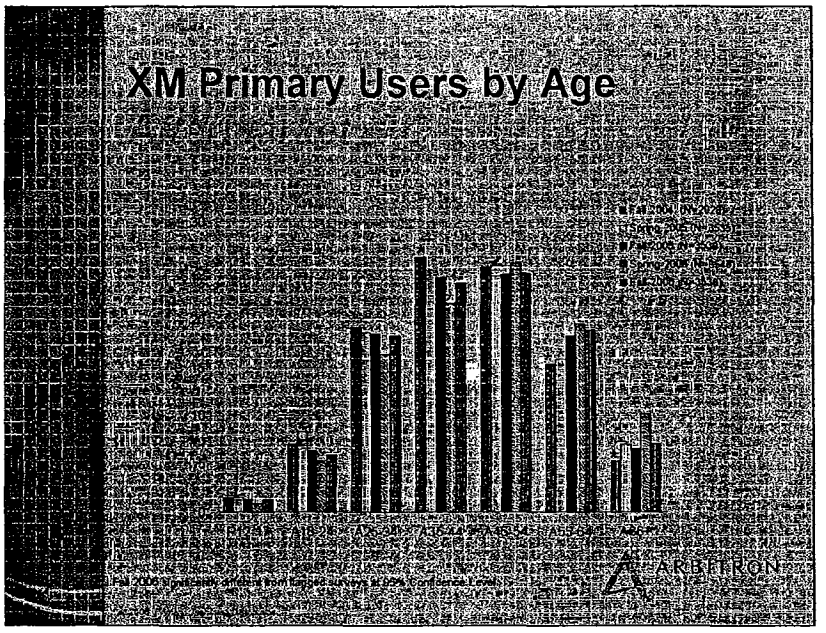

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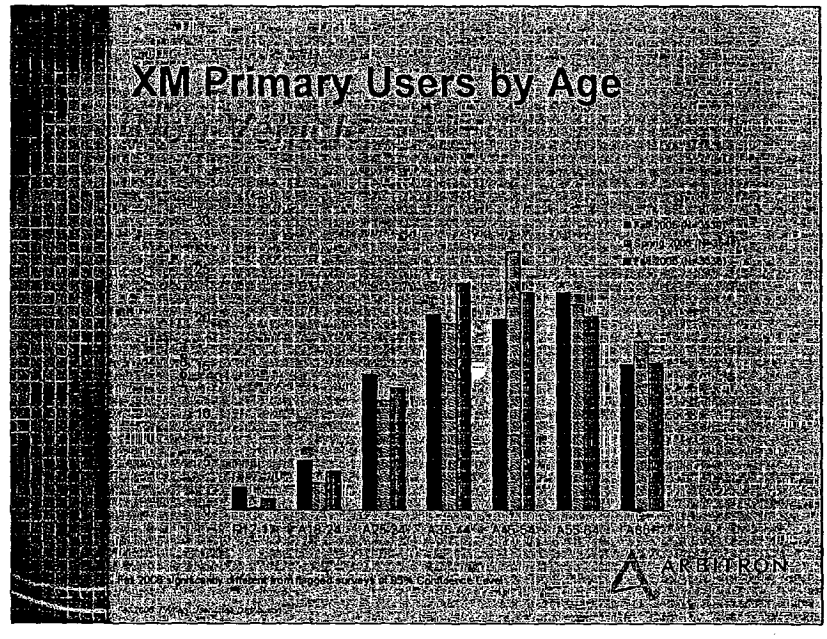

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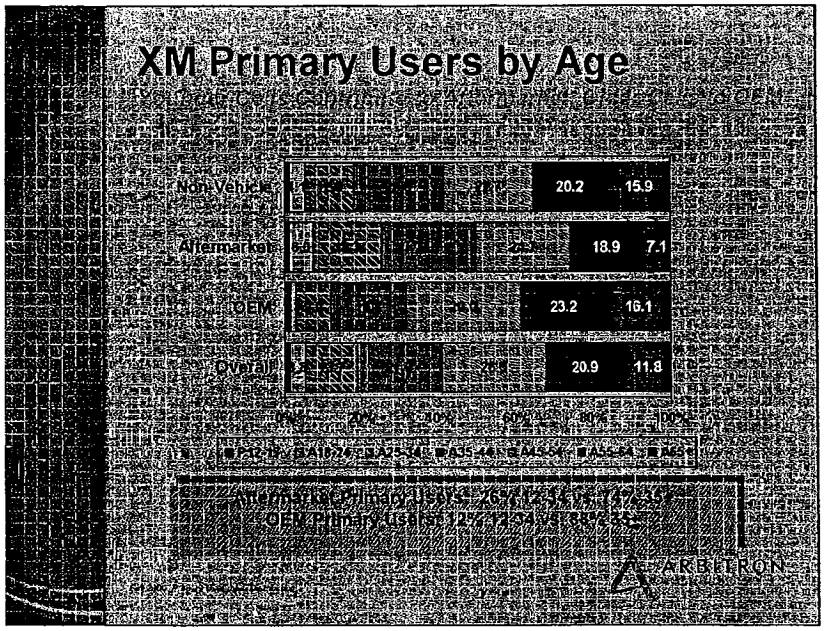

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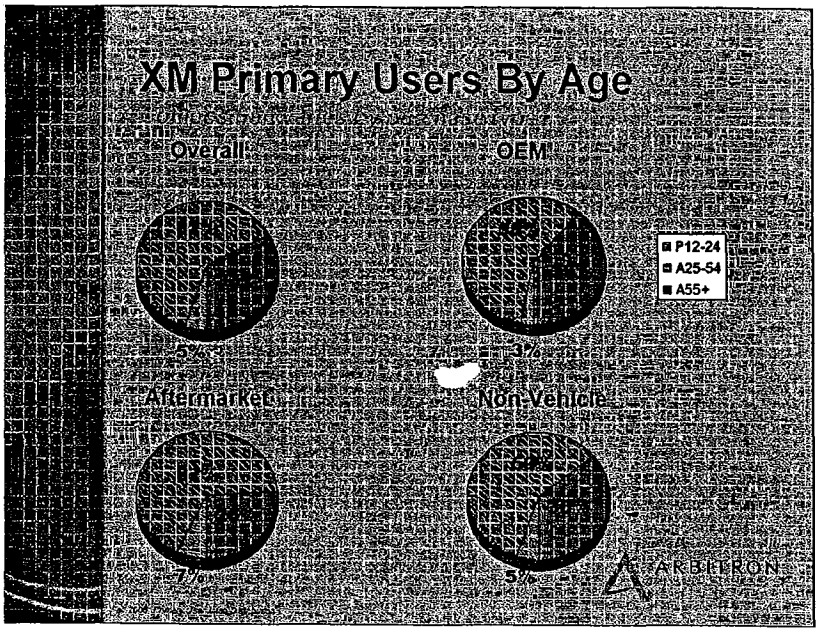

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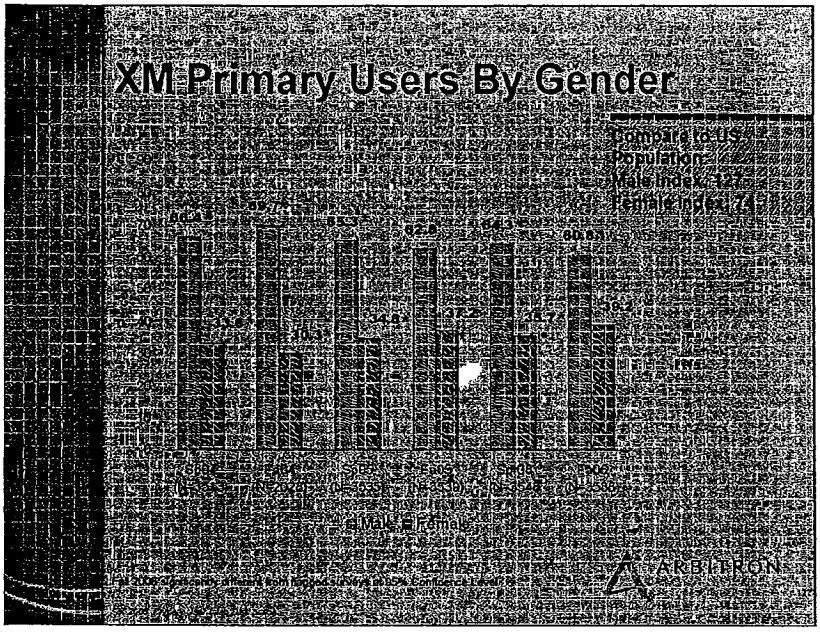

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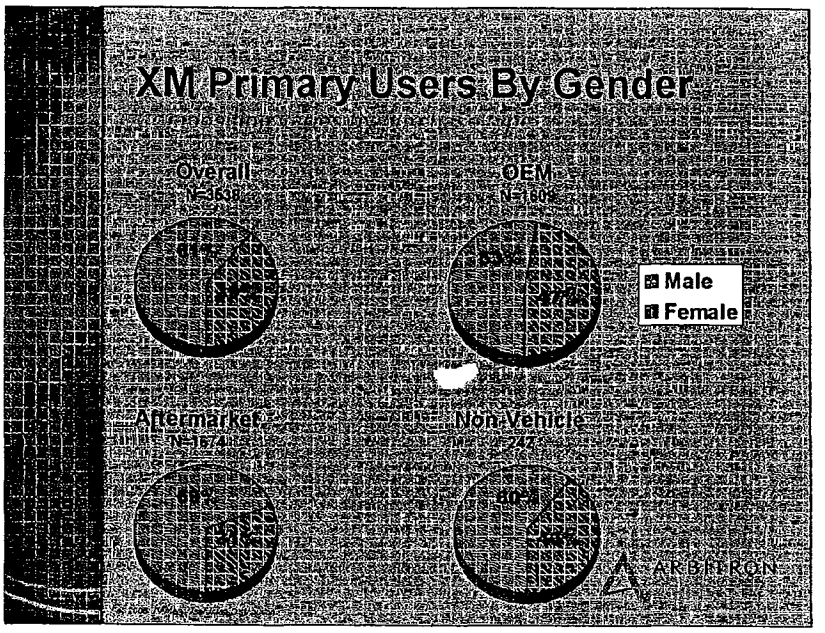

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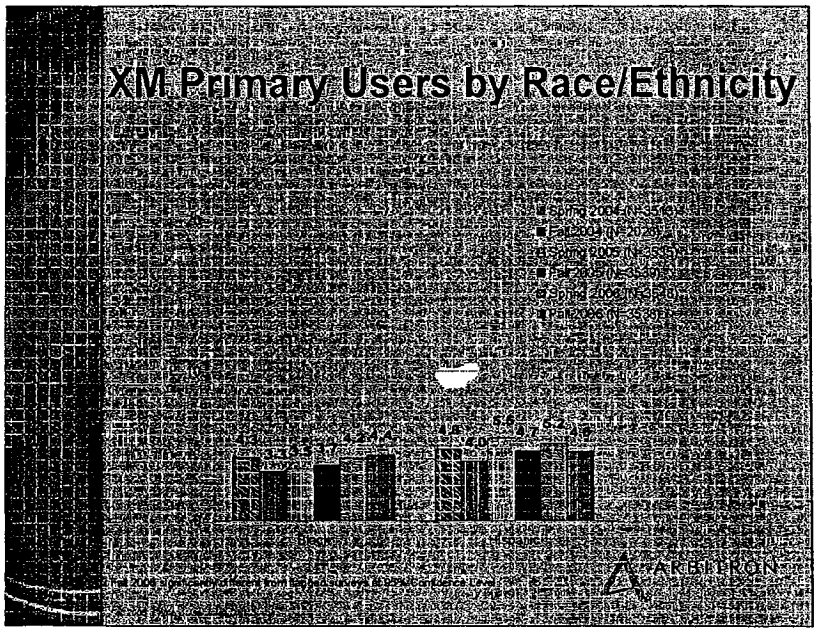

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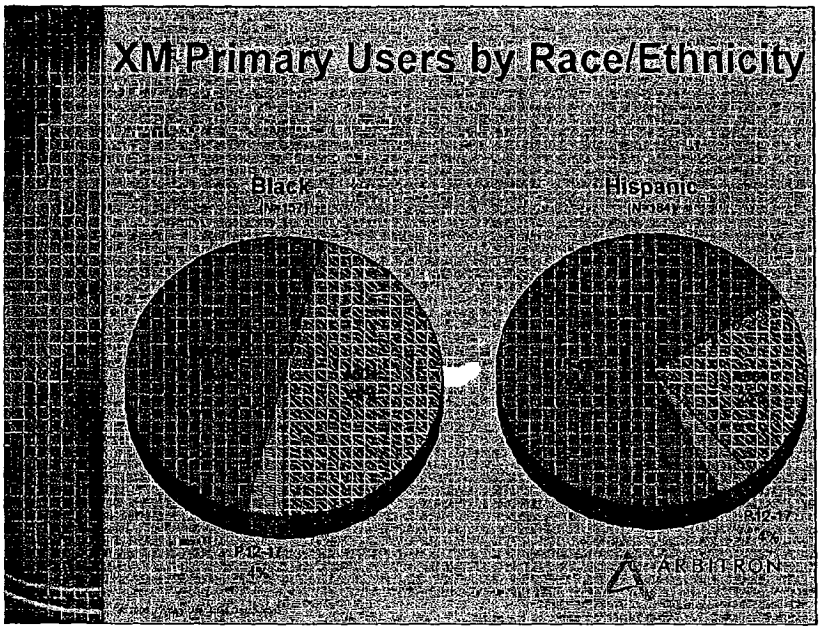

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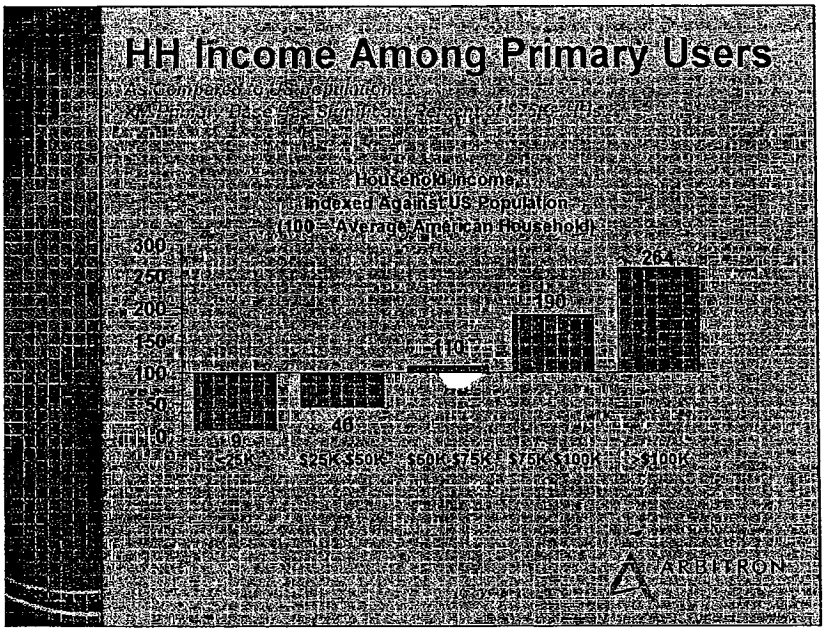

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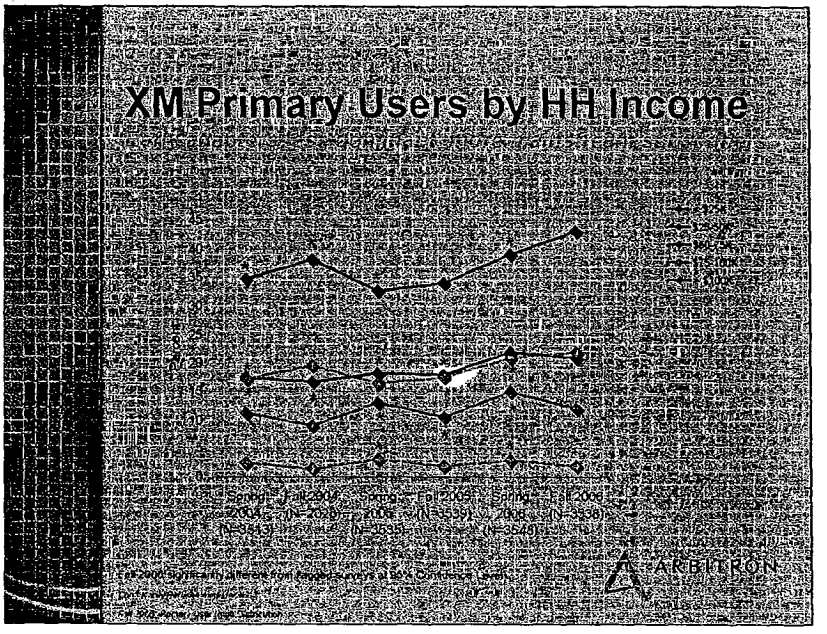

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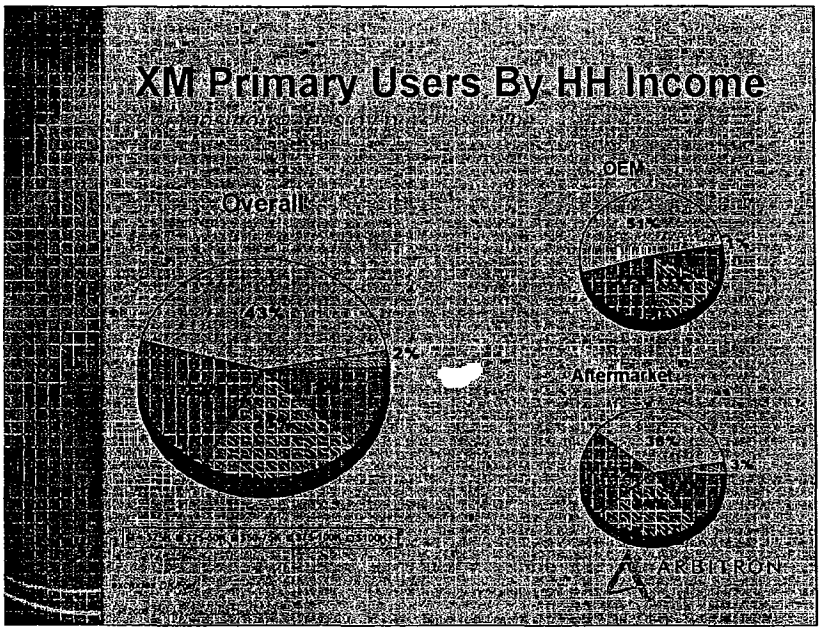

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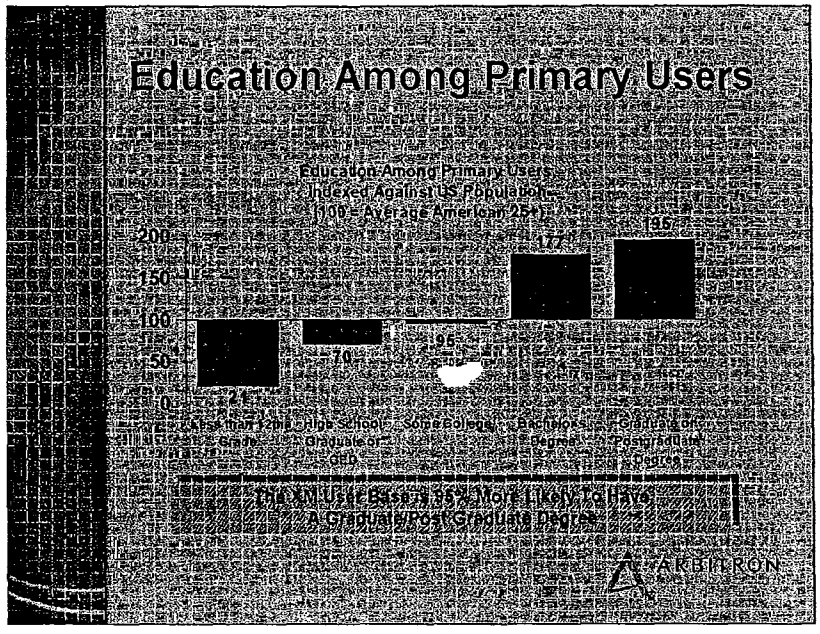

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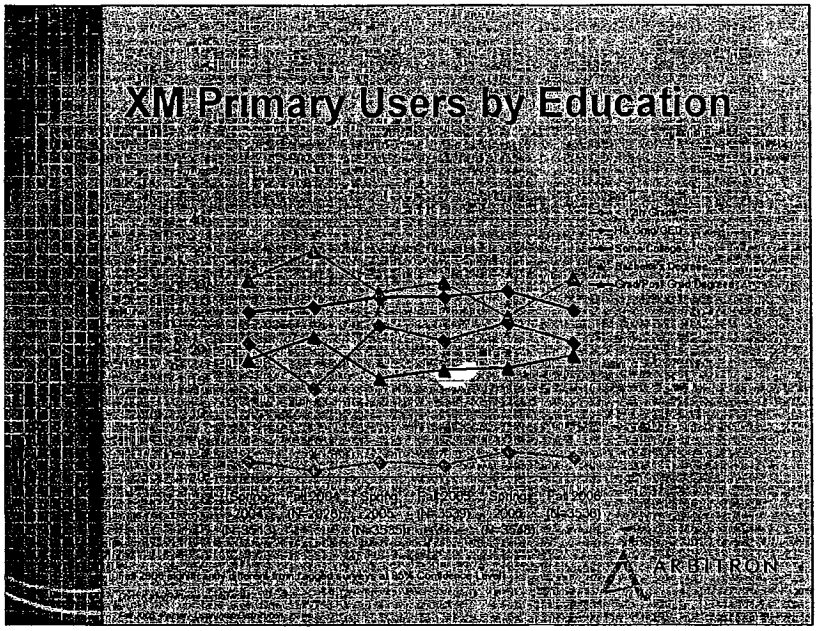

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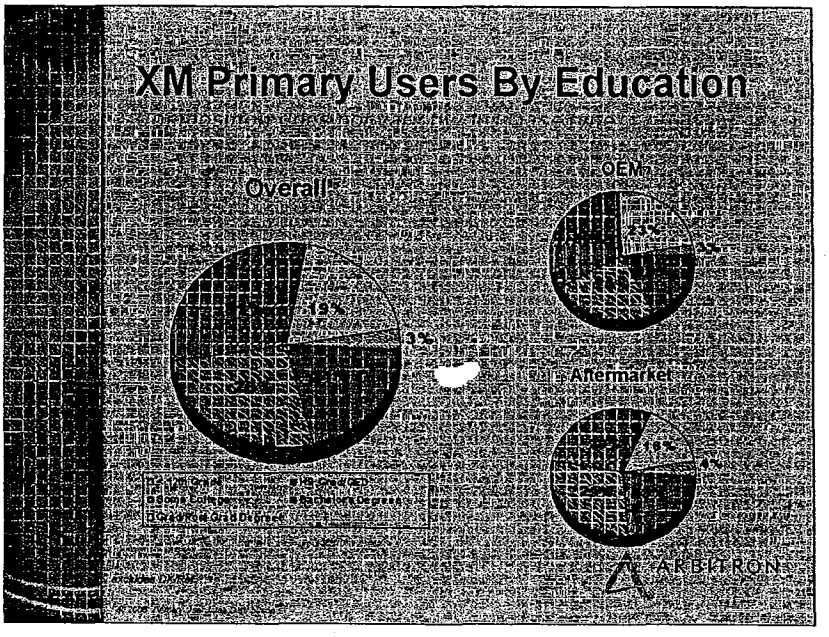

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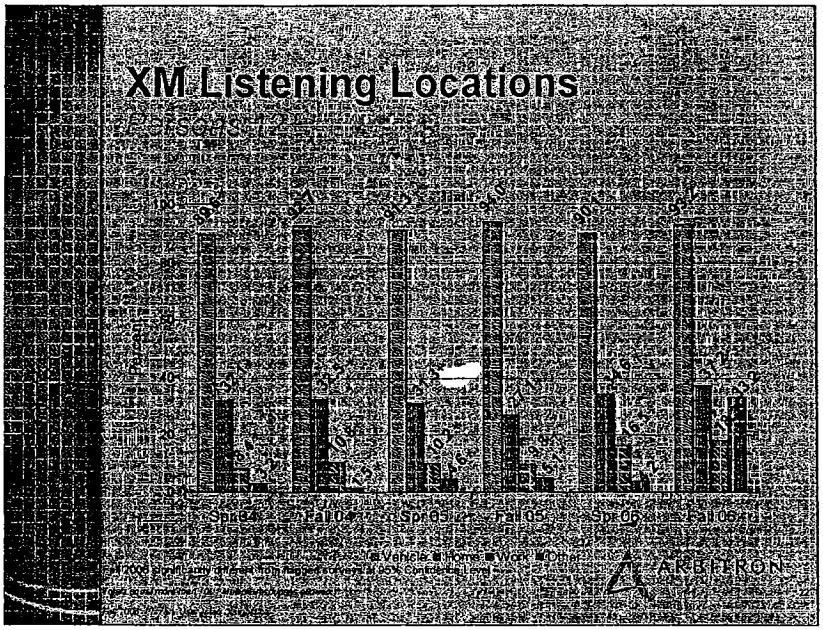

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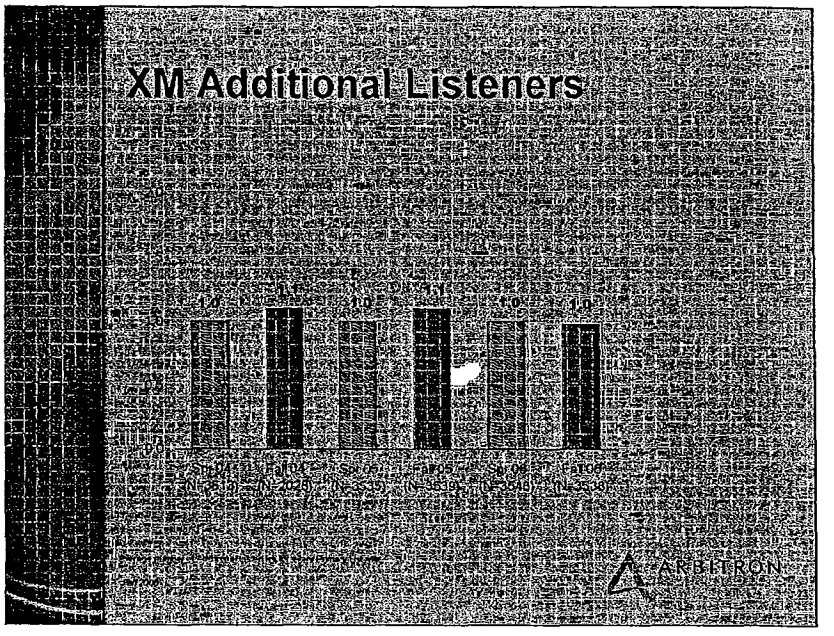

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XM Audience Estimates

Topline Data

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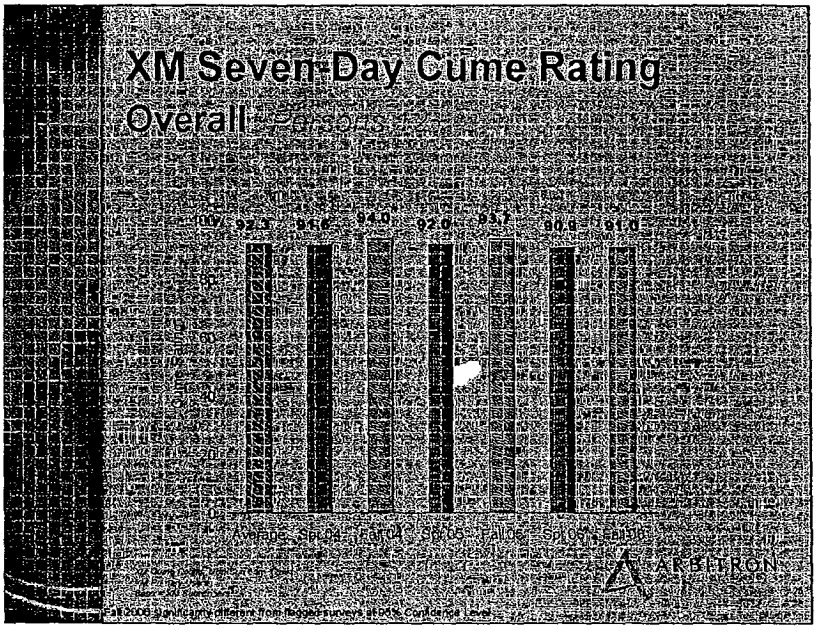

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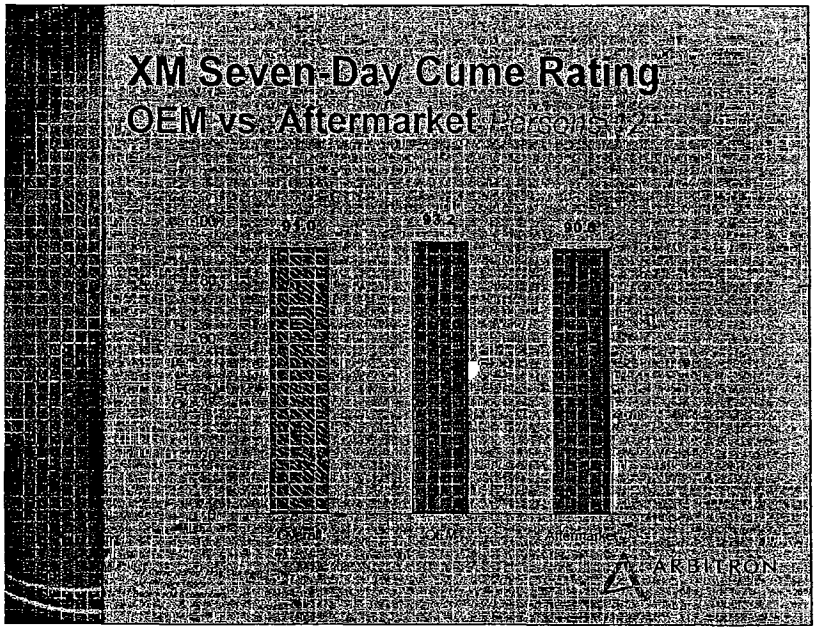
XMCRB 00119106



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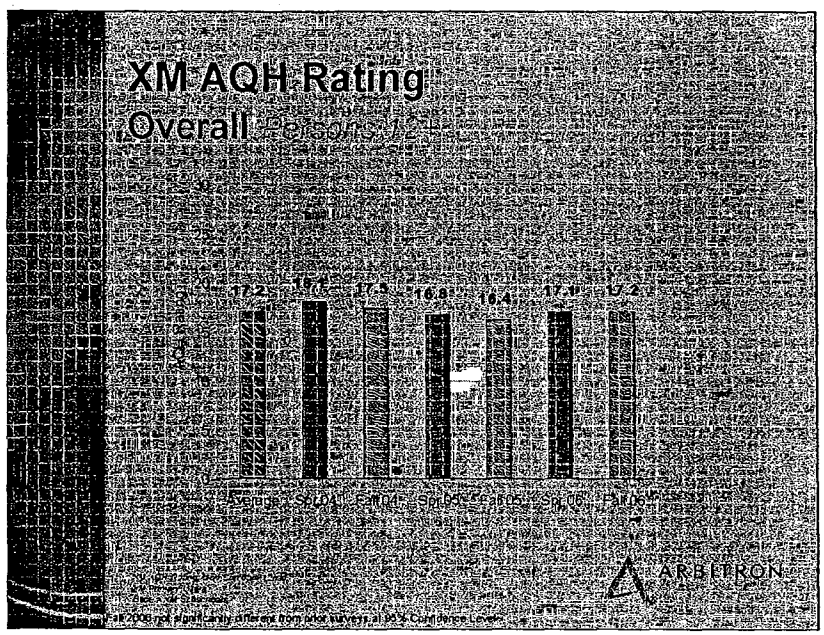

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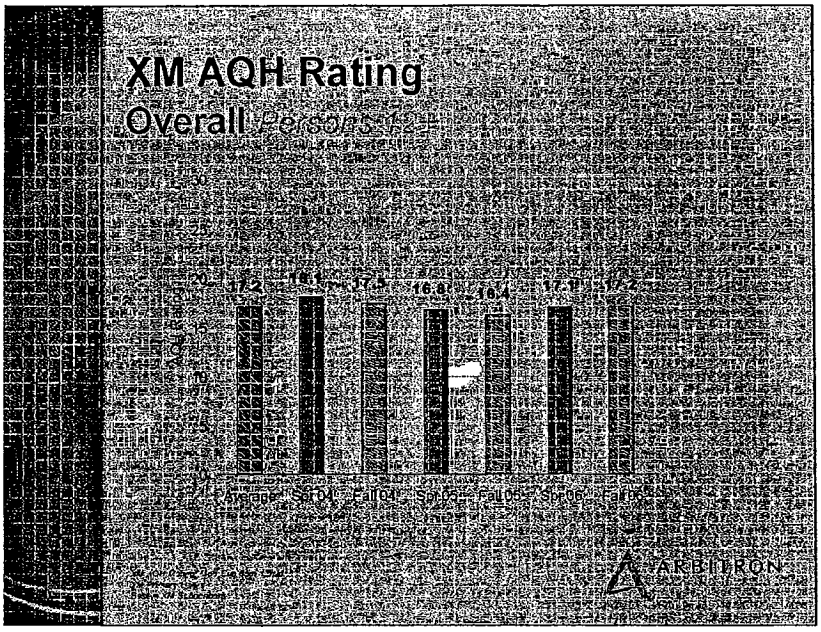

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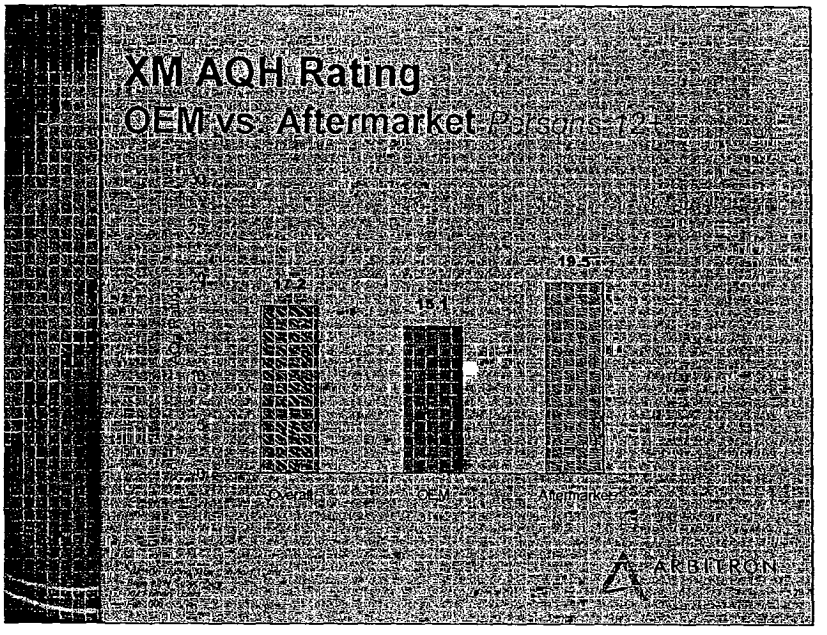

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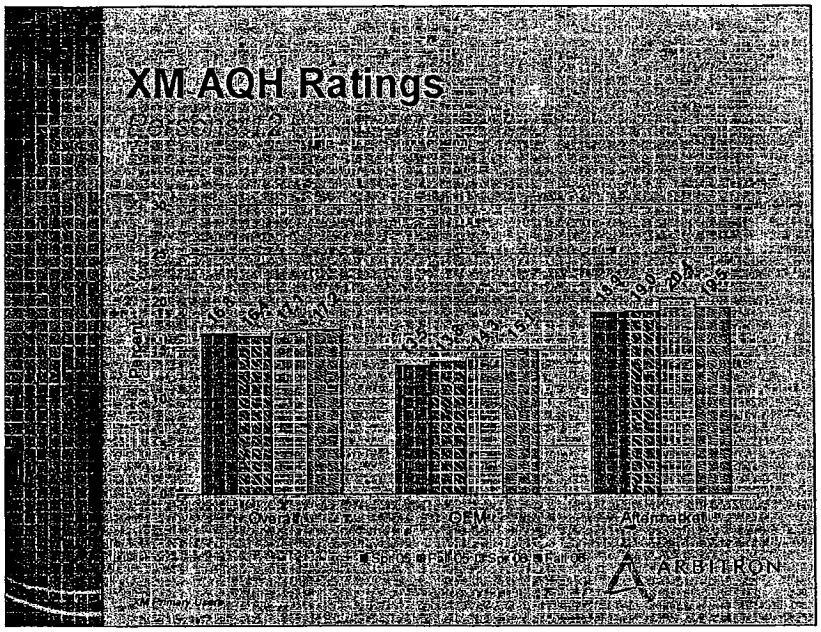

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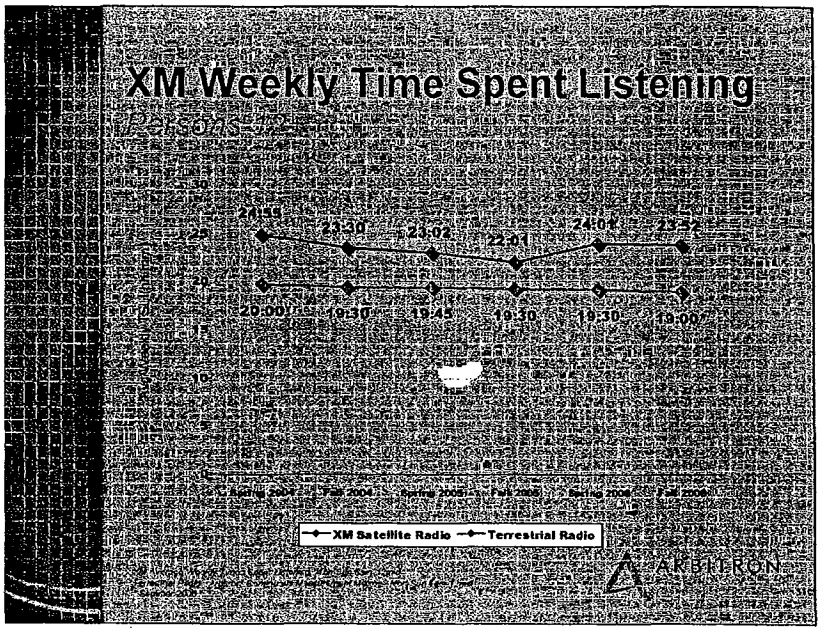

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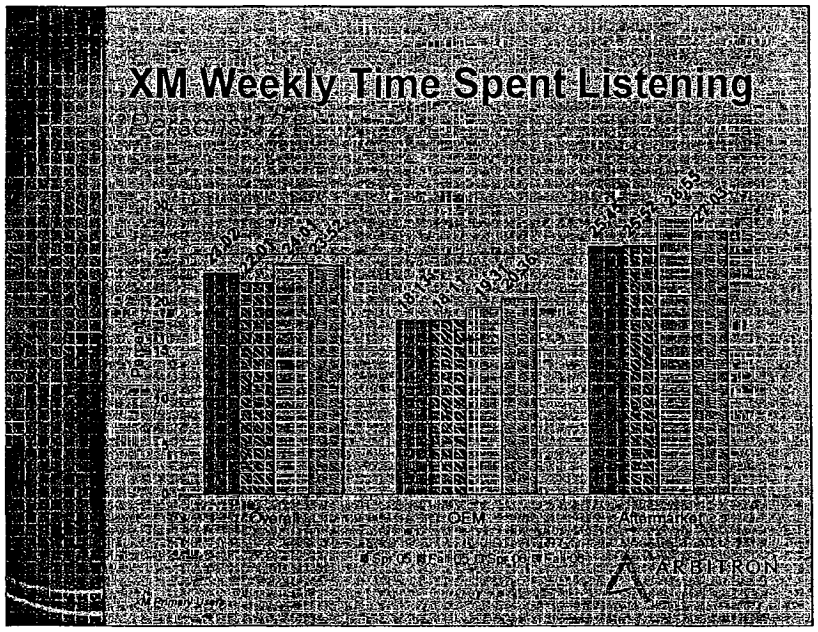

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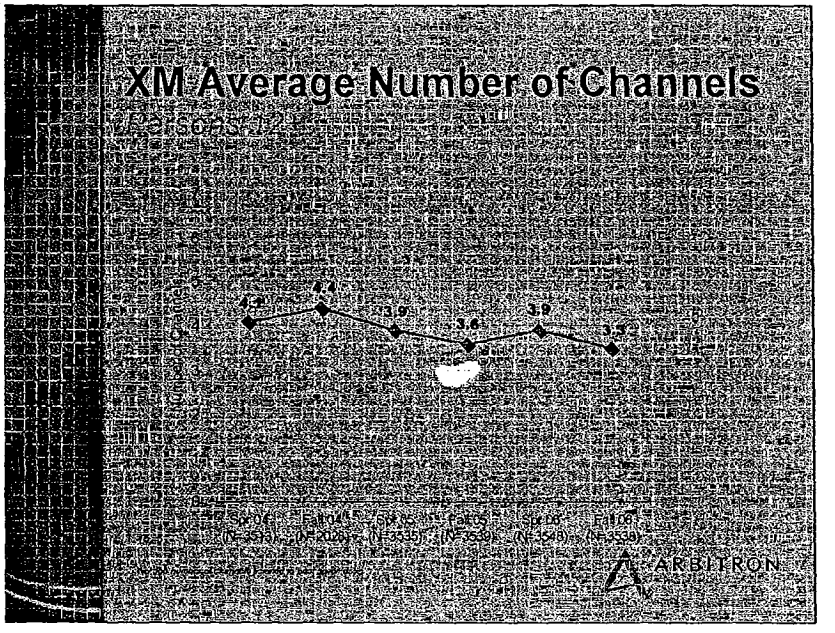

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Duplication Across Clusters

	XM-Traffic/Weather	XM Sports	XM News & Information	XM Entertainment
XM-Traffic/Weather	100.0	19.5	37.3	38.1
XM Sports	3.6	100.0	32.4	30.7
XM News & Information	4.8	22.9	100.0	34.3
XM Entertainment	5.2	22.8	36.2	100.0

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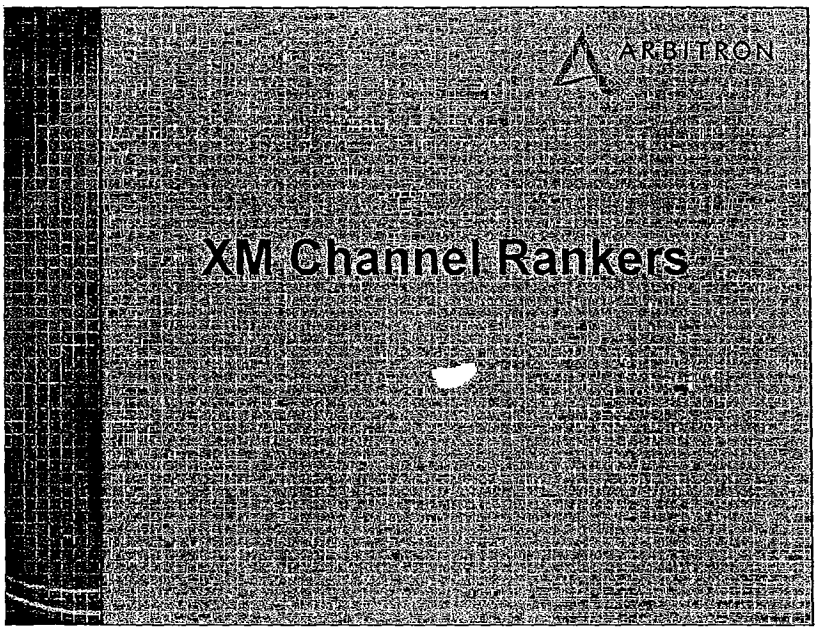

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XM Top Cume Channels

Fall 05	Rtg	Spring 06	Rtg	Fall 06	Rtg
FOX News	17.4	70s	14.3	FOX News	14.3
70s	15.4	FOX News	13.1	70s	14.2
90s	13.7	60s	13.0	90s	12.7
60s	13.7	XM Comedy	11.8	Top 20 on 20	12.3
Top 20 on 20	13.1	80s	11.6	60s	11.9
XM Comedy	12.3	Top 20 on 20	10.9	XM Comedy	10.9
Top Tracks	10.5	MIX	9.2	Top Tracks	9.9
MIX	10.4	Top Tracks	9.2	Highway 16	9.6
Highway 16	8.6	Highway 16	8.9	Nashville	8.6
Nashville	8.1	50s	8.9	MIX	8.5

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XM Top Cume Channels

Persons 12+

Fall 04	Rtg	Fall 05	Rtg	Fall 06	Rtg
1 Fox News	19.9	1 FOX News	17.4	1 FOX News	14.3
2 XM Comedy	18.7	2 70s	15.4	2 70s	13.2
3 70s	15.5	3 80s	14.7	3 80s	12.4
4 80s	14.8	4 60s	13.7	4 Top 20 on 20	12.3
5 20 on 20	14.6	5 20 on 20	13.1	5 60s	12.1
6 Mix	12.9	6 XM Comedy	12.3	6 XM Comedy	10.9
7 Top Tracks	12.8	7 Top Tracks	10.5	7 Top Tracks	9.9
8 60s	11.8	8 Mix	10.4	8 Highway 16	9.6
9 Nashville	10.6	9 Highway 16	9.6	9 Nashville	8.6
10 Highway 16	9.1	10 Nashville	9.1	10 MIX	8.5

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XM Top AQH Channels

Persons 12+

Survey-to-Survey

Fall 05	Rtg	Shr	Spring 06	Rtg	Shr	Fall 06	Rtg	Shr
FOX News	[illegible]	[illegible]	FOX News	[illegible]	[illegible]	FOX News	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Highway 16	[illegible]	[illegible]	Highway 16	[illegible]	[illegible]	Highway 16	[illegible]	[illegible]
20 on 20	[illegible]	[illegible]	Top Hits	[illegible]	[illegible]	Top Hits	[illegible]	[illegible]
Top Hits	[illegible]	[illegible]	XM Comedy	[illegible]	[illegible]	XM Comedy	[illegible]	[illegible]
XM Comedy	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	Water Color	[illegible]	[illegible]	XM Country	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	Top 20 on 20	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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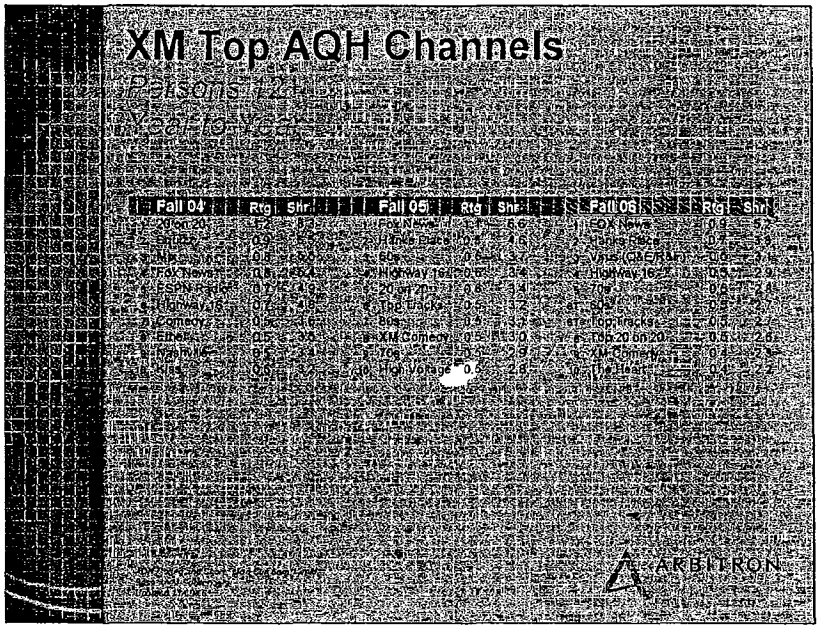

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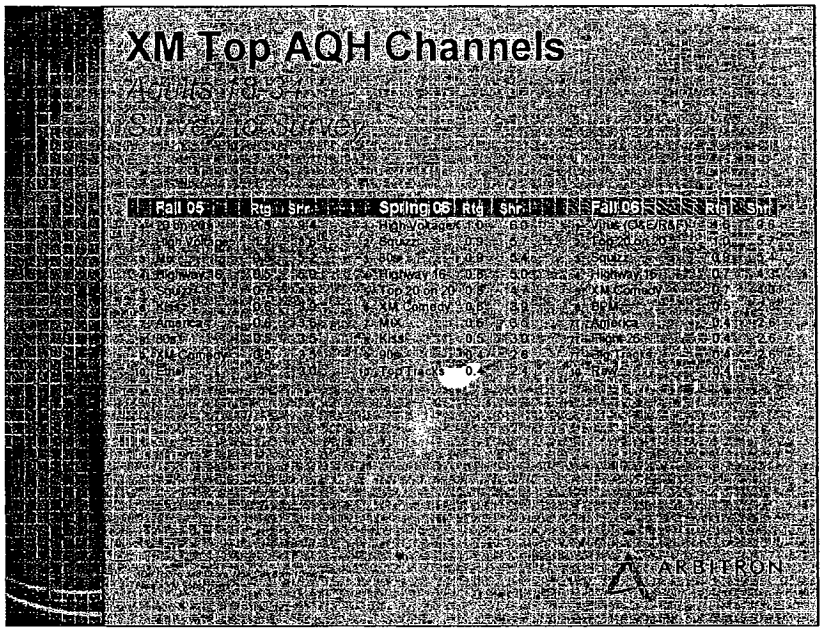

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XM Top AQH Channels

Fall 04	Rtg	Shr	Fall 05	Rtg	Shr	Fall 06	Rtg	Shr
20 on 20	[illegible]	[illegible]	20 on 20	[illegible]	[illegible]	Vibe (O&E/R&B)	[illegible]	[illegible]
Squirrel	[illegible]	[illegible]	High Voltage	[illegible]	[illegible]	Top 20 on 20	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Hummer	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	Squirrel	[illegible]	[illegible]	XM Comedy	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	RPM	[illegible]	[illegible]
Comedy	[illegible]	[illegible]	America	[illegible]	[illegible]	America	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	XM Comedy	[illegible]	[illegible]	Big Tracks	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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XM Top AQH Channels

Adults 25-54

Drive Time Survey

Fall 05	Rtg	Shr	Spring 06	Rtg	Shr	Fall 06	Rtg	Shr
FOX News	1.0	4.1	FOX News	1.0	4.1	FOX News	1.0	4.1
Highway	0.7	3.0	Highway	0.7	3.0	Virus (SE/RE)	0.7	3.0
Top Tracks	0.7	3.0	Top Tracks	0.7	3.0	Highway	0.7	3.0
XM Comedy	0.6	2.6	FOX News Talk	0.6	2.6	FOX News Talk	0.6	2.6
20on20	0.6	2.6	High Voltage	0.6	2.6	20on20	0.6	2.6
Virus	0.6	2.6	XM Comedy	0.6	2.6	XM Comedy	0.6	2.6
Hip Hop	0.5	2.2	Hip Hop	0.5	2.2	Hip Hop	0.5	2.2
Water Cooler	0.5	2.2	Water Cooler	0.5	2.2	Big Tracks	0.5	2.2
Wild	0.5	2.2	Boneyard	0.5	2.2	Boneyard	0.5	2.2
Boneyard	0.5	2.2	20on20	0.5	2.2	The Heat	0.4	1.7

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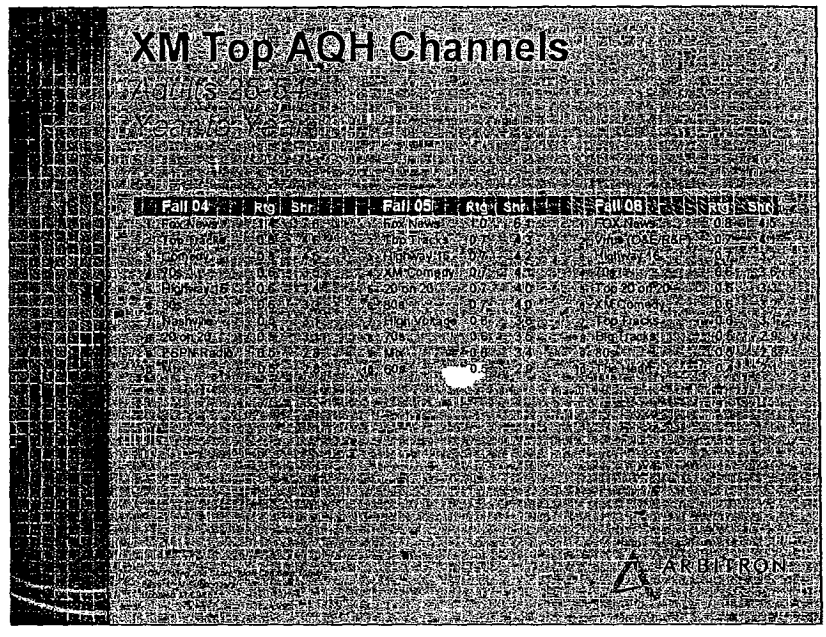

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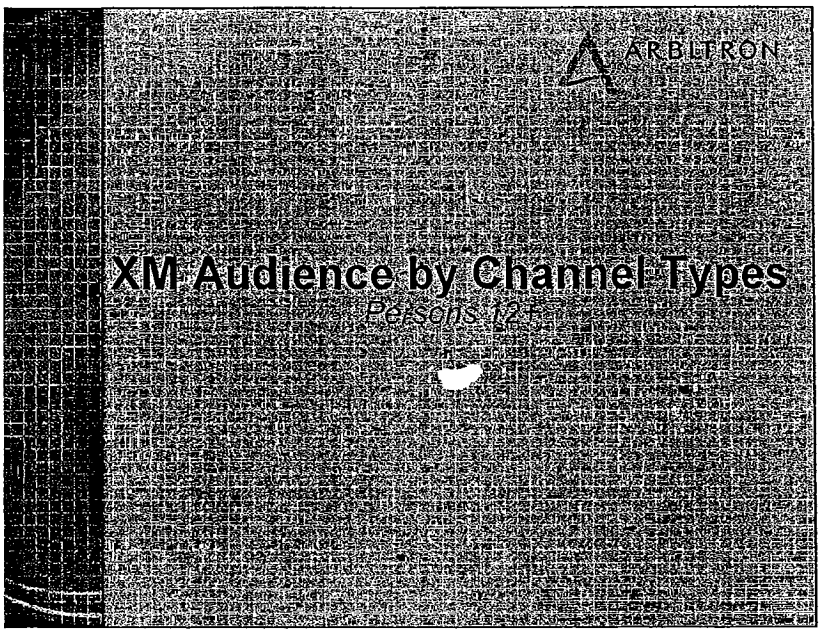

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XM Audience by Channel Types

Fall 05 | Spring 06 | Fall 06

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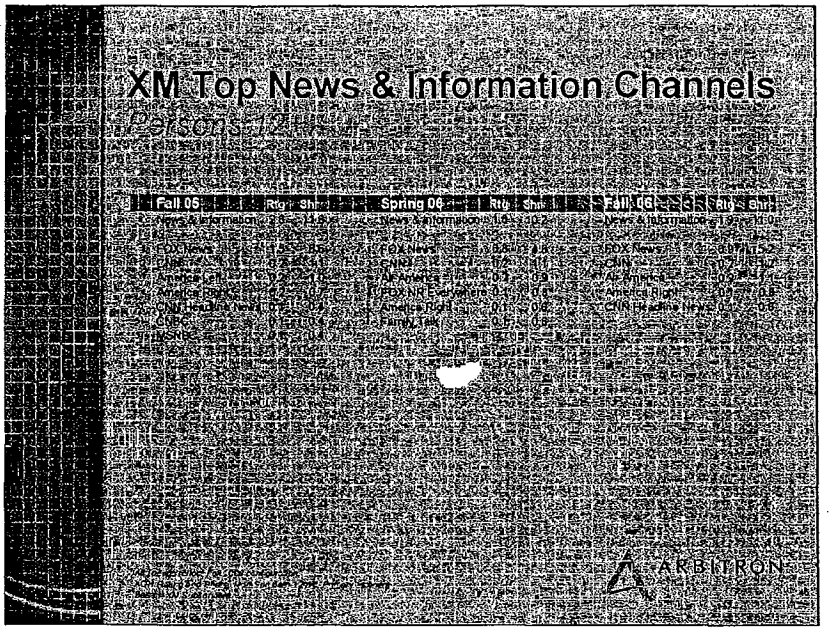

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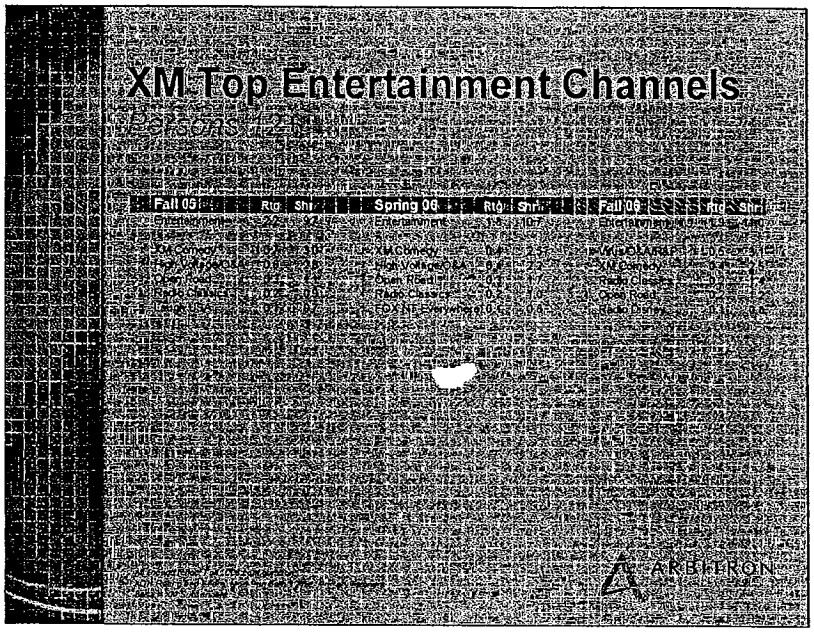

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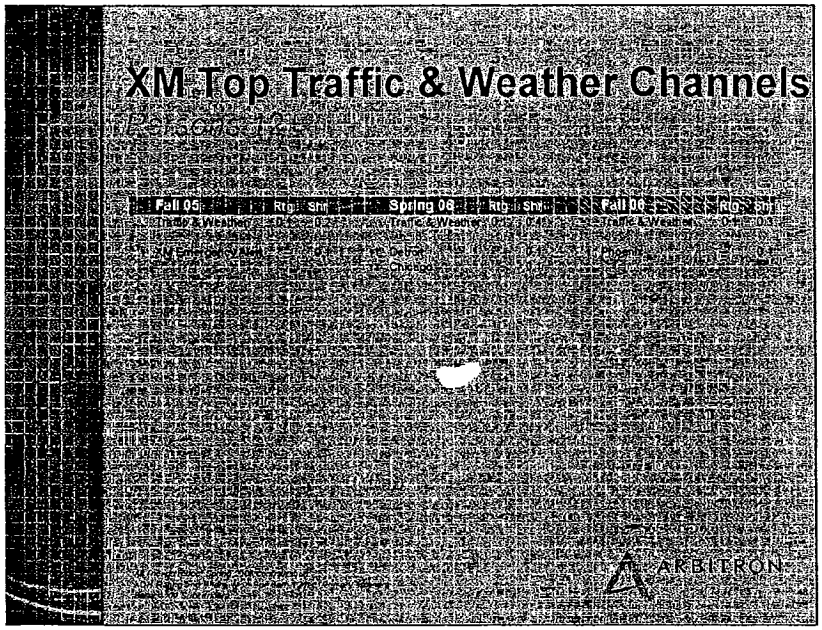

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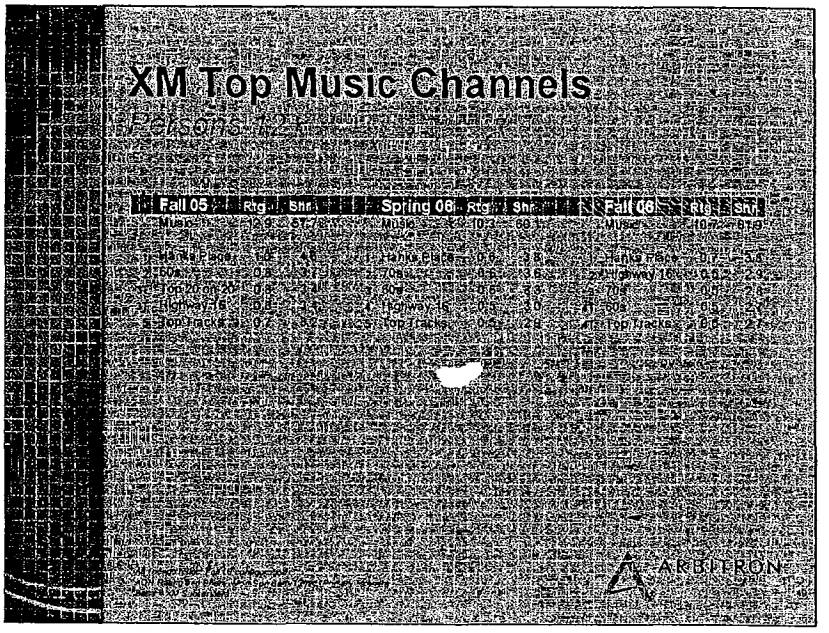

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XM Top Sports Channels

Persons 12+

Fall 05	Rtg	Shr	Spring 06	Rtg	Shr	Fall 06	Rtg	Shr
Sports	1.5	7.0	Sports	1.3	7.6	Sports	1.0	5.9
1. ESPN Radio	0.5	2.4	1. ESPN Radio	0.4	2.[illegible]	1. ESPN Radio	0.4	1.7
2. NASCAR Radio	0.3	1.3	2. NASCAR	0.3	2.0	2. NASCAR	0.3	1.0
3. MLB PBP 176	0.3	1.3	3. MLB Home Plate	0.2	1.4	3. MLB Home Plate	0.2	0.8
4. MLB PBP 176	0.2	1.0	4. MLB PBP 176	0.2	1.2	4. MLB PBP 176	0.1	0.6
5. ESPN News	0.1	0.5	5. ESPN News	0.1	0.5	5. ESPN News	0.1	0.4
			6. FIFA World Cup	0.1	0.5			

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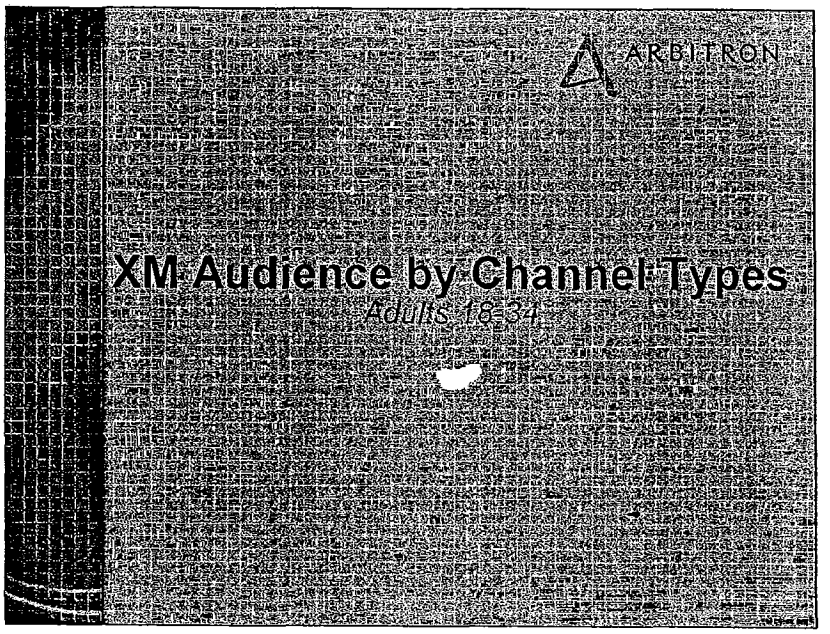

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XM Audience by Channel Types

	Fall 05			Spring 06			Fall 06		
	Rtg	Shr		Rtg	Shr		Rtg	Shr	
Sports	[illegible]	[illegible]	Sports	[illegible]	[illegible]	Sports	[illegible]	[illegible]	
News & Information	[illegible]	[illegible]	News & Information	[illegible]	[illegible]	News & Information	[illegible]	[illegible]	
Entertainment	[illegible]	[illegible]	Entertainment	[illegible]	[illegible]	Entertainment	[illegible]	[illegible]	
Traffic & Weather	[illegible]	[illegible]	Traffic & Weather	[illegible]	[illegible]	Traffic & Weather	[illegible]	[illegible]	
Music	[illegible]	[illegible]	Music	[illegible]	[illegible]	Music	[illegible]	[illegible]	
Talk	[illegible]	[illegible]	Talk	[illegible]	[illegible]	Talk	[illegible]	[illegible]	
Religious	[illegible]	[illegible]	Religious	[illegible]	[illegible]	Religious	[illegible]	[illegible]	
Other	[illegible]	[illegible]	Other	[illegible]	[illegible]	Other	[illegible]	[illegible]	
Total	[illegible]	[illegible]	Total	[illegible]	[illegible]	Total	[illegible]	[illegible]	

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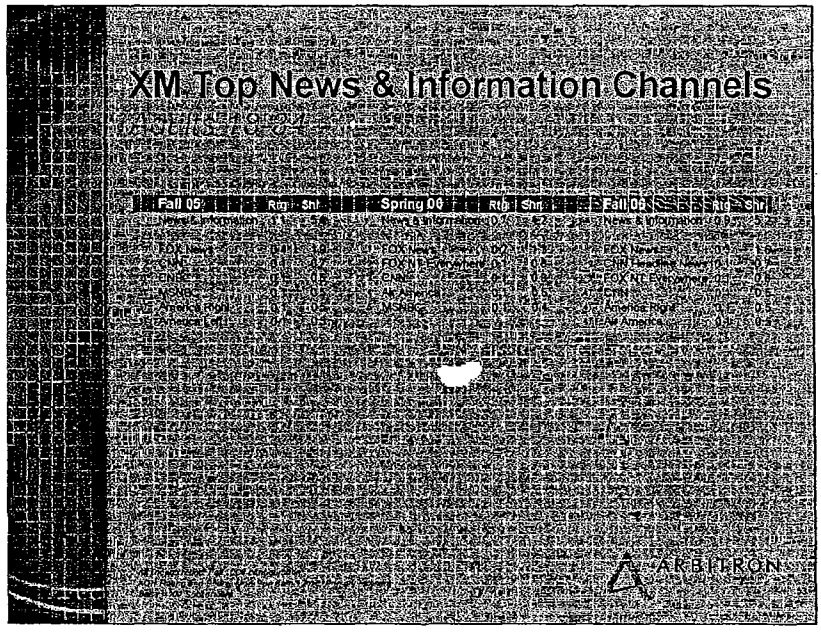

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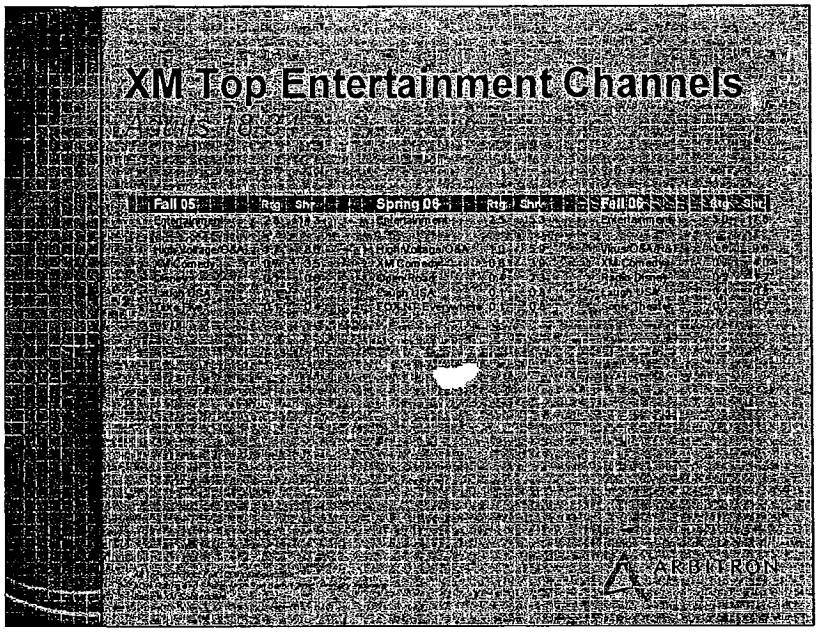

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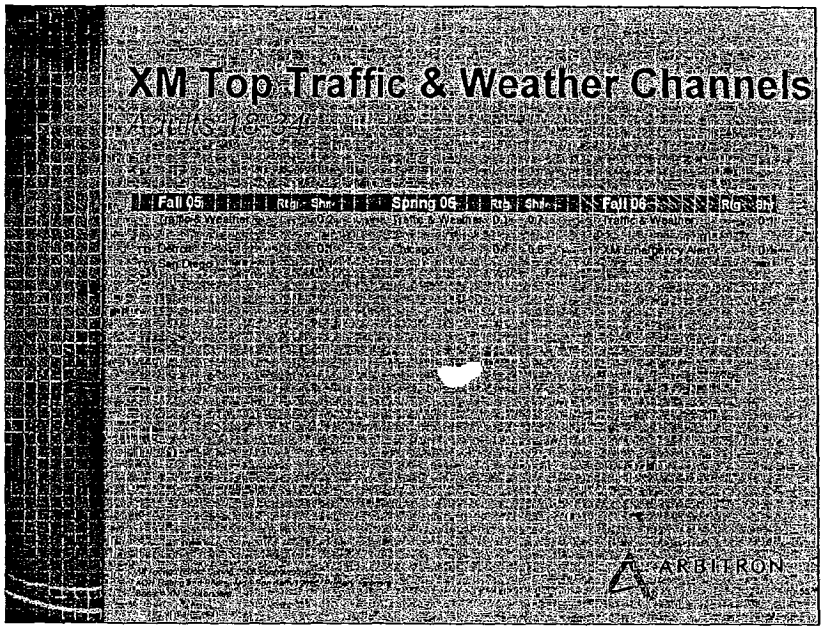

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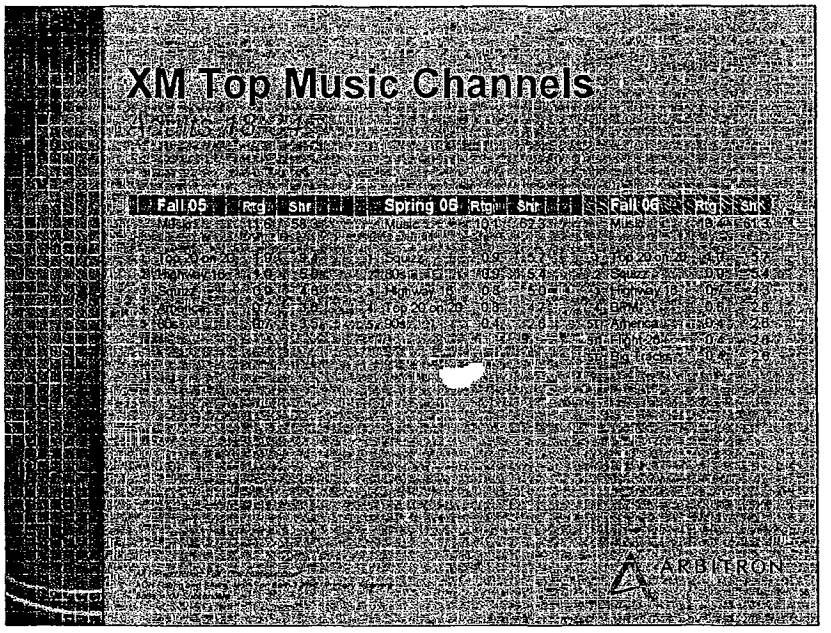

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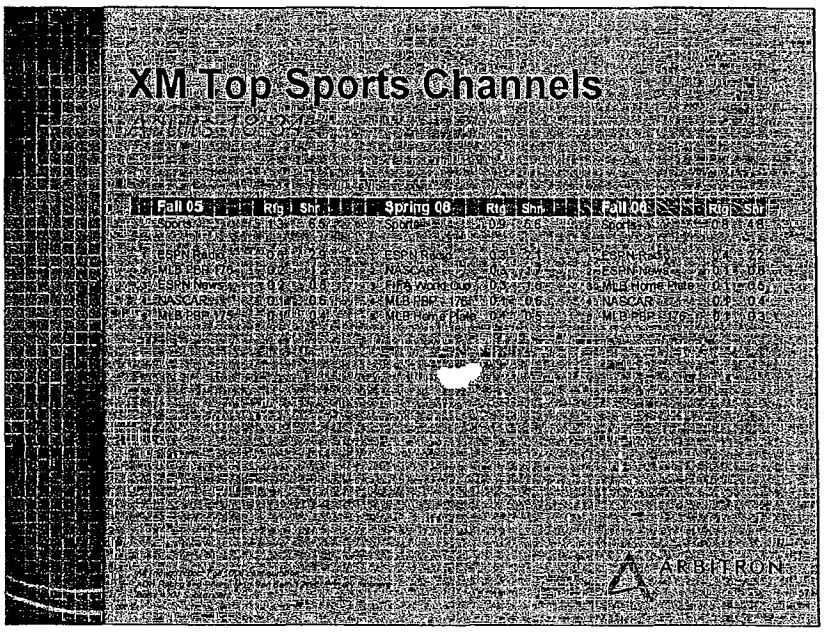

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XM Audience by Channel Types

Exhibit 125-5

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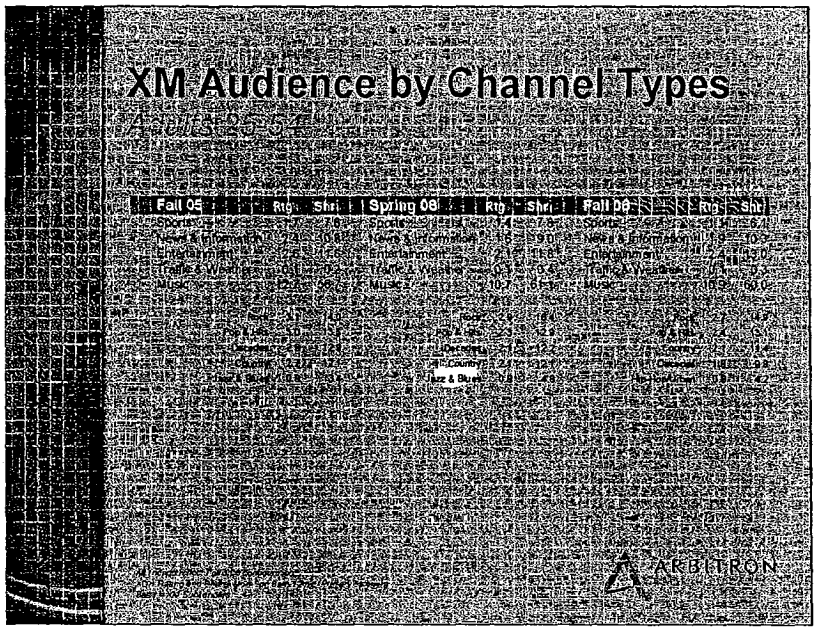

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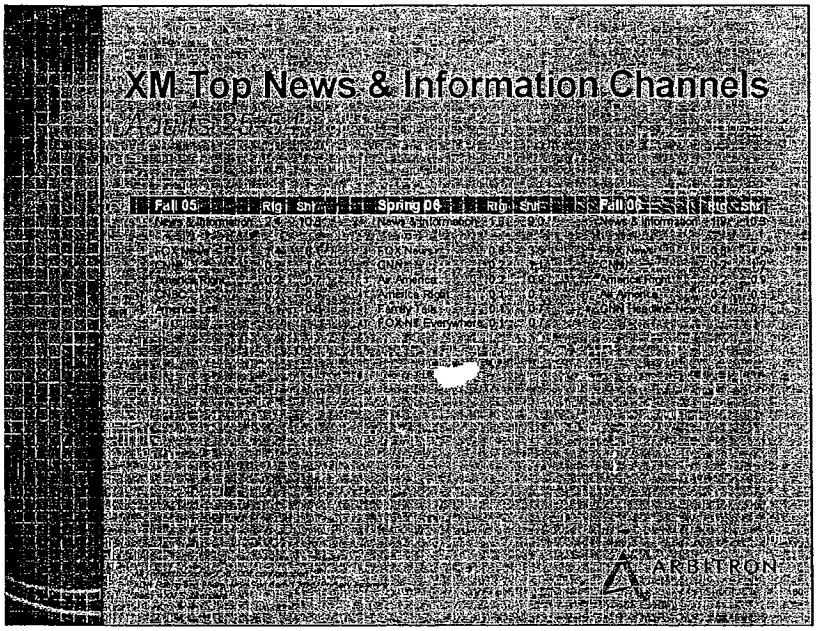

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XM Top Entertainment Channels

Fall 05 | Spring 06 | Fall 06

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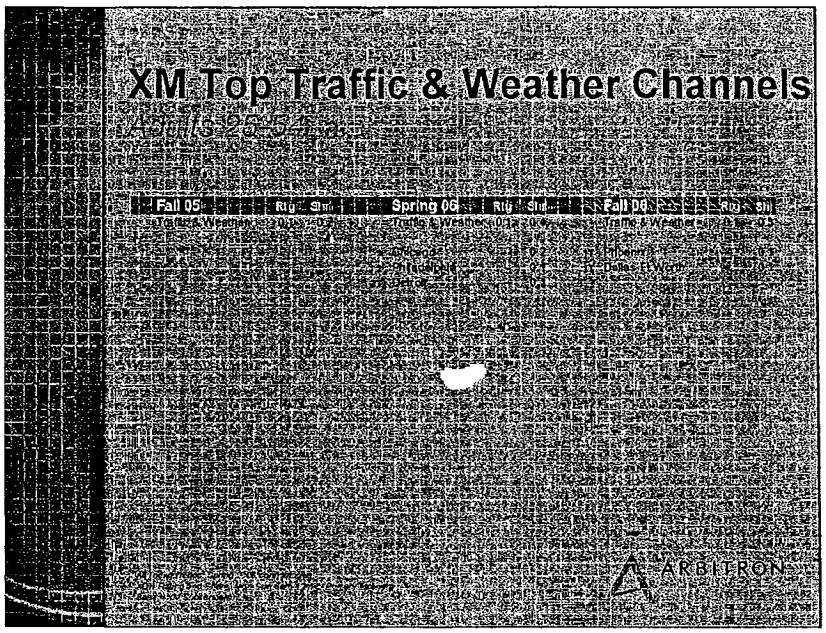

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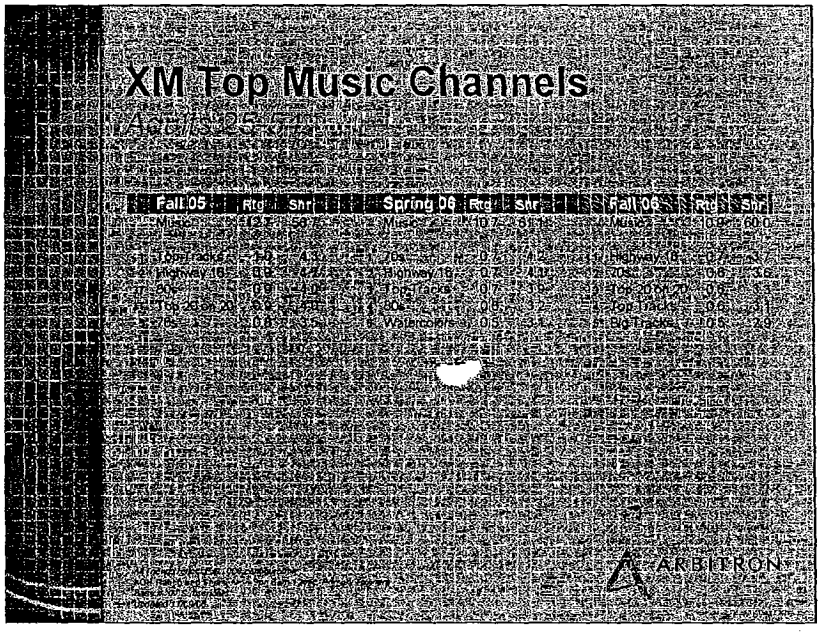

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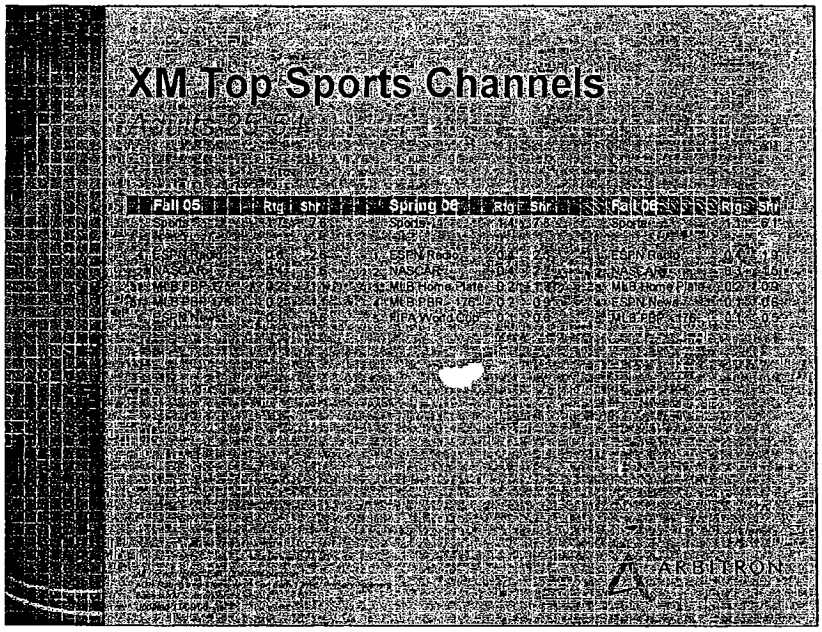

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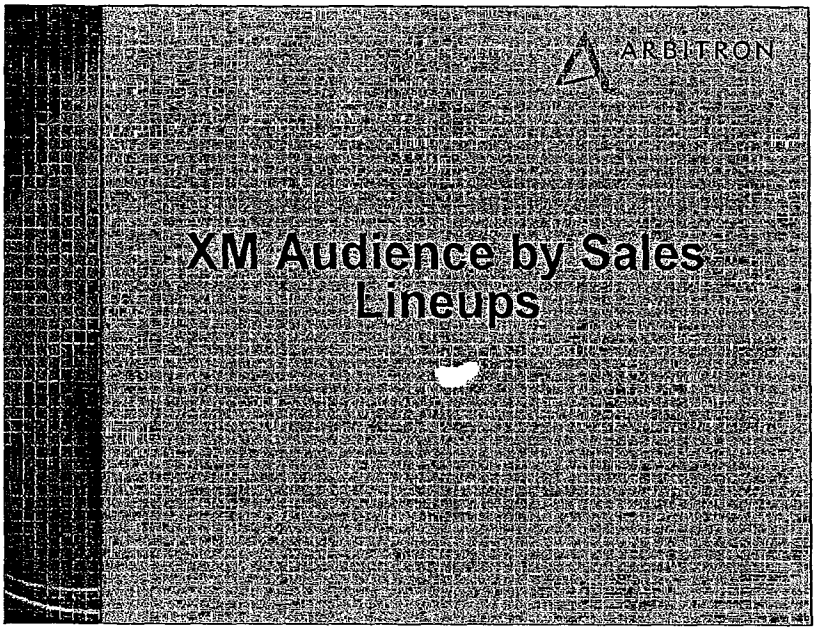

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XM Audience by Sales Lineups

Persons 12+

	Fall 05		Spring 06		Fall 06	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
XM All	22.0	98.3	17.0	99.3	17.2	100.0
XM Radio Direct	19.3	86.4	15.2	88.7	15.6	90.5
XM Complete	6.3	28.1	4.7	27.6	4.8	27.7
XM News & Information	2.6	11.8	1.9	10.2	1.9	11.0
XM Entertainment	2.2	9.7	1.8	10.7	1.9	11.0
XM Sports	1.6	7.0	1.3	7.6	1.0	5.9
XM MLB	0.5	2.3	0.4	2.6	0.2	1.1
XM Traffic/Weather	0.1	0.2	0.1	0.4	0.1	0.3

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XM Audience by Sales Lineups

Adults 18-34

	Fall 05		Spring 06		Fall 06	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
XM All	19.6	98.0	15.9	98.0	17.0	100.0
XM Radio	16.9	84.6	14.2	87.3	15.3	89.6
XM Complex	5.2	26.0	3.9	24.3	4.7	27.6
XM News & Information	1.1	5.4	0.7	4.2	0.9	5.2
XM Entertainment	2.8	14.3	2.5	15.3	3.0	17.6
XM Sports	1.3	6.5	0.4	2.5	0.8	4.8
XM MLB	0.3	1.6	0.2	1.1	0.1	0.9
XM Traffic/Weather	0.2	[illegible]	0.1	0.7	[illegible]	0.1

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XM Audience by Sales Lineups

Adults 25-54

	Fall 05		Spring 06		Fall 06	
	Rtg	Shr	Rtg	Shr	Rtg	Shr
XM All	22.0	98.4	17.0	99.3	18.2	100.0
XM Radio	19.6	87.0	15.5	89.6	16.2	90.2
XM Complete	6.7	29.9	4.9	27.9	5.4	29.3
XM News & Information	2.4	10.8	1.6	9.0	1.9	10.3
XM Entertainment	2.6	11.6	2.0	11.8	2.4	13.0
XM Sports	17.7	79.6	13.4	78.0	14.1	76.1
XM MLB	0.5	2.1	0.4	2.2	0.3	1.4
XM Traffic/Weather	0.1	0.2	0.1	0.4	0.1	0.3

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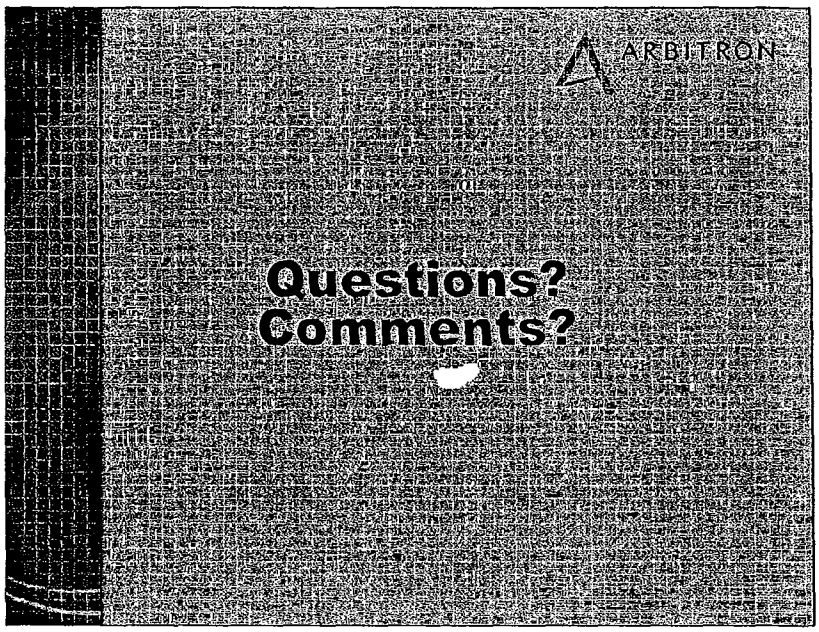

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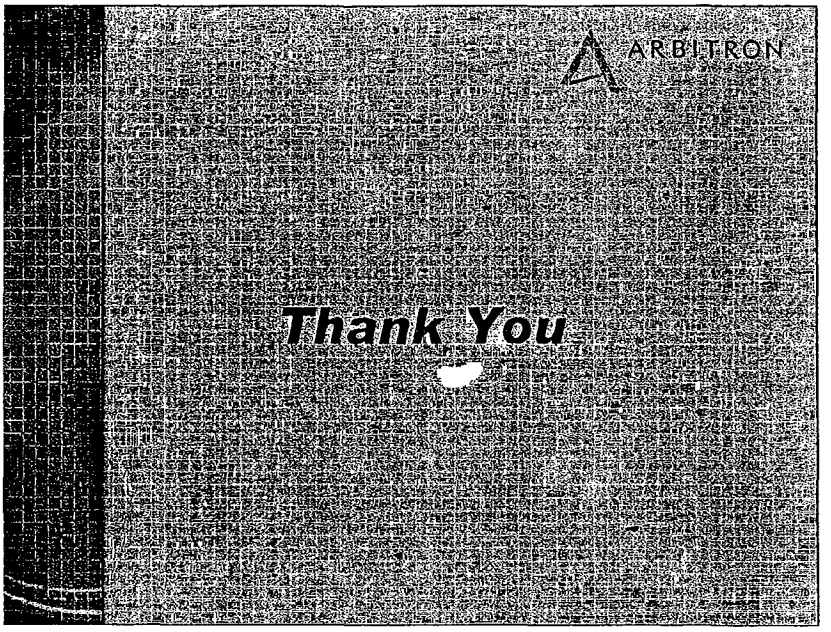

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SX Exhibit 115 DR

SIRIUS SATELLITE RADIO

Customer Satisfaction Monitor
4Q '05 Results

Permissible Use

SIRIUS has the unconditional right, without restriction or requirement of approval, from GfK NOP to use this information in whole or in part to present to its suppliers, vendors and other business partners and to identify GfK as the party that conducted the survey. *However, it is SIRIUS policy to share very limited data from this proprietary study for obvious reasons. Contact Market Research for guidance on the use of this data with non-employees.*

SIRIUS shall seek GfK NOP's written consent prior to publicly publishing any document or making any public statement containing any figures, comments, discussions, or summary of this report. *Please provide Market Research with a minimum of 2 business days for this process.*

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Objectives

SIRIUS SATELLITE RADIO

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- Monitor overall satisfaction, value, and loyalty levels of SIRIUS subscribers.
- Determine the key drivers of satisfaction, value, and loyalty.
- Gauge areas of SIRIUS that have and are improving over time, and just as important, assess the areas that have and are declining over time in an effort to short-circuit further deficiencies.
- Identify performance perceptions on specific attributes in areas such as reception, customer service, website, sales, and installation.
- Establish and target performance areas to increase subscriber satisfaction, value, loyalty, and ultimately, retention, as well as, performance areas on which SIRIUS can focus when acquiring new subscribers and in retention efforts with current subscribers.

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Methodology

SIRIUS SATELLITE RADIO

Sample

- Randomly selected 35,624 records from the 1,919,367 active, paying, unique SIRIUS subscribers as of November 1, 2005 (excluding Commercial and Hertz accounts).
- Subscribers who have participated in SIRIUS research in the past 12 months and/or have opted out to participate in research were not included in the sample.
- Must be the primary user and/or be the most knowledgeable about the purchase, installation and use of their SIRIUS Satellite Radio.
- Approximately 50% of SIRIUS subscribers provide a valid email address.

Methodology

- 2,203 total surveys completed
  - Online: 70% (for cost & methodological reasons)
  - Phone: 30% (to assure a reasonable blend)
- 20-30-minute survey conducted in English from November 21 – December 5, 2005
- Online participants were invited via email to GfK's URL
- SIRIUS was identified as study sponsor and no incentive was used
- Quotas were set to ensure that the distribution of interviews is in proportion to the total SIRIUS subscriber database by tenure (see chart below)

Tenure	4Q '05 Sample
1 month	4%
2-3 months	14%
4-6 months	19%
7-12 months	35%
13+ months	28%

- Sample is also in proportion to subscriber database in terms of plan period and OEM proportion.

Statistical Significance

- For results based on the total sample one can say with 95% confidence that the margin of sampling error is +/- 2.3 percentage points. Sampling error for sub-groups may be higher. Significant differences are indicated throughout, and these represent significant differences at the 95% confidence level.

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SIRIUS SATELLITE RADIO

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Subject: Invitation to provide feedback on SIRIUS Satellite Radio

SIRIUS is committed to providing the best satellite radio service available. We want to hear your thoughts and opinions about your SIRIUS service, so that we can better serve you.

We have partnered with GfK to measure our progress in meeting or exceeding your expectations. We have provided GfK with your email address so that they could send you this message. If you have not already done so, I hope you will accept this invitation to participate in the survey between November 22, 2005 and December 1, 2005. If you have already attempted to be part of this survey and were told the survey was closed, we ask you to please try again as we were having technical issues.

To ensure that opinions are gathered from an appropriate mix of individuals, the survey contains some initial "qualifying" questions. If you qualify, the remainder of the survey will take about 20 minutes to complete.

We ask that you provide honest, candid feedback, not only on our performance to date, but also on how we can better meet your needs in the future. Your valuable input will help establish priorities for our business.

When you are ready to take this survey, just click (once) on the URL below, or you can copy or paste or type the entire URL into your browser's address window exactly as it is shown below:

To start your survey, copy and paste the entire URL into your web browser.
[$#SPATH]&Id=[$#ID]

Respectfully,
Mary Pat Ryan
EVP, Subscriber Sales and Operations

If you have any concerns about how you received this email, please contact GfK at chenderson@surveys.com. GfK will not disclose your individual set of survey responses to SIRIUS, unless you expressly request or permit such disclosure. Please see <http://www.surveys.com/privacy.aspx> for GfK's complete privacy statement.

To be removed from the email mailing list for any future versions of this research study, simply reply to this email with "unsubscribe" in the subject line.

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Executive Summary

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Executive Summary

SIRIUS SATELLITE RADIO

- Programming and reception are both the most appealing and also the most frustrating factors about SIRIUS:
  - Specific likes about the SIRIUS service continue to be the variety of programming and music and also mentions of both NFL and Howard Stern
  - The wave of research shows that "no commercials" has become less of a driver to the SIRIUS service, and has dropped as top "like" as well
- The data also show that loyalty has softened a bit this quarter, though most subscribers have moved from "definitely" planning to continue to subscribe to "probably" doing so, rather than indicating that they might actually leave the SIRIUS service.
  - More telling perhaps is that in a new question where we asked subscribers if they would renew their subscriptions (in a simple yes/no question rather than a scaled response), only one in ten (10%) said they would not
- Similarly, while likelihood to recommend numbers have dropped slightly, the negative numbers (the "definitely" and "probably" *not* recommends) are so low that this drop should not raise concern.
  - Instead, we would recommend keeping a watch on this number, particularly in the next tracking study, after Howard Stern's arrival

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Executive Summary

SIRIUS SATELLITE RADIO

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- Perhaps more than any other demographic, Time Spent Listening (TSL) impacts a subscriber's satisfaction level, and the more a subscriber listens, the happier he or she is.
  - This wave's research shows a slight uplift in TSL, with subscribers listening for about 24 hours per week on average

	Under 8 hours	8-15 hours	15+ hours
	%	%	%
Very satisfied	48	64	73
Definitely recommend to a friend	49	66	75
Definitely continue to subscribe (in next 6 months)	58	73	79
Would renew	82	91	94

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Executive Summary

SIRIUS SATELLITE RADIO

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- The core area of dissatisfaction – and even these numbers are fairly low – is with reception, both in-vehicle and indoor
  - Indoor reception gets the lowest ratings of any of the performance details we tested, but these ratings have not changed over time
  - Subscribers are more satisfied with their in-vehicle reception, but those numbers have gradually dropped since 4Q '03.
    - We should note, however, that satisfaction numbers for in-vehicle reception are still quite high, but that we do see the erosion, albeit minimal, as a potential red flag
  - OEM subscribers are generally more satisfied with sound quality than non-OEM subscribers, perhaps underscoring the difference in satisfaction with in-vehicle vs. indoor reception

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Executive Summary

SIRIUS SATELLITE RADIO

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- In better news, satisfaction with the installation process (both in-home and in-vehicle) is quite high and has not changed over time.
- Hardware design and functionality ratings also remained high, though when we added a some explanation about what we meant by both hardware and functionality, numbers dipped a bit
  - For a description of design, we added in "*such as radio size, appearance and mounting options*"
    For functionality, we added "*such as using the buttons and menus to find your favorite channels and artists*"
  - We would recommend continuing to track these questions with the current language and the qualifiers, as we do not want to generate false "highs" in these areas that are instead a result of not understanding what we meant by "design" or "functionality"

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Executive Summary

SIRIUS SATELLITE RADIO

- When we tested a battery of attributes, the data showed that the same five rose to the top as in our last four waves. Three of the five involved a theme of "commercial free":
  - *I like having commercial free music*
  - *Having the same channels without interruption where I drive is important*
  - *Having satellite radio makes driving much more pleasurable*
  - *SIRIUS music channels and shows are better than local AM/FM*
  - *If the music channels had commercials, I'd seek to end my subscription*
- Similarly, attributes in the bottom tier have also remained consistent over time. Most of these statements were negative comments about SIRIUS, so the fact that they do not generate high agreement scores is a positive finding:
  - *SIRIUS plays too many songs I don't know*
  - *SIRIUS plays too many songs I don't like*
  - *SIRIUS plays songs too frequently across different channels*
  - *SIRIUS has channels and shows that are too extreme for me*
  - *SIRIUS has should have more variety in the talk shows it airs*

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Executive Summary

SIRIUS SATELLITE RADIO

- **Three attributes showed a trend downward in top box agreement:**
  - ***Sports offerings on SIRIUS are better than local AM/FM stations*** **(down 26 points from last wave)**
  - ***Traffic and weather on SIRIUS is better than local AM/FM stations*** **(down 24 points from last wave)**
  - ***Talk and news on SIRIUS is better than local AM/FM stations*** ***(down 12 points from last wave)***

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Decision-Making Process

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Programming – Its Variety and Specific Personalities Major Drivers to Satellite Radio

SIRIUS SATELLITE RADIO

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Seven in 10 (68%) subscribers said programming was the reason they were interested in satellite radio in general, followed by the lack of commercials.

	1Q '05 n=2217 (e) %	4Q '05 n=2203 (f) %
Programming	68	68*
No commercials	41	37
Reception/Audio Quality	24	22
Need/usage	17	19
Came with new car	3	7*

Programming Detail	%
Variety (net)	28
Variety of music/play preferred music	14
Variety of programming/selections/something for everyone	11
Specific programs/personalities (net)	17
Howard Stern	10
NFL/football coverage	5
More music	9
Better music/better music than regular radio/FM	7
Specific non-music stations	7
Uninterrupted/continuous	6
Sports programming	5
Good/better programming	4
Specific type of music	4
Lack of censorship	4

Reception/Audio Quality Detail	%
Good/wide range of coverage/cross country/coast to coast coverage	11
Don't have to change channel/station/same station all the time	8
Good/better reception	4

Need/Usage Detail	%
Travel/drive a lot/for work	16
Don't have many AM/FM stations to choose from	4
Live/travel in areas without reception	4

* May exceed 100% due to multiple mentions
Q 65
Top mentions shown

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Specific Channels Including Howard Stern and Sports Programming Are Drivers to SIRIUS

SIRIUS SATELLITE RADIO

Reasons For Choosing SIRIUS	4Q '03 (n=1083) a	1Q '04 (n=1007) b	2Q '04 (n=1113) c	4Q '04 (n=1097) d	1Q '05 (n=2217) e	4Q '05 (n=2203) f
	%	%	%	%	%	%
Mentioned Specific Channels	8	11	8	8	22	23[abcd]
Better Variety/Programming/Channels	9	10	9	10	15	15[abcd]
Sports programming available	-	2	10	15	12	15[abce]
Came With Vehicle	4	5	6	8	8	12[abde]
Better than XM	-	2	1	2	4	7[abcde]
Commercial Free Music	30	29	20	11	8	7[abd]
Was a Gift	2	7	7	4	9	6[abe]
Recommendation of Friend/Family	3	6	4	4	6	6[abe]
Price/Better Price	3	4	3	5	5	5[abc]
Recommendation of Salesperson	6	5	4	4	3	2[abcde]
Compatible With Equipment	5	3	3	2	2	2[a]
Own Stock in SIRIUS	1	2	2	1	2	2[ad]
SIRIUS Had Better Music Selection	11	5	5	8	4	1[abcde]
Receiver/Hardware Cost/Offers	8	11	6	6	3	1[abcde]
No Other Option At the Time/In Stock	4	2	3	3	3	1[a]
Better equipment/receiver brand	-	5	5	4	3	1[abcde]
SIRIUS Had Better N/E/S Selection	3	2	4	2	2	1[abcde]
Online streaming	1	*	1	2	1	*[de]

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Howard Stern	14%
NPR	2%

NFL	10%
Sports in general	3%
NHL	3%

"Better than XM" is on the rise, but commercial free dropping as a lure to SIRIUS

a,b,c,d,e Significant at 95% CL
Base: Total Respondents
Q 86

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Note: Multiple responses accepted percentages may not add to 100%.

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Consideration of XM has dropped over time and even now little is considered it

SIRIUS SATELLITE RADIO

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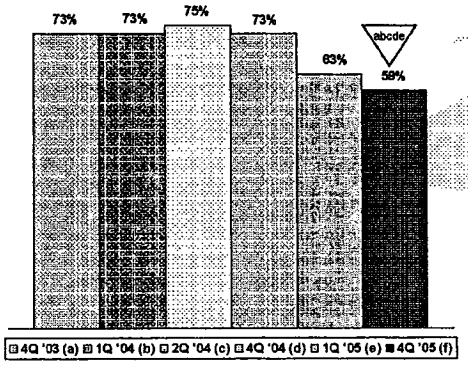
Just 6% of subscribers currently subscribe to XM Satellite



Base: 4Q '03 (n=1083), 1Q '04 (n=1007), 2Q '04 (n=1113), 4Q '04 (n=1097), 1Q '05 (n=2217) 4Q '05 (n=2203)
a,b,c,d,e,f Significant at 95% CL
Q 64

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Performance Summary

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Performance Summary

SIRIUS SATELLITE RADIO

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Letters (a/b/c/d/e/f) indicate results for that quarter are significantly higher (at a 95% confidence level) than the quarters corresponding to the letters. Dark blue shading highlights past quarters that are significantly higher than 4Q05.

	Top Box (Very Satisfied)						Top 2 Box (Very or Somewhat Satisfied)					
	a	b	c	d	e	f	a	b	c	d	e	f
	4Q03	1Q04	2Q04	4Q04	1Q05	4Q05	4Q03	1Q04	2Q04	4Q04	1Q05	4Q05
	%	%	%	%	%	%	%	%	%	%	%	%
OVERALL (1102)	62	62	63	69	64	67	94	94	93	95	94	97
Likelihood to												
Continue (1102)	71	74	77	78	75	77	90	91	91	91	93	90
Recommend (1102)	56	65	69	72	68	64	87	88	88	89	89	88
Programming (1102)*	52	57	59	68	58	57	92	92	94	98	98	93
Reception												
In-Vehicle (1032)	64	62	58	61	57	57	91	92	90	91	88	87
Indoor (643)	42	36	36	37	36	38	75	74	72	73	72	71
Sound Quality (1102)	74	72	74	74	66	66	94	90	93	93	94	93
Hardware Design (1102)	N/A	N/A	N/A	N/A	47	44	N/A	N/A	N/A	N/A	87	85
Functionality (1102)	N/A	N/A	N/A	N/A	57	47	N/A	N/A	N/A	N/A	93	88
Customer Service												
Problem Related (83)	34	39	29	25	22	23	50	60	54	47	44	47
Sales (181)	58	55	52	62	57	54	90	87	81	91	89	88
Installation												
In-Vehicle (152)	70	65	64	62	61	65	91	90	90	92	89	92
Indoor (66)	70	65	61	62	60	63	92	90	90	90	92	92
Web site (412)	N/A	49	N/A	50	47	44	N/A	88	N/A	88	88	86

*wording change from last wave

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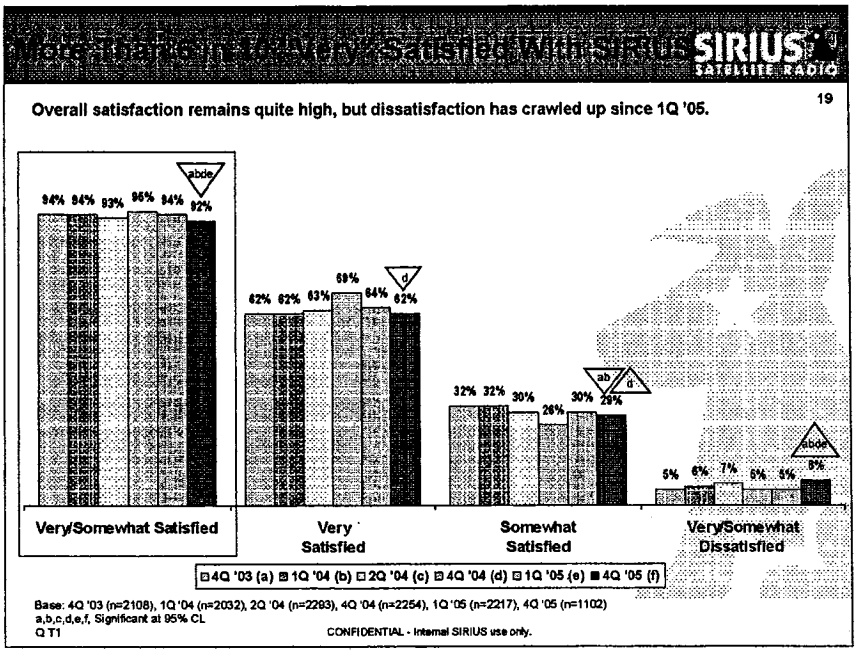

		Sex		Age	
	Total	Male	Female	18-29	30+
Base:	2308	2002	290	726	1554
Loyal Subscribers	50%	49%	**57%**	44%	**52%**
Very Satisfied	58%	57%	**66%**	54%	61%
Defintely Continue To Subscribe	71%	71%	73%	69%	73%
Definitely Will Recommend	66%	66%	70%	65%	67%

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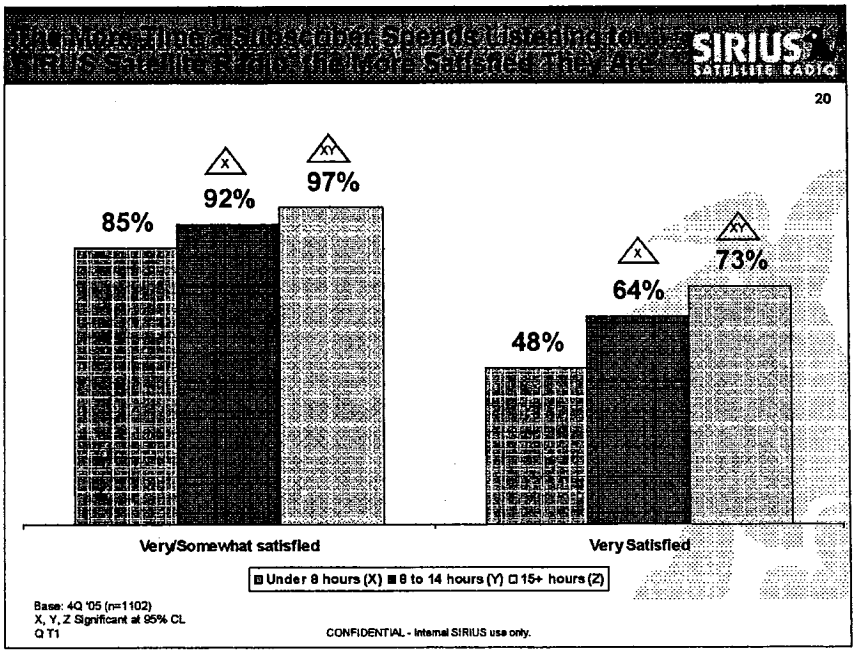

	Total	Sex: Male	Sex: Female	Age: 18-29	Age: 30+
Base:	2308	2002	290	726	1554
Loyal Subscribers	50%	49%	**57%**	44%	**52%**
Very Satisfied	58%	57%	**66%**	54%	61%
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Variety of Programming Biggest Draw for SIRIUS

SIRIUS SATELLITE RADIO

These results are not surprising given that channels/programming were top reasons respondents chose SIRIUS

	1Q '05 n=2217 % (e)	4Q '05 n=2203 % (f)
Programming	89	78*
No commercials	39	31*
Reception/Audio Quality	26	19*
Hardware	5	4

Programming Detail	%
Variety (net)	44
Variety of programming/selections/something for everyone	30
Variety of music/play preferred music	14
Specific programs/personalities	15
Offers NFL games	8
Will offer Howard Stern	7
Specific non-music stations	9
Specific type of music	9
Good music	8
Good professional programming	6
Specific music stations	5
Good/like sports	5
Offers programming not available on regular radio/FM	4

Reception/Audio Quality Detail	%
Good/wide range of coverage/cross country/coast to coast coverage	11
Don't have to change channel/station/same station all the time	4

* May exceed 100% due to multiple mentions
Q 15
Top mentions shown

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Anti-Reach/Type of Cancelled Programming Highest Complaints

SIRIUS SATELLITE RADIO

22

	1Q '05 n=2217 % (e)	4Q '05 n=2203 % (f)
Programming	39	34[e]
Reception	31	29
Hardware	18	16
Price/Cost/Billing	3	5[e]
Not commercial free	3	4
Miscellaneous	3	6[e]
Nothing	12	13

Programming Detail	%
Request Specific type of programming	16
More specific music programming mentions (any)	7
Cancelled/dropped channel/dislike programming changes (any)	6
Repetitive programming	5
Variety	5

Reception/Audio Quality Detail	%
Lose reception/signal cuts out	10
Poor reception in buildings/home/garage	5
Lose reception under obstructions	5
Poor reception (unspecified)	4

*May exceed 100% due to multiple mentions
Base: Total Respondents (n=2203)
Q 16
Top mentions shown

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Reception Top Complaint About SIRIUS Among Those Dissatisfied With Service

SIRIUS SATELLITE RADIO

23

	1Q '05 n=124 %	4Q '05 n=99 %
Reception	47	45
Programming	30	36
Hardware	22	14
Not Commercial Free	3	7
Price/Billing	1	5
Poor Customer Service	8	8

Reception Detail	%
Lose reception/signal cuts out	14
Poor reception (unspecified)	12
Poor sound quality	9
Poor reception in buildings/home/garage	5

Programming Detail	%
Request Specific type of programming	13
More specific music programming mentions (any)	11
Variety	10
Needs more music variety	7
Needs more/better variety of programming	3
Cancelled/dropped channel/dislike programming changes (any)	8
Repetitive programming	5
DJs talk too much/annoying DJs	5
Other programming comments	6

Hardware Detail	%
Problems with antenna/not reliable/have to mount outside	5

*May exceed 100% due to multiple mentions
Base: Respondents dissatisfied (n=99)
Q 16
Top mentions shown

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Seventy-Two Will Definitely Continue to Subscribe During Next 12 Months

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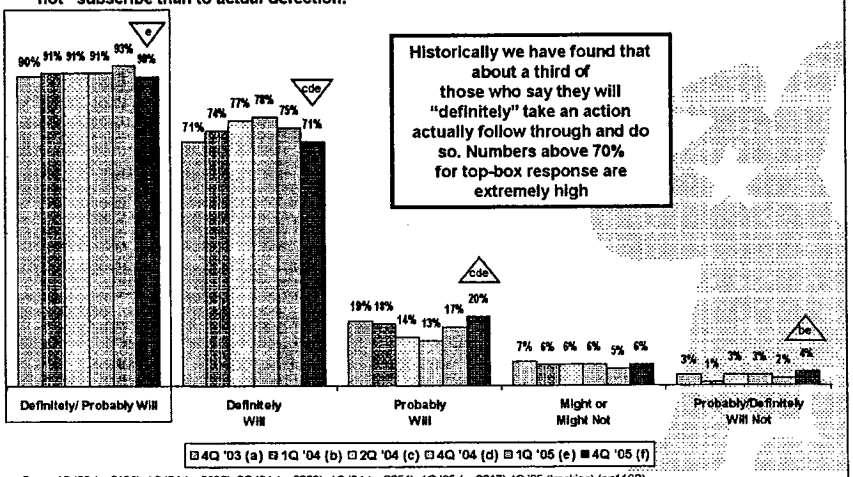
4Q '05 top box numbers have dropped, but the migration is more to "probably" or "might or might not" subscribe than to actual defection.



Historically we have found that about a third of those who say they will "definitely" take an action actually follow through and do so. Numbers above 70% for top-box response are extremely high

Base: 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217) 4Q '05 (tracking) (n=1102)
a,b,c,d,e,f, Significant at 95% CL
Q T2a

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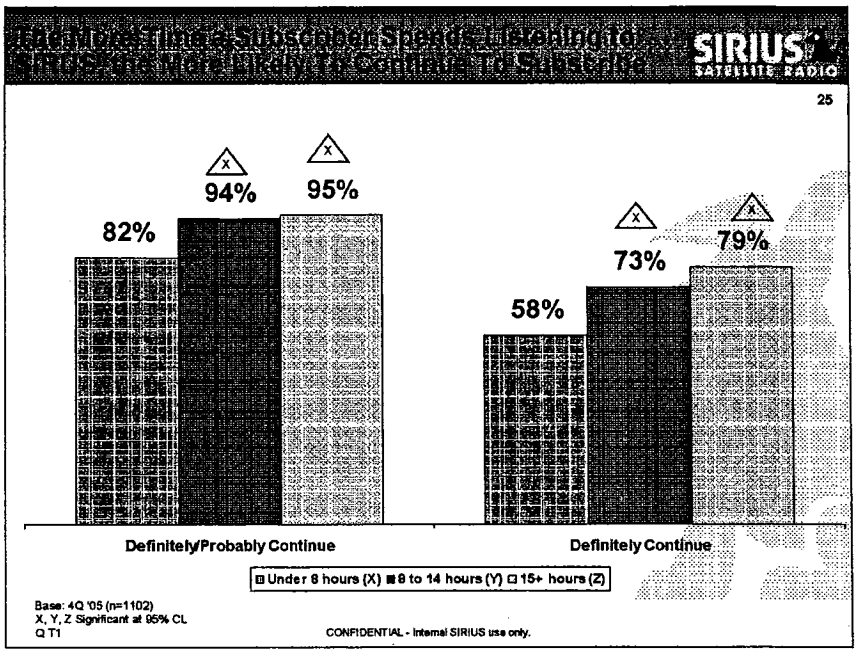

		Sex		Age	
	Total	Male	Female	18-29	30+
Base:	2308	2002	290	726	1554
Loyal Subscribers	50%	49%	**57%**	44%	**52%**
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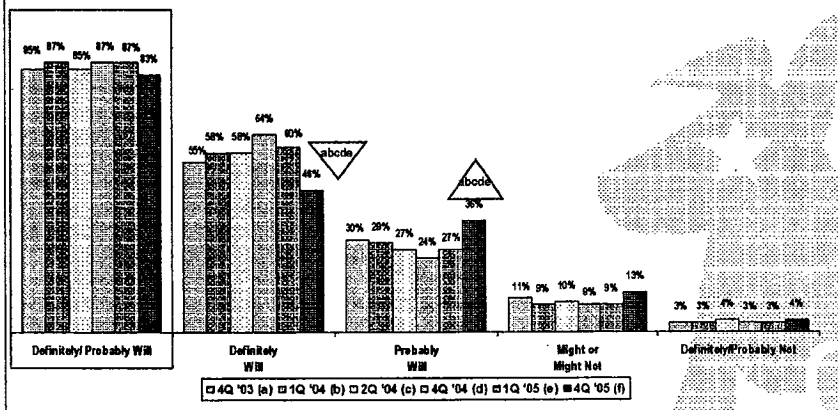
Intent to Continue Subscription After Free Trial Ends (Non-Monthly Prospects) Significantly

SIRIUS SATELLITE RADIO

26

Again, the migration is mostly towards a softer intent to continue (probably as opposed to definitely) than an actual intent to defect.



Base: Non-Monthly subscribers 4Q '03 (n=1889), 1Q '04 (n=1389), 2Q '04 (n=(1642), 4Q '04 (n=1678), 1Q '05 (n=1615), 4Q '05 (tracking/split 1) (n=298)
a,b,c,d,e,f Significant at 95% CL
Q T3a

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Intent to Plan to Renew Their Subscriptions

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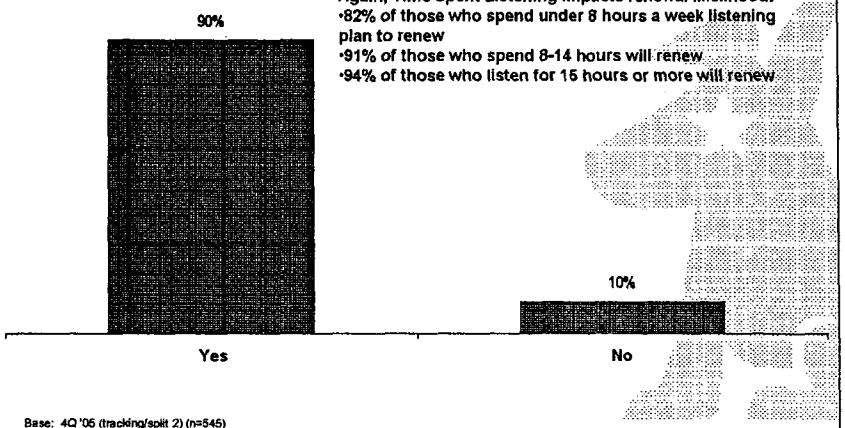
27

The tracking, non-monthly sample was split. One group received questions QT3a/b (measured on a 5 point scale) and the other group received QT3c/d/e (measured on a yes/no scale).

Again, Time Spent Listening impacts renewal likelihood:
- 82% of those who spend under 8 hours a week listening plan to renew
- 91% of those who spend 8-14 hours will renew
- 94% of those who listen for 15 hours or more will renew



Base: 4Q '05 (tracking/split 2) (n=545)
Q T3c

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		Sex		Age	
	Total	Male	Female	18-29	30+
Base:	2308	2002	290	726	1554
Loyal Subscribers	50%	49%	**57%**	44%	**52%**
Very Satisfied	58%	57%	**66%**	54%	61%
Defintely Continue To Subscribe	71%	71%	73%	69%	73%
Definitely Will Recommend	66%	66%	70%	65%	67%

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Majority would renew their subscription at some point between 6 months and 2 years

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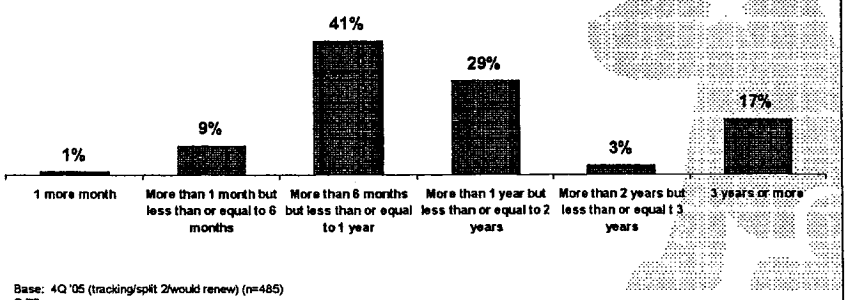
28

And nearly one in five are ready to commit for 3 more years with SIRIUS



Base: 4Q '05 (tracking/split 2/would renew) (n=485)
Q T3e

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Programming And Reception/Audio Quality Top Drivers of Dissatisfaction

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29

These responses echo the reasons dissatisfied customers cited as the cause of their dissatisfaction (45% said reception, 36% said programming)

Among those not likely to continue to subscribe	%
Programming (net)	28
Dislike changes to programming	7
Dissatisfied with programming/need better channels	6
Don't like music selection/want different music selection	5
Too many commercials	4
DJs talk too much/annoying DJs	4
Inappropriate language/programming	4
Reception/audio quality (net)	25
Poor reception (unspecified)	9
Signal/reception fades/cuts out	8
Problems with equipment	4
Negative usage	4
Customer Service (net)	8
Poor/inconsistent customer service/not helpful	6
Too expensive	6
Problems with rebate/haven't gotten rebate	4

Base: 4Q '05 (not likely to continue) (n=109)
a,b,c,d,e,f,g Significant at 95% CL
Q T3b

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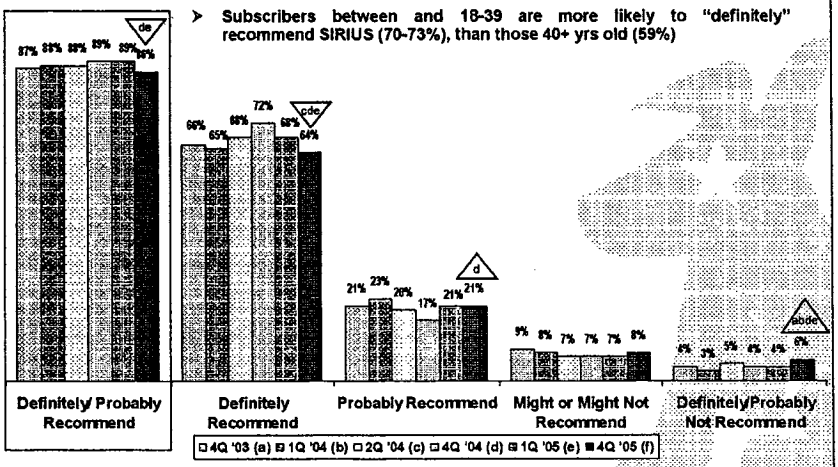
Two-Thirds of Subscribers Would Definitely Recommend SIRIUS to a Friend

SIRIUS SATELLITE RADIO

30

Likelihood to recommend SIRIUS dropped back to levels prior to the 4Q04 increase (64% top box).

- Subscribers between and 18-39 are more likely to "definitely" recommend SIRIUS (70-73%), than those 40+ yrs old (59%)



Base: 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217), 4Q '05 (tracking) (n=1102)
a,b,c,d,e,f, Significant at 95% CL
Q 4

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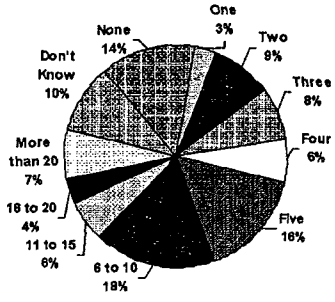
On Average, Subscribers Have Recommended SIRIUS to 14 People

SIRIUS SATELLITE RADIO

Subscribers who have had SIRIUS for 7 months to a year have recommended it to over 16 people on average.

31

		Subscription Tenure				
	Total Subs	1 month (a)	2 - <3 months (b)	3 – 6 months (c)	7 – 12 months (d)	13+ months (e)
Ever Recommended	86%	79%	81%	84%	89%abc	89%abc
Mean	14.0	9.1	14.0	11.6	16.2	13.3
Median	5.0	5.0	5.0	5.0	5.0	5.0



Base: Total Respondents (n=2203)
a,b,c,d,e Significant at 95% CL
Q 13/14

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		Time Spent Listening		
	Total Subs	Under 8 hours (a)	8 to under 15 hours (b)	15 or more hours (c)
Ever Recommended	86%	74%	89%[a]	94%[ab]
Mean	14.0	10.3	9.7	17.8[ab]
Median	5.0	5.0	5.0	6.0

Base: Total Respondents (n=2203)
a,b,c,d,e Significant at 95% CL
Q 13/14

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Performance Details

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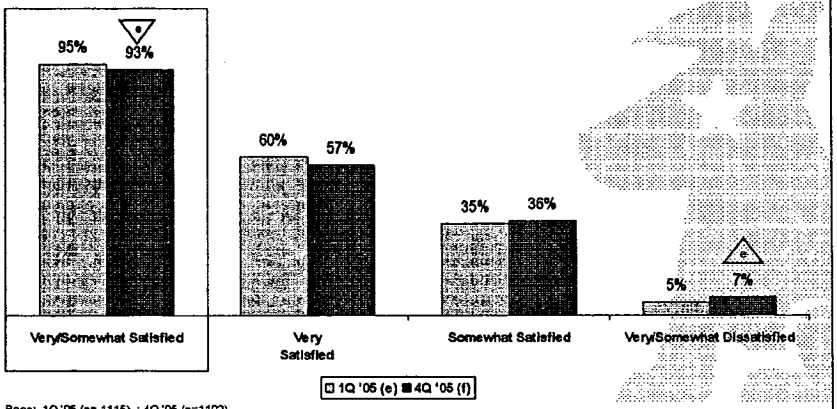
Most Subscribers Satisfied With the Channels They Subscribe to on SIRIUS

SIRIUS SATELLITE RADIO

In 1Q05, Research and Programming tried to improve the question asked about programming satisfaction to make sure subscribers were clear on the scope of the question, and found no significant differences in response to the old and new versions. Given that the newer language is preferred internally, we will proceed with this version going-forward. Therefore tracking this question only goes back one wave.

34



Base: 1Q '05 (n= 1115), ; 4Q '05 (n=1102)
Q 5a

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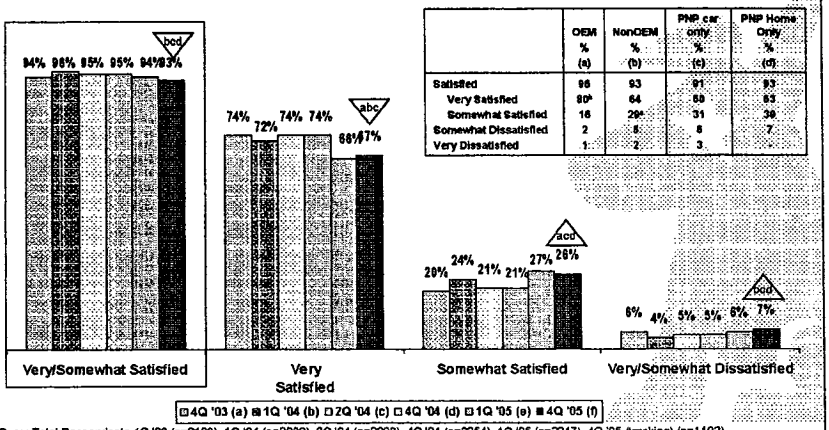
Sound Quality Satisfaction Ratings

SIRIUS SATELLITE RADIO

35



Satisfaction with Sound Quality

	OEM % (a)	NonOEM % (b)	PNP car only % (c)	PNP Home Only % (d)
Satisfied	96	93	91	93
Very Satisfied	80*	64	59	63
Somewhat Satisfied	16	29*	31	30
Somewhat Dissatisfied	2	5	6	7
Very Dissatisfied	1	2	3	-

4Q '03 (a) 1Q '04 (b) 2Q '04 (c) 4Q '04 (d) 1Q '05 (e) 4Q '05 (f)

Base: Total Respondents 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217), 4Q '05 (tracking) (n=1102)
a,b,c,d,e Significant at 95% CL
Q 8

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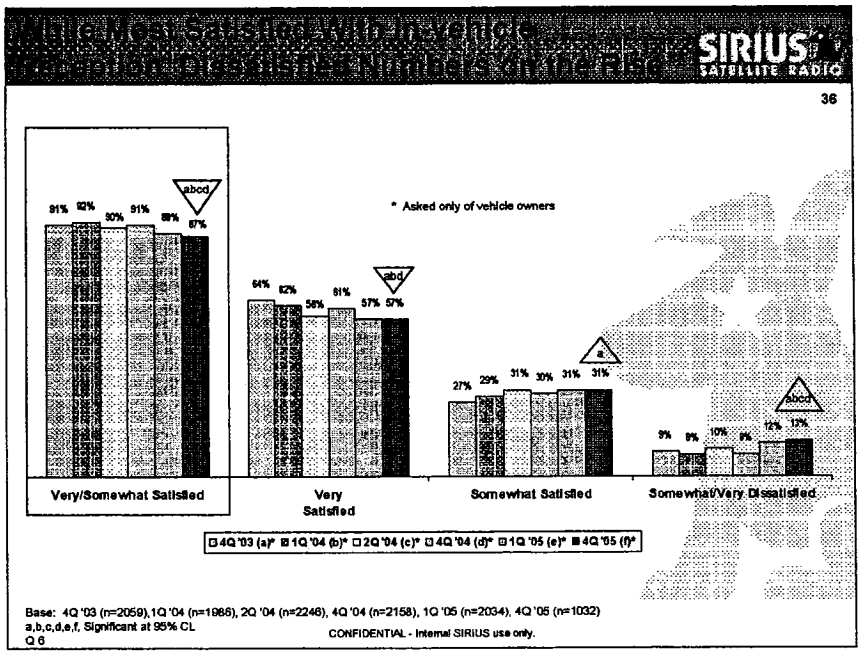

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The Quality of Subscribers Are Dissatisfied with Indoor Reception

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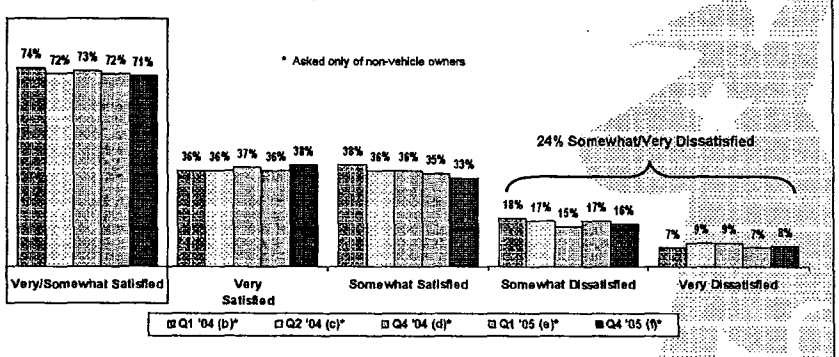
37

A quarter of respondents (24%) are dissatisfied with indoor reception.

**53% have their antenna inside their home, mostly near a window. The remaining 45% have placed their antenna outside; One in 10 (10%) have placed their antenna on the roof which is lower than the 17% that did so in 1Q '05.



Q7 Base: Non-vehicle owners 1Q '04 (n=742), 2Q '04 (n=897), 4Q '04 (n=886), 1Q '05 (n=1157), 4Q '05 (n=543)
b,c,d,e,f Significant at 95% CL
**Q 43 Base: Non-OEM, Short-Term Subscribers, Home (n=133)
Q 7/43

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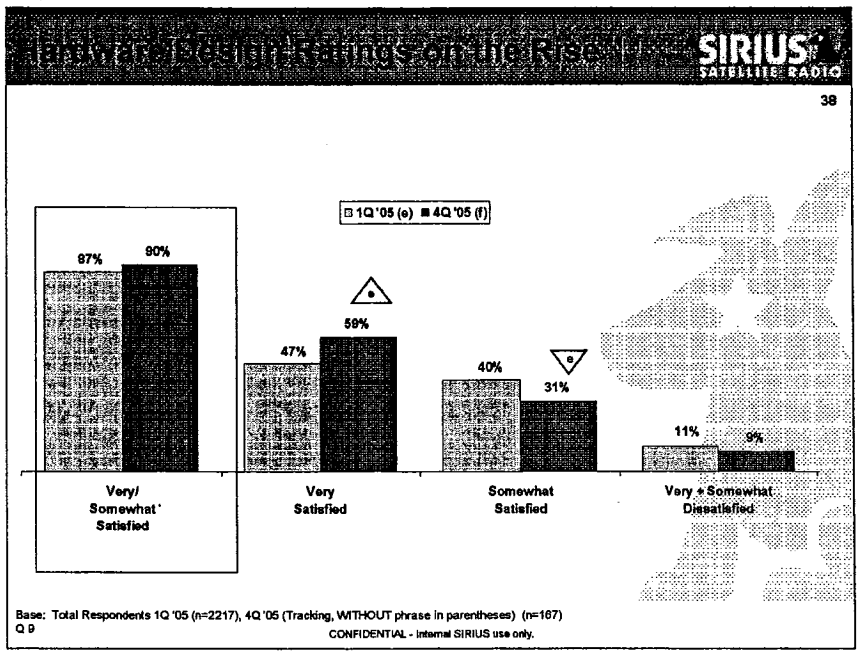

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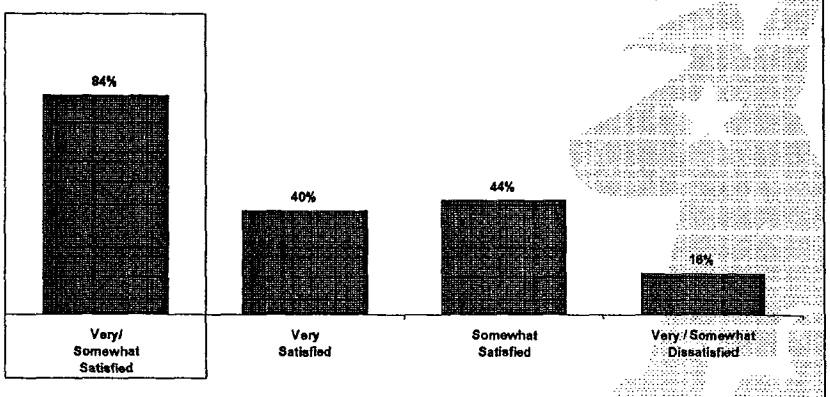
But Clearly the Hardware Design Generates Some Dissatisfaction

SIRIUS SATELLITE RADIO

39

A portion of the sample was aided with the following (in italicized parentheses): "How satisfied are you with the hardware design *(such as radio size, appearance and mounting options)*"



Base: 4Q '05 (Tracking, WITH phrase in parentheses) (n=935)
Q 9

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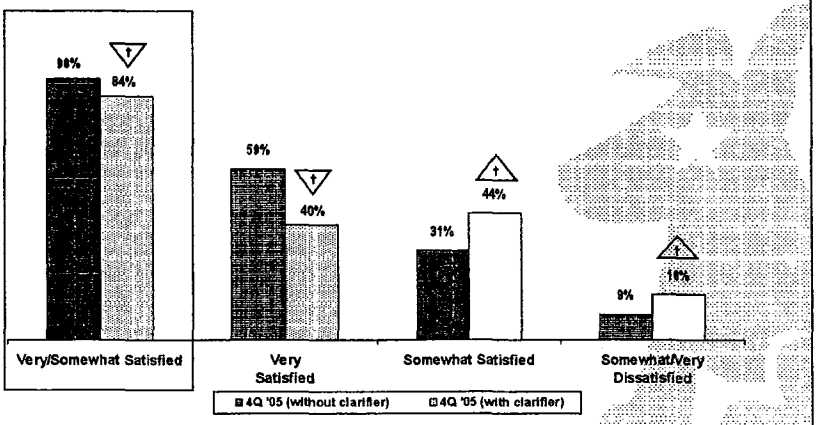
Hardware Design Satisfaction Does Better Without A Clarifier

SIRIUS SATELLITE RADIO

40



Base: 4Q '05 (Tracking, WITHOUT phrase in parentheses) (n=187), 4Q '05 (Tracking, WITH phrase in parentheses) (n=935)
† Significant at 95% CL
Q 9

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Biggest Hardware Design Issues Are With Placing/Mounting the Equipment and With the Equipment Itself

SIRIUS SATELLITE RADIO

41

Reasons Somewhat/Very Dissatisfied With Hardware Design	%
Equipment Issues (net)	**34**
Display is difficult to read	7
Not easy to use	5
It's broken/doesn't work	4
Difficult to change stations/interface difficult to navigate while driving	4
Other	24
Placement/Mounting (net)	**29**
Mount not secure/mounting won't stick	8
Visible wiring/gets in the way	7
Doesn't look good in car/have more design options	6
Limited places to mount/no place to install unit	4
Other	9
Size (net)	**12**
Too big/takes up too much room	11
Other	2
Reception/Audio Quality (net)	**8**
Miscellaneous (net)	**6**

Base: Very/Somewhat Dissatisfied with hardware design (tracking and ACSI) (Somewhat/Very) (n=299)
* May add to 100% due to multiple mentions.
Q 10

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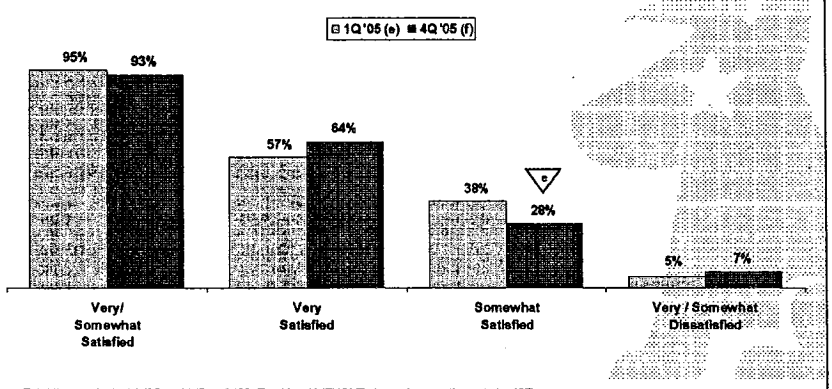
Strong Majority Are Also Very Satisfied With Internet Functionality

SIRIUS SATELLITE RADIO

42



Base: Total Respondents 1Q '05 (n=2217), 4Q '05 (Tracking, WITHOUT phrase in parentheses) (n=167)
Q 11

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Even With Use Cases, Satisfaction Numbers on Hardware Functionality Are High

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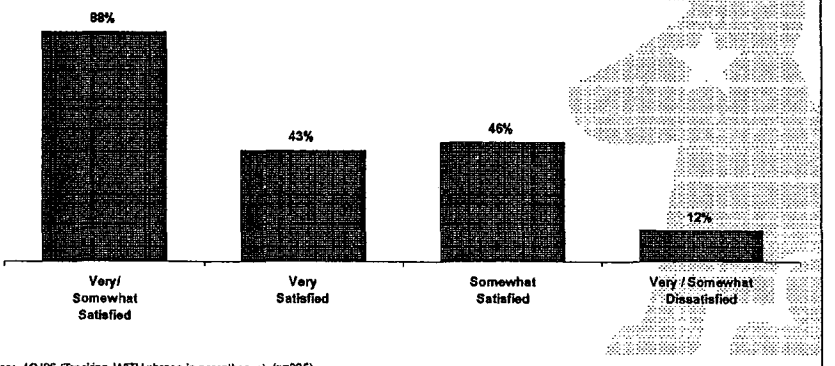
43

A portion of the sample was aided with the following (in italicized parentheses): "How satisfied are you with the hardware functionality*(such as using the buttons and menus to find your favorite channels and artists)*?"



Base: 4Q '05 (Tracking, WITH phrase in parentheses) (n=935)
Q 11

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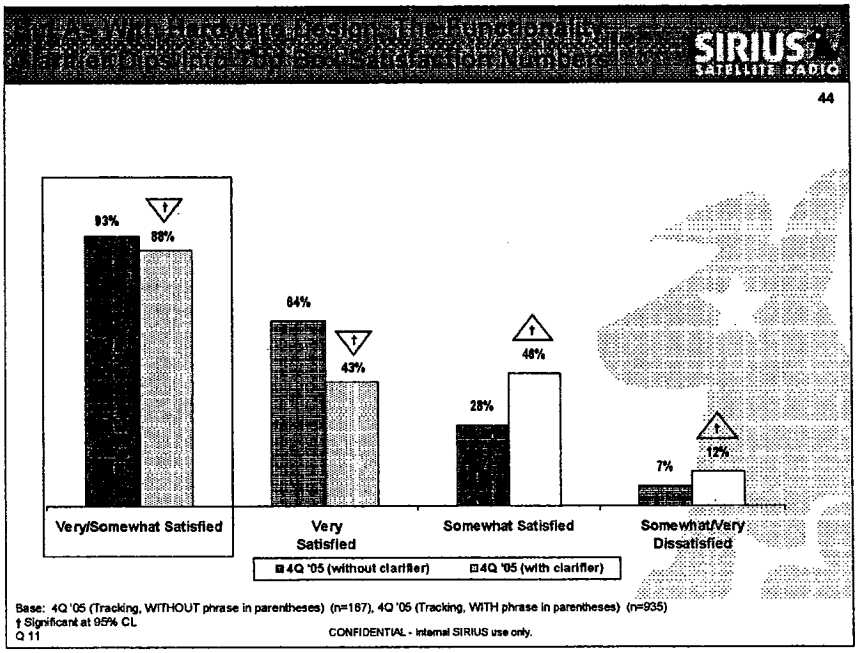

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Difficulty Changing Stations and Navigating While Driving Is Most Common Complaint on Hardware Functionality

SIRIUS SATELLITE RADIO

45

Reasons Somewhat/Very Dissatisfied With Hardware Functionality	%
Equipment Issues (net)	71
Difficult to change stations/interface difficult to navigate while driving	32
Not easy to use	18
Display is difficult to read	7
Problems with remote	6
Not enough memory/presets	5
Should display more information/more information at one time	4
It's broken/doesn't work	4
Other	13
Reception/Audio Quality (net)	16
Lose reception/signal	7
Takes too long to receive signal/long delay	5
Other	6
Size (net)	8
Small buttons	4
Other	*
Placement/Mounting (net)	5
Miscellaneous (net)	13
Changed the channels/presets are wrong after channels were changed	5
Other	9

Base: Very/Somewhat Dissatisfied with hardware design (tracking and ACSI) (n=192)
* May add to 100% due to multiple mentions.
Q 12

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Attributes

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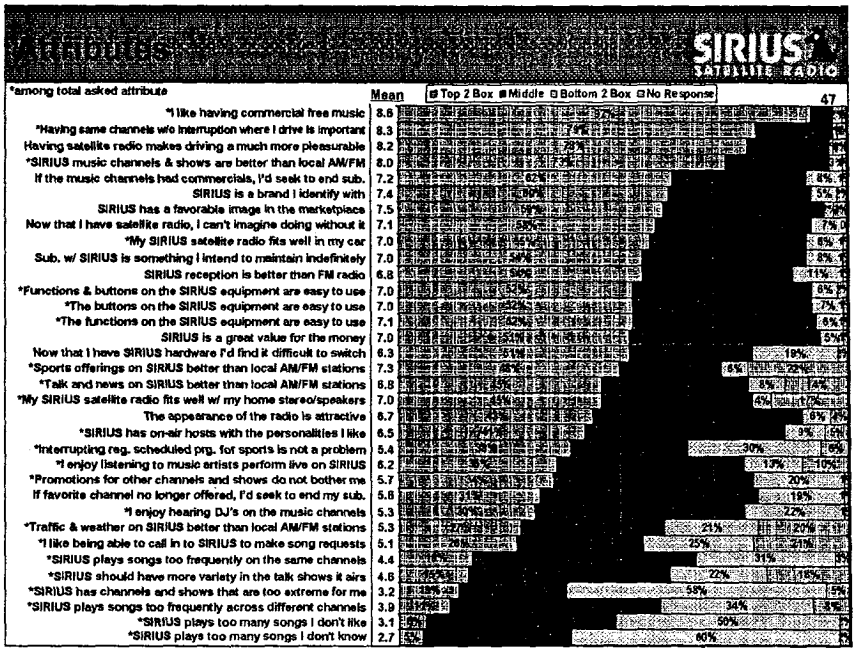

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Overall Performance

SIRIUS SATELLITE RADIO

48

	1Q '04 (b)	2Q '04 (c)	4Q '04 (d)	1Q '05 (e)	4Q '05 (f)
*I like having commercial free music	95	94	94	96	92
*Having same channels w/o interruption where I drive is important	NA	NA	84	80	79
Having satellite radio makes driving a much more pleasurable	79	77	80	80	78
*SIRIUS music channels and shows are better than local AM/FM	79	79	83	80	73
If the music channels had commercials, I'd seek to end sub.	63	65	64	63	62
SIRIUS is a brand I identify with	54	53	59	61	60
SIRIUS has a favorable image in the marketplace	43	44	54	57	59
Now that I have satellite radio, I can't imagine doing without it	57	57	61	59	58
*My SIRIUS satellite radio fits well in my car	NA	50	52	52	55
Sub. w/ SIRIUS is something I intend to maintain indefinitely	54	55	59	57	54
SIRIUS reception is better than FM radio	64	60	63	55	54
*Functions & buttons on the SIRIUS equipment are easy to use	48	48	51	52	52
*The buttons on the SIRIUS equipment are easy to use	NA	NA	NA	NA	52
*The functions on the SIRIUS equipment are easy to use	NA	NA	NA	NA	52
SIRIUS is a great value for the money	NA	NA	52	51	51
Now that I have SIRIUS hardware I'd find it difficult to switch	NA	NA	52	51	51
*Sports offerings on SIRIUS better than local AM/FM stations	NA	66	78	74	48
*Talk and news on SIRIUS better than local AM/FM stations	59	58	68	57	45
*My SIRIUS satellite radio fits well w/ my home stereo/speakers	NA	48	44	46	45
The appearance of the radio is attractive	NA	44	42	43	43
*SIRIUS has on-air hosts with the personalities I like	NA	NA	40	48	41
*Interrupting reg. scheduled prg. for sports is not a problem	NA	NA	NA	34	38
*I enjoy listening to music artists perform live on SIRIUS	NA	NA	NA	NA	35
*Promotions for other channels and shows do not bother me	NA	NA	NA	NA	34
If favorite channel no longer offered, I'd seek to end my sub.	27	27	26	27	31
*I enjoy hearing DJ's on the music channels	NA	NA	NA	NA	30
*Traffic & weather on SIRIUS better than local AM/FM stations	NA	53	56	51	27
*I like being able to call in to SIRIUS to make song requests	NA	NA	NA	NA	26
*SIRIUS plays songs too frequently on the same channels	23	22	19	19	18
*SIRIUS should have more variety in the talk shows it airs	19	19	16	15	15
*SIRIUS has channels and shows that are too extreme for me	7	7	8	9	13
*SIRIUS plays songs too frequently across different channels	13	12	9	9	11
*SIRIUS plays too many songs I don't like	5	6	5	4	6
*SIRIUS plays too many songs I don't know	5	6	5	5	5

*among total asked attribute

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Buying SIRUS

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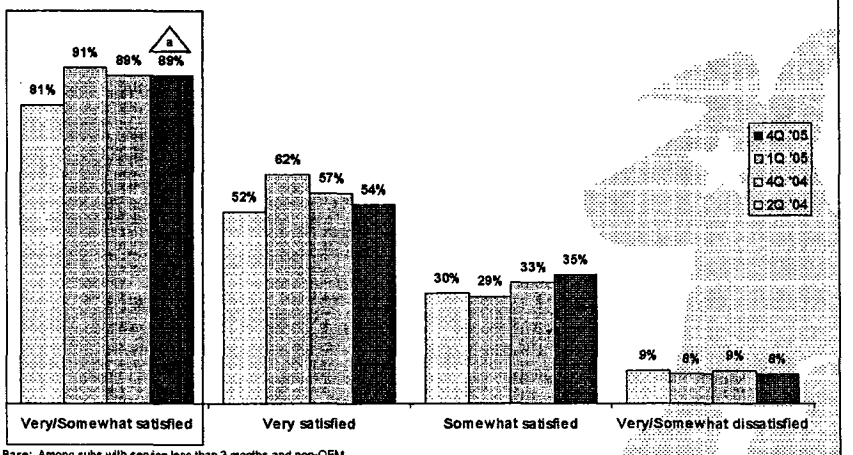
Has Experience Changed Since 2Q '04

SIRIUS SATELLITE RADIO

Among Short-Term Retail Subscribers

50



Base: Among subs with service less than 3 months and non-OEM
2Q '04 (n=853), 4Q '04 (n=496), 1Q '05 (n=802), 4Q '05 (tracking) (n=161)
a,b,c,d Significant at 95% CL
Q 36

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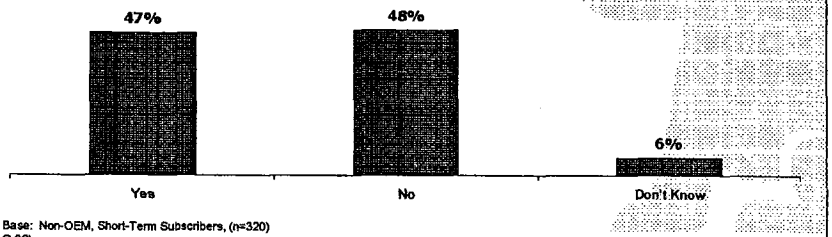
About Half of Non-OEM, Short-Term Respondents Had a Rebate Available

SIRIUS SATELLITE RADIO

51

Short-term, non-OEM subscribers in the Northeast are more likely than those subscribers in the South to say they have a mail-in rebate available to them (61% vs. 41%).



Base: Non-OEM, Short-Term Subscribers, (n=320)
Q 36b

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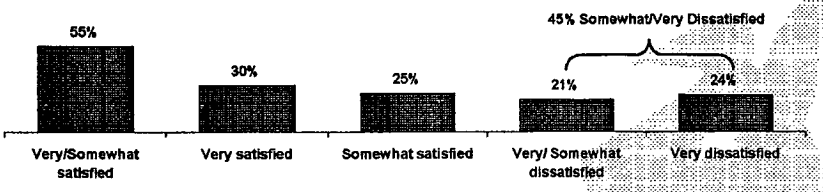
Almost Half Dissatisfied With Rebate

SIRIUS SATELLITE RADIO

52

Among those respondents that had a rebate available seven in 10 (71%) mailed it in.



Reasons Somewhat/Very Dissatisfied	%
Haven't received rebate/didn't get it/still waiting	60
Sent in the wrong thing/didn't accept what I sent/incomplete	21
Too much hassle	8
Takes too long to receive rebate	8
Other	17

Base: Q 36c/d - Non-OEM, Short-Term Subscribers, Rebate Available, Tracking (n= 155)
Base: Q 36e - Non-OEM, Short-Term Subscribers, Rebate Available, Dissatisfied with rebate process, Tracking & ACSI (n= 42)
*Note small base sizes

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Activating SIRIUS

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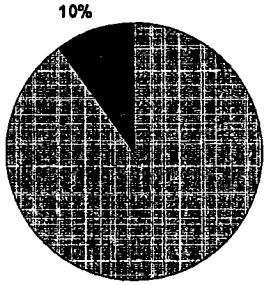
Nearly All Satisfied With Activation Process

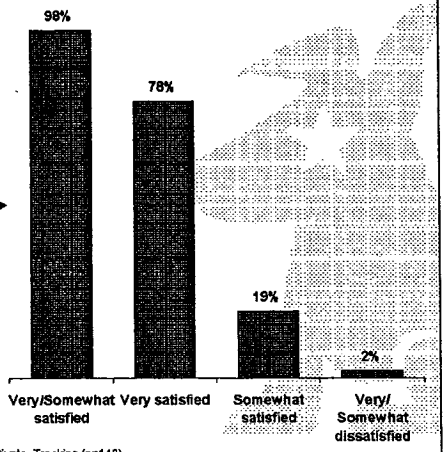
SIRIUS SATELLITE RADIO

54

A vast majority (90%) of Non-OEM, short term respondents contacted SIRIUS to activate their radio(s). Among those respondents who contacted SIRIUS to activate their radio(s), 98% were satisfied with the activation process.

Contact SIRIUS?





Base: Q36f - Non-OEM, Short-Term Subscribers (n=320)
Base: Q36g - Non-OEM, Short-Term Subscribers, Contacted SIRIUS to activate, Tracking (n=148)

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In General, Both Vehicle and Home Subscribers Installed SIRIUS Themselves

SIRIUS SATELLITE RADIO

55

Among non-OEM, short-term, vehicle subscribers, three-fourths (74%) installed their satellite radio equipment themselves.

Who Installed SIRUIS	Total %
Install your satellite radio equipment yourself	74
Have an authorized representative install your satellite radio equipment	23
Have a friend, relative or someone else install your equipment	2

Among non-OEM, short-term, home subscribers, 86% installed their satellite radio equipment themselves.

Who Installed SIRUIS	Total %
Install your satellite radio equipment yourself	86
Have an authorized representative install your satellite radio equipment	6
Have a friend, relative or someone else install your equipment	4

Base: Non-OEM, Short-Term Subscribers, Vehicle owners (n=301)
Non-OEM, Short-Term Subscribers, Home/work/other location (n=168)
Q37/40

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When SIRIUS first came on the market more activations were completed by the retailer. Now with the increase in volume retailers only initiated the process but the subscriber is still required to complete the activation.

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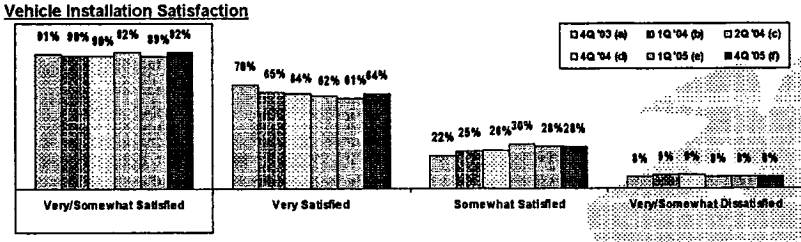
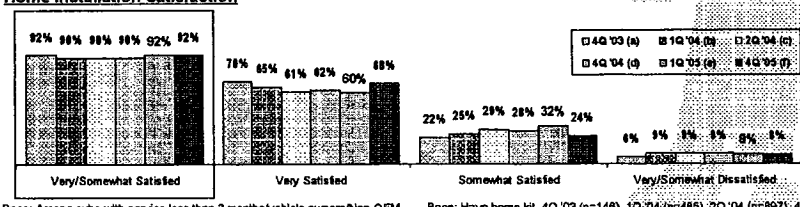
Fewer than 1 in 10 (8%) subscribers are dissatisfied with their vehicle installation. The main reason for dissatisfaction is that the unit was not installed properly.

56

Vehicle Installation Satisfaction



Home Installation Satisfaction



Base: Among subs with service less than 3 months/vehicle owners/Non-OEM. 4Q '03 (n=657), 1Q '04 (n=984), 2Q '04 (n=870), 4Q '04 (n=491), 1Q '05 (n=797), 4Q '05 (tracking) (n=152) Q 38

Base: Have home kit 4Q '03 (n=146), 1Q '04 (n=485), 2Q '04 (n=867), 4Q '04 (n=817), 1Q '05 (n=783) Base: Tracking respondents, Non-OEM, Short-Term Subscribers, Home/install self or friend 4Q '05 (n=66) Q 41

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Customer Care

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One-quarter of Subscribers Experienced a Problem – Fewer Contacted SIRIUS Customer Care

SIRIUS SATELLITE RADIO

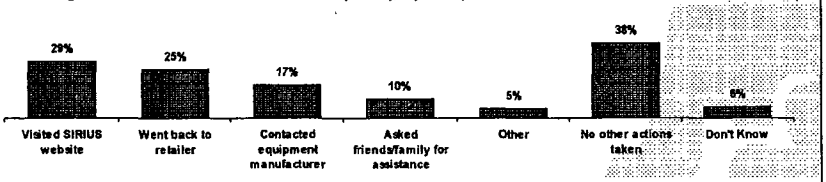
58

One-quarter (25%) of subscribers said they experienced a problem with service or equipment in the past month. However, only 7% of total respondents (28% of those who experienced a problem) contacted SIRIUS Customer Care about the problem.

25% of Subs Experienced a Problem
↓
7% Contacted SIRIUS Customer Care
↓
18% Did Not Contact SIRIUS Customer Care

	4Q '03 %	1Q '04 %	2Q '04 %	4Q '04 %	1Q '05 %	4Q '05 %
Percent Who Experienced a Problem	18	24	25	23	25	25
Percent Who Contacted Customer Service	6	6	7	6	7	7

Among those who contacted customer service (n=158), a plurality turned to the SIRIUS website beforehand.



Base: Total Respondents 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217), 4Q '05 (n=2203)
a,b,c,d,e Significant at 95% CL
Q 50

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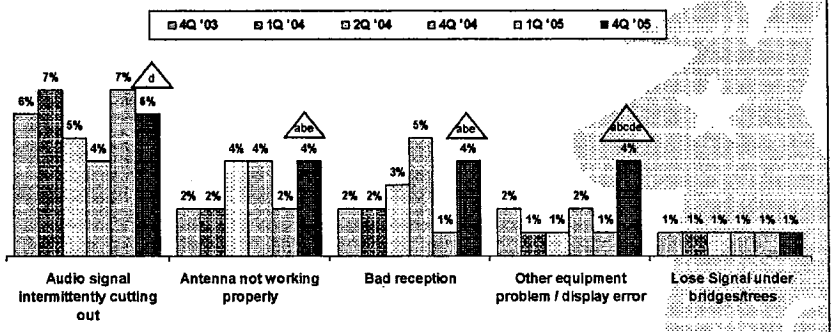
Problem Experienced in Past Month

SIRIUS SATELLITE RADIO

Among the 26% of subscribers who had a problem, those most likely to call customer service are subscribers having problems with their antenna (31% contacted) or bad reception in general (27% contacted) versus those who experience intermittent signal outages (18% contacted).[59]

Top Problems Mentioned (unaided)



Base: Total Respondents 4Q '03 (n=2106), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217), 4Q '05 (n=2203)
* Less than .05%
a,b,c,d,e Significant at 95% CL
Q 50-51

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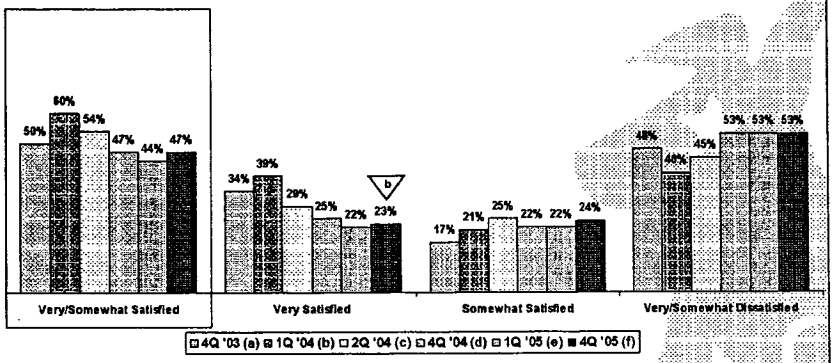
Over Half Dissatisfied With Customer Care

SIRIUS SATELLITE RADIO

60

Overall, subscribers' satisfaction with problem resolution is trending downward. The primary reason for a subscriber's dissatisfaction was the inability to help fix the problem, which is generally related to reception and/or hardware problems.



Base: Problem related
4Q '03 (n=119), 1Q '04 (n=126), 2Q '04 (n=150), 4Q '04 (n=145), 1Q '05 (n=144), 4Q '05 (n=83) *Note small base sizes
a,b,c,d,e,f Significant at 95% CL
Q 53

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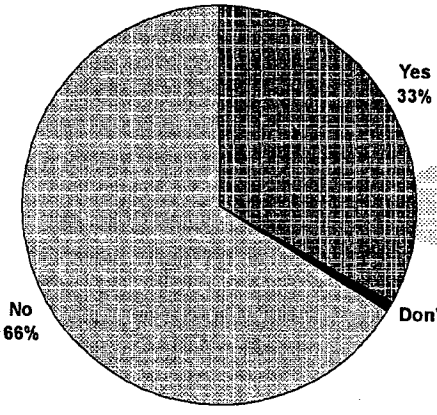
Only a Third Feel Their Problems Have Been Resolved

SIRIUS SATELLITE RADIO

61



Base: Experienced a problem in the last month (n=568)

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SIRIUS.com

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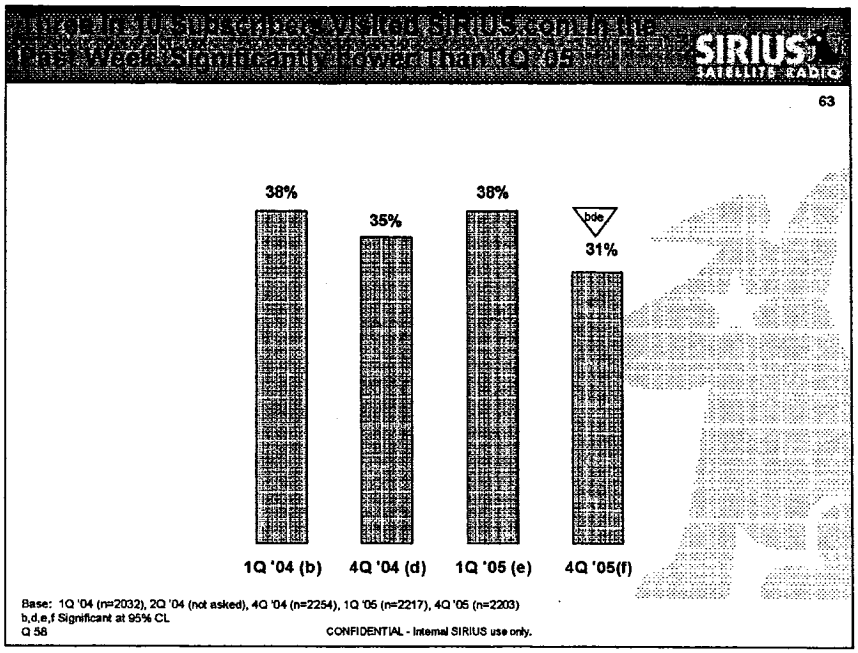

While reasons for visiting website was based on past month in previous waves, the reasons have remained basically the same.

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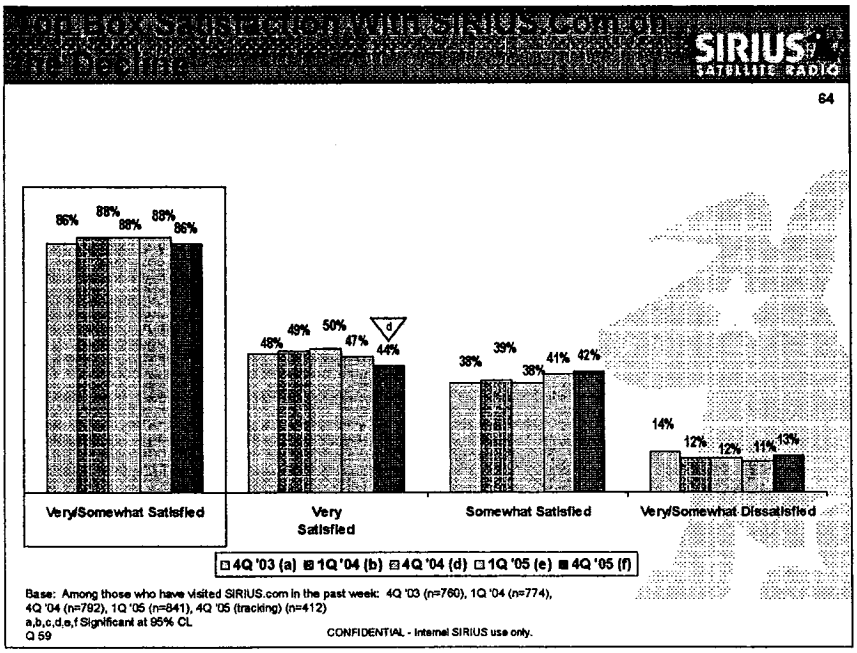

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Listening Locations and Time Spent Listening

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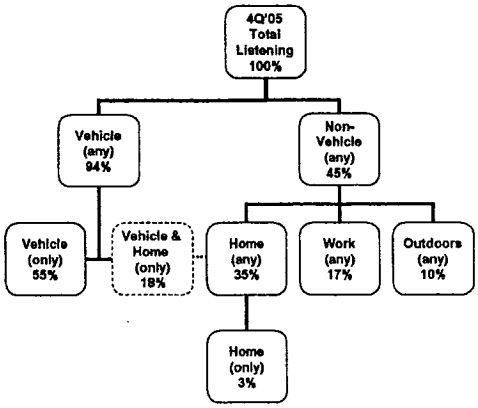
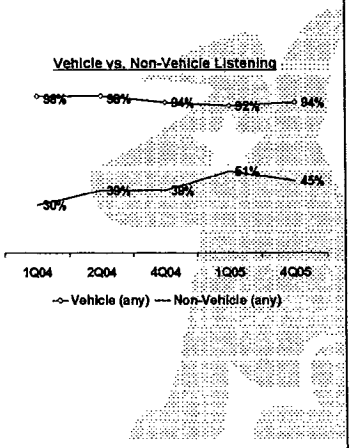
SIRIUS SATELLITE RADIO

Nearly all subscribers listen to SIRIUS in their vehicle (94%).





Base: 4Q '05 Total Respondents (n=2203)
Q1

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Subscribers Have SIRIUS in One of Their Two Vehicles

SIRIUS SATELLITE RADIO

On average, SIRIUS subs own two vehicles (car/truck/van) and have a SIRIUS radio installed in one of them. 67

	Average # Own	% Own	Average # with SIRIUS	% owned with SIRIUS
Cars/Trucks/Van	2.3	98	1.1	91
Motorcycles	0.3	18	0.1	5
Boats	0.2	18	0.2	20
RVs	0.1	11	0.3	24

Base: Total Respondents (n=2203)

Driving Part of Job Description

34% of subscribers say they drive for work; down slightly from 1Q05 (36%).

Time Spent Listening to SIRIUS	Drive For Work: Yes (n=680) (a) %	Drive For Work: No (n=1386) (b) %
Less than 8 hours	23	36 a
8-14 hours	17	26 a
15+ hours	60 b	38
Mean	34.0 a	18.0
Median	20.0	11.0

Base: Vehicle Owners (n=2066)

On Average, subs spent 1 hour 15 minutes per week commuting to and from work, using a mode of transportation in which SIRIUS was available.

Q 72/73

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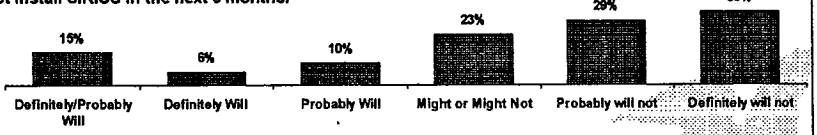
Attitudes to Not Have to Install in Other Vehicle They Own

SIRIUS SATELLITE RADIO

Among those subscribers who have a vehicle without SIRIUS, 62% say they probably/definitely will not install SIRIUS in the next 6 months.

68



Probably/Definitely will not install in vehicle without SIRIUS (n=858)	%
Need/usage (net)	55
Not the main vehicle/don't drive often	18
Don't need it	9
I am the only one who wants it/people who drive vehicles aren't interested	8
Only have a short drive/don't drive long distances	5
Don't drive/use vehicle	5
Have XM in that vehicle	5
Getting rid of vehicle/might sell/trade it	4
Other	9
Price (net)	17
Cost (unspecified)	8
Would have to pay more/second membership fee	4
Other	6

	%
Hardware (net)	15
Have a portable unit/can use between vehicles	12
Other	4
Vehicle type (net)	13
Spouse's car	5
Other	8
Programming (net)	4

Base: Have a vehicle without SIRIUS (n=1464)
Q 66n/o

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Average Subscribers Listening For About 24 Hours Each Week

SIRIUS SATELLITE RADIO

On average subscribers spend nearly 24 hours a week listening to SIRIUS; roughly 15 hours in a vehicle; 19 hours a week listening at home, work, or other vehicle locations. 69

15:06 hours listening in Vehicle X 2066 respondents with vehicle units = 31,197 hours

19:12 hours listening indoors X 1140 respondents with home units = 21,888 hours

= 24:06 hours listening to SIRIUS in total

	1Q '04	2Q '04	4Q '04	1Q '05	4Q '05
TOTAL LISTENERS	(2032)	2293	2254	711	2203
HR:MS	HR:MS	HR:MS	HR:MS	HR:MS	HR:MS
Total Hours Listening	18:24	21:30	22:48	23:24	24:06
Music	14:12	16:06	14:54	16:00	17:06
Talk/News/Sports	4:12	5:24	7:54	7:24	7:00
VEHICLE Listeners	1986	2246	2158	651	2066
Total Hours Listening in Vehicle	14:12	15:42	17:36	15:54	15:06
Music	10:54	11:36	11:42	10:18	10:12
Talk/News/Sports	3:18	4:06	5:54	5:26	4:54
Non-Vehicle Listeners	618	897	886	317	1140
Total Hours Listening – Non-Vehicle	14:54	15:36	15:06	20:00	19:12
Music	11:42	12:00	9:18	14:48	14:36
Talk/News/Sports	3:12	3:36	5:48	5:12	4:36

Q 31/32a/32b/32c

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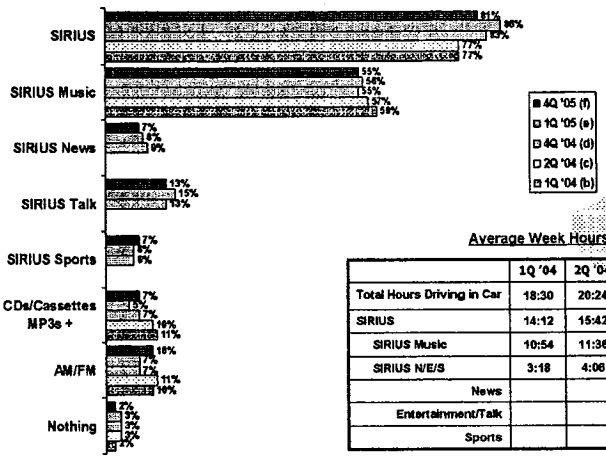
Music Consumption: What Subscribers Listen to in the Car

SIRIUS SATELLITE RADIO

The proportion of time spent listening to SIRIUS in vehicles held on to the increased seen in 4Q04. 70



Average Week Hours (In-vehicle)

	1Q '04	2Q '04	4Q '04	1Q '05	4Q '05
Total Hours Driving in Car	18:30	20:24	21:12	18:18	18:36
SIRIUS	14:12	15:42	17:36	15:54	15:06
SIRIUS Music	10:54	11:36	11:42	10:18	10:12
SIRIUS N/E/S	3:18	4:06	5:54	5:36	4:54
News			1:54	1:30	2:30
Entertainment/Talk			2:42	2:54	1:12
Sports			1:18	1:12	1:12

Base: 1Q '04 (n=1988), 2Q '04 (n=2246), 4Q '04 (n=2158), 1Q '05 (n=875)
Split sample technique used this quarter.
a,b,c,d Significant at 95% CL
Q 31/32a/32b/32c

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Total Listener Estimate

SIRIUS SATELLITE RADIO

71

Similar to the Arbitron study conducted in 2003, which said there are 2.5 listeners per subscriber household on average, the results from this survey find there are 2.2 listeners per household or 1.9 Adult listeners.

Number of Paying Subscribers as of 11/01/05		Average Number of Adult Listeners per HH		Adult 18+ Listener Estimate
1,919,367	X	1.9 (Subscriber +0.9 HH Members)	=	3,646,797

Number of Paying Subscribers as of 11/01/05		Average Number of Listeners per HH		Total Listener Estimate
1,919,367	X	2.2 (Subscriber + 1.2)	=	4,222,607

The Arbitron study conducted in 2003 found 2.5 listeners per subscriber in household on average.

Base: Total Respondents (n=2203)
Q 69/70/71

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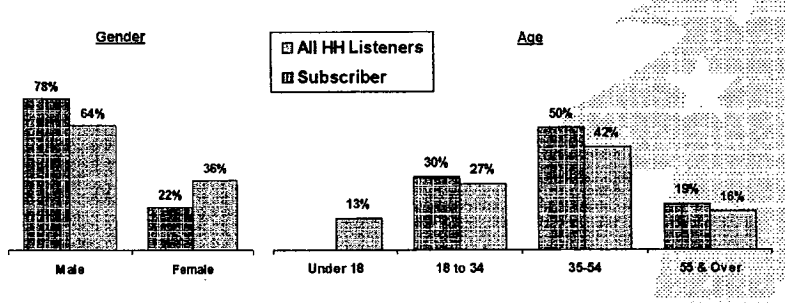
SIRIUS SATELLITE RADIO

72

While males are more likely to be the primary user, the listener base is more female when you account for secondary listeners. There are also secondary listeners under 18.



Base: Total Respondents (n=2203)
Q 67/7170/79

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Factor Analysis

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Loyalty Index

SIRIUS SATELLITE RADIO

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- We used exploratory factor analysis to find a commonality or universal dimension between three different metrics that would allow us to create a single new factor, which we are calling a "loyalty index."
- This index was created by applying factor analysis to our three main "loyalty" metrics:
  - Overall satisfaction
  - Likelihood to recommend
  - Likelihood to renew
- Because the we measured these three core metrics on two different scales (one 10 point and one 4 point), we created separate factor analyses for each scale we used.
- The loadings show a strong correlation between the original measures and the resulting factor, indicating little information was lost in going from the items to the factor

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SIRIUS SATELLITE RADIO

- We also found that factor loadings (or correlations) for each scale were similar, though they were slightly stronger in metrics using the 10-point scale.
- Note that anything scoring a .8 or higher indicates a very high correlation with this new factor we created.

Component Matrix (4 point scale)	Components
T1: Satisfaction: Thinking about your overall experience with SIRIUS, would you say you are	.911
T2a Likelihood to renew How likely are you to continue to subscribe to SIRIUS service during the next 6 months	.890
T4 Likelihood to recommend How likely would you be to recommend SIRIUS to a friend, relative or co-worker	.925

Component Matrix (10 point scale)	Components
A1: Satisfaction: Thinking about your overall experience with SIRIUS, would you say you are	.911
A2: Likelihood to renew The next time you subscribe to a satellite radio service, how likely is it that it will be SIRIUS	.937
A4 Likelihood to recommend How likely would you be to recommend SIRIUS to a friend, relative or co-worker	.954

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Loyalty Segments

SIRIUS SATELLITE RADIO

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- We then created loyalty segments using a cluster analysis of the three main loyalty metrics:
  - Overall satisfaction
  - Likelihood to recommend
  - Likelihood to renew
- Cluster analysis groups people together by similarity in their answers to questions.
- The goal was to create a high and low loyalty group and to then be able to split out the drivers of each group's satisfaction.

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Loyalty Segments

SIRIUS SATELLITE RADIO

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- Again, because these measures were taken on different scales, separate factor analyses were used for each scale.
- Both cluster analyses yielded a low satisfaction group and a high satisfaction group. For both sets of measures, the proportions of the groups were roughly equivalent.

	From 10 point scale	From 4 point scale
Low loyalty group	18%	15%
High loyalty group	82%	85%

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Combining Scales

SIRIUS SATELLITE RADIO

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- Within each satisfaction segment, correlations were then run to determine the strongest drivers of satisfaction by group.
- Because different questions were asked on different scales (some were 9 point and some were 10 point), all variables were converted to standardized scores so that we could combine items measured on different scales.
- These standardized scores have a mean of "0" and a standard deviation of "1" across all responses.
- That means that negative standardized scores indicate below average ratings.

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Top 10 Drivers of Satisfaction By Loyalty Group

SIRIUS SATELLITE RADIO

Low Loyalty Group	Impact on loyalty factor	Mean of standardized score
My subscription with SIRIUS is something I intend to maintain indefinitely	0.58	-1.42
SIRIUS is a great value for the money	0.54	-1.12
SIRIUS has a favorable image in the marketplace	0.51	-1.09
SIRIUS is a brand that I identify with	0.47	-1.20
Satisfied with the channels and shows on SIRIUS overall	0.41	-1.16
The music channels/shows on SIRIUS are better than what is available on AM/FM	0.39	-0.69
Satisfied with the functionality of your SIRIUS satellite radio	0.35	-0.75
Having satellite radio makes driving a much more pleasurable experience	0.34	-0.93
Now that I have satellite radio, I can't imagine doing without it	0.31	-0.97
Satisfied with your experience with SIRIUS customer service regarding problems	0.29	-0.54

High Loyalty Group	Impact on loyalty factor	Mean of standardized score
Satisfied with the channels and shows on SIRIUS overall	0.53	0.24
My subscription with SIRIUS is something I intend to maintain indefinitely	0.50	0.28
Satisfied with your installation experience when setting up your SIRIUS radio at home	0.49	0.02
SIRIUS is a great value for the money	0.46	0.23
Now that I have satellite radio, I can't imagine doing without it	0.41	0.20
SIRIUS is a brand that I identify with	0.40	0.24
Satisfied with the channels and shows on SIRIUS overall	0.38	0.14
SIRIUS has a favorable image in the marketplace	0.37	0.21
Satisfied with the functionality of your SIRIUS satellite radio	0.35	0.15
Satisfied with the SIRIUS satellite radio reception in your car	0.34	0.15

*Note that on the following two slides, we have different scales for each group, as the "high satisfaction" group had higher scores and thus needed to be scaled differently to make the slides readable

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- Both the "high" loyalty and "low" loyalty groups share common drivers:
  - SIRIUS is great value for the money
  - SIRIUS is a brand I identify with
  - Satisfaction with channels/shows on SIRIUS
  - Satisfaction with the hardware functionality

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Reading the Quants

SIRIUS SATELLITE RADIO

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- Ideally, a driver would fall on the upper right hand corner of our chart. This position would indicate that that particular driver was having the greatest impact on satisfaction.
  - For the high loyalty group, the driver that comes closest to this position is satisfaction with the home installation experience.
  - For the low loyalty group, it is "a favorable image in the marketplace."

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Satisfaction Drivers Among Non-Veteran Users

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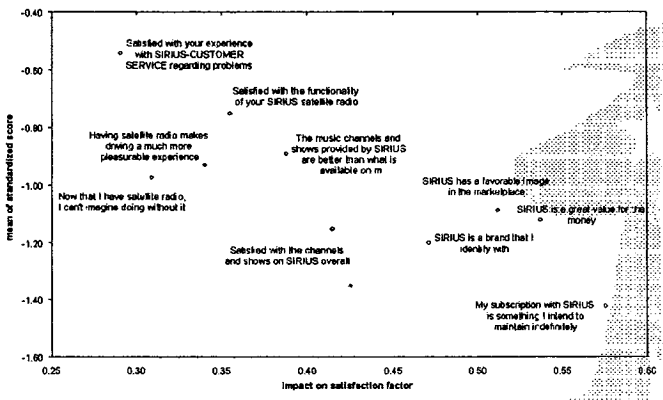
82



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Satisfaction Drivers Among High Loyalty Users

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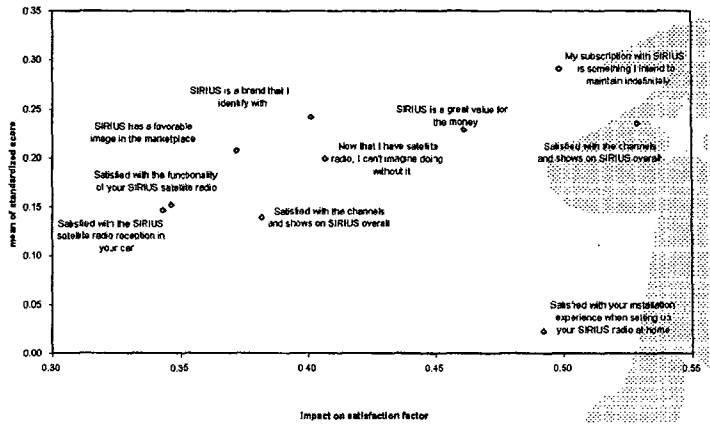
83



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Customer Loyalty

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Loyal Subscriber Metrics

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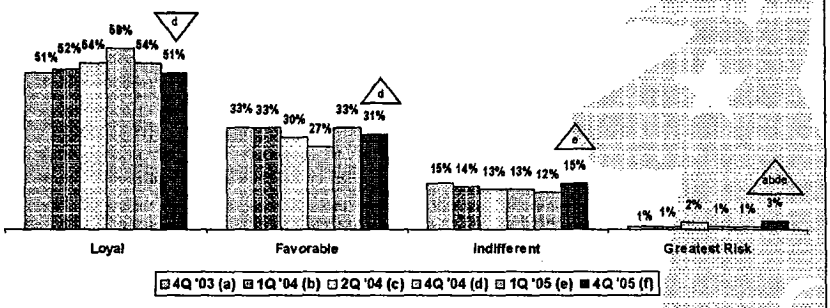
85



Loyal = Very satisfied + Definitely will continue + Definitely will recommend
Favorable = Very or somewhat satisfied + Definitely or probably will continue + Definitely or probably will recommend
Indifferent = All other combinations
Greatest Risk = Somewhat or very dissatisfied OR Probably or definitely will not continue OR Probably or definitely will not recommend
Base: 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217), 4Q '05 (tracking) (n=1102)
a,b,c,d,e,f,g Significant at 95% CL

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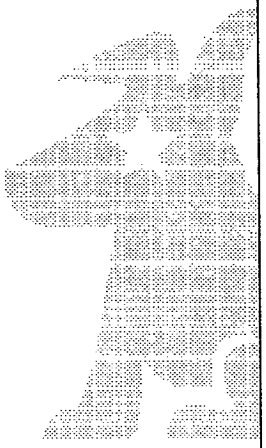
THANK YOU



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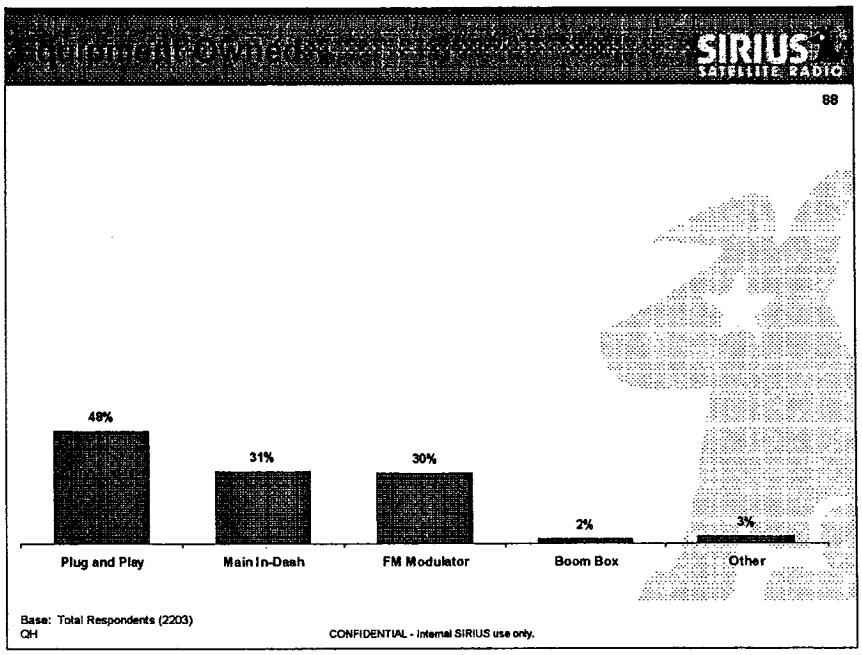

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Reasons for Dissatisfaction with Activation Process

SIRIUS SATELLITE RADIO

89

**Due to the base size, this data is presented in qualitative format. These numbers are not percentages.

Reasons Somewhat/Very Dissatisfied	
Didn't explain things to me/answer my questions	3
Couldn't get reception	2
Couldn't activate because system was down	2
Took too long	2
Had to replace the radio	1
Could not activate the radio	1
Person wasn't competent	1
Had to call back several times before service was working	1
Sales person wasn't attentive/helpful	1
Sales person was difficult to understand	1
Shouldn't have to pay to activate	1
Had to buy another product to improve quality	1
Couldn't speak to supervisor	1
Simulcast channels are being used in my area	1
Wouldn't work	1
Couldn't activate online for a reduced fee	1

Base: Q 36h - Non-OEM, Short-Term Subscribers, Contacted SIRIUS to activate, dissatisfied with activation process, Tracking & ACSI (n= 12)**

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Vehicle Installation Satisfaction

SIRIUS SATELLITE RADIO

**Due to the base size, this data is presented in qualitative format. These numbers are not percentages.

Reasons Somewhat/Very Dissatisfied	
Don't like the location that unit was placed	4
Poorly mounted	3
Not enough information/instruction for installation	3
Too many wires	2
Unit wasn't installed properly	2
Can't find/don't have a good location for antenna	2
Had to return several times for correction in the installation	1
Other not properly installed comments	3
Took too long for installation	2
Other dissatisfaction with installer/dealer	1
Miscellaneous	3

Base: Q39 - Among subscribers with service less than 3 months/vehicle owners/dissatisfied with installation Tracking & ACSI (n= 17)**

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Prior to Subscribing to SIRIUS

SIRIUS SATELLITE RADIO

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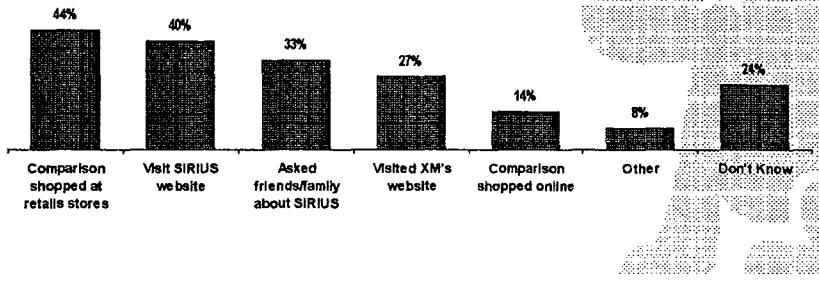

Base: Tracking Respondents 4Q '05 (n=2203)
Q 66a

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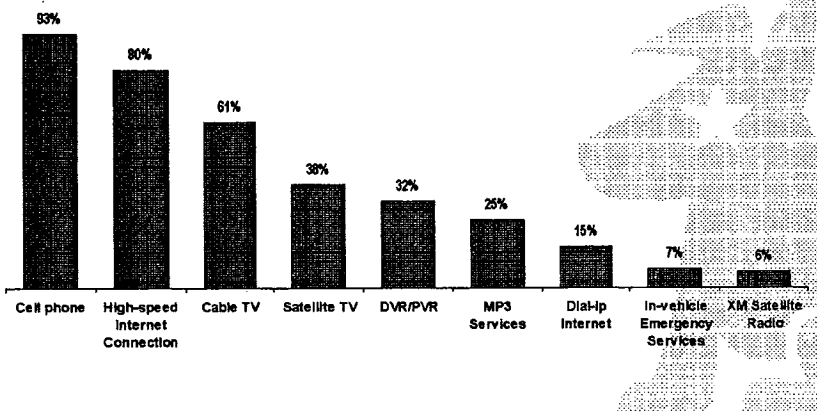
Subscribing to other services – Total

SIRIUS SATELLITE RADIO

92



Base: Tracking Respondents 4Q '05 (n=1102)
Q 66b

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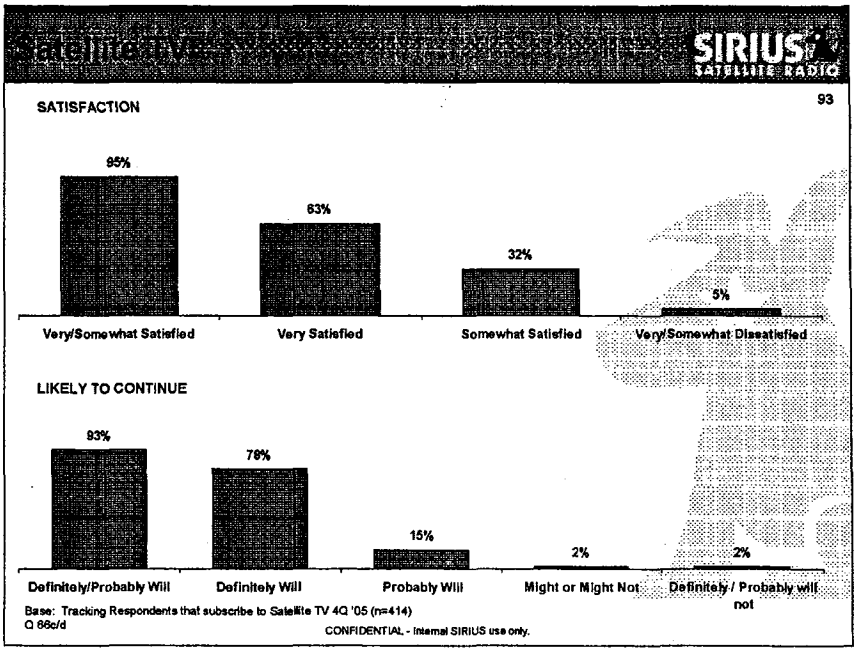

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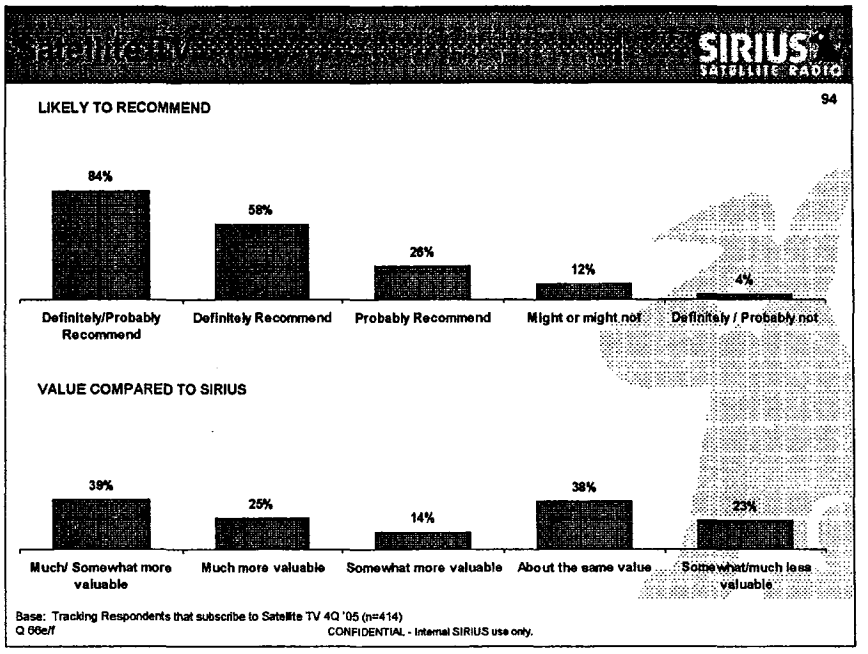

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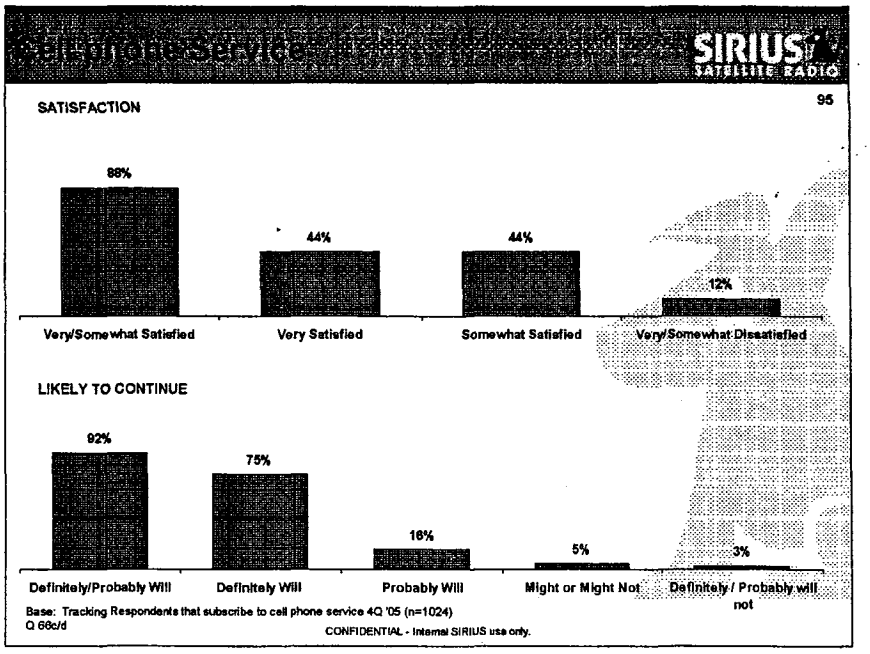

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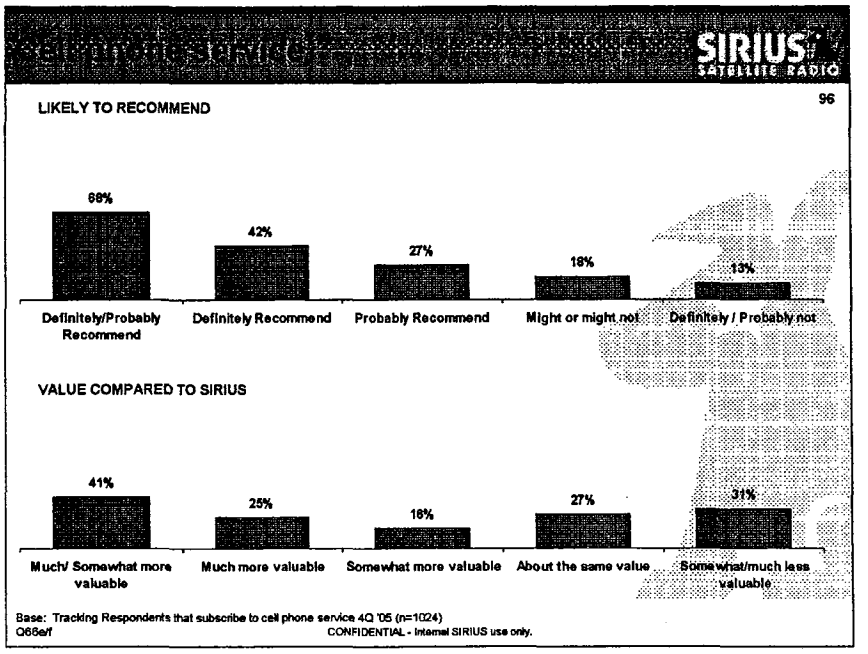

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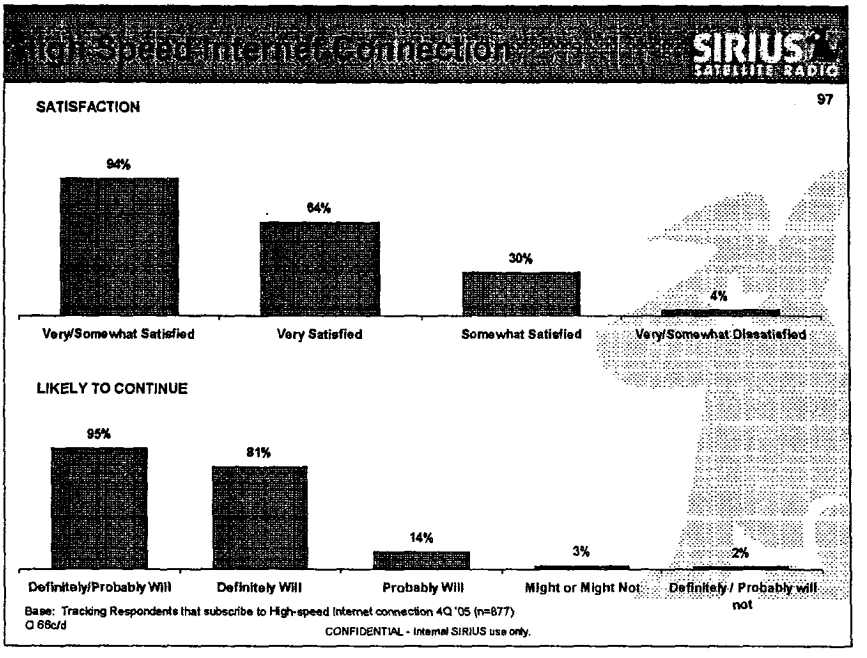

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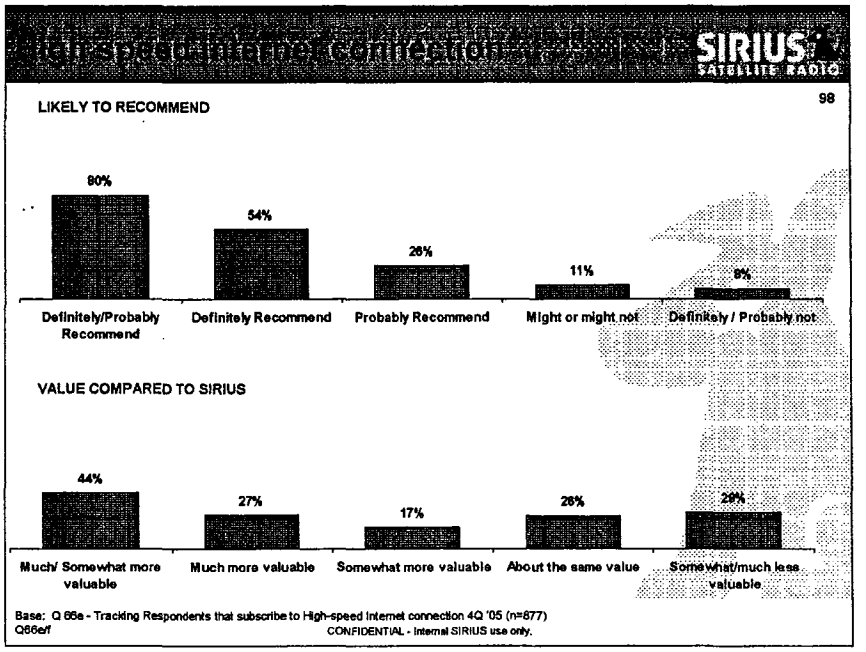

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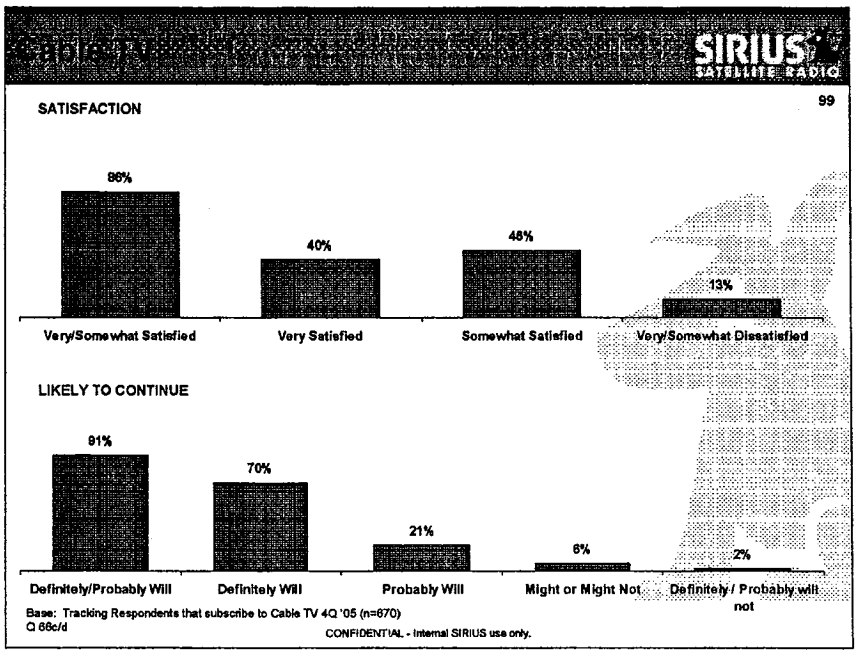

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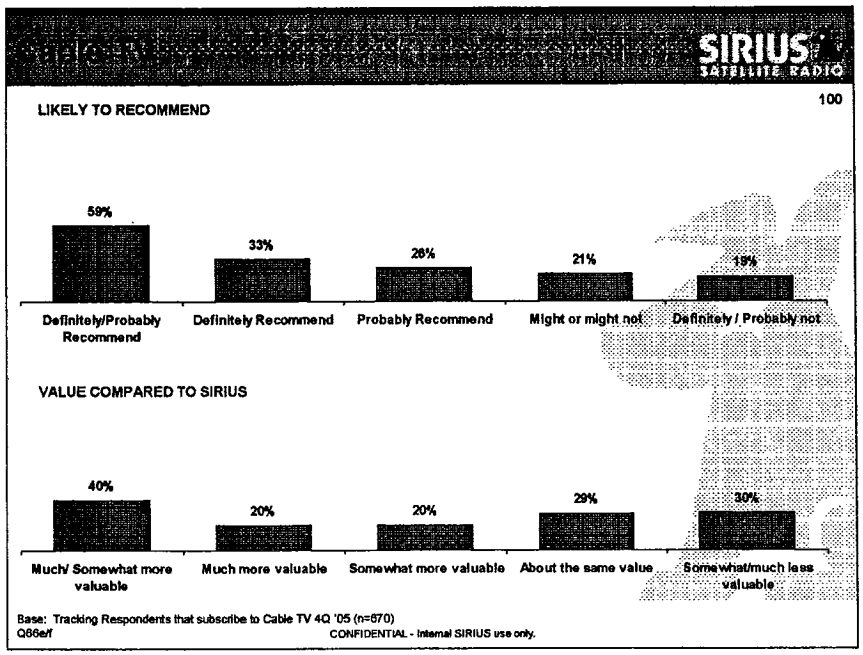

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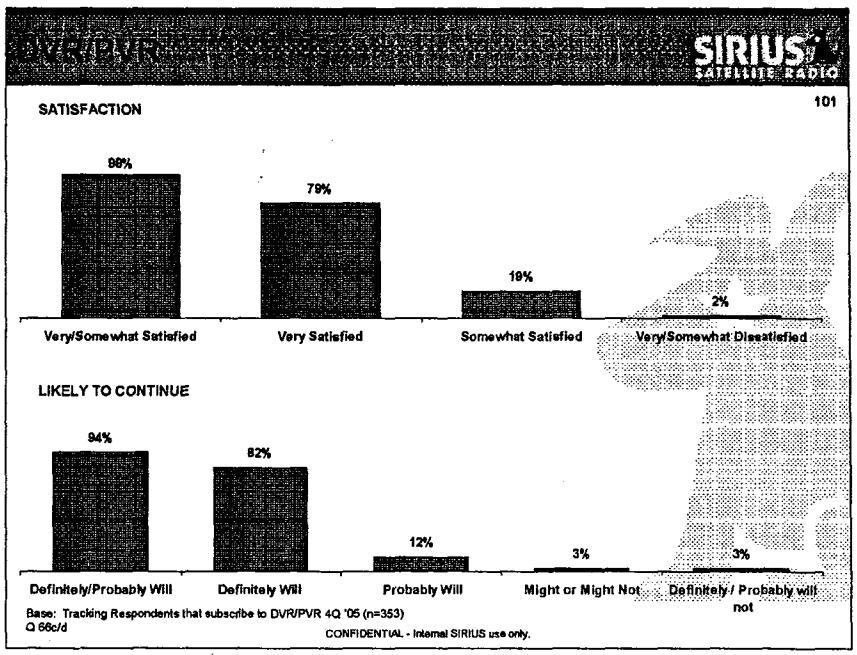

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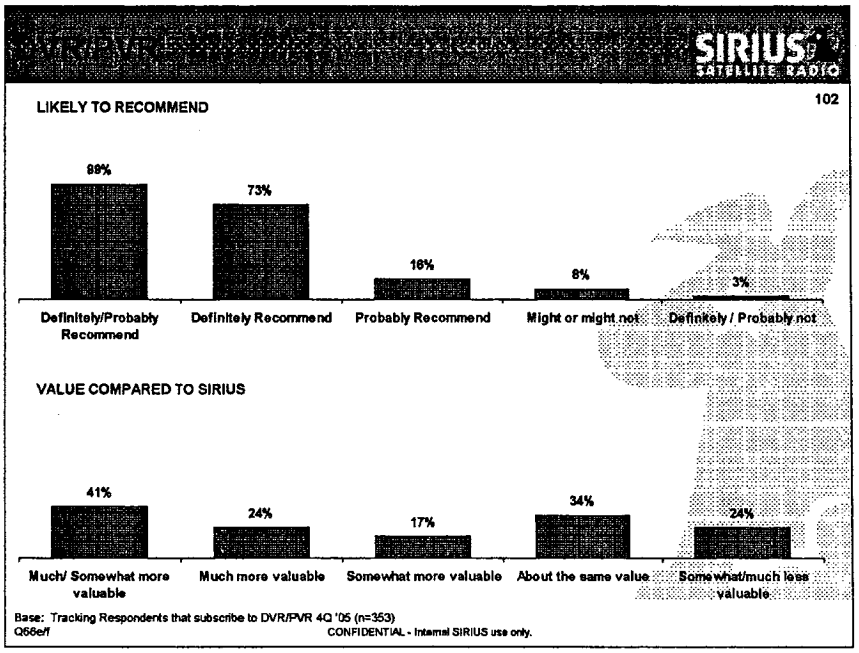

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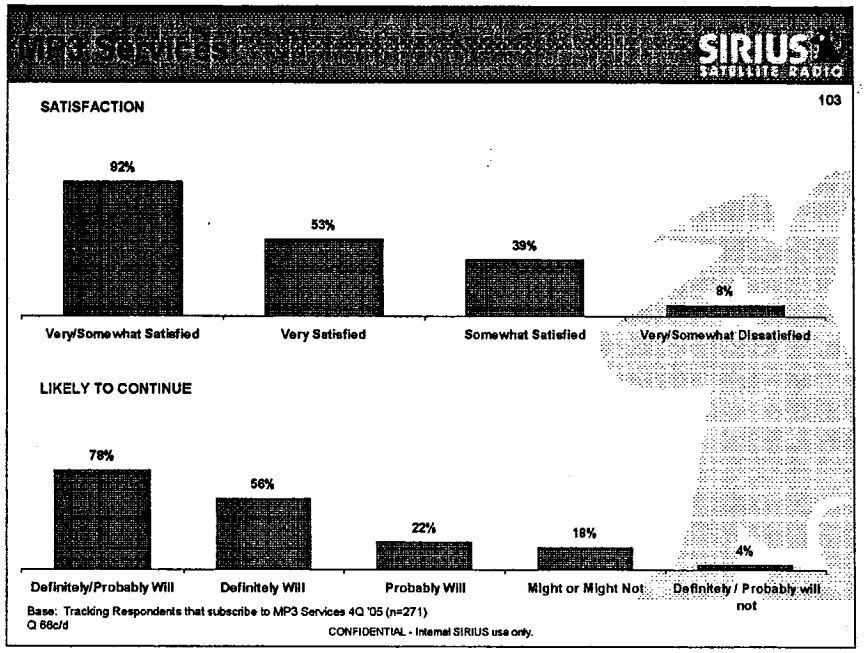

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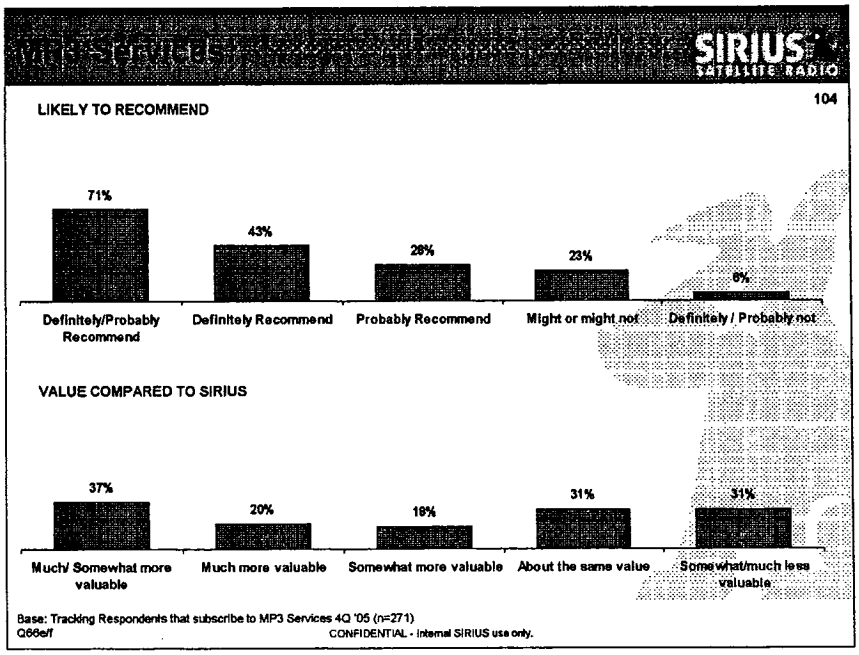

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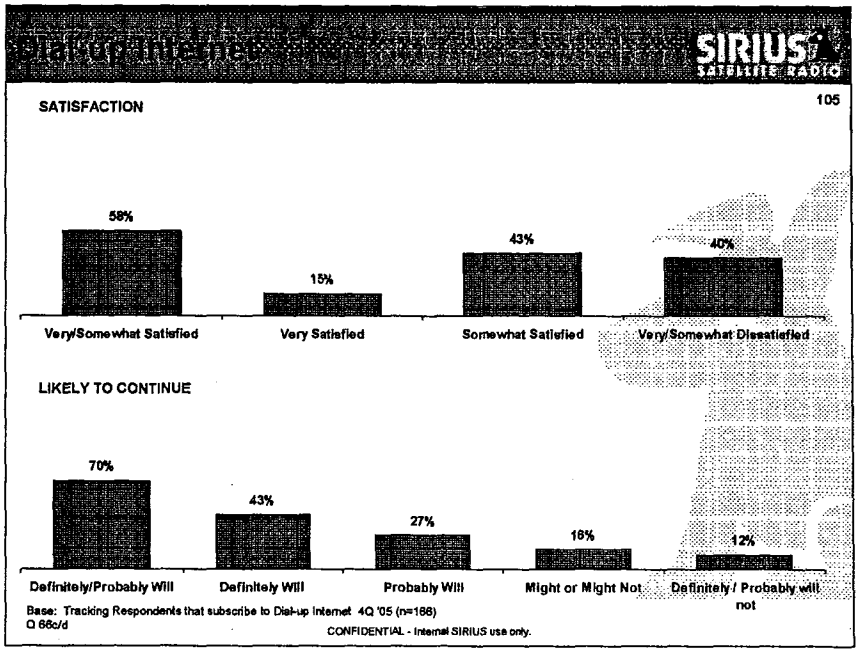

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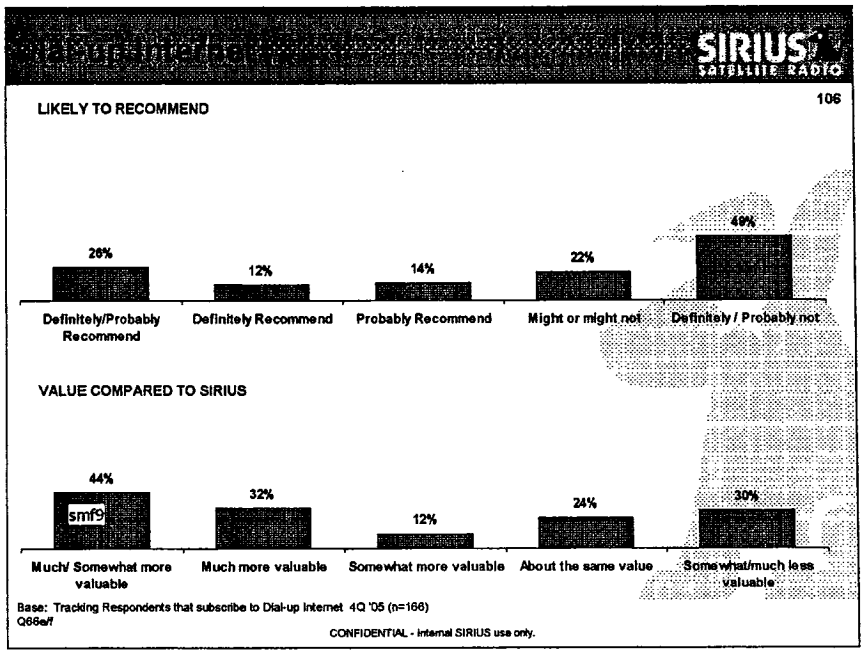

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Slide 106

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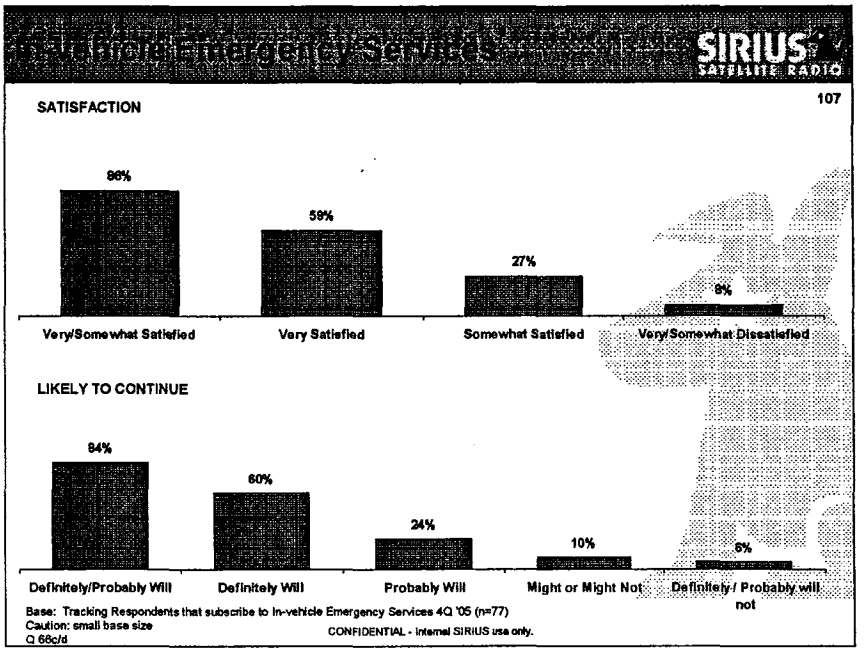
Stuart Feffer, 12/20/2005



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In-Vehicle Emergency Services

SIRIUS SATELLITE RADIO

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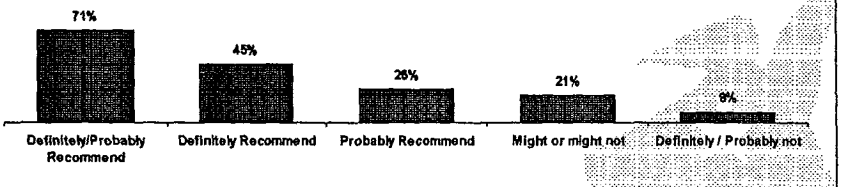
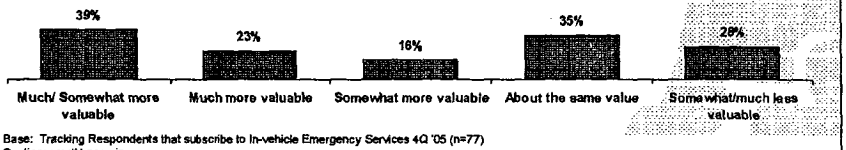
LIKELY TO RECOMMEND



VALUE COMPARED TO SIRIUS



Base: Tracking Respondents that subscribe to In-vehicle Emergency Services 4Q '05 (n=77)
Caution: small base size
Q66e/f

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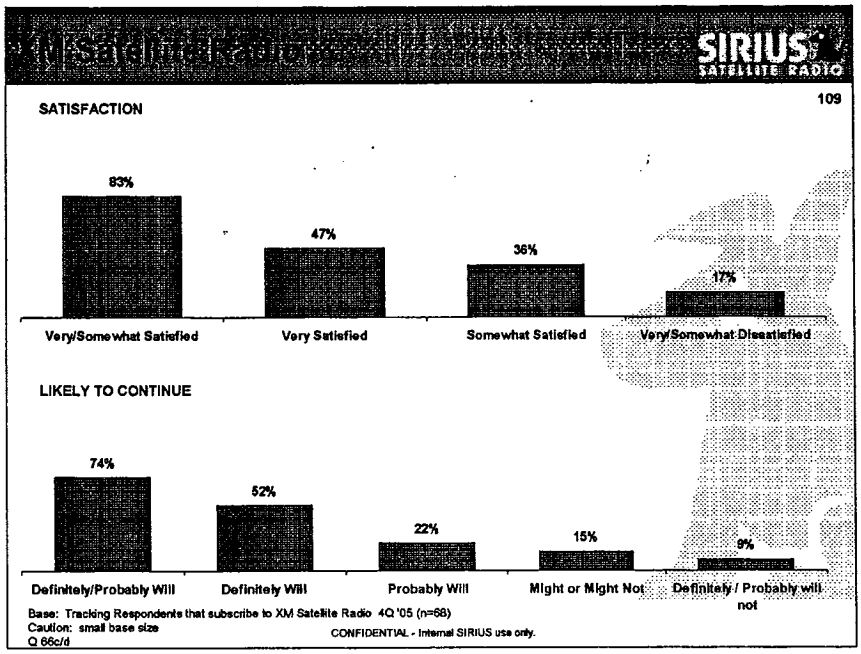

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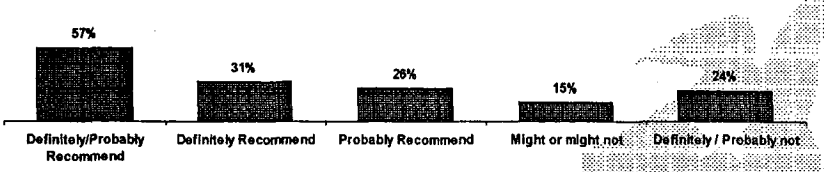
LIKELY TO RECOMMEND

110



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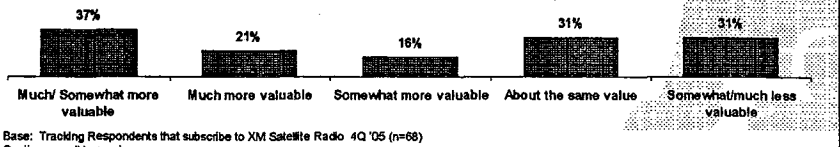

Base: Tracking Respondents that subscribe to XM Satellite Radio 4Q '05 (n=68)
Caution: small base size
Q66/e

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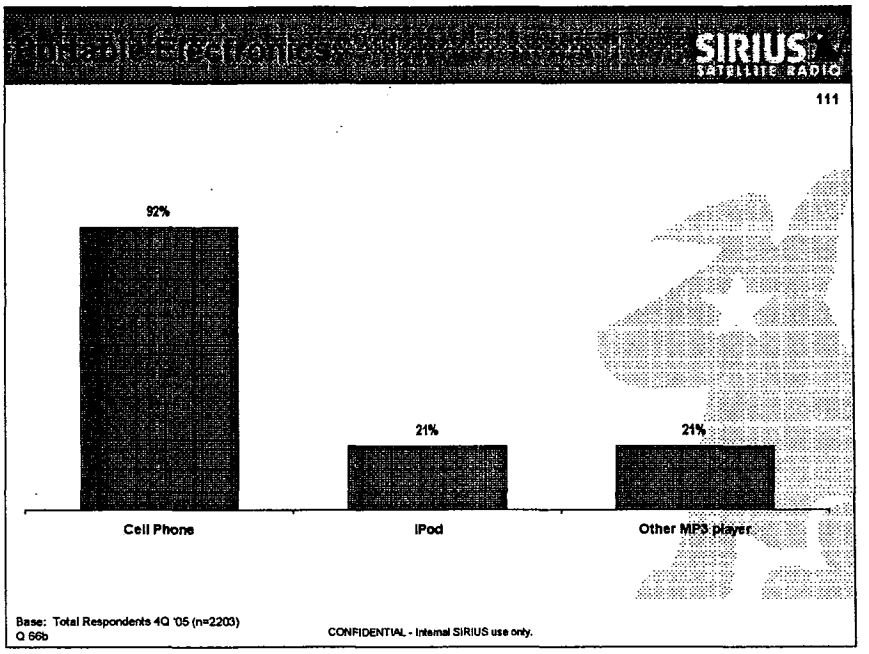

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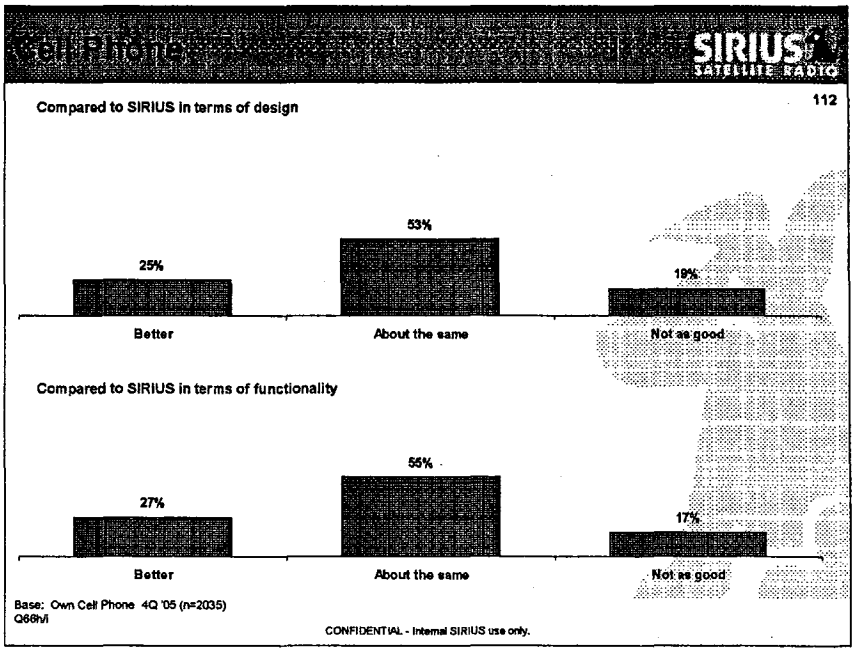

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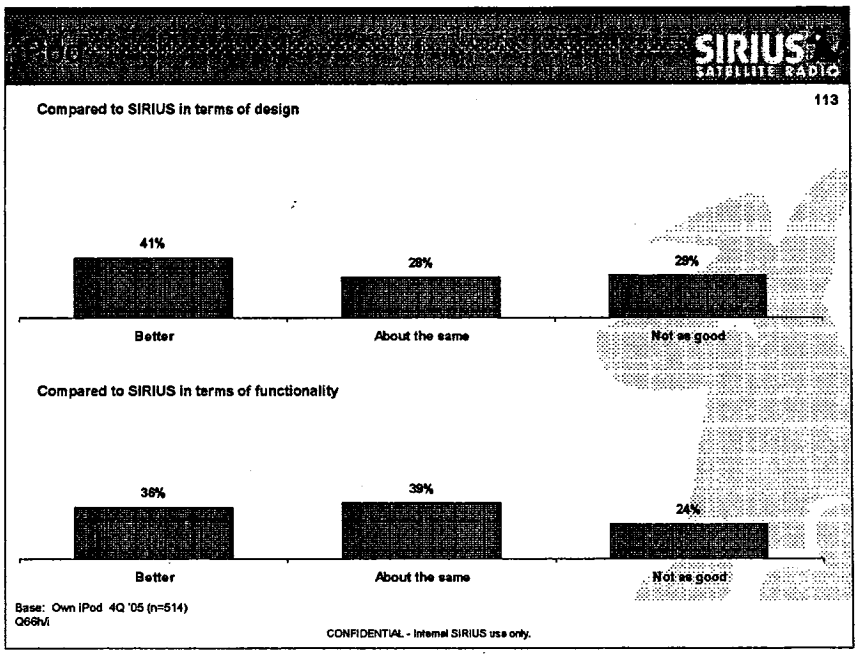

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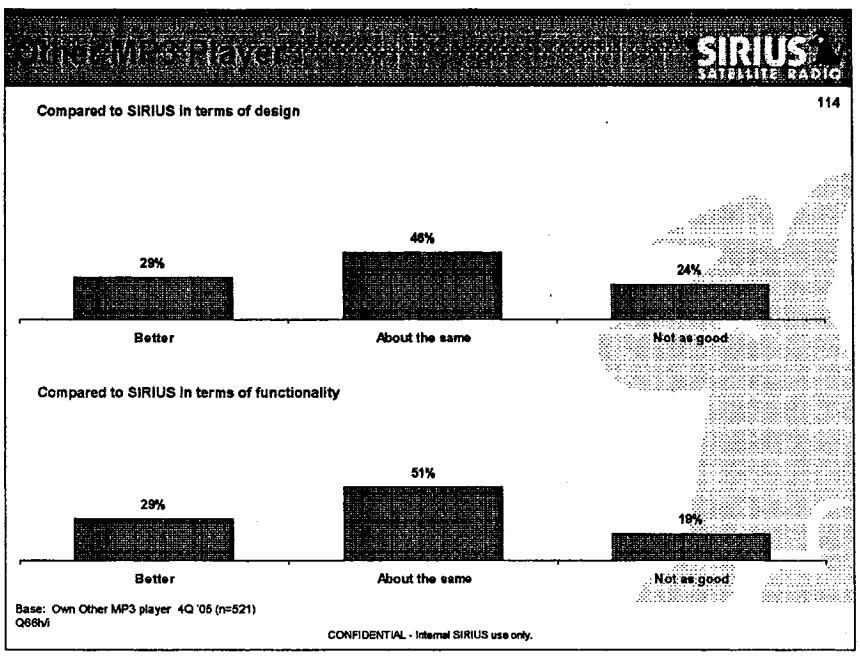

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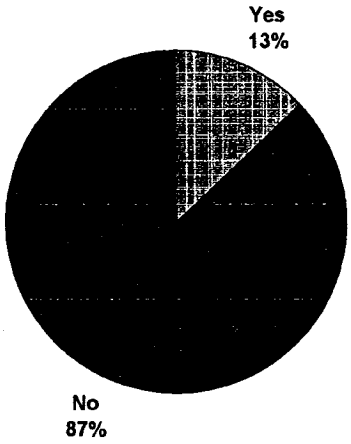
SIRIUS SATELLITE RADIO

115

Only 13% of all subscribers have ever purchased a SIRIUS radio and/or subscription as a gift for someone else.



Base: Q14b

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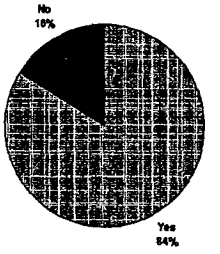
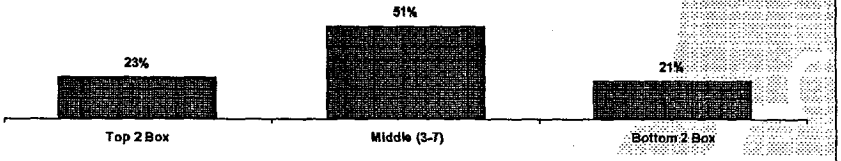
Channel Line-up and Guide

SIRIUS SATELLITE RADIO

84% of all subscribers were aware of the recent changes that SIRIUS made to its channel guide and line-up. 116



Among those subscribers aware of the recent changes to SIRIUS, 23% agreed (top 2 box) that the channel changes improved their listening experiences on SIRIUS.



Base: Q35b/c

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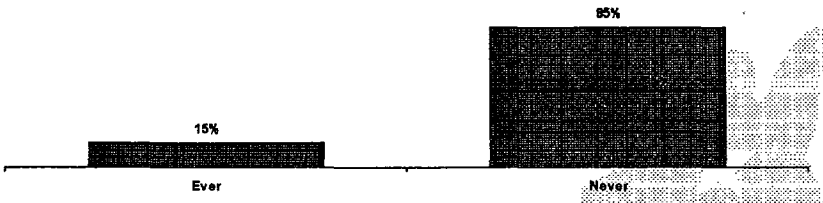
Should Parent Have Your Friends Sweepstakes

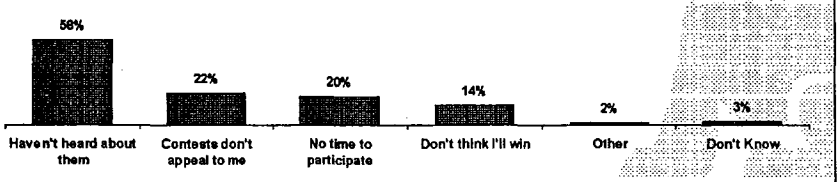
SIRIUS SATELLITE RADIO

117

Participate in contest



Among those who have not participated in a SIRIUS contest or sweepstakes (n=1827) more than half say it is because they have not heard about them.



Base: Total Respondents (2203)
Q 66p/s

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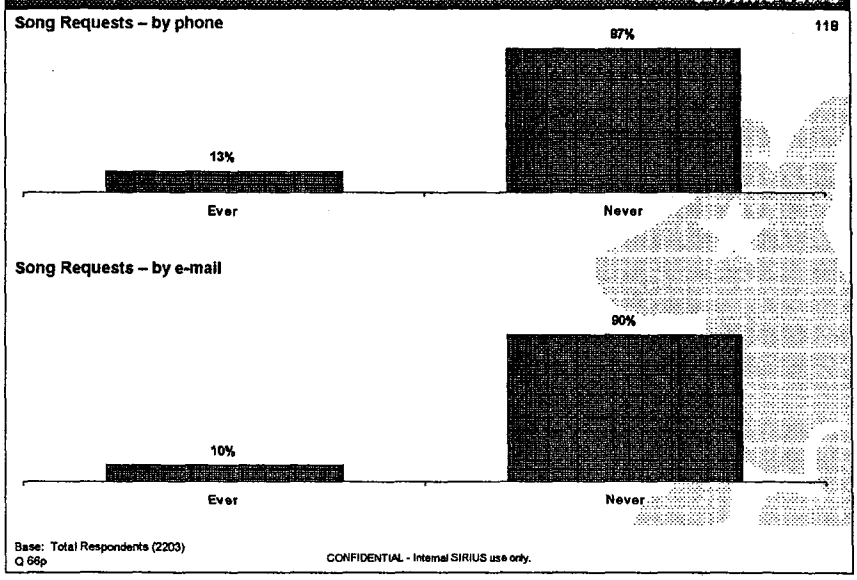
Have They Made Song Requests



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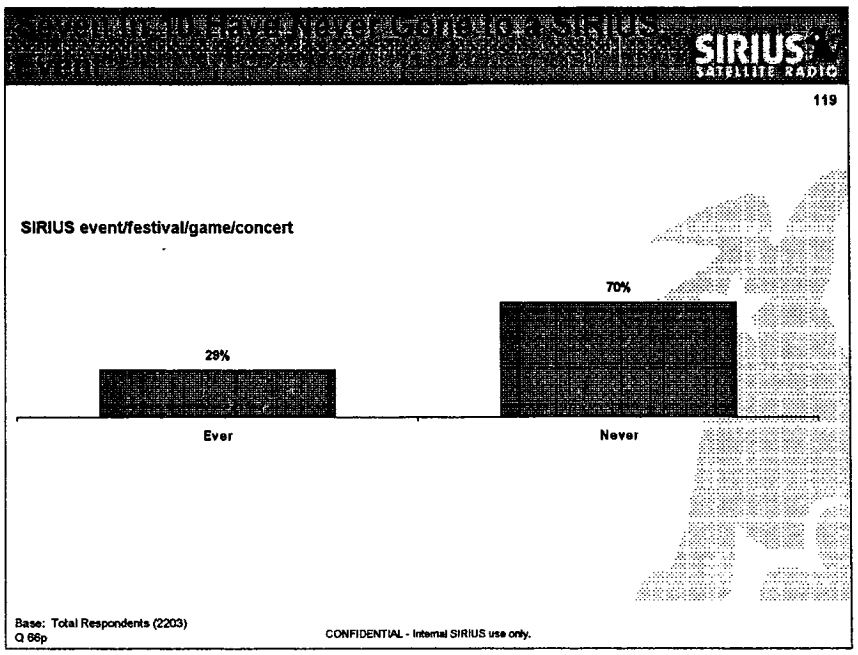

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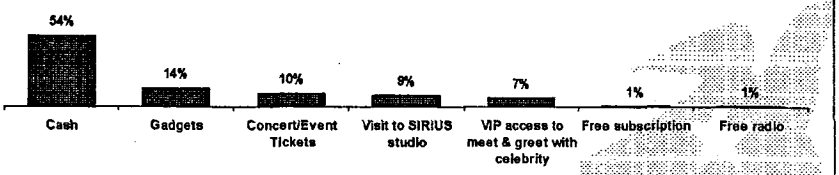
Cash Generates Most Interest

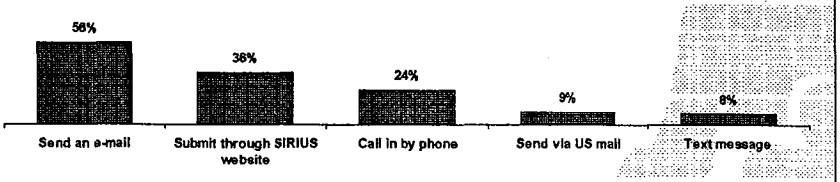
SIRIUS SATELLITE RADIO

120

Prizes interested in winning



Preference for how to participate in contest this month



Base: Total Respondents (2203)
Q 68p

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Demographics

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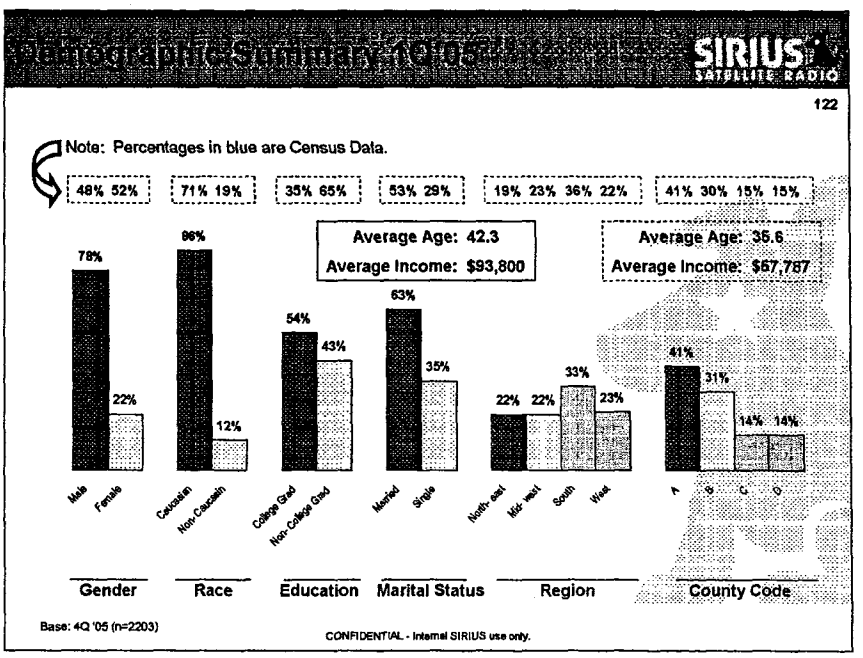

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Demographics By Tenure

SIRIUS SATELLITE RADIO

123

	Subscription Tenure				
	1 Month (n=89) (a)	2-3 Months 1Q '05 (n=310) (b)	3-6 Months 1Q '05 (n=422) (c)	7-12 Months 1Q '05 (n=701 (d)	13+ Months 1Q '05 (n=601) (e)
Type	%	%	%	%	%
Male	73	77	76	77	84[abcd]
Female	27[a]	23[a]	24[a]	23[a]	16
Caucasian	86	84	86	87	84
Non-Caucasian	14	15	12	11	12
College Grad	39	52[a]	52[a]	50[a]	56[a]
Non-college Grad	54[bcde]	44	43	42	38
Married	63	63	65	62	64
Not Married	37	36	34	37	34
Northeast	26[b]	15	27[b]	25[b]	17
Midwest	21	29[cd]	20	21	23
South	35	33	30	31	35
West	18	23	22	23	25
Average Household Income	$95,800	$88,700	$94,400	$93,100	$96,800[b]

Base: Total Respondents (n=2203)
a,b,c,d,e Significant at 95% CL

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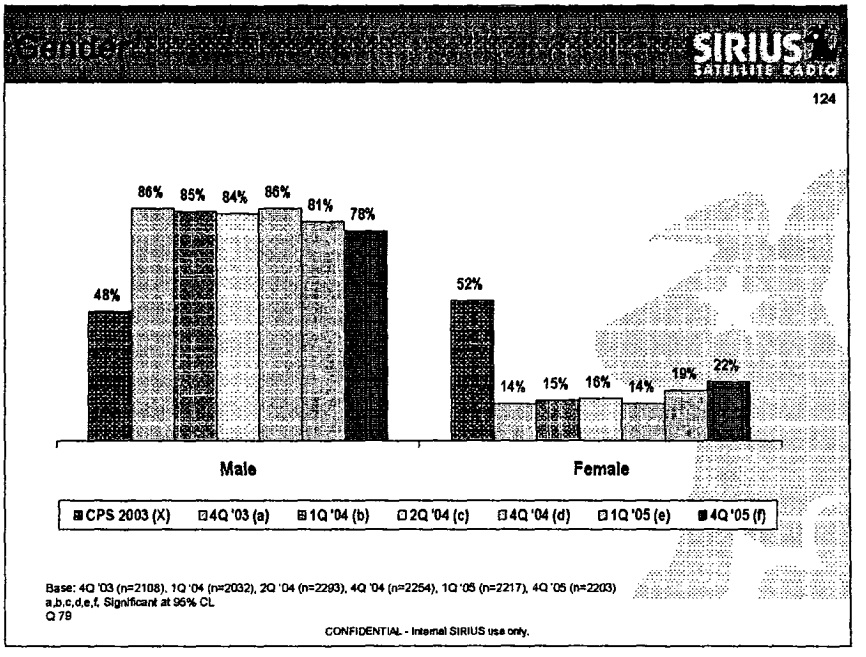

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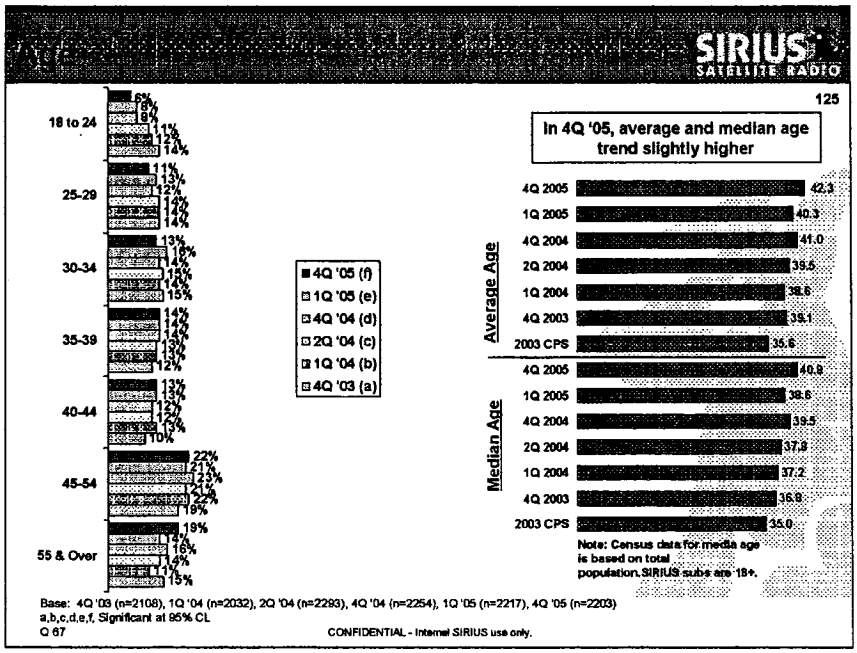

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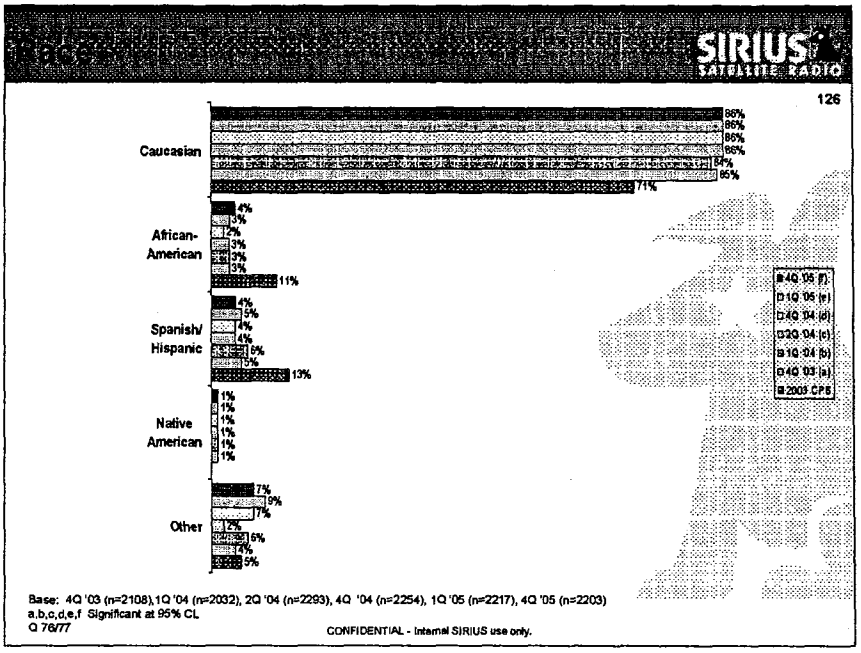

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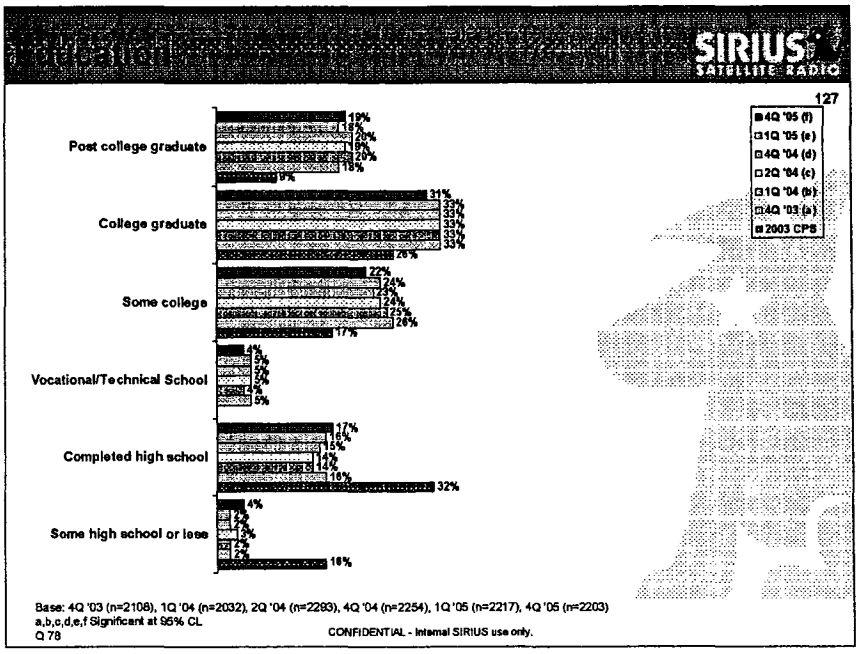

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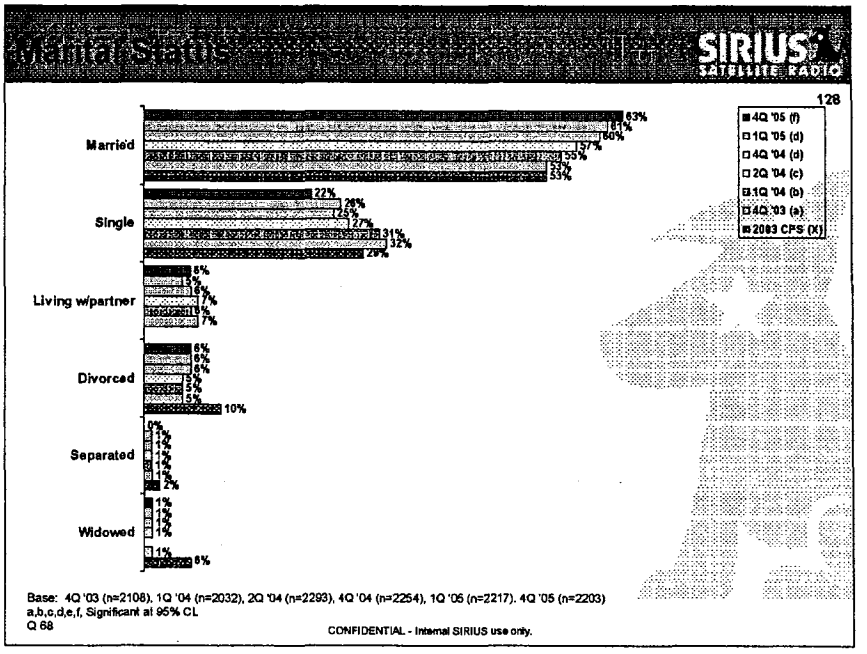

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Consumer Regions

SIRIUS SATELLITE RADIO

	2003 CPS %	2Q '04 %	4Q '04 %	1Q '05 %	4Q '05 %	Index
Northeast	19	16	18	21	22	1.16
New England	5	4	5	6	6	1.2
Middle Atlantic	14	12	13	15	16	1.14
Midwest	23	26	24	21	22	.96
East North Central	16	14	15	14	14	.88
West North Central	7	12	9	7	8	1.14
South	36	37	36	34	33	.92
South Atlantic	19	19	20	18	19	1.00
East South Central	8	6	5	5	4	.67
West South Central	11	12	11	11	9	.82
West	23	24	22	24	23	1.00
Mountain	7	10	12	11	10	1.43
Pacific	16	14	10	13	14	.88
County Code						
A	41	N/A	35	39	40	.98
B	30	N/A	32	31	31	1.03
C	15	N/A	16	15	14	.93
D	15	N/A	16	14	14	.93

Base: 4Q '03 (n=2108), 1Q '04 (n=2032), 2Q '04 (n=2293), 4Q '04 (n=2254), 1Q '05 (n=2217), 4Q '05 (n=2203)
Based on sample

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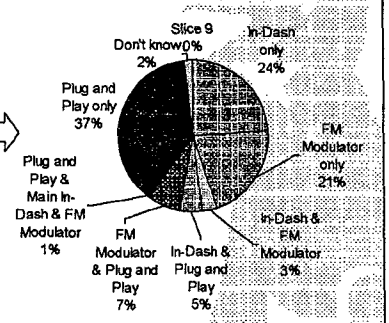
Equipment Owned

SIRIUS SATELLITE RADIO

Equipment Types	2Q '04 (n=2293) % c	4Q '04 (n-2254) % d	1Q '05 (n=2217) % e	4Q '05 (n=2037) % f
Total In-Dash	33[e]	33[e]	27	31
Total FM Modulator	25	35[ce]	32[c]	31
Total Plug and Play	52[d]	49	54[d]	48

Equipment Type Combinations (4Q'05)



Base: Total Respondents (n=2203)
C,d,e,f: Significant at 95% CL
Q H

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SX Exhibit 116 DR

SIRIUS News Channel Evaluation

August 2005

SIR00031589

Background

SIRIUS SATELLITE RADIO

Purpose

Provide fast-turnaround assessment of impact of FOX on customer retention and prospect acquisition relative to other news and non-news SIRIUS "staples" to inform contract negotiations

Services evaluated:

- FOX News Channel – 24/7 broadcast of the FOX TV news
- CNN - 24/7 broadcast of the CNN TV news
- NPR, National Public Radio
- CNBC – broadcast of CNBC TV news
- Complete NFL games coverage and talk
- ESPN Radio – sports news and talk all day
- 65 music channels of all types of music commercial-free

Sample & Method

- 347 SIRIUS customers evaluated FOX, NFL, CNN, NPR, CNBC, and Music. 101 evaluated ESPN.
  - Random phone interviews of SIRIUS customers (sub list activations through 6/30/05).
  - 72% of respondents are male (vs. 81% of CSAT respondents).
- 106 non-satellite radio customers who are aware of and interested in getting satellite radio evaluated FOX, NFL, CNN, NPR, CNBC, and Music. 86 evaluated ESPN.
  - Random dialing of general population >18.
  - 65% of respondents are male.
  - – With 9% of the population interested in getting satellite radio it was only feasible to complete 106 prospect interviews within timeframe, rather than the goal of 300.

Field Period

August 5 – August 10, 2005 (ESPN added August 8)

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Important Research Note

SIRIUS SATELLITE RADIO

All data is subject to a margin of error based on sample size:

Subscribers:

- ± 5.3 percentage points with statistical confidence level of 95% for FOX, NFL, CNN, NPR, CNBC, and Music
- ± 9.8 percentage points with statistical confidence level of 95% for ESPN

Prospects:

- ± 9.5 percentage points with statistical confidence level of 95% for FOX, NFL, CNN, NPR, CNBC, and Music
- ± 10.6 percentage points with statistical confidence level of 95% for ESPN

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Conclusions

SIRIUS SATELLITE RADIO

SIRIUS Subscribers

For the majority of SIRIUS current subscribers FOX is not a make or break property; for 91% dropping FOX would not effect their likelihood to continue their SIRIUS service. The loss of NFL, ESPN or the 65 commercial-free music channels would have broader negative impact.

However, conversely there is a contingent for who FOX is an important factor. 7% are willing to pay an additional $2/month for FOX and 8% would cancel their subscription if FOX were no longer available on SIRIUS. This is on par with CNN, CNBC – the other TV news audio feeds.

Additionally, we know from Customer Satisfaction that consistently about 1/3 of subscribers listen to FOX on SIRIUS and consistently it is in the Top 5. FOX is also consistently in the Top 5 on % Very Satisfied ratings.

Satellite Radio Prospects

Prospects claim greater awareness and importance of in the 65 commercial-free music channels than any one news or sports channels tested. The importance of FOX, CNN and CNBC to SIRIUS among Prospects is statistically equal.

The contingent for who FOX is important is greater among Prospects than among Subscribers; 22% say they are willing to pay $2/month for FOX and 27% would be less likely to subscribe to SIRIUS without FOX.

Note

The absolute proportion who would pay for FOX, of SIRIUS subs who would churn if FOX were no longer available and the loss in opportunity share among Prospects is unknowable. Consumer actions will be dependent on the how any possible change is managed ; press, positioning, replacement content and competitive response.

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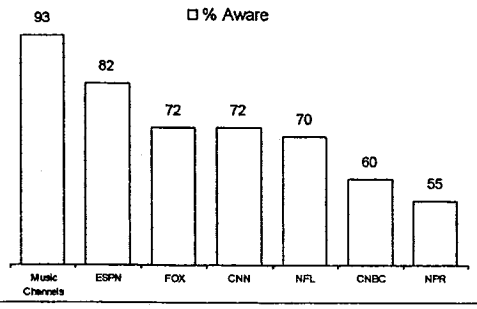
SIRIUS Subscribers
(n=347 except ESPN=100)

SIRIUS SATELLITE RADIO

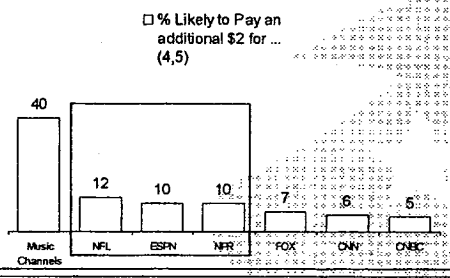
AWARENESS OF SERVICES ON SIRIUS

"To your knowledge, which of the following services are available on SIRIUS?"



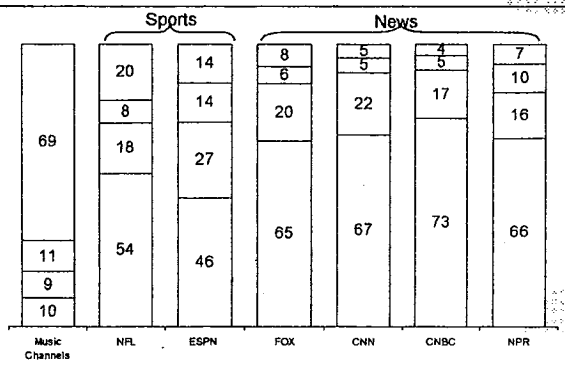
LIKELIHOOD TO PAY $2 MORE FOR SERVICES

"How likely would you be to pay $2 in addition to the basic monthly charge in order to receive this service using a 5 point scale where '5' is highly likely and '1' is not at all likely"



ACTION IF SERVICES WERE REMOVED

"If [service] were no longer available on SIRIUS, which of the following best describes what you would do? (choose one)"



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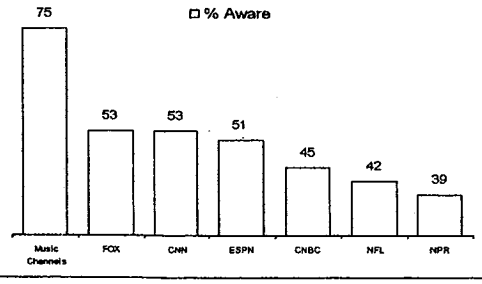
Satellite Radio Prospects
(n=106 except SIRN=18)

SIRIUS SATELLITE RADIO

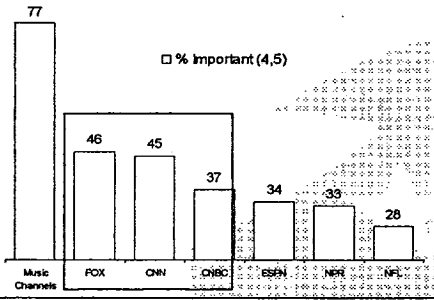
AWARENESS OF SERVICES ON SIRIUS

"To your knowledge, which of the following services are available on SIRIUS?"



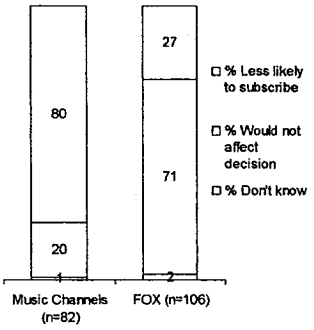
IMPORTANCE OF SERVICES ON SIRIUS

"On a 5 point scale where '5' is extremely important and '1' is not at all important, how important to you is it that SIRIUS have [service]?"



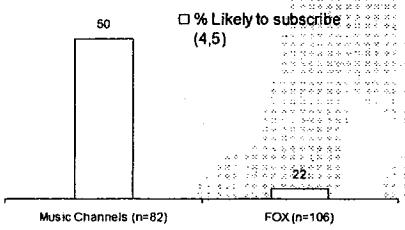
ACTION IF SERVICES WERE REMOVED

"If [FOX plus any service with 4,5 importance] were no longer available on SIRIUS, would you be less likely to subscribe or would it not affect your decision?"



LIKELIHOOD TO PAY $2 MORE FOR SERVICES

"How likely would you be to subscribe to SIRIUS if the price was $12.95 for the basic service that includes over a hundred music, news, sports, and entertainment channels, plus an additional $2 per month to receive [FOX plus any channel with 4,5 importance]?"



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NBA: MR Summary of Key Points (November 1st, 2004)

This provides Market Research's perspective based on the information we have in-house on the NBA.

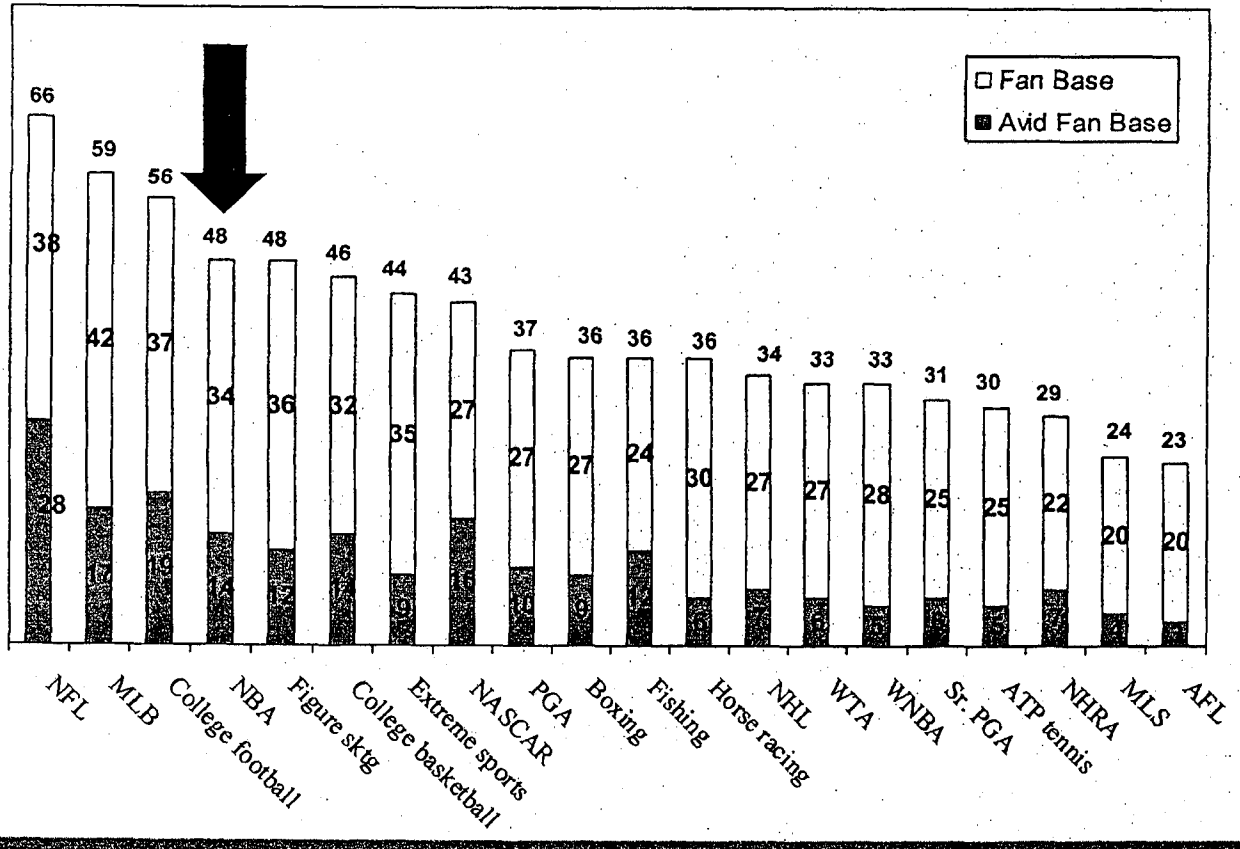
- The NBA is the 3rd most popular of the 4 major league professional sports; behind NFL and MLB and broader in appeal than NHL (slide 2). All interest measures examined exhibit this pattern.
- Major league sports appear to have stemmed the erosion in their Avid Fan Base seen in the late 90's-early 00's (slide 3).
- Concept interest research conducted earlier this month suggests that the NBA has the appeal among NBA fans to nearly double their interest level in SIRIUS. However, the NBA fan base is not large enough to impact a general market interest level shift as measured by this research (slide 4).
- The NBA contributes to the perception of having a "better sports package." That is the combination of NFL, NHL and NBA is stronger than the combination of NASCAR, MLB and NBA (slide 5).
- Additionally, content interest (slide 6) suggests the value of the NBA in solidifying the sports positioning for SIRIUS.

Other information included here

- Demographic profile of the major league sports fans demonstrating the NBA's uniquely diverse audience and youth appeal (slides 9-10).
- Results from April '04 pricing research which demonstrates NBA and MLB are similarly valued by satellite radio prospects.

SIRIUS

NBA: size of fan base



According to TNS a leader in consumer research in sports, After the NFL, MLB and College Football, the NBA has the broadest fan base among Adults 18+ (48% Very, Somewhat or Slightly Interested) and 14% are Avid NBA Fans (Very Interested); equaling 100.8MM and 29.4MM, respectively (based on U.S. Population of 210MM people 18+).

SIRIUS

SIR00038894

NBA: change in size of fan base

AVID FAN BASES OF MAJOR SPORTS
Percent of Population "Very Interested" in...
AGES 18+

	1998	1999	2000	2001	2002	2003	Percentage of Change 2002 to 2003	Percentage of Change 1998 to 2003
NFL	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
MLB	19%	19%	18%	17%	17%	17%	0%	-11%
College Football	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Figure Skating	17%	14%	14%	13%	14%	12%	-14%	-29%
NBA	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
College Basketball	15%	15%	14%	14%	13%	14%	8%	-7%
Sports	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
NASCAR	10%	14%	17%	15%	16%	16%	0%	60%
NHL	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
PGA	7%	8%	9%	11%	10%	10%	0%	43%
WNBA	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Horse Racing	6%	6%	6%	6%	7%	6%	-14%	0%
WTA Tennis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
CART	4%	4%	5%	6%	6%	5%	-17%	25%
AFL	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
MLS	4%	2%	3%	3%	4%	4%	0%	0%
NHL	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Sr. PGA	3%	4%	4%	6%	6%	6%	0%	100%
ATP Tennis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
IRL	2%	3%	7%	5%	5%	6%	20%	200%
Golf	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
WUSA	n/a	n/a	n/a	3%	3%	n/a	n/a	n/a
ATP Tennis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Extreme Sports	n/a	n/a	n/a	8%	10%	9%	-10%	n/a
Golf	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

*Less Than 1%

Source: TNS Sports Polls [illegible] September 2003 [illegible]

In the past 5 years the 4 major league professional sports have seen some decline in Avid Fans.

However, in the past year that erosion appears to have been stemmed.

Note that NASCAR has increased its Fan Avidity base since '98, surpassing NBA in '00.

SIRIUS

SIR00038895

NBA Interest Measurement

Though there is no lift in intent among the total population, the addition of NBA to SIRIUS nearly doubles the appeal of SIRIUS (at the current monthly price of $12.95) among NBA fans. Likewise for XM.

	Total Sample		NBA Fans*	
	Pre NBA	With NBA exclusive	Pre NBA	With NBA exclusive
	(2,319)	(2,319)	(207)	(207)
	%	%	%	%
SIRIUS	5	4	11	[illegible]
XM	7	6	14	[illegible]

*Fans defined as 8,9 or 10 on 10-point scale

Even with a $1.99/month incremental charge for the NBA 49% of Total Interesteds and 59% of Fan Interesteds maintain interest.

If $1.99 fee for NBA ...
(among those interested)

	Total Sample	NBA Fans*
	(419)	(113)
	%	%
Less interested	39	26
No change	[illegible]	[illegible]
More interested	[illegible]	[illegible]

Source: SIRIUS 1st Time Survey [illegible]

SIRIUS

NBA Interest Measurement

NBA contributes to the perception of having a "better sports package"; the combination of NFL, NHL and NBA is stronger than the combination of NASCAR, MLB and NBA.

Note in the shoot-out where SIRIUS would have NBA and XM would not (and vice versa) the one with the NBA (and 3 v. 2 sports) is more likely to hold the perception of the "better sports package."

	Total Sample (2,319) %	NBA Fans* (207) %
NFL + NHL + NBA	55	68
vs.		
MLB + NASCAR + **NBA**	45	32
NFL + NHL	46	36
vs.		
MLB + NASCAR + NBA	54	64
NFL + NHL + NBA	61	84
vs.		
MLB + NASCAR	39	16

SIR00038897

NBA: Interest Measurement

Sports content appeal is greater among concept interesteds who prefer SIRIUS to XM *prior to exposure to the NBA concept,* suggesting that the current NFL and NHL sports offering is forging a sports positioning.

Among the Total (online general population sample) music has the broadest appeal followed by news, traffic & weather and then the NFL.

Interest in satellite radio content *(Rated 8,9,10 on 10-pt scale)*

	Total	Prefer SIRI*	Prefer XM*
	? %	? %	? %
100% commercial free music	53	72	77
Music channels	50	67	73
News channels	29	43	40
Non-stop traffic and weather	22	30	35
NFL	9	36	26
Talk and entertainment channels	18	28	28
MLB	7	29	18
Sports channels such as ESPN	14	23	20
College football	13	23	17
NASCAR	9	11	16
College basketball	7	11	9
NBA	7	10	8
Howard Stern	7	16	9
NHL	[illegible]	[illegible]	[illegible]
Opie & Anthony	1	2	2
Sports (net)	36	56	49

Source: SIRIUS NBA Interest Survey, IPSOS Online, Nov [illegible]

SIRIUS XM

SIR00038898

NBA: Interest Measurement

SIRIUS	XM
• 65 music channels with no commercials • 13 news channels including NPR (National Public Radio), CNN, and Fox News • 24 talk and entertainment channels • 5 sports channels including ESPN and ESPNews • College football and college basketball • Non-stop traffic and weather for 20 metro areas • The only satellite radio service to provide NFL (National Football League) and NHL (National Hockey League) • The only satellite radio service to offer Howard Stern starting in January 2006 • SIRIUS service is $12.95 per month	• 68 music channels with no commercials • 12 news channels including Bob Edwards, CNN, and Fox News • 18 talk and entertainment channels • 6 sports channels including Fox Sports, ESPN and ESPNews • College football and college basketball • Non-stop traffic and weather for 21 metro areas • The only satellite service to provide the NASCAR channel, MLB (Major League Baseball), MTV, and VH1 • XM service is $9.99 per month, plus you can add The Playboy Channel for an additional $2.99 per month and/or Opie & Anthony for an additional $1.99 per month

Source: SIRIUS, NBA Interest Survey, IPSOS-Insight, [illegible]

SIRIUS

NBA: Breadth of appeal and $ value

Price research conducted earlier this year demonstrates again that the breadth of appeal the NBA follows the NFL and MLB.

The NBA and MLB are valued similarly (less than NFL, more than NHL) in the amount prospects say they are willing to pay.

	Proportion that considers the content Important		Mean $ Amount Willing to Pay (Among those who consider the content important and Definitely/Probably/ Might or Might Not Sign Up for Sirius)		Price Differential (proportion that considers it important X mean willing to pay)
Existing Content					
Commercial free music	87%	X	$4.61	=	$4.01
Unlimited online listening*	**79%**	X	**$3.63**	=	**$2.87**
Local weather reports	80%	X	$2.08	=	$1.66
Local traffic reports	72%	X	$1.87	=	$1.35
Only place you can listen to every NFL game every week	**39%**	X	**$3.06**	=	**$1.19**
Scrolling data on screen	**43%**	X	**$1.90**	=	**$0.82**
MLB games	29%	X	$2.22	=	$0.64
40 NBA games	22%	X	$2.29	=	$0.50
40 NHL games	19%	X	$1.99	=	$0.38
New Content			(Among those who consider the content important)		
NASCAR channel	26%	X	$2.32	=	$0.60
The Howard Stern Show	28%	X	$2.08	=	$0.58
Wall Street Journal channel	30%	X	$1.49	=	$0.45

Source: SIRIUS Fall Survey [illegible]

SIRIUS

SIR00038900

NBA: Demographic profile

NBA fans are the most ethnically diverse (African American and Hispanic) fan base of the 4 major league sports, which may provide the opportunity to broaden the composition of the SIRIUS subscriber base.

	U.S. Population	NFL	NBA	MLB	NHL
Gender					
Male	48	57	54	53	59
Female	52	43	46	47	41
Age					
18-34	32	31	35	35	41
35+	69	69	65	65	59
18-49	62	63	63	68	78
25-54	51	50	55	62	69
Ethnicity					
White	74	74	62	72	76
African American	11	15	18	11	8
Hispanic	13	11	17	12	10
Asian	3	1	1	5	5
Other	2	2	4	4	4
HH Income					
Under $20,000	16	14	16	11	14
$20,000-$29,999	15	15	10	11	11
$30,000-$49,999	25	26	25	25	26
$50,000-$99,999	42	39	21	33	35
$100,000-$149,999	4	5	11	8	8
$150,000+	2	1	7	4	4

SIRIUS

SIR00038901

NBA: Demographic profile

NBA has the broadest fan base of all major sports among Kids 7-11 years of age and is 2nd to NFL with Teens 12-18.

The youth appeal aligns with the target household family composition for satellite radio the and bodes well for the future of the sport.

Young Fans

	Ages 7-11		Ages 12-18	
	2000	2002	2000	2002
	%	%	%	%
NBA	74	79	77	77
MLB	70	69	65	61
NFL	69	66	80	79
MLS	58	60	42	44
NASCAR	n/a	58	45	51
NHL	49	47	47	42

Source: SBJ 2004 Factbook, Sportspoll.com

SIRIUS

NBA - Subscriber listening on SIRIUS

Similar to general fan rankings NBA is third to NFL and MLB in among the sports SIRIUS subscribers say they plan to listen to on SIRIUS

Historically, NBA is the stated top "ever listened" to sport on SIRIUS.

Subscriber Listening
(pre NFL)

	Ever %	Plan to %
NFL	7	43
MLB	12	30
NBA	19	20
NHL	16	17

Source: SIRIUS consumer survey (n=1,000) (Base: ASWNO, n=426)

SIRIUS SATELLITE RADIO

SX Exhibit 118 DR

From: "Ryan Mary Pat" </O=SIRI/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=MRYAN>
To: "Karmazin Mel" <MKarmazin@siriusradio.com>
Cc: "Meyer Jim" <JMeyer@siriusradio.com>; "Greenstein Scott" <sgreenstein@siriusradio.com>; "Wilsterman Doug" <DWilsterman@siriusradio.com>
Subject: RE: DCC meeting
Date: 12/08/2004 16:44:00 UTC

Let me give you a couple of data points that guide my POV on the answer to this fairly weighty question. I am doing this without pulling out the actual research documents, but from memory, and my best instincts. I will ensure next week when you meet with Research and Sports Marketing that you are given a more thorough presentation of our learning.

So, to a few data points;

Recent quantitative research against subscribers activated in August through September found that *13%* of new subscribers state the NFL as the primary reason for "choosing SIRIUS" (NOTE, that is not the same as the primary reason for moving to Satellite Radio from Terrestrial) The primary focus of about *90%* of our marketing was the NFL. It was used in television in creative, as primary message and with Brady/Madden appearing in the spots, our largest media spend was on NFL Monday night football, and our lead product at retail was the "Sportster" packaged with the NFL logo all over it.)

In quantitative research against people exiting Best Buy stores this fall, the primary reason for considering and buying satellite radio are "variety of music channels, commercial free music, and receiver features". These are important for both brands. However, for those choosing SIRIUS over XM, "sports channel selection", and NFL are drivers, as is NPR.

Our retail market share from August to Ocotber, according to NPD, moved form 41% to 47%., during our big NFL push.

Conversely, a few other data points.

In the RadioShack campaign, two versions of the spots were executed. One with Bradshaw/Long talking about the music offering, and one where they talk about getting there favorite games. The former had greater appeal, quantitatively, among consumers, even NFL Fans. (let me check that last statement with Christine, but that is my recollection)

In FOCUS groups (qualitatively), NFL fans responded better to the total SIRIUS offering, then a primary message of the NFL. That is to say, they spoke of the NFL as "good to have" but not the most important factor for moving to satellite radio.

In the direct marketing to NFL fans, and team lists malings that we did in August and September, consumer behavior proved that the NFL message alone could not get them to buy immediately ...but it did seem to drive them into retail to check us out, consider us, and as I stated earlier, 13% of activations in this time period say it was a primary reason for buying.

One final, less pertinent fact: For DIRECTV, my recollections is that 30% of their base state the NFL as a reason for going to DIRECTV. And about 14% actually subscribe to Sunday Ticket.

Overall, these numbers, while suggest a good trend, suggest to me that the NFL, against the main population, is not the primary driver of demand for satellite radio and for SIRIUS, but when head to head vs. XM it works to establish us as a preferred brand, and overcome any disadvantage we may have at retail, i.e. subscription price or product features. And it certainly gave us great credibility with all our OEM and retail partners, and overall adds to the a growing perception of SIRIUS as the one who has better content.

agency, as well as DCC's) is already working on several programs we'd like to present to DCC, after you've had a chance to review. This is in addition to the Cars Direct program you are evaluating.

Additionally, as you know, I met with the DCC Organic Detroit team in the fall. They are excited about incorporating SIRIUS more aggressivelyp into their site and lead process (I made a case for the power of the personalization of our service, and potential use of our media player), but wanted to get through their year-end redesign before we began work. That is upon us now, so I anticipate that in early January, post Auto Show, we can get our respective teams working toward full integration in the car purchase lead management programs they do, in time for the spring models to appear on the dealer floors.

So, a few immediate next steps:

Take you through our ideas on the interactive front, with hopes of getting them to DCC in Jan..

Talk to Jeff/Julie re the NFL car sponsorship opportunity

Start programs for DCC website and lead management for the spring launches, via Organic SIRIUS/DCC integration.

Continue our meetings with BBDO, so they keep us top of mind in the spots they do for DCC

Doug, this is great that DCC is now "requesting" their incorporation in all we do! Thanks for making this happen.

Mary Pat Ryan
Executive Vice President, Marketing
Sirius Satellite Radio
p: 212-901-6480
f: 212-584-5141

SX Exhibit 119 DR

- Consumer Demographics & Segmentation

Assessment: September 2006

Confidential and Proprietary Information of XM Satellite Radio, Inc.

Consumer Demographics & Segmentation – Summary/Recap

- Though XM has been very effective at creating awareness, this awareness has not translated into the kind of favorability that ultimately becomes purchase consideration.
- Consequently, our pool of XM prospects is not growing as fast as it should.
- While we continue to penetrate traditional early adopter segments, when moving into the Early Majority, we have made the most progress within the Red State Suburbanite segment -- while we lagged within the Blue State Suburbanite segment. This indicates a potential skew in our brand image, which should either be exploited & magnified to fish more deeply within that Red State segment-- or diffused to attract other segments.
- Diversity of music and music offerings is the most highly rated advantage among all potential target segments
- Our research to date shows the greatest barrier to adoption is the value proposition, or "why pay for satellite radio?"
- Therefore, XM must consider ways to emphasize the value of the music to key target segments. Given that sports programming has lesser, more narrow appeal, XM should consider an "own the music" strategy and be considered the leader in the music space (vs. placing emphasis on sports content deals)

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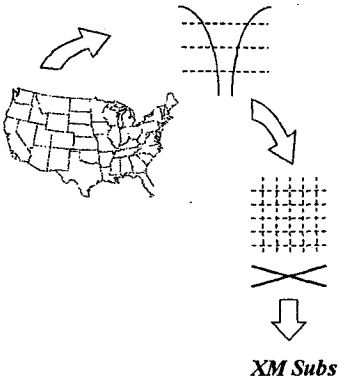
XMCRB 00024311

Consumer Demographics – Approach

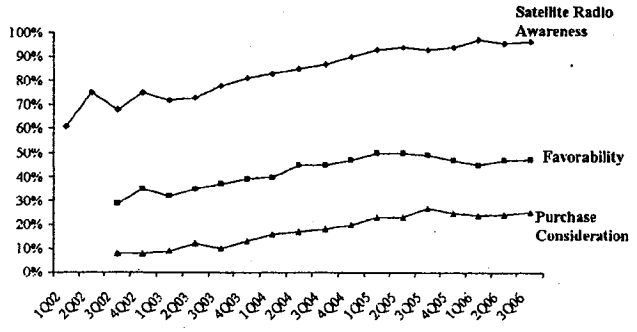
To understand what consumers want and how they turn to XM we need to look at how we segment the US market and how consumers perceive XM and satellite radio



1. **Brand tracking metrics**
   - Awareness
   - Favorability
   - Purchase consideration/intent
2. **Market segmentation filter**
   - Psychographic, behavioral, demographic attributes
   - Size & penetration
3. **Purchase/adoption barriers**
   - Value perception

Satellite Radio Category Metrics: *Awareness, Favorability, and Consideration*

Awareness of satellite radio is now almost universal (97%). Favorability and purchase consideration appear to be leveling off at 47% and 25% of respondents respectively



Research Questions

Awareness:	Before today, had you ever heard the term "satellite radio"?
Favorability:	How would you rate your overall perception of satellite radio? (top 2 box)
Purchase Consideration:	How likely would you be to consider getting satellite radio? (top 2 box)

Source: Brandware 3Q06 Brand Tracking Study (A18-60, HH $40k and above, 2006 sample size: 2,502 respondents)

Per Slide.ppt 3/17/2007 2:17 AM

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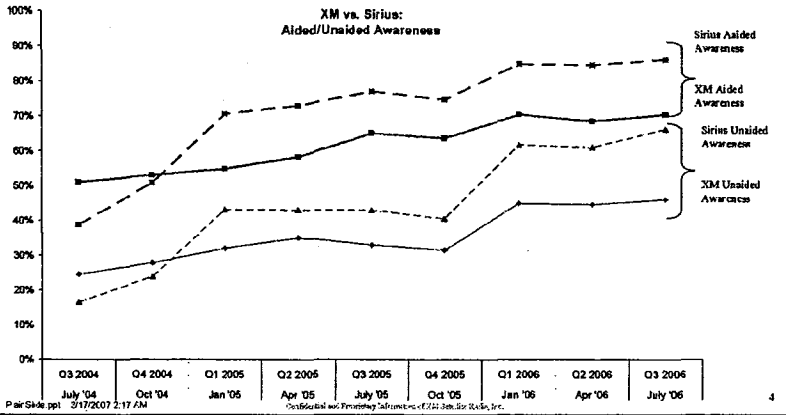
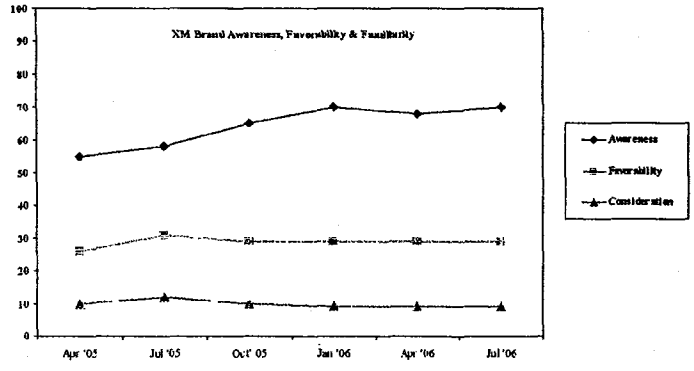
Brand Tracking Metrics- Past 24 months

- *Over the past 2 years, XM's awareness has fallen behind Sirius'.*
- *XM's aided awareness is now only slightly higher than Sirius's unaided awareness*



XM Trend in Awareness & Consideration – Past 18 months

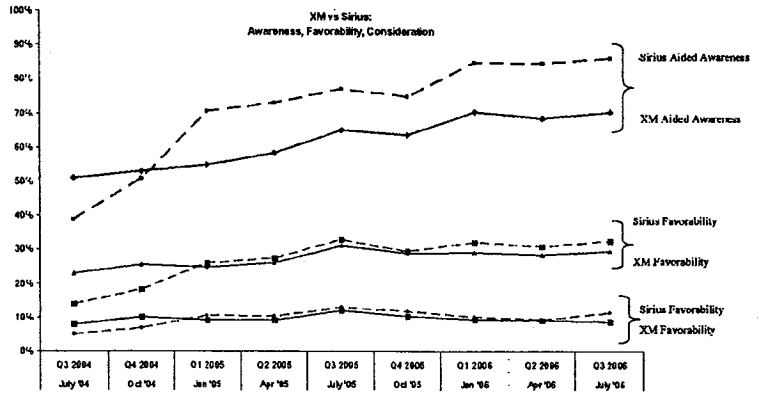
- *In line with metrics for the category, XM's brand has gained awareness but has not made inroads into favorability or consideration, which would convert into subscriptions.*



Source: XM Brand Tracking Study, XM Internal Metrics

XM Trend in Awareness & Consideration: Past 18 months- XM vs. Sirius

- *"Good news/Bad news"- - Sirius has also increased awareness, but not increased favorability or consideration to match awareness growth.*



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Brand Tracking Summary- Q3' 2006

- For both XM and Sirius, Favorability and Purchase Consideration has remained relatively stable during recent quarters, indicating that though awareness has increased, this awareness has not generated the kind of interest that would otherwise result in subscribing for either brand.
- But when comparing the two brands, Sirius continues to lead on the key metrics that would drive subscriptions:

Brand Metric Comparisons: Current Leadership	
Sirius Leads	**XM Leads**
•Unaided Awareness	•Familiarity *
•Aided Awareness	•Forced Choice Preference *
•Favorability	•Perceived Industry Leadership *
•Purchase Consideration	•Advertising Likeability *
•Logo Recall	
•Ad Recall	
	** Slight advantage*

- Many respondents aware of XM and Sirius still have significant misconceptions about the brands' program options, sign-up process, and receiver features. However, misunderstandings about Sirius appear to be more prevalent than misconceptions about XM. There were no significant changes in the perception of product attributes in recent quarters.

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Barriers To Adoption – Changing Attitudes

Quarter over quarter, the most mentioned barriers to adoption continue to be price-related and "lack of need".

Historically, Sirius is cited as a bigger stated barrier to XM adoption than is MP3/IPOD. (Bear in mind that some people who prefer IPOD may also have classified their response under other reasons such as "refuse to pay" or "don't want satellite radio".)

What single consideration has been most influential in keeping you from getting XM?

	Q1 '05	Q2 '05	Q3 '05	Q4 '05	Q1 '06	Q2 '06	Q3 '06
PRICE							
Monthly service fee	16%	15%	17%	17%	16%	18%	16%
Refuse to pay for radio	7%	9%	10%	10%	12%	11%	11%
Cost of equipment to get XM	6%	8%	8%	7%	5%	6%	6%
LACK OF NEED							
Don't listen to radio enough to justify	4%	5%	5%	5%	4%	4%	6%
Don't know enough about satellite radio/XM	5%	5%	5%	5%	5%	5%	5%
Don't want or need satellite radio/XM	2%	3%	2%	4%	3%	4%	4%
Not in car enough to justify	4%	4%	4%	4%	4%	4%	4%
Satisfied with AM/FM radio	2%	2%	2%	2%	3%	2%	2%
COMPETITION							
Prefer Sirius					4%	4%	4%
Prefer IPod/MP3 player					0.8%	0.5%	0.4%
CONTENT							
Doesn't offer enough local programming/content	0.6%	0.8%	0.6%	0.8%	0.7%	0.4%	0.8%

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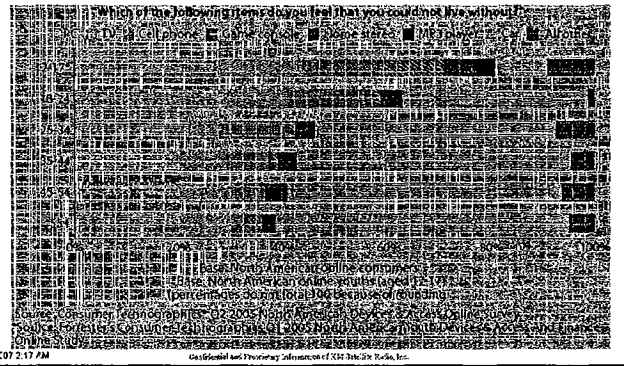
Barriers Continued- Device Priorities Shift Early In Adulthood

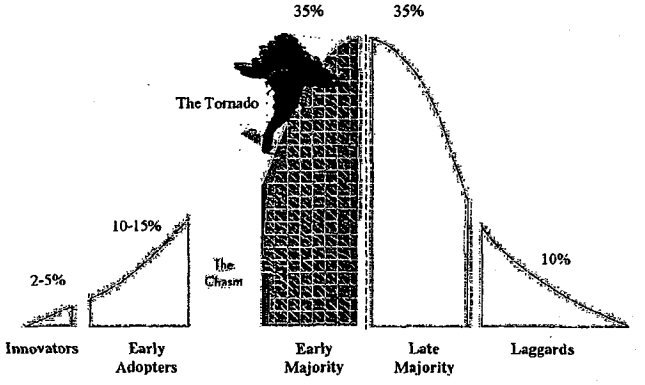
Additionally barriers could include the fact that adults prioritize productivity devices over entertainment devices.

Share of wallet for technology devices would therefore shift towards productivity devices vs. towards entertainment devices such as XM.



Technology Adoption Curve

- *Early majority is critical based on size and declining interest*
- *Need to define, engage and connect*
- *Understanding the Early Majority requires further segmenting this group.*

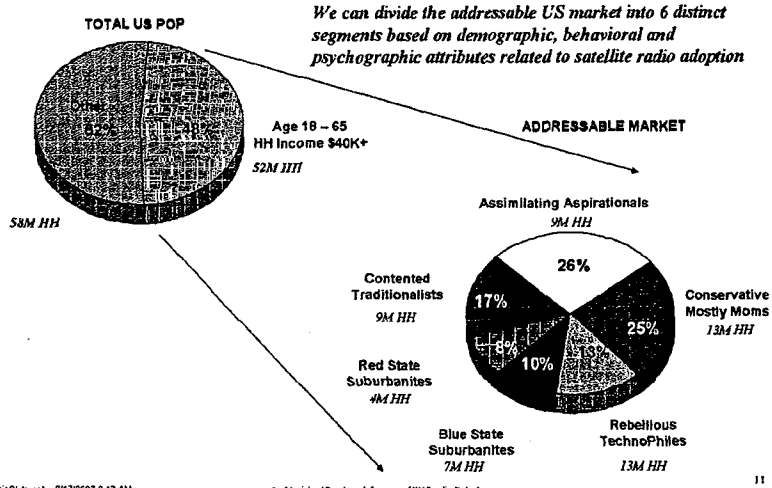


Source: Crossing the Chasm, Geoffrey Moore

XMCRB 00024320

SEGMENTION 2006

We can divide the addressable US market into 6 distinct segments based on demographic, behavioral and psychographic attributes related to satellite radio adoption



XMCRB 00024321

Market Segmentation – Segment Definitions (1 of 2)

Assimilating Aspirationals:

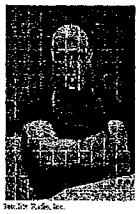
- Listeners who have specific programming needs, focused heavily on sports and news. They are short on time; technology oriented, open to trying new media products and services. They are not listeners or proponents of basic AM/FM radio though they actually like commercials. Their music listening, though not heavy, is oriented to international selections. They're a younger group that's more likely to be non-white. Though open-minded, they are more likely to want to assimilate than to stand out. They have frequent and long commutes to work. Generally, due to a more active lifestyle, they want a customized experience that will fulfill their specific needs (depth) and care les about the breadth of the offering.

Conservative Mostly Moms:

- Predominantly white, conservative moms who are offended by shock jocks and sex and violence in the media. They are heavily oriented to music on the radio and have a couple of favorite stations that they prefer. These listeners are less likely to be satellite subscribers, but their preference for specific programming oriented to family and DJs they can relate to, indicates that satellite radio has content that may appeal to them. However, they are less likely to pay for satellite radio and have a less favorable impression of it (perhaps due to Howard Stern associations?). These barriers could make them a less viable target or "harder nut to crack".

Rebellious TechnoPhiles:

- This group vehemently opposes advertising and would pay more for commercial free media. They use media as a way to escape from the day to day and want to be able to find the music that they like more easily. Open-minded, perhaps more liberal listeners, that like cutting edge media sources. The technology and a perception of rebelling against the system will draw them in. They want something that allows them to access all types of information and music in a regulation and commercial-free environment. This group likes to stand out from the crowd and be non-conformists. Tend to be younger and single with a higher income.



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Market Segmentation – Segment Definitions (2 of 2)

Blue State Suburbanites:

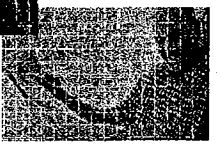
- Open-minded and well rounded somewhat older group that like to get news and information from several sources and turn to media only for things that make them think or broaden their perspective. They are much less interested in music and sports but would listen to non-news programming like comedy, advice shows or educational programs. Though family-oriented, they are less offended by sex & violence in the media and have the highest levels of education and income.

Red State Suburbanites:

- This group loves to listen to music, especially at home, and is interested in commercial-free experiences. More than anything they are frustrated with channel surfing and interruptions due to advertising. They tend to be more socially conservative. They know what they like, and only want familiar content/brands. Less interested in trying new things. These people tend to be higher income though many with only school/tech school graduates ("high end blue collear") , married and family oriented.

Contented Traditionalists:

- This group is also satisfied with current media content across all form, though they are not very involved with the radio. They do not have any particular radio attitudes that skew above the rest of the population and they are less involved with satellite radio. These are females, more likely to be African American and fans of Oprah.



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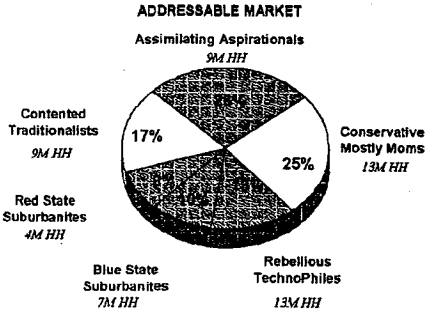
XMCRB 00024323

Segment Targeting Prioritization & Commonalities

- Not all Segments are potential targets for XM. Prioritization of segments TBD for 2006, though two segments (Conservative Mostly Moms and Contented Traditionalists) remain unlikely audiences for XM
- Of the remaining segments, the following factors are common across all potential target segments:
  - Age 40+
    Average HH income $65K or more
  - Gender balanced (fairly even mix of male/female)
  - Propensity to be married
  - Avg Household size 2.5 or more
- Potential targets are indicated in green:



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Commonalities Across Key Segments

- *From an attitudinal perspective, all of the key potential target groups are more Programming focused than Features Focused.*

Attitudes Towards Satellite Radio

	Assimilating Aspirationals (A) %	Conservative Moms (B) %	Rebellious TechnPhiles (C) %
Features Focused	20%	12% ↓	25% ↑
Sports Benefits	13%	10% ↓	19% ↑
Programming Focused	26% ↓	43% ↑	43% ↑
Mood Focused	21%	19%	32% ↑
Family Focused	17% ↑	14%	5% ↓

	Blue State Suburbanites (D) %	Red State Suburbanites (E) %	Contented Traditionalists (F) %	Current XM Subs (X) %
Features Focused	28% *	18%	12% ↓	32% ABEF
Sports Benefits	16%	21% ↑	12%	33% ABCDEF
Programming Focused	46% ↑	39%	30% ↓	46% AF
Mood Focused	22%	28%	15% ↓	40% ABCDEF
Family Focused	18% ↑	11%	7% ↓	24% ABCEF

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Common Barriers to Adoption – Key Segments

- *Though there are some variations by segment, the main barriers which commonly surface among all segments are related to "not being able to justify the cost of satellite radio", especially in relation to satellite's main competitor– terrestrial radio.*

	Assimilating Aspirationals	Rebellious TechnoPhile	Blue State Suburbanites	Red State Suburbanites
Monthly Fee Too High	69%	76%	69%	55%
Happy with AM/FM	36%	24%	47%	36%
Don't listen to radio enough	34%	61%	45%	32%
Cost of initial equipment too high	33%	52%	41%	41%
Cannot justify paying for radio when can get it free	26%	44%	48%	41%
Happy using my prerecorded music on CD/Ipod	26%	30%	30%	14%
Don't know enough about it	16%	17%	24%	27%
Waiting until the price comes down	7%	26%	19%	9%
Waiting until its standard equipment in new cars	7%	17%	14%	7%

- *If targeting specific segments, consideration should be given to the ranking and degree of importance for that particular segment.*

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Perceived Advantages of Satellite Radio: Assimilating Aspirationals

Mean importance scores:

- Aspirationals are less passionate about the perceived advantages of satellite radio vs. other segments– as shown in their relatively low mean importance scores.
- Likewise, the limited range of scores (high= 6.6, low=5.5) shows that this segment does not focus on any particular attribute or group of attributes as being particularly important or unimportant.
- They are, however, more interested in sports than any other segments

	Cosmopolitans
Fewer commercials	6.6
Digital sound quality	6.4
Gives me access to my favorite sports teams, which I cannot get on local TV or radio	6.4
Ability to listen to music you can't find on AM/FM radio	6.2
Gives you coast-to-coast coverage	6.2
Less DJ chatter	6.2
The ability to see the name of the artist and song being played on the radio display	6.2
Gives you the ability to listen to a greater diversity of new music	6.2
More types of music you prefer	6.1
Ability to take receiver with you from car-to-car, car-to-house, car-to-boat, etc.	6.1
Ability to find something you enjoy no matter what your mood is	6.1
Let's you de-stress & get in a better mood	6.1
Ability to discover new music that you like	6.1
Can get sports channels not available anywhere else (i.e., 24-hour NASCAR channel)	6.0
Ability to listen to music from every genre - classical, rock, blues, jazz, reggae, etc	6.0
Provides music to energize you	5.9
Uncensored or not regulated by the FCC	5.9
Better options for children/family members	5.9
Let's you experience live events and interviews no on AM/FM	5.9
Available special programming not available on AM/FM, such as dedicated Comedy Channels, Ethnic Programming, Radio Drama, etc.	5.9
A fun experience you could share with others	5.9
Makes time go by faster	5.9
A new gadget or toy for you to enjoy	5.9
Ability to get instant traffic & weather reports for many major cities	5.8
Greater variety of news & talk than on AM/FM	5.8
Let's you escape from the day-to-day	5.8
Let's you kick back and relax	5.8
Let's you engage your mind and imagination	5.8
Provides Play-by-Play sports coverage	5.8
Has DJs/Hosts you can relate to	5.7
"Parental Controls" which allow you to turn off channels that may be adult-oriented or explicit	5.5

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Perceived Advantages of Satellite Radio: Rebellious TechnoPhile

Mean importance scores:

- Aside from the music advantages seen in all groups, this group gives high ratings to "uncensored"(7.8); "gadget or toy to enjoy"(6.7); and the technology advantage of seeing the name of artist/song (8.1)
- Interestingly, sports content is not perceived very highly as an advantage

	Rebellious TechnoPhile
Fewer commercials	8.5
More types of music you prefer	8.3
The ability to see the name of the artist and song being played on the radio display	8.1
Ability to listen to music you can't find on AM/FM radio	8.0
Let's you de-stress & get in a better mood	8.0
Digital sound quality	7.9
Ability to find something you enjoy no matter what your mood is	7.8
Ability to listen to music from every genre - classical, rock, blues, jazz, reggae, etc	7.8
Uncensored or not regulated by the FCC	7.8
Ability to discover new music that you like	7.7
Gives you the ability to listen to a greater diversity of new music	7.7
Provides music to energize you	7.5
Ability to take receiver with you from car-to-car, car-to-home, car-to-boat, etc.	7.4
Gives you coast-to-coast coverage	7.4
Less DJ chatter	7.4
Makes time go by faster	7.2
Available special programming not available on AM/FM, such as dedicated Commedy Channels, Ethnic Programming, Radio Drama, etc.	7.1
Let's you kick back and relax	7.1
Let's you engage your mind and imagination	7.0
Let's you escape from the day-to-day	6.9
A fun experience you could share with others	6.8
A new gadget or toy for you to enjoy	6.7
Ability to get latest traffic & weather reports for many major cities	6.5
Hot DJs/Hosts you can relate to	6.4
Let's you experience live events and interviews on on AM/FM	6.4
Better options for children/family members	6.2
Greater variety of news & talk than on AM/FM	5.8
"Parental Controls" which allow you to turn off channels that may be adult-oriented or explicit	5.3
Can get sports channels not available anywhere else (i.e., 24-hour NASCAR channel)	4.9
Gives me access to my favorite sports teams, which I cannot get on local TV or radio	4.4
Provides Play-by-Play sports coverage	4.2

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Perceived Advantages of Satellite Radio: Blue State Suburbanites

Mean importance scores:

- Like other groups, this segment mostly stresses the importance of the music.
- However, this group sees "variety of news and talk" as a benefit more strongly than other segments do (6.9)
- Though family oriented content & parental controls are important, they are less important to this group than to other groups.
- They do not see much advantage in sports programming.

	Blue State Suburbanites
Fewer commercials	8.0
Digital sound quality	7.4
Ability to listen to music from every genre - classical, rock, blues, jazz, reggae, etc	7.2
Ability to listen to music you can't find on AM/FM radio	7.2
More types of music you prefer	7.2
Less DJ chatter	7.1
Gives you coast-to-coast coverage	7.0
Let's you de-stress & get in a better mood	7.0
Ability to discover new music that you like	6.9
Ability to find something you enjoy no matter what your mood is	6.9
Greater variety of news & talk than on AM/FM	6.9
Ability to take receiver with you from car-to-car, car-to-home, car-to-boat, etc.	6.8
The ability to see the name of the artist and song being played on the radio display	6.8
Available special programming not available on AM/FM, such as dedicated Comedy Channels, Ethnic Programming, Radio Drama, etc.	6.7
Gives you the ability to listen to a greater diversity of new music	6.7
Ability to get instant traffic & weather reports for many major cities	6.6
Let's you experience live events and interviews on an AM/FM	6.6
Let's you engage your mind and imagination	6.5
Let's you escape from the day-to-day	6.3
Let's you kick back and relax	6.3
A fun experience you could share with others	6.2
Makes time go by faster	6.2
Provides music to energize you	6.1
Uncensored or not regulated by the FCC	6.1
Better option for children/family members	5.9
Has DJs/Hosts you can relate to	5.5
A new gadget or toy for you to enjoy	5.3
"Parental Controls" which allow you to turn off channels that may be adult-oriented or explicit	4.9
Can get sports channels not available anywhere else (i.e., 24-hour NASCAR channel)	4.6
Gives me access to my favorite sports teams, which I cannot get on local TV or radio	4.1
Provides Play-by-Play sports coverage	3.8

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Perceived Advantages of Satellite Radio: Red State Suburbanites

Mean importance scores:

- This groups seem more advantages to satellite radio than other groups and may continue to be our "low hanging fruit"
- Red State Suburbanites place much more emphasis on parental controls (avg 5.3) and options for family/children (avg 7.3) than do other segments.

	Red State Suburbanite
	n=
Fewer commercials	8.9
More types of music you prefer	8.4
The ability to see the name of the artist and song being played on the radio display	8.4
Digital sound quality	8.3
Ability to find something you enjoy no matter what your mood is	8.2
Ability to listen to music from every genre - classical, rock, blues, jazz, reggae, etc	8.2
Let's you de-stress & get in a better mood	8.1
Ability to listen to music you can't find on AM/FM radio	8.0
Ability to take receiver with you from car-to-car, car-to-home, car-to-boat, etc.	8.0
Gives you the ability to listen to a greater diversity of new music	8.0
Gives you coast-to-coast coverage	7.9
Less DJ chatter	7.9
Ability to discover new music that you like	7.8
Available special programming not available on AM/FM, such as dedicated Comedy Channels, Ethnic Programming, Radio Drama, etc.	7.6
Provides music to energize you	7.5
A fun experience you could share with others	7.3
Better options for children/family members	7.3
Let's you escape from the day-to-day	7.3
Let's you kick back and relax	7.3
Makes time go by faster	7.3
Ability to get instant traffic & weather reports for many major cities	7.2
Let's you experience live events and interviews so on AM/FM	7.2
Let's you engage your mind and imagination	7.1
A new gadget or toy for you to enjoy	7.0
Greater variety of news & talk than on AM/FM	6.8
"Parental Controls" which allow you to turn off channels that may be adult-oriented or explicit	6.7
Uncensored or not regulated by the FCC	6.5
Can get sports channels not available anywhere else (i.e., 24-hour NASCAR channel)	6.4
Hot DJs/Hosts you can relate to	6.1
Gives me access to my favorite sports teams, which I cannot get on local TV or radio	6.0
Provides Play-by-Play sports coverage	5.6

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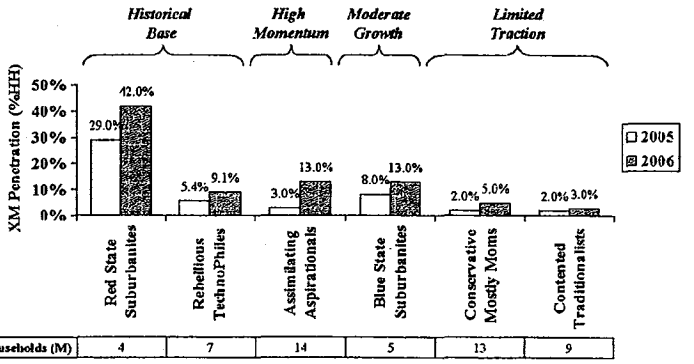
Market Segmentation –XM Penetration by Segment

We've experienced the largest increase in penetration in Red State Suburbanites over the past year



US Households (M)	4	7	14	5	13	9

Source: DDW 2006 Segmentation Study (M. DiSciullo)

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Market Segmentation: Rationale for Successes

•We theorize that the success we have had with Red State Suburbanites is due to a more conservative talk lineup, and more emphasis on country music programming and artists. Likewise, our NASCAR content has probably also contributed to our appeal among this segment.

•Rebellious TechnoPhiles continue to be attracted to satellite radio due to its inherent nature as a technology-oriented gateway to non-traditional media, and have received some halo effect from the "uncensored" Howard Stern move to Sirius.

•At this time, we are uncertain why we have had success with the Cosompolitan segment, since we have not marketed very heavily to this group (younger, more ethnic) audience. It could be due to our sports coverage, which is perceived as an advantage of satellite radio by this group moreso than by others. Further exploration will be conducted to better answer this question. (tbd- Potentially impact of Starbucks? Double check media plan & awareness/favorability numbers)

•We theorize that Blue State Suburbanites have not been as attracted to XM due to its conservative talk lineup, association with NASCAR and emphasis on sports content (which scores low as a perceived advantage). However, this segment is a potentially attractive market that we may want to consider marketing to more aggressively..

•We did not expect to see much movement among Conservative Mostly Moms and Contended Traditionalists.

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Consumer Demographics & Segmentation – Summary/Recap

- Though XM has been very effective at creating awareness, this awareness has not translated into the kind of favorability that ultimately becomes purchase consideration.
- Consequently, our pool of XM prospects is not growing as fast as it should.
- While we continue to penetrate traditional early adopter segments, when moving into the Early Majority, we have made the most progress within the Red State Suburbanite segment – while we lagged within the Blue State Suburbanite segment. This indicates a potential skew in our brand image, which should either be exploited & magnified to fish more deeply within that Red State segment-- or diffused to attract other segments.
- Diversity of music and music offerings is the most highly rated advantage among all potential target segments
- Our research to date shows the greatest barrier to adoption is the value proposition, or "why pay for satellite radio?"
- Therefore, XM must consider ways to emphasize the value of the music to key target segments. Given that sports programming has lesser, more narrow appeal, XM should consider an "own the music" strategy and be considered the leader in the music space (vs. placing emphasis on sports content deals)

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SX Exhibit 120 DR

SATELLITE RADIO

2006 XM Corporate Strategy/Planning Meeting

Content:

How Are We Doing? Where Do We Need to Go?

XM Satellite Radio Inc.
Proprietary & Confidential
September 27-28, 2006

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Public Version

Content Agenda

- **Content Strategy:** What XM set out to do and why
- **Today:** How have we done and learnings/insights
- **Tomorrow:** Trends we're seeing in the overall/competitive marketplace and relevant major learnings/insights
- **Discussion:** Based on major questions, issues, what are decision points and options in formulating our strategic direction and growth-driving initiatives

XMCRB 00023994

Content Agenda

- **Content Strategy:** What XM set out to do and why

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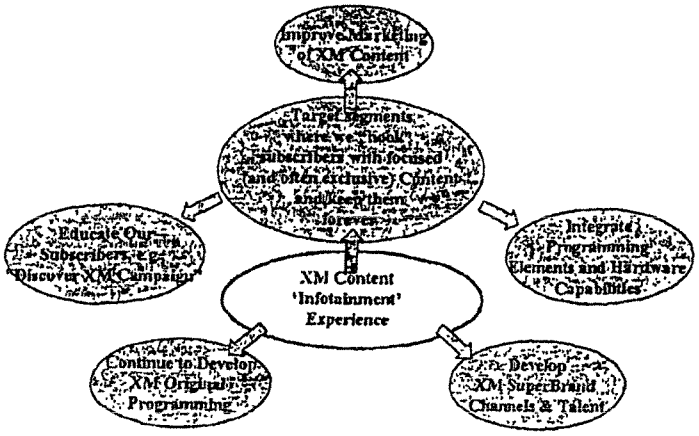
XM's Long-term Attraction to Consumer and Discriminator versus Competition:

- Breadth, Depth and Freshness of Content
- Presentation of Content and Ease of Use by the Consumer Enhances Attractiveness of the XM Brand
- Deliver the Total "Infotainment" Experience

The XM "Infotainment" Experience



XM Content Strategy Overview

Establish XM as the "destination of choice" for Mobile and Fixed Music, News, Talk, Entertainment and Sports Content across America where Current, Fresh and Alive Content in Combination with Stored Material is the Long Term Differentiator in Attracting and Retaining the Listeners.

Key Programming Content Objectives

1. Content Attractive to Mainstream America
2. Content Targets Complementary Growth Segments
3. Reflect Current Culture
4. XM Superbrands
5. Balance Cost of Content and Make vs. Buy
6. Develop Content Attractive to Advertisers

Subscriber Targeting ⇔ **Differentiated Content Focus**

	Subscriber Target Demographics
1.	Mainstream America - Persons 25-54 with average age of 35
2	Mainstream America - Persons 18-24 and Persons 55+
3	Growth Segments

Content Strategy Goals

- Offer "something for everyone"
- Be appealing to potential and existing XM subscribers
  (difference between Acquisition and Retention content)
- Provide Content attractive both to Aftermarket and OEM subscribers
- Grow overall XM listenership steadily over time, keep customer satisfaction high and churn relating to Content low
- "Living Content" that changes with cultural tastes and delivers the "total infotainment experience"

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Content Agenda

- **Today:** How have we done and learnings/insights

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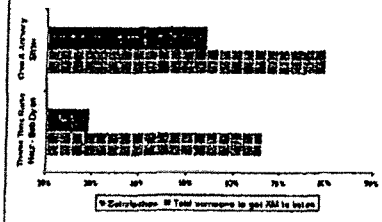
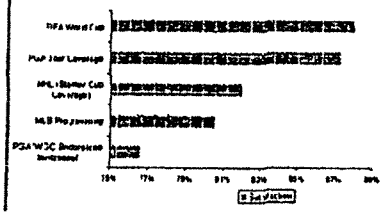
Subscribers are Satisfied with Acquisition Content and are Talking About It

- *Subscribers are very satisfied with the O&A (80%) and Bob Dylan (66%).*
  - *54% of O&A listeners are promoting XM by telling people to get XM to listen; 29% for Bob Dylan*
- *O&A are performing particularly well*
  - *Ranked 13 in Arbitron Spring 2006 (12–)*
  - *Have commercial appeal with 25% having purchased something talked about on air*



- *Subscribers are satisfied with XM's coverage of Live and Event-driven play-by-play Sports*
  - *All XM co-produced coverage of sporting events score in to the "highly satisfied" range of 80%+*
- *Live and Event-driven play-by-play are necessary complement to ESPN and Fox Sports*



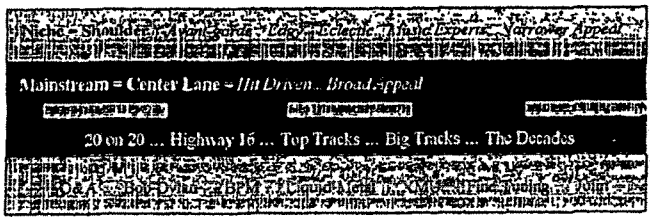
Source: O&A and Dylan Show Surveys 2006
Various Sporting Event Related Surveys Conducted throughout 2006

Testing the XM SuperBrand Concept: "Center Lane" and "Shoulder" Programming

- *The XM Super Highway is proving out through research:*
  - *Center Lane: Mainstream or Mass Market consumers looking for familiarity*
  - *Shoulder: Segments where we "hook" subscribers with focused (and often exclusive) content and keep them engaged, satisfied and active ambassadors for XM*

  - *Active XM Cross Promotion of both lanes, leads to exploration and discovery of other XM content which leads to higher overall TSL*

  - *Niche programming will ultimately be XM's differentiator – needs Marketing focus*
  - *Acquisition vs.. Retention Content theory is still being tested*



Source: Kearney Super Brand Study 2000

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As XM Extends to New Media Platforms, Listenership Trends are Consistent with Our Core Satellite Service (refer to page 9)

XM's Current Content Value Propositions and Distribution

Portal for Aggregated Music, News, Talk, Sports, T&W, Data Services

Music and XM-owned Talk talent distribution; not a portal for third party News, Talk, Sports, T&W

XM-owned Music and Talk Talent Syndication

Satellite – XM Radio

Channel Production
- XM Music Channels

XM Original Production
- Artist Confidential
- Q&A
- Bob Edwards
- Broadminded

Aggregation/Distribution
- News, Talk, Sports, Traffic & Weather Audio, Data Services

Internet – XMRO

Channel Production
- * + XM Music Channels

XM Original Production
- * + Artist Confidential
- Q&A
- Bob Edwards

(*AOL / + Alltel)

Aggregation/Distribution
- Oprah & Friends

DirecTV

Channel Production
- XM Music Channels
- XM Custom Business Channels

XM Original Production
- Artist Confidential
- Q&A

Terrestrial Radio Syndication

XM Original Production
- Artist Confidential
- Q&A
- Bob Edwards
- Bob Dylan (International)

Airlines
- XM Music Channels

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Content Agenda

- **Tomorrow:** Trends we're seeing and relevant major learnings/insights

XM's non-Music Format Providers Have Big Plans for the Internet and Wireless Applications

- Satellite radio is merely one distribution spoke in major media companies' '360°' multi-platform and integration approach to distribution portfolios, especially News and Sports

  - Our media partners' robust multi-platform strategies include stratifying rights along 2 dimensions.

    - Media distribution platforms including their own and third party platforms
      - » CNN.com: "CNN Pipeline" and others
      - » BBC.com: "BBC The Mobile Edition" and others
      - » CNBC.com via MSN Money.com
      - » ESPN.com

    - Devices, including their own and third party devices
      - » "ESPN Mobile Phone" through Sprint (MVNO)

  - Portfolio of new services options available:

PHONES							
Text Alerts	Email Alerts	Weather Alerts	Audio Alerts	Audio to Phone	Video Clips	Streaming	Video to Phone

INTERNET											
Internet - Audio	Internet - Video	Internet - Music	Photo Upload	Write Pages	Video Networking	Email	Video Subscription	Internet Radio	Video Downloads	Video IP Phone	RSS Feeds

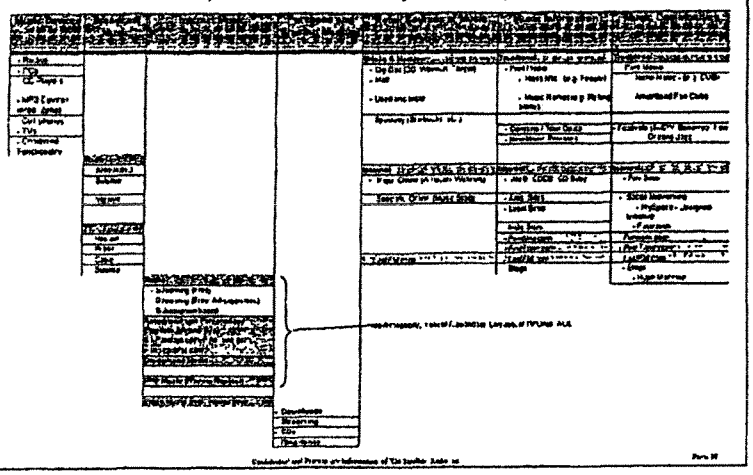
Third Party Platform Distribution				
Tunes - Video	iTunes Video	Napster	YouTube	Audible

  - XM future non-Music rights payments could increase significantly as we renew contracts, depending on new device platforms we target: e.g. Internet, Cell phones, PDAs.

Increasing Consumer Options for Music Discovery and Consumption require XM to Establish Music Leadership "Credentials" to Maintain Our "Infotainment" Relevance

SATELLITE RADIO

Spectrum of Music Discovery and Consumption



XM's Music Competitors Also Have Big Plans for the Internet and Wireless Applications

- Established multi-media competitors have robust multi-platform Music strategies, including integration and distribution of music content and music information through:
  - Media distribution platforms- their own Internet sites and third party platforms
    - MTV through MTV.com's, MTV Radio (free), Urge (subscription Radio and downloads) and through i-Tunes (audio and video)
    - On-line terrestrial Radio simulcasts
    - CCL – on-demand music/videos – mainstream and "Format Lab", plus "Stripped – Raw and Real" their answer to Artist Confidential
  - Devices their own and third party devices
    - CCL's Z100 through cell phones, with more planned
    - Apple iTunes/iPod, and new Microsoft Zune
    - VCast Download Service – Verizon, cell phones

•Add Sirius, HD Radio

XMCRB 00024012

Demo – Personalized Competitive Products to XM*

Non-Music Content, Information and Services

Music Information and Content

*Add Sirius, HD Radio

Content Agenda

- **Discussion:** Based on major questions and issues, what are decision points and options in formulating our strategic direction and growth-driving initiatives

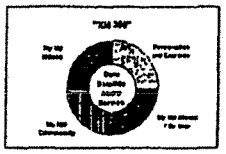
XMCRB 00024014

The Following Points Should be Considered ... (1 of 2)

- The environment for delivering the Total "Infotainment" Experience has changed and continues to change quickly
- XM's revised Content Strategy must include distributing Content on new Internet/Wireless platforms complementary to our core satellite offering and targeted marketing to proven, established Music segments by focusing on Music differentiation through "The Music Authority" approach
- XM should focus on a horizontal Content aggregation strategy for the core Satellite service and narrower vertical strategy focusing on Music for new distribution platforms
  - Could require at least 2 Marketing Messages
  - Could require new Content Rights as we move forward
- Content Strategy must consider a new set of dimensions and decision points

The Following Points Should be Considered ... (2 of 2)

- XM Can and Should Leverage more Music Content Differentiation
  - XM should target and market to proven Music segments
  - While commercial-free Music is currently our Key Content Differentiator, XM should extend Internet/Wireless presence and become "The Music Authority"



- XM can further differentiate through XM-owned Talk Personalities over the Satellite, through select syndication, podcasts, exclusive streamed shows, on-demand show archives and clips.

- XM should refocus Sports differentiation efforts by treating all Sports / Teams / Conferences / Leagues as niche Content and target segments

- Future Bandwidth Considerations – XMH and reallocation

Content Rights and Consumer Messaging Become More Complicated as We Extend Horizontal and Vertical Distribution

XM's Go-forward Content Strategy Focus

[redacted]

Horizontal Aggregation for Satellite Platform

XM's closed satellite network is a unique portal to continue to aggregate and distribute from a rights perspective

Marketing Message 1

Vertical Creation/Ownership and Distribution for XM Internet / Wireless Platforms

XM-created and owned content provides maximum opportunity for distribution over other platforms from a rights perspective

Marketing Message 2

No Vertical Aggregation and Distribution for XM Internet / Wireless Platforms

Most major Third Party News, Talk, Sports and T&W content providers have their own Internet and wireless/digital distribution models/plans and will only provide other Internet/Wireless/Digital rights to XM at costs potentially significantly incremental to our current SDARS rights

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XM's Go-forward Content Strategy Must Consider a New Set of Dimensions and Decision Points

	XM music					
	XM Music	XM Talk	XM Talk	XP Sport	TP Traffic & Weather
1 Content	- Audio - Information - Data					
2 Content Value	- Acquisition vs Retention Content - Credentials - Information Concierge - Relevant Complementary Value Proposition to Consumer					
3 Distribution Platform	Satellite	Internet / Wireless		Physical Media (CDs)	Other	
4 Rights						
5 Cost-Benefit						
6 Subscriber Messaging	e.g., "Content is on the Satellite, but not on XMRO", "commercial-free"					

XMCRB 00024018

XM Should Leverage Music Differentiation and Market to Established and New Segments..."100 Niches of a Million"

Example: 26% of XM's subscribers listen to at least one (1) Country Music channel during an average week or an audience of ~2.1M. The total US audience for Country Music can be estimated to be 60M. Country Music also generated $1.5B in Music sales in 2005. Country and other mainstream and niche Music genres provide significant opportunities for XM.

XM Audiences			US Music Audiences			RIAA Consumer Profile 2005		
	Pct XM Subscribers (Primary Listeners)		18+ Population = 225M			2005 Music Sales (all Formats CD, DVD, Downloads)		
	Unduplicated Users, M	Dollars M	Adults M	Unduplicated Users, M		Consumers	$ Billions	
	29%	3.3	64.5	29%		9%	14.9	
	3%	0.3	7.9	3%		7%	0.1	
	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	
	11%	0.8	25.8	11%		8%	0.6	
	32%	2.6	72.9	32%		7%	0.1	
	6%	0.3	6.1	6%		5%	0.3	
	23%	1.0	52.4	23%		37%	3.0	
	1%	0.1	22.0	10%		0%	0.0	>
	7%	0.6	20.1	11%		15%	2.3	
	3%	0.3	7.0	3%		3%	0.4	
	4%	0.3	8.8	4%		12%	1.3	>
	3%	0.1	5.3	3%		0%	0.0	>
	144.8%	11.0	369.1	157.3%		101%	$15.3	
	144.8%	11.0	369.1	1.00%				
	10.0%	1.0	177.0	81%				
	0.2%	0.7	43.0	10%				
	1.9%	0.3	0.0	0%				
	3.4%	0.0	5.2	3%				
	173.4%	13.0	575.0	273.7%				

Source: XM Activation Survey Spring 2006

Note: * Is adjusted for national simulcast Latin and Urban programming

Source: Arbitron Spring 2005 Survey

Other includes Big Band, Broadway Show Tunes, Contemporary Christian, Easy Listening, Folk, Gospel, Hawaiian, Hip Hop, Jazz, Latin, Lounge, Oldies, Reggae, Soul, Top 40, Urban, World

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Page 27

•Add Sirius, HD Radio

APPENDIX

XMCRB 00024020

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Background and Study Objectives

XM Programming requested Research conduct a survey to better understand the impact of NASCAR coverage on XM has on subscribers:

Specifically to learn:

- Fan avidity
- Listenership
- Satisfaction

In addition to the above mentioned survey, this report also includes a summary from the NASCAR Focus Groups conducted in late October.

Survey Details:

Survey Dates: August 28th – September 1st

Sample Size: n=1152 (ALL) n=298 (NASCAR Listeners)

MOE: +/-2.8% +/-5.63%

Note:

The listenership numbers quoted in this research are based on "aided awareness" therefore the measures are not comparable to the Arbitron's telephone interview "unaided awareness" measures commonly presented.

These differences in methodology are significant and are clarified here in the event ratings information is publicly disclosed.

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Summary

When NASCAR listeners are asked to assess the impact of XM no longer covering NASCAR on their Satisfaction with XM; 21% indicated that their Satisfaction would decrease and would cancel their XM subscription. Sixty-five percent report a general (top two box score) decline in satisfaction.

When looking at the impact across All Subscribers, we find that more than 5% would cancel their subscription to XM.

NASCAR listeners listen primarily for NASCAR Race Day events:

- NASCAR Nextel Cup Series, NASCAR Busch Series and NASCAR Today score high in satisfaction and importance
- Non-event based programming (i.e., Wide Open, NASCAR Classics, etc.) scored low in satisfaction and importance

The top three on-air personalities (in terms of fandom) among NASCAR listeners are:

Benny Parsons (56%), Eli Gold (37%), Claire B. Lang (35%)

NASCAR listeners show little interest in other motor sports.

The top three motor sports NASCAR listeners would like to hear are: IRL (38%), NHRA (37%), Formula 1 (34%)

TV is the primary media source for following NASCAR.

Other than on XM, 97% of NASCAR listeners watch the races on TV.

A third go online for NASCAR related coverage. Less than 20% listen to NASCAR on traditional radio.

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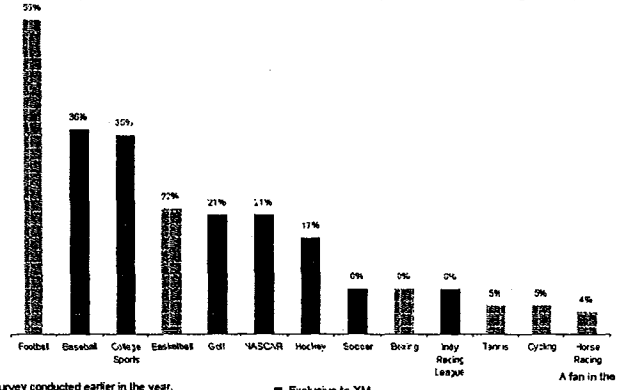
XM Sports Fan Avidity

36% of XM subscribers consider themselves fans of Baseball

- College sports (35%) has more fans than does NASCAR (21%)
- Only two sports, exclusive to XM, scored below 10% (Soccer and Indy Racing League)



Data from a survey conducted earlier in the year.
How much of a fan are you of the following sports? (1,475 subscribers) n= 1027

A fan in the context of this survey:
is a score of a 4 or 5 on a five point scale

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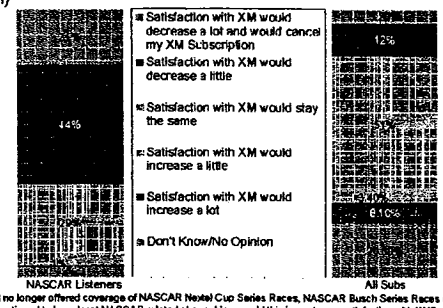
Satisfaction Impact

Forty-seven percent of XM subscribers who listen to NASCAR indicate that the coverage has a positive impact on their reason to subscribe.

Twenty-nine percent of NASCAR listeners indicate that the coverage has the "most impact." This correlates well with the 21% who indicate there "satisfaction with XM would decrease a lot and would cancel their subscription" if XM no longer offered NASCAR Race Day programming.

Looking at the total subscriber population, we find that slightly more than 5% may potentially cancel their subscription. (note: this is not to be considered a calculation or percentage of potential subscriber churn)



Q7. Assuming that in early 2007, XM no longer offered coverage of NASCAR Nextel Cup Series Races, NASCAR Busch Series Races or NASCAR Craftsman Truck Series Races, but continued to broadcast NASCAR related shows. How would this impact your satisfaction with XM? (n=261) (n=1152)

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NASCAR Focus Group Summary

On October 26th XM Research conducted a Focus Group in Charlotte, NC. The purpose of which was to talk to XM subscribers who are NASCAR fans.

The groups consisted of NASCAR fans but did not have uber NASCAR fans in our focus groups. This is note worthy as it supports the idea that hard core fans (the ones most at risk of churning) are harder to find supported by the 5% of subscribers who indicate they are NASCAR fans.

- Music is the number reason NASCAR fans listen to XM. Sports broadcasting is important but not the driver.
- Race event programming is more important than the talk shows (i.e., Wide Open)
  - Accidents and bumping with cars are significant reasons why some NASCAR fans listen and watch the races.
  - XM is where NASCAR fans follow the sport when they are not watching the races on TV.
  - Respondents could not come up with a NASCAR related show that they would be interested in hearing (note: *this is very difficult for consumers to do in the first place*)
- The concepts tested were met with little excitement However among the younger respondents enjoyed the Dale Eamhardt concept more.
  - Affinity to car drivers is highly personal and selective preference. There are drivers with large fan appeal but there appears to be an absence of a single personality that has universal appeal.
- Casual fans are not at significant risk of churning
  - Because of this low risk of churn, we were not able to successfully explore Retention offers.
  - Loss of NASCAR in and of itself is not a reason to churn. But as one respondent put it "If XM were to continue losing sports coverage then I would start to reconsider my subscription."

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Subscription Impact

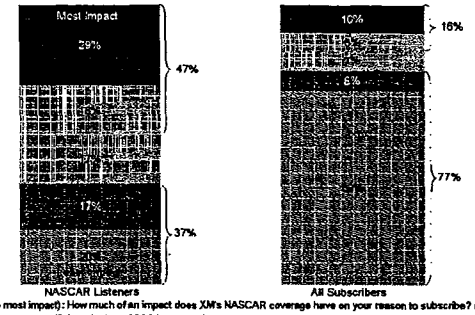
NASCAR Awareness and Listenership

Seventy-four percent of XM subscribers are aware that XM broadcasts NASCAR and NASCAR related programming.

Thirty-five percent indicated that they listen to NASCAR related programming on XM.

NASCAR As A Reason To Subscribe

When NASCAR listeners are asked how much of an impact does XM's NASCAR coverage have on *their* reason to subscribe, nearly half (47%) indicated that it has a significant impact. Looking at the subscription impact overall, NASCAR little impact to 77% of subscribers.



Q2. On a scale from 1 to 6 (5 being the most impact): How much of an impact does XM's NASCAR coverage have on your reason to subscribe? (n=298) (n=1152)

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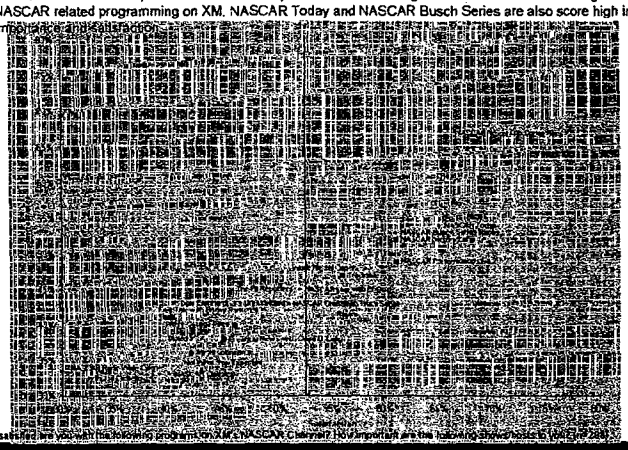
Importance and Satisfaction

Importance and Satisfaction

The NASCAR Nextel Cup Series is the most important and has the highest satisfaction score among the various NASCAR related programming on XM. NASCAR Today and NASCAR Busch Series are also score high in importance and satisfaction.



Q4&5. How satisfied are you with the following programs on XM's NASCAR Channel? How important are the following shows/series to you? [illegible]

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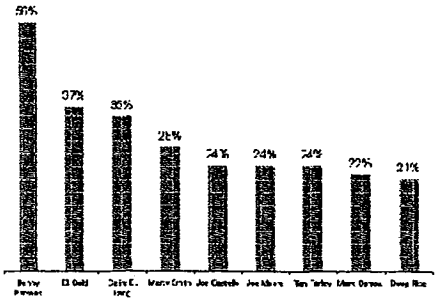
On-Air Personality Fandom

Fan Avidity Among On-Air Personalities

Fan avidity is not strong for any one particular personality. More than half (56%) of NASCAR listeners indicate they are a fan of Benny Parsons. Eli Gold and Claire B. Lang have a similar sized fan base with more than a third of listeners indicating they consider themselves fans.



Q5. On a scale from 1 to 5 (5 being an Avid Fan): How much of a fan are you of the following on air personalities? (n=290)

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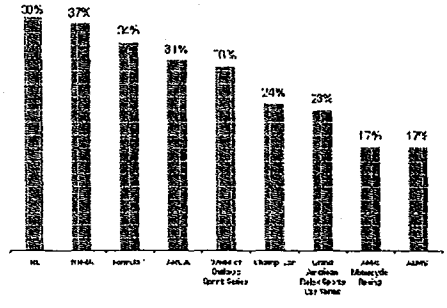
Motor Sport Preference

Motor Sport Preference

In terms of preference for other Motor Sports, NASCAR fans are loyal to the NASCAR franchise. IRL and NHRA are not considered substitutes nor equivalents to NASCAR with nearly 40% indicating they would like to hear these two sports on XM.



Q6. On a scale of 1 to 5 (5 being Would Very Much Like to Hear): Which of the following motor sports would you like to hear on XM? (n=262)

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Appendix

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NASCAR Focus Group Summary (cont)

Experience with XM

Diversity of music is the primary reason that the participants report getting XM ("I don't have to shuffle")

Surprisingly, the "commercial-free" aspect of XM did not surface immediately as a reason for getting XM. This could be due to recruiting criteria.

Most indicate that they use XM in the car, and no longer listen to AM/FM radio.

Though most listened to a variety of channel genres, it was the music that they say they listen to most often. This corroborates with stating that diversity of music was the primary reason for getting XM.

Commercials on XM

Subscribers have difficulty differentiating between cross-promotions and commercials. Even when reminded of the difference, and redirected, subscribers continually confused the two.

Cross-promotions were usually seen as being well done, informative and sometimes enjoyable. Some appreciated their presence because they informed about upcoming events and increased that feeling of diversity.

Participants were not as negative about ads on XM (in general) as one may have anticipated them to be. Participants were able to articulate a few differences between ads on XM vs. ads on AM/FM, which may explain why their tolerance for commercials is higher than it is on AM/FM. For example:

- XM Subs feel that on AM/FM, the commercials are more important than the music whereas XM give priority to the programming ("[AM/FM Radio] prioritizes the commercials, XM does the opposite")
- They also felt that XM makes efforts to match the commercials to be appropriate with the content/channel that the commercial is airing upon. ("They're careful about what they air")

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NASCAR Focus Group Summary (cont)

Commercials on XM (cont)

Those in the groups also stated that they felt it was more appropriate to have commercials on talk channels than on music channels.

When asked if the pass-thru commercials on "direct feed TV" stations were more or less bothersome, we learned that subscribers find those commercial breaks to be less offensive and somewhat expected.

There were only two major complaints that subscribers had about commercials on XM in general:

1. Ad sometimes have "too much information" in them. One participant cited that most of the time she was in her car listening to commercials, and was usually too distracted by driving to retain the key points of advertising and hence usually "tuned them out". Most participants agreed with this point.

2. Most also agreed that the commercials were too long, and seemed to be appearing more often than in previous years. However, as stated, subscribers seemed unable to differentiate whether it was an increase in cross-promotions or in actual advertising that has risen over the past year.

- Regardless, these interruptions to their listening experience has become more noteworthy for subscribers and represent an issue that could grow and become more of a problem if this trend continues.

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SX Exhibit 122 DR

SATELLiTE
RADiO
Consumer Research

Recent XM Activation Satisfaction Study
~ Report~

July 25, 2006

For information on this report, contact:

Anette Hofmann, Director Research

Anette.Hofmann@xmradio.com

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SATELLITE RADIO

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XMCRB 00051585

Background, Objectives & Methodology

SATELLITE RADIO

Background

- XM is interested in measuring the satisfaction levels of new subscribers (subscribed in the 90 days) and determining the reasons for subscribing.
- XM also needs to understand changes over time in satisfaction and reasons for subscribing.

Research Objectives

- To understand the awareness & consideration when deciding to choose XM
- To measure the overall satisfaction with XM & satisfaction with specific features

Methodology

- Online study using Survey Monkey, field 6/6 thru 6/23 among current Aftermarket XM subscribers.

- Among recent paying Aftermarket XM Subscribers (paying less than 90 days), 3 cells:
  - Cell 1, Aftermarket recent subscribers June 2006, n= 972
  - Cell 2, Aftermarket recent subscribers, March 2006, n= 649
  - Cell 3, Aftermarket recent subscribers, July 2005, n= 602

- Due to relatively small sample sizes, the margin of error averages +/- 2.9%, range from per cell of +/- 3.07% (n= 972), +/-3.78% (n=649), +/-3.93% (n=602)

XMCRB 00051586

Executive Summary

Awareness and Consideration

- Word of mouth is among the top sources respondents used to learn about XM. The second is online/internet, followed by "saw it" at a retail store.
- About a third of recent XM subscribers considered choosing another brand, lower than July 2005 (49%). Two-thirds of current subscribers made their own decision in subscribing with XM, higher than last year.
- The majority seriously considered "for more than one day and less than two weeks" before making the actual purchase.
- 78% of recent subscribers had the specific intent to purchase satellite radio when visiting the retail store, unchanged since March 2006. This is in line with 71% who said that they were certain of purchasing a satellite radio before visiting the retail store.
- Among recent XM subscribers, content and programming is the main reason for selecting XM, followed by fewer commercials. In line with other research, in 2005 content/programming and fewer commercials were the main reasons to sign-up.

XMCRB 00051587

Executive Summary

SATELLITE RADIO

Satisfaction with XM

- Satisfaction decreased since March (not significant). However, there was a significant decline in satisfaction for "value for the money" from March '06 to June '06.
- Likelihood to recommend and continue to subscribing to XM is very high.
- Satisfaction with music and sports programming declined in June 2006 to lower ratings than its July '05 levels (significant decline from March to June at a 90% confidence level).
- XM Radio Online experienced a significant satisfaction increase since July 2005.
- Comedy, Talk & Entertainment experienced a significant increase in satisfaction from July 2005 to March 2006, but declined to its previous ratings in June 2006.

XMCRB 00051588

Conclusions

SATELLITE RADIO

- Ensure that high music satisfaction continues and variety of programming continues.
- Continuation of effective messaging in all marketing channels is essential since a large number of respondents knew that they wanted to get XM prior to being in the retail store.
- Given that 37% of new XM subscribers used online/internet to learn about the service, it is imperative that the website maintain (or improve) its ease of use.
- Closely monitor our overall satisfaction ratings with XM and value for the money.

XMCRB 00051589

Awareness & Consideration

XMCRB 00051590

Device Types of New Activators

SATELLITE RADIO

- For Aftermarket subscribers, Roady2/Roady XT remains the most popular type of receiver activated.

Types of receiver most often used:	July 2005	March 2006	June 2006
Roady2/Roady XT	16%	44%	37%
XM 2 Go/MyFi	36%	23%	17%
SKYFi/SKYFi2	13%	12%	13%
XM receiver installed in car dashboard, after purchase of car	17%	11%	12%
Other	7%	6%	9%
Pioneer Inno	-	-	6%
XPress	-	1%	2%

S2:Q1. Thinking of the radio you most recently activated, please check which type of radio it is.

XMCRB 00051591

Awareness of Satellite Radio

SATELLITE RADIO

- Not surprisingly, among XM subscribers, awareness is high.
- Among the US population Sirius' awareness is significantly higher than that of XM (Source: The Brandware Group).

	July 2005	March 2006	June 2006
XM Satellite Radio	96%	99%	98%
Sirius Satellite Radio	95%	95%	94%
n-Wave Satellite Radio	2%	3%	2%
Sonicast Satellite Radio	3%	3%	3%

Dummy answers

S5:Q1. Please select all the brands of satellite radio you have ever heard of, even if you're not very familiar with them

XMCRB 00051592

First Source of Awareness for XM

SATELLITE RADIO

- Word of mouth is among the top source of first hearing about XM.
- The second most popular source of awareness is online/internet, followed by saw it at a store/store display.

	July '05	March '06	June '06
Word of mouth	45%	46%	43%
Online/Internet	19%	39%	37%
Saw it at a store/store display	22%	41%	30%
Print advertising	16%	28%	23%
Car or truck dealership/salesperson	7%	20%	19%
TV advertising	26%	19%	18%
News	14%	15%	15%
Radio	24%	16%	12%
MLB game	4%	3%	5%
Received something via e-mail	0%	6%	4%
Received something via mail	1%	5%	3%
Other	8%	22%	20%

S5:Q4. What sources did you use to learn about XM?

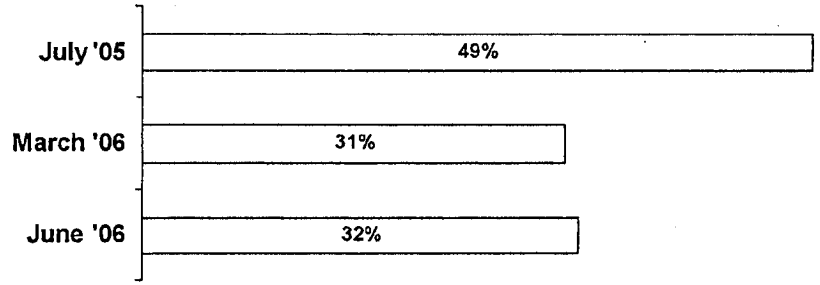
XMCRB 00051593

Purchase Influencers

SATELLITE RADIO

- A third of recent subscribers considered choosing another brand, however, this is lower than July 2005.
- Two-thirds make their own decision in 2006—this is higher than in July 2005. This may indicate that people now know more about satellite radio.

Considered choosing another brand:



Other people who influenced decision to subscribe:	July 2005	March 2006	June 2006
I made the decision by myself	53%	66%	65%
Spouse/significant other	17%	18%	17%
Friend who do not live with you	22%	17%	16%
Co-worker	2%	8%	8%
Salesperson at dealership	12%	4%	4%
Sibling/family who do not live with you	7%	7%	5%
Salesperson at retail store	5%	6%	5%
Child aged 18 or older	7%	4%	4%
Child under the age of 18	5%	2%	1%
Roommate or friend/family who live with you	1%	2%	1%

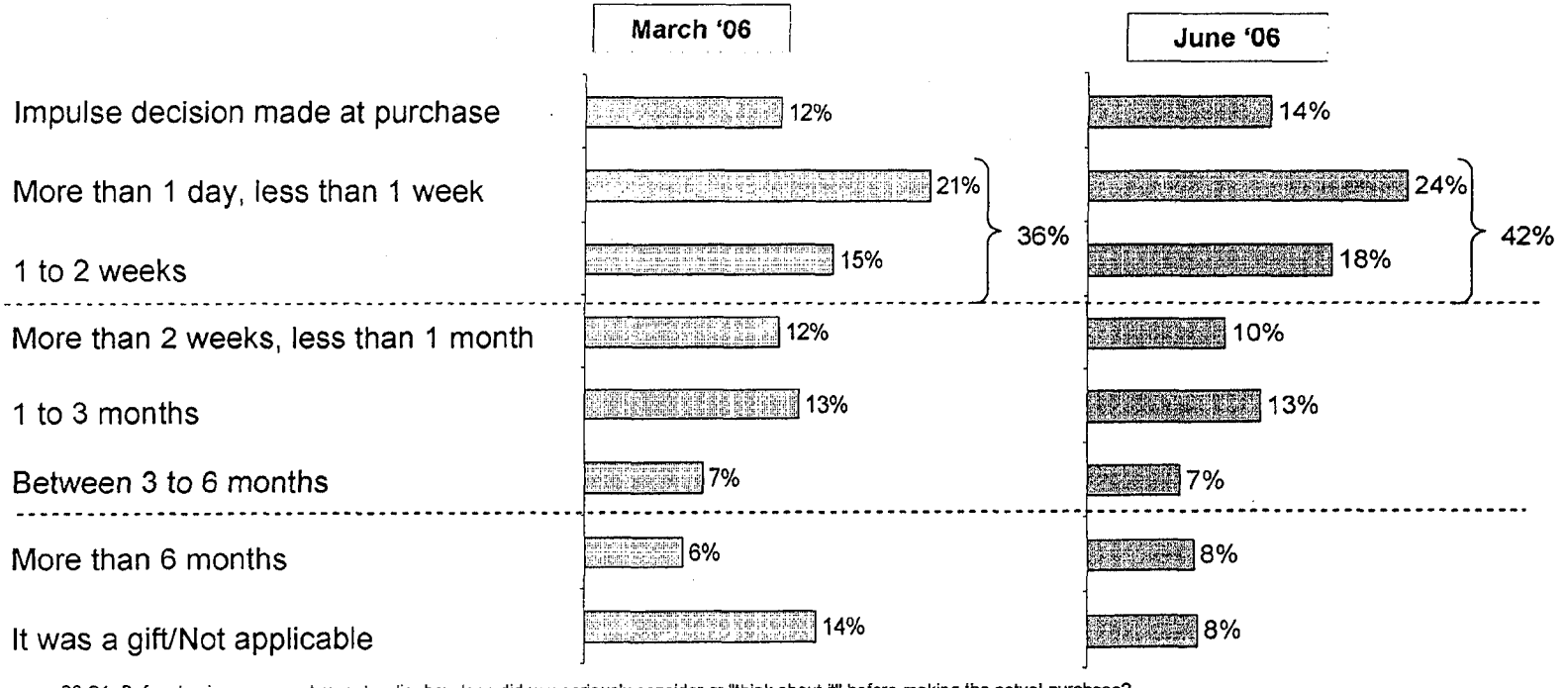
S6:Q1. Please tell me if any of the following people influenced your decision to subscribe to XM Satellite Radio? How about...

XMCRB 00051594

Consideration Time Before Purchasing

SATELLITE RADIO

- The majority seriously considered "for more than one day but less than two weeks" seriously before purchasing Satellite Radio (increase since March).



S3:Q1. Before buying your most recent radio, how long did you seriously consider or "think about it" before making the actual purchase?

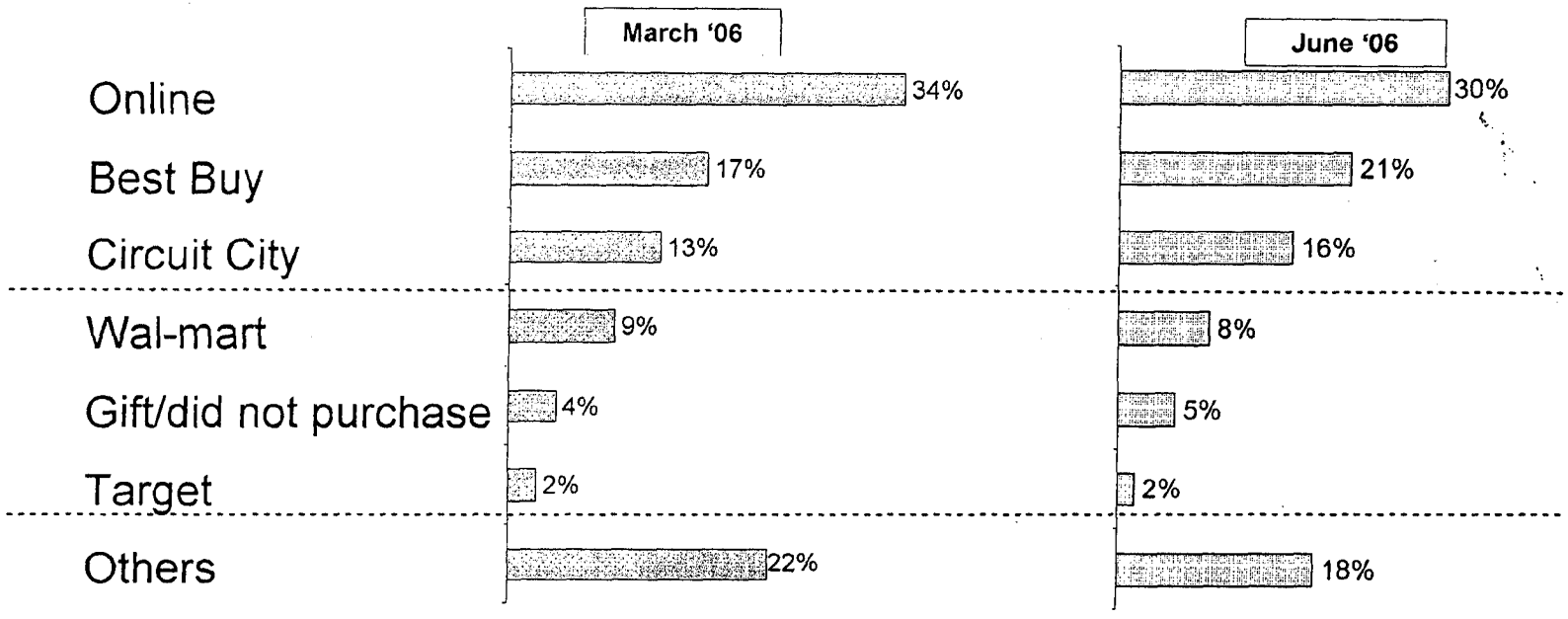
Note: Question not asked in July 2005.

XMCRB 00051595

Retail Store (s)/Online Purchase XM

SATELLITE RADIO

- About a third of respondents bought XM online, followed by Best Buy (Note: self reported data and may be higher than actual data).

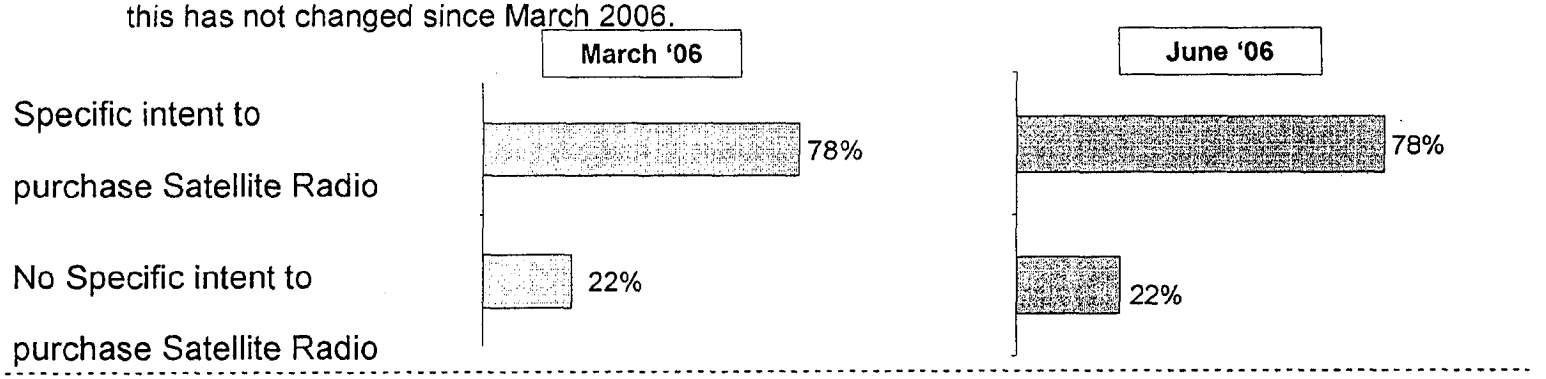


S3:Q2. At which retail store did you purchase your XM Radio?

Visit Intention/Certainty of Purchase

SATELLITE RADIO

- 78% of recent subscribers had the specific intent to purchase satellite radio when visiting the retail store, this has not changed since March 2006.
- This is in line with 71% who were certain of purchasing a Satellite Radio before visiting the retail store, this has not changed since March 2006.



Certainty of purchase before visiting retail store:

	March '06	June '06
Very certain	53%	53%
Somewhat certain	18%	18%
	71%	71%
Neither certain nor uncertain	8%	10%
Somewhat uncertain	4%	2%
Very uncertain	16%	18%

S4:Q1. Did you specifically visit the retail store with the intention of purchasing a satellite radio?

S4:Q2. How certain were you that you would purchase a satellite radio before visiting the retail store?

XMCRB 00051597

Purchase Considerations: XM vs. Sirius-June 2006

SATELLITE RADIO

- Among new subscribers, XM is seen as better than Sirius in all areas, this has not changed since March 2006.
- The top 3 purchase considerations XM performs well in are programming, reputation, and receiver design/features.

March 2006

	Sirius	Parity	XM
Programming	6%	31%	**63%**
Reputation	2%	32%	**67%**
Receiver design/features	4%	39%	**57%**
Price of receiver	3%	44%	53%
Monthly subscription fee	2%	53%	44%
Size and visual appeal of the retail display	5%	50%	45%
Information on the retail display	4%	54%	42%
Recommendation from the retail salesperson	5%	56%	40%
Number of stores/chains where I can buy the radio	2%	59%	38%

June 2006

	Sirius	Parity	XM
Programming	6%	29%	**64%**
Reputation	2%	36%	**62%**
Receiver design/features	3%	40%	**56%**
Price of receiver	4%	48%	48%
Monthly subscription fee	2%	53%	44%
Size and visual appeal of the retail display	6%	52%	43%
Information on the retail display	5%	55%	41%
Recommendation from the retail salesperson	4%	56%	40%
Number of stores/chains where I can buy the radio	3%	58%	39%

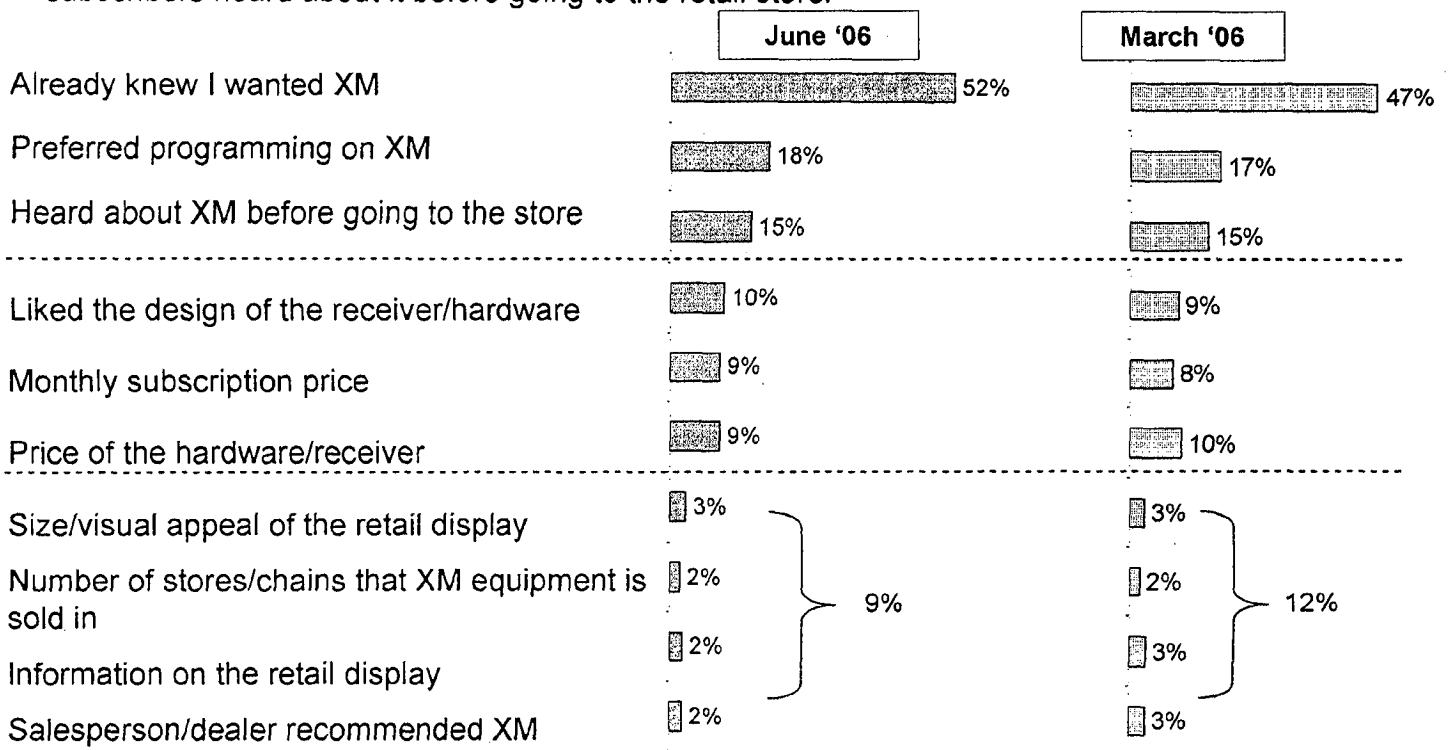
S4:Q3. Think back to when you were in the store purchasing your satellite radio. For each of the following purchase considerations, please rate how well XM performed relative to Sirius.

XMCRB 00051598

Influence on Selecting XM

SATELLITE RADIO

- Half of all respondents already knew they wanted XM at the time of purchase.
- The other main influence was that their preference for the programming on XM. Additionally, new subscribers heard about it before going to the retail store.



S4:Q4. When you were at the retail store, how much influence...

XMCRB 00051599

Reasons for Choosing XM

SATELLITE RADIO

- Among recent XM subscribers, content and programming is the main reason for selecting XM -- "Content and programming" is cited more often as a reason for sign-up than "fewer commercials" (although, 'fewer commercials" is still important and ranked #2)
- In line with other research in 2005, content and programming and fewer commercials were the main reasons for sign-up.
- MLB was less of a reason to sign-up with XM in June '06 than it was in July '05. This is in line with a decline in awareness that XM is offering MLB programming.

	July 2005	March '06	June '06
I can get content and programming that I cannot get on AM/FM radio	43%	63%	55%
There are fewer commercials	42%	53%	48%
It offers more variety/diversity that interests me	42%	58%	45%
There are more stations/formats from which to choose	39%	54%	45%
There is less DJ chatter	34%	45%	39%
Better sound quality than AM/FM	30%	45%	38%
I want uncensored radio	24%	29%	28%
I like XM Radio's devices/equipment	21%	27%	27%
It offers more talk shows	24%	35%	25%
It offers more news coverage that interests me	29%	27%	23%
I want Major League Baseball	**23%**	**22%**	**17%**
Friends/family recommended it	28%	13%	11%
It had Opie & Anthony's show	5%	13%	10%
It has Bob Edwards' show	5%	3%	4%
A salesperson recommended it	7%	3%	3%

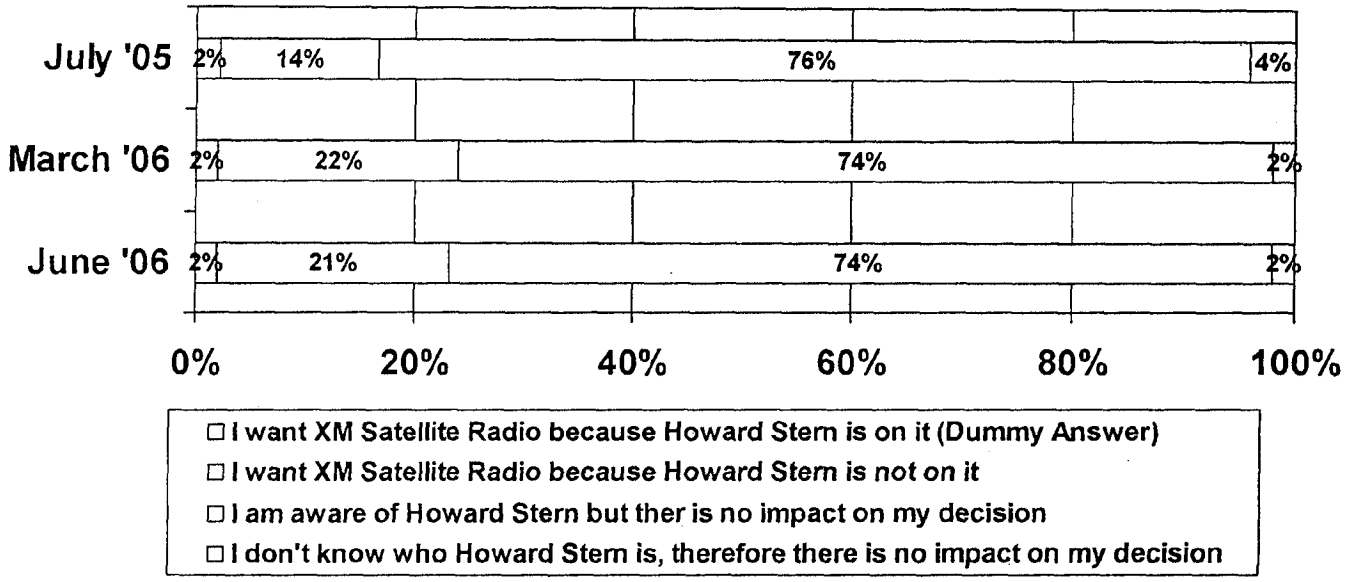
S6:Q2. Why did you choose to sign up with XM Radio?

XMCRB 00051600

Impact of Howard Stern

SATELLITE RADIO

- For the majority of new activators, Howard Stern had no impact on their decision to subscribe to XM.
- 74% of the recent subscribers did not take "Howard Stern" into consideration in their decision to subscribe.
- Interestingly, about 2% selected XM because they think Howard is (or will be) on XM.



S6:Q3. Which of the following statement best describe your decision process when considering which satellite radio brand to subscribe?

XMCRB 00051601

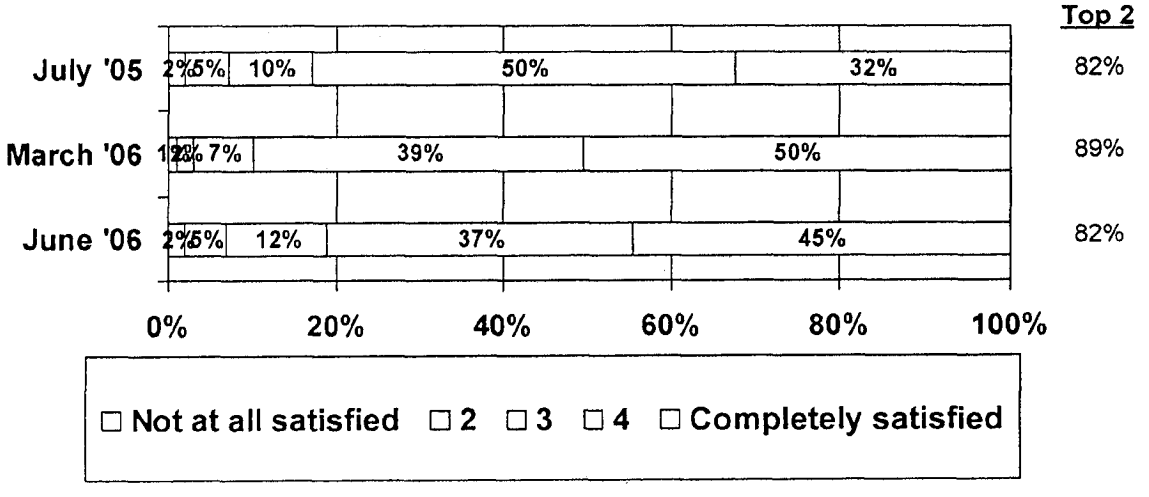
Satisfaction with XM services & features

XMCRB 00051602

Overall Satisfaction of XM

SATELLITE RADIO

- Satisfaction decreased since March, but not significantly.



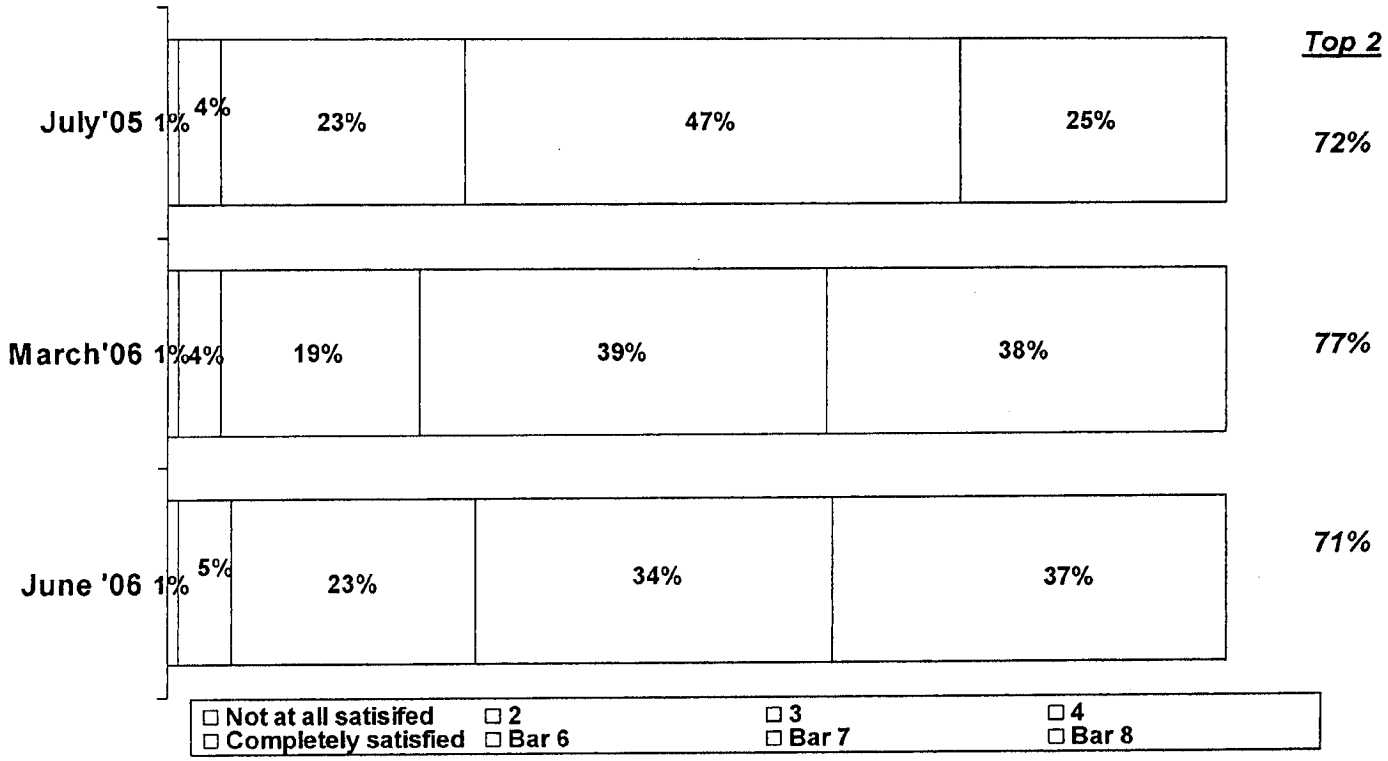
S8:Q1. How satisfied are you on the following...

XMCRB 00051603

Value for Money of "XM Satellite Radio":

SATELLITE RADIO

- There is a significant decline in satisfaction for "value for money" from March '06 to June '06.



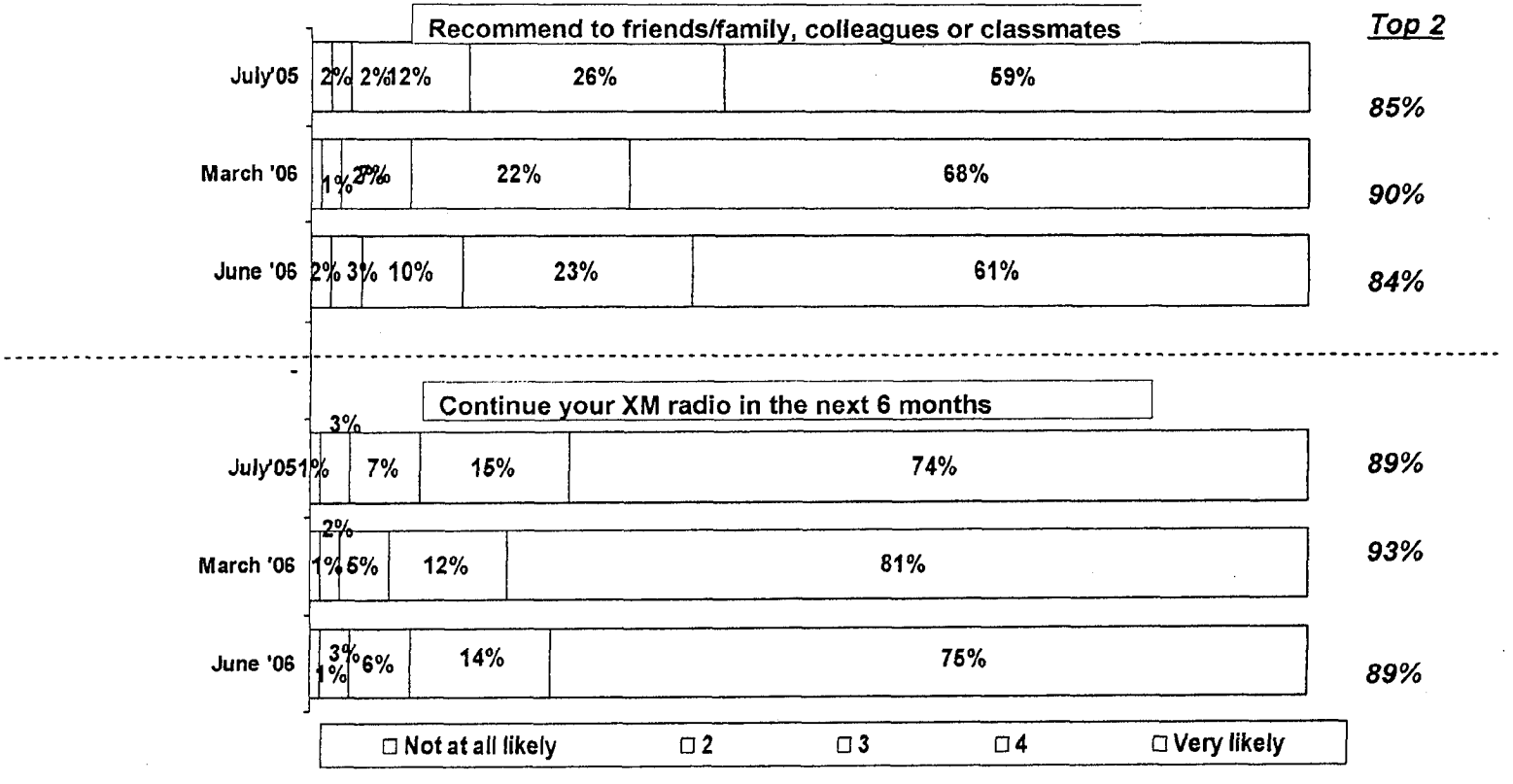
S8:Q1. How satisfied are you on the following...

XMCRB 00051604

Likelihood to Recommend and Continue to Subscribe in Future 6 Months

SATELLITE RADIO

- Likely to recommend and continue to subscribe to XM is over 80%.



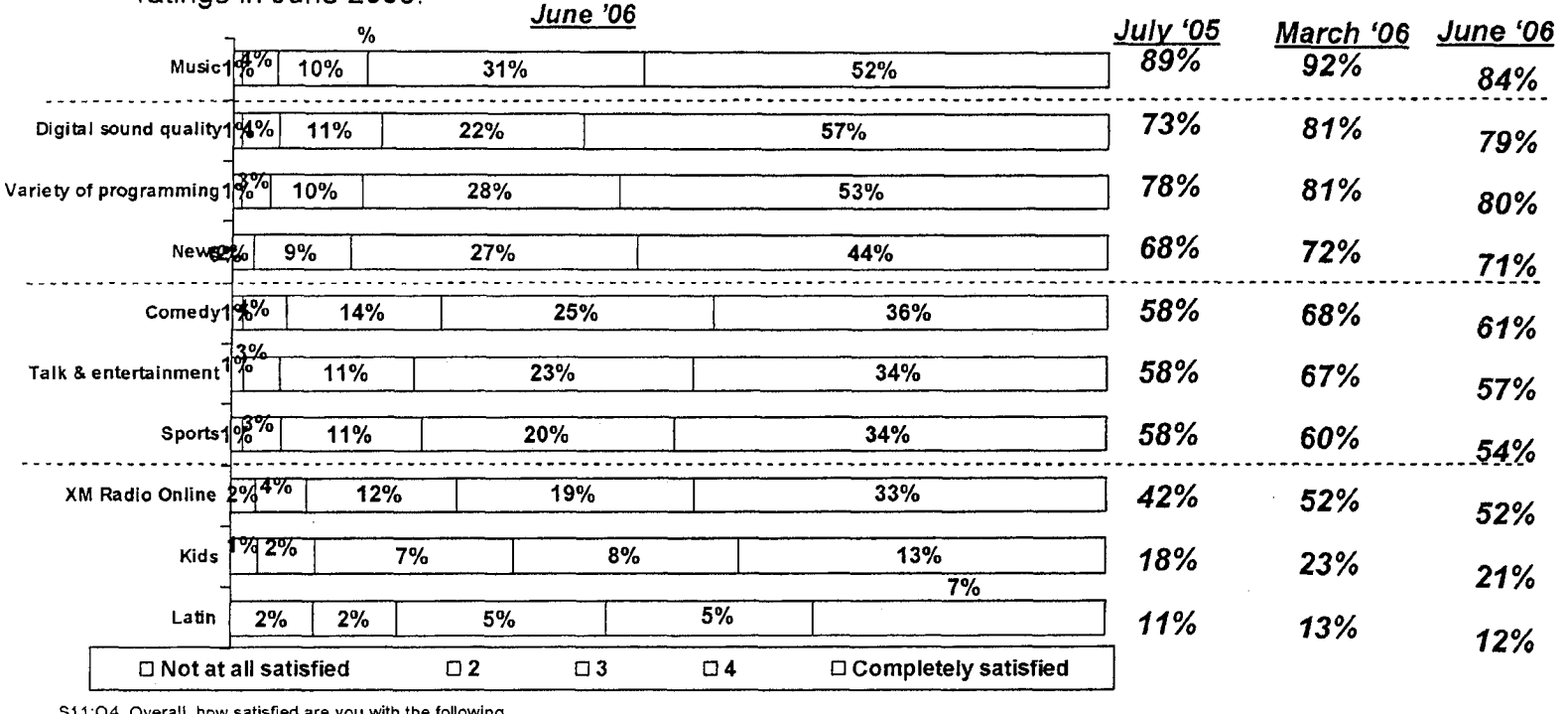
S8:Q2. How likely are you to..?

XMCRB 00051605

Satisfaction of Each Feature/Programming

SATELLITE RADIO

- Music and sports programming increased in March 2006, but declined in June 2006 to lower ratings than July '05 (significant decline from March to June at a 90% confidence level)
- XM Radio Online experienced a significant increase since July 2005
- Comedy, Talk & Entertainment experienced an increase in March 2006, but declined to July '95 ratings in June 2006.



S11:Q4. Overall, how satisfied are you with the following

XMCRB 00051606

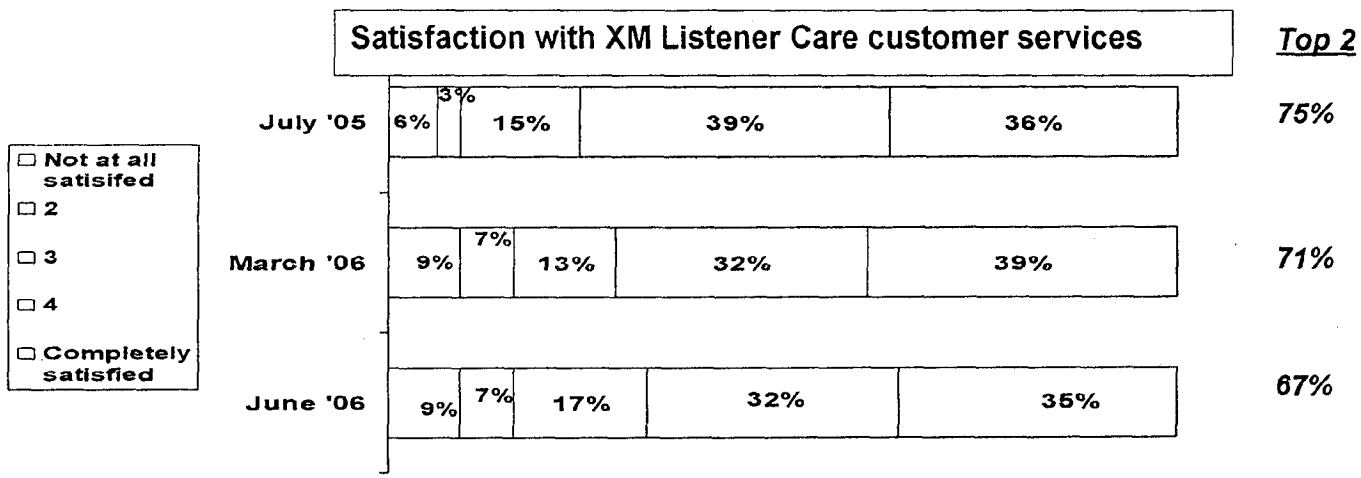
XM radio's Listener Care Customer Services

SATELLITE RADIO

- The percentage of respondents who called customer care has increased since June '05 (44% vs. 58%)
- Among those who called, satisfaction level is good (around 67%).
- This satisfaction level is consistent with the Listener Care Tracking Study among the call centers that primarily handle new activations.

Incidence of calling XM Listener Care customer services

July '05: 44% March '06: 56% June '06: 58%



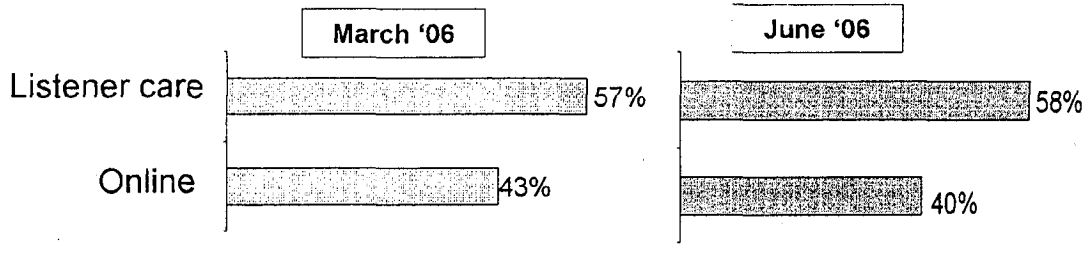
S9:Q4. Aside from activation, Have you ever called XM radio's Listener Care customer services?

S10:Q1. How satisfied are you...

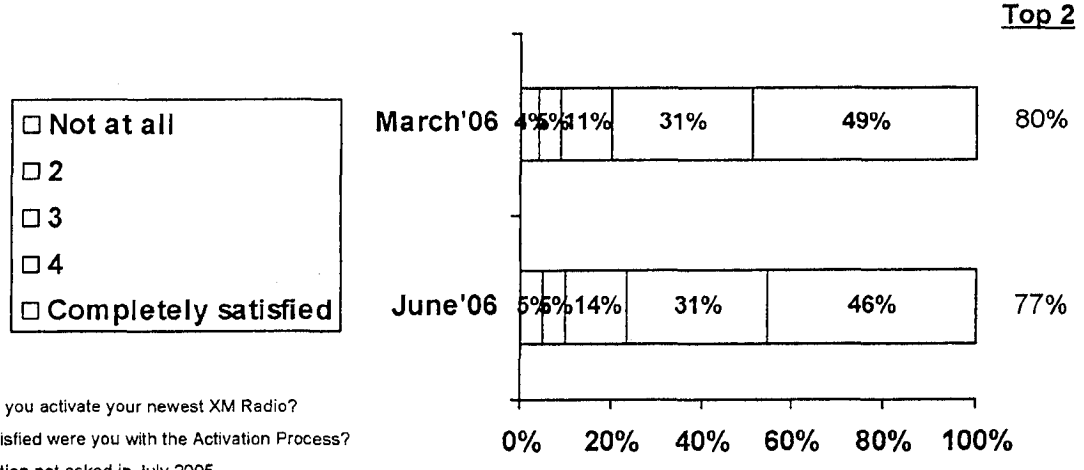
Activation Satisfaction

SATELLITE RADIO

- Aftermarket subscribers activate via telephone through listener care.
- Aftermarket subscribers are satisfied with the activation process.



	Overall Satisfaction	Value for $
Listener care	84%	73%
Online	80%	70%



S9:Q1. How did you activate your newest XM Radio?

S9:Q2. How satisfied were you with the Activation Process?

Note: This question not asked in July 2005

XMCRB 00051608

XM Signal- Incidence and Usefulness

SATELLITE RADIO

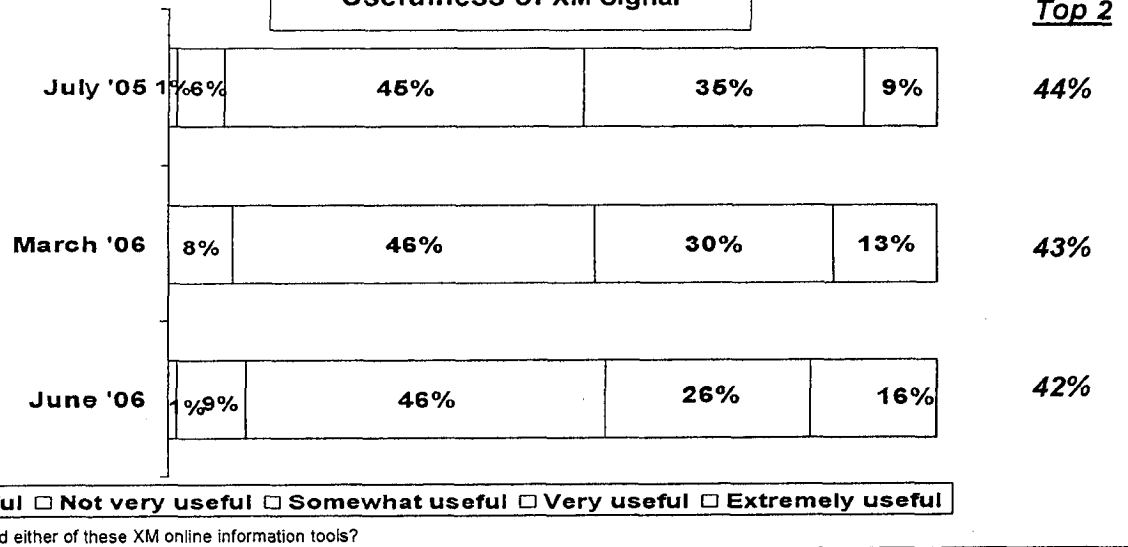
- Incidence of using XM Signal is higher than last year.
- Among those who used this feature, 42% of them think it is very/extremely useful (constant since last year).

Incidence of using XM Signal

July '05: 44% March '06:55% June '06: 52%

Overall Satisfaction	Value for $
81%	70%

Usefulness of XM Signal



S11:Q5. Have you ever used either of these XM online information tools?

Usage of XM Services & Features

XMCRB 00051610

Awareness of XM's Benefits/Features/Programming

SATELLITE RADIO

- Awareness of XM Radio Online has significantly increased since last year.
- Increase in Kids Programming

	July '05	March '06	June '06
Commercial-free music	86%	93%	88%
You can view the song title & artist with the radio display	87%	92%	88%
Can listen to the XM Radio outside your car	85%	92%	88%
Music from every genre	86%	91%	87%
Coast-to-coast signal coverage	85%	88%	86%
Comedy	88%	90%	85%
News	84%	90%	84%
Sports	87%	87%	80%
The ability to listen to XM Radio Online	80%	81%	80%
Local Traffic and Weather channels	81%	88%	79%
MLB programming	81%	82%	76%
Kids programming	58%	70%	64%
XM Signal (e-mewsletter	60%	67%	60%
24 hrs NASCAR programming	60%	64%	60%
Latin channels	58%	60%	59%
Parental control/blocking option	44%	54%	48%
XM testdrive.com	26%	28%	26%

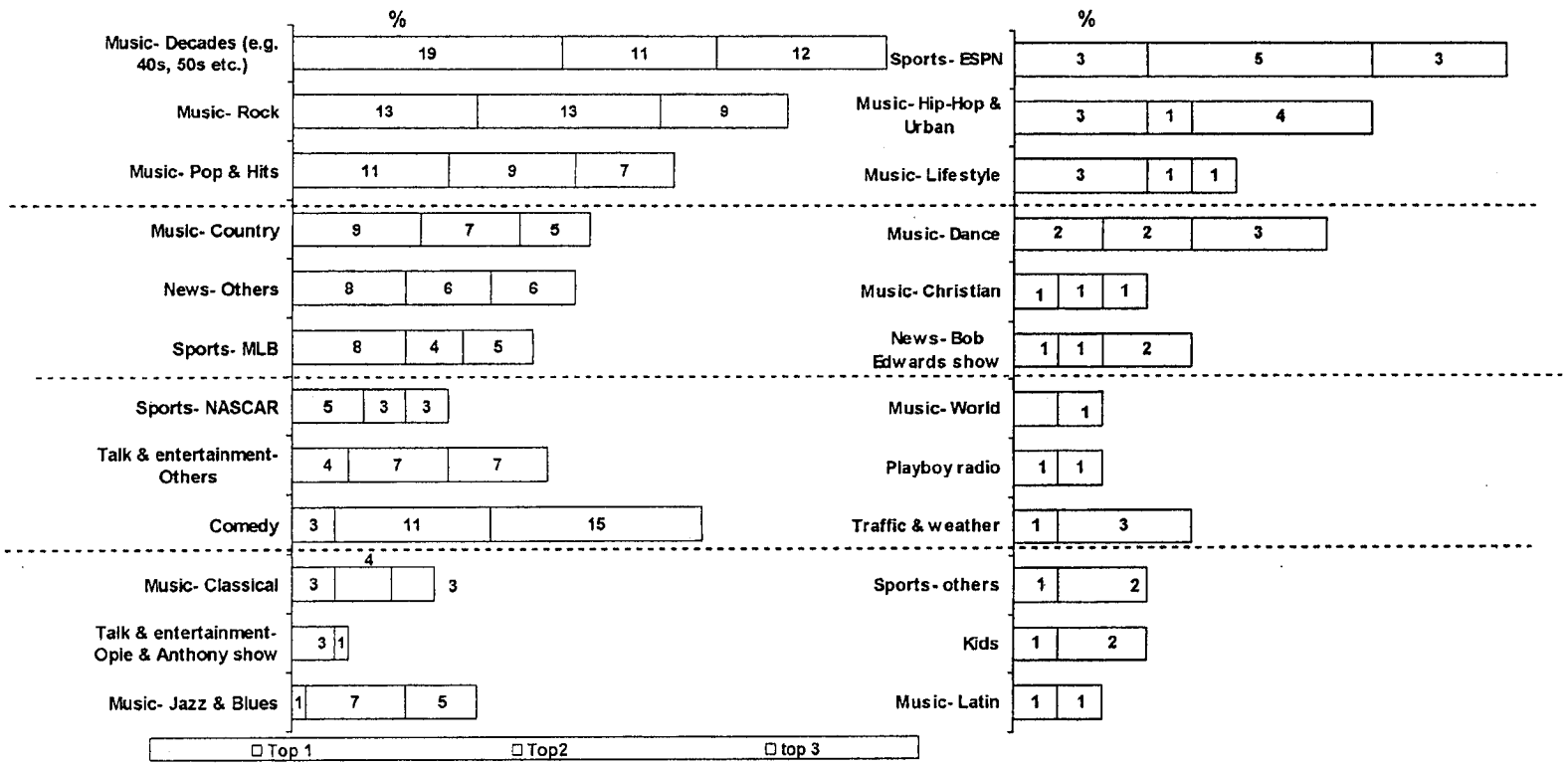
S11:Q1. Are you aware...

XMCRB 00051611

Top 3 channels listening most often- July 2005

SATELLITE RADIO

- Besides music, news and sports were most popular.



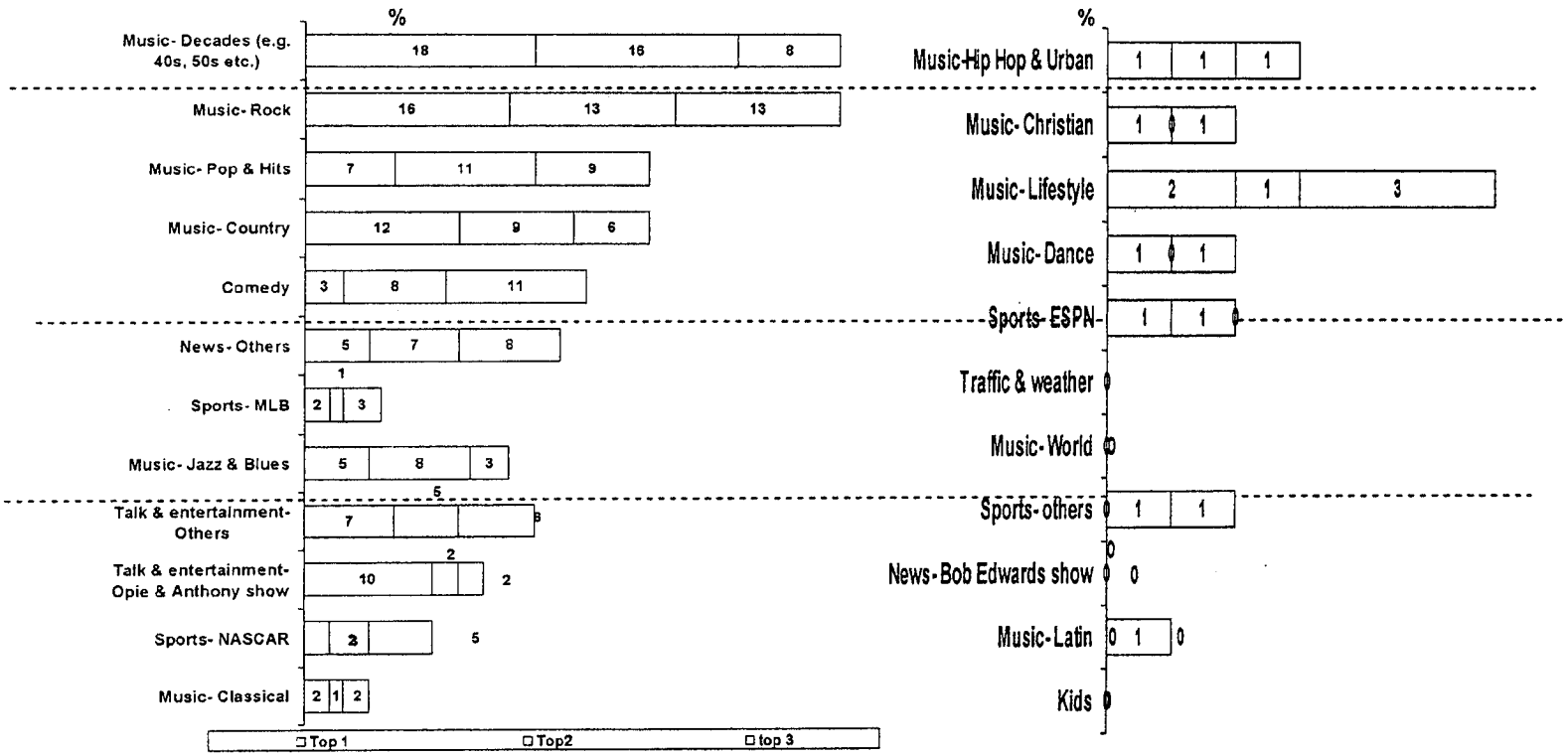
S11:Q3. Which three XM channels/programs do you listen most often?

XMCRB 00051612

Top 3 channels listening most often- March 2006

SATELLITE RADIO

- The most popular channels were music-decades, and music-rock.



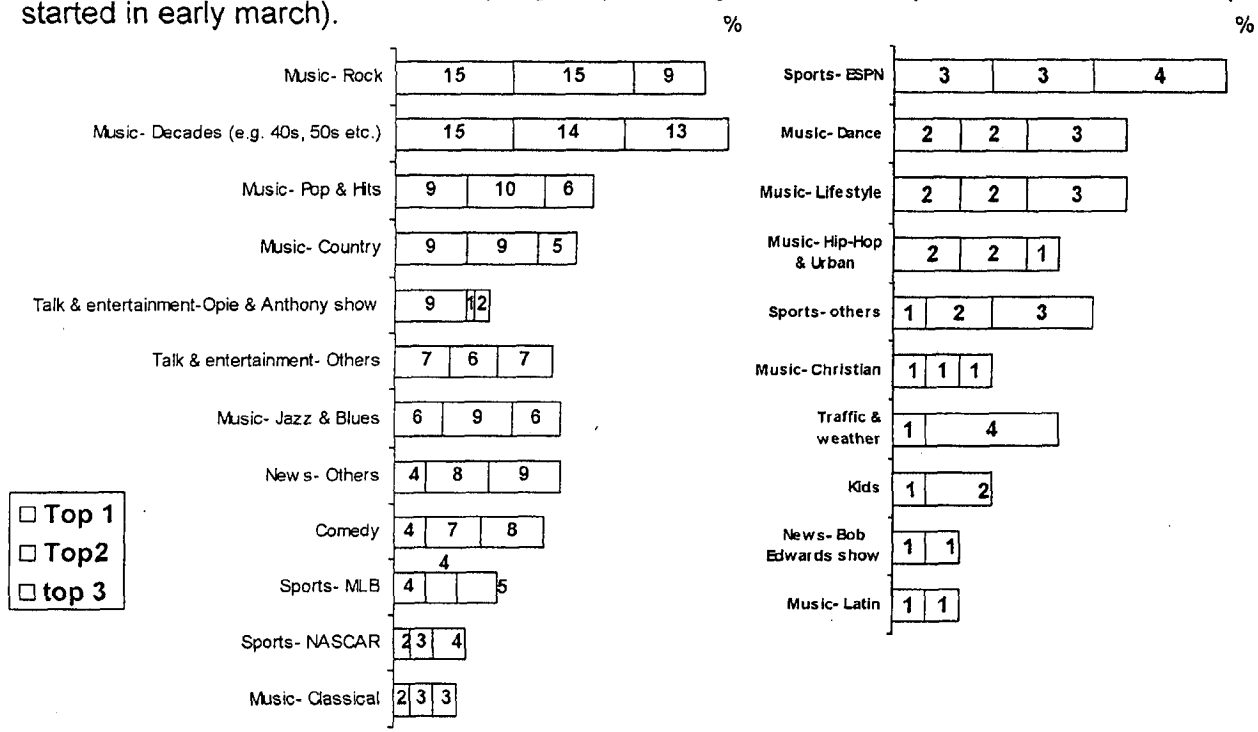
S11:Q3. Which three XM channels/programs do you listen most often?

XMCRB 00051613

Top 3 channels listening most often- June 2006

SATELLITE RADIO

- Arbitron numbers fall in line with findings of music-decades channel being most popular.
- The most popular top 1 channel is the music-decades group, followed by "music-rock" and "music-pop & hits".
- Non-music channels with relatively high top 3 ratings are "comedy", "news", and "MLB" (season started in early march).



S11:Q3. Which three XM channels/programs do you listen most often?

XMCRB 00051614

Number of hours listening to XM per week

SATELLITE RADIO

- About a third of XM subscribers listen more than 25 hours a week.

	July '05	March '06	June '06
Less than 1 hr	3%	0%	0%
1-4 hrs	13%	8%	7%
5-9 hrs	22%	18%	18%
10-14 hrs	24%	21%	20%
15-19 hrs	11%	12%	14%
20-24 hrs	7%	10%	10%
25 hrs or more	20%	32%	30%

18:11

Arbitron (average number of hours spent listening per week):

S13:Q1.Approximately how many hours do you listen to XM PER WEEK?

XMCRB 00051615

Location of Listening to XM Most Often

SATELLITE RADIO

- The location most often for listening to XM is in the car, but decreased since last year .
- Listening to XM in the office increased.

	July '05	March '06	June '06
Car	73%	70%	68%
Home	16%	15%	13%
Office	6%	10%	13%
Online with computer	1%	2%	3%
Other locations	5%	2%	2%

S13:Q2. Where do you listen to XM Radio most often?

XMCRB 00051616

Sharing of XM Radio

SATELLITE RADIO

- Most listen to XM Radio alone. Some listen with their family.

	July '05	June '06	March '06
Alone	75%	73%	78%
With family	18%	19%	15%
With friends	3%	4%	3%
With co-workers	3%	4%	3%

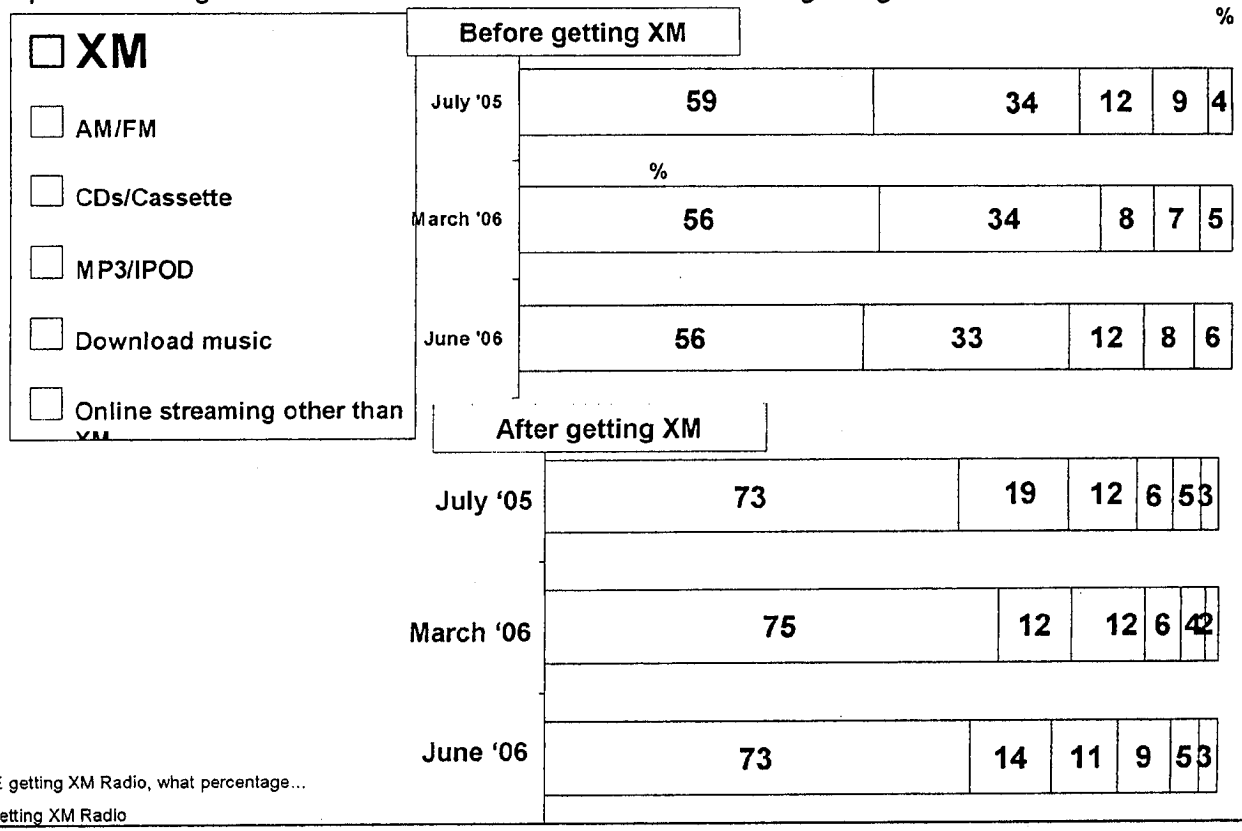
S13:Q3. Do you usually listen to XM Radio...?

XMCRB 00051617

Percentage of Time Spent Listening Before & After Getting XM Radio

SATELLITE RADIO

- The time allocated to XM is much higher than the time allocated to AM/FM prior to getting XM.
- Time spent listening to AM/FM reduces from 56% to 14% after getting XM.



S14:Q1. BEFORE getting XM Radio, what percentage...

S14:Q2.AFTER getting XM Radio

XMCRB 00051618

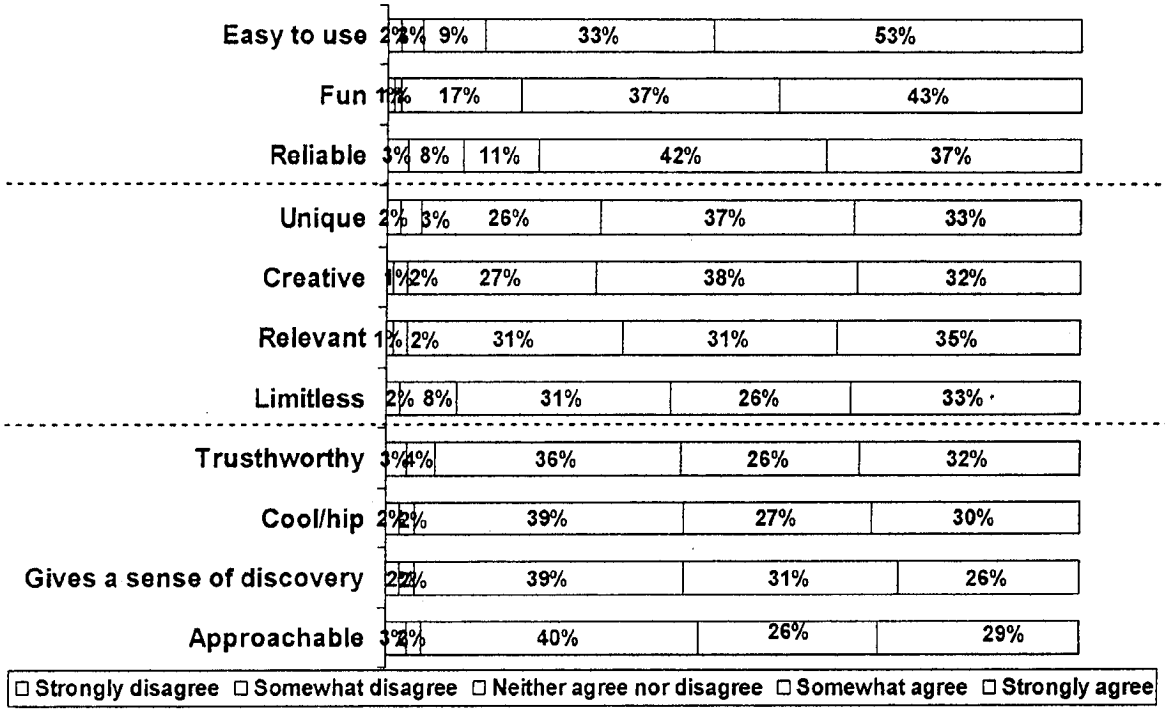
Overall Impression of XM Satellite Radio

XMCRB 00051619

Impression of "XM Satellite Radio"

SATELLITE RADIO

- XM is perceived as "easy to use", "fun", and "reliable" but rated lower than in previous waves.
- The recent subscribers have lower association with "approachable" and "gives a sense of discovery" than in March 2006, but about even with July 2005.
- Since March, there have been changes in impressions of "fun," "reliable", "relevant," "trustworthy"



	July '05	March '06	June '06
Easy to use	81%	90%	86%
Fun	79%	86%	80%
Reliable	72%	85%	79%
Unique	74%	73%	70%
Creative	69%	70%	70%
Relevant	60%	72%	66%
Limitless	56%	62%	59%
Trusthworthy	48%	66%	58%
Cool/hip	58%	62%	57%
Gives a sense of discovery	56%	61%	57%
Approachable	49%	62%	55%

S7:Q1. We would like to get your impressions of "XM Satellite Radio"...

XMCRB 00051620

Others

XMCRB 00051621

Number of XM Channels Saved as "Preset"

SATELLITE RADIO

- There has been a substantial increase in the number of presets subscribers are using since last year.

	July '05	March '06	June '06		Overall Satisfaction	Value for $
1-4	11%	10%	12%			
5-9	20%	35%	36%			
10-15	19%	24%	23%			
16-19	5%	5%	4%			
20-24	5%	2%	4%			
25-30	4%	5%	6%			
Do not use preset buttons	36%	19%	16%	⇨	79%	59%

S14:Q3. A "preset" is a button on the device ...

XMCRB 00051622

Ownership of high tech devices

SATELLITE RADIO

- Majority of current subscribers own cell phone and digital camera.
- Ownership of MP3 player/IPOD is around 46%.
- Ownership of Digital camera, MP3 player/IPOD has significantly increased since last year.

	July '05	March '06	June '06
Cellular Phone	96%	98%	98%
Digital Camera	79%	85%	89%
Mp3 player/IPOD	33%	43%	46%
PDA (i.e. blackberry)	37%	34%	39%
Portable game player (e.g. Gameboy, PSP)	20%	22%	22%
Portable video player (e.g. iRiver, Creative Zen)	8%	10%	13%
None of the above	2%	1%	1%

S14:Q5.Do you own the following? (Select all that apply)

XMCRB 00051623

Currently Subscribing to Satellite TV

SATELLITE RADIO

- Around 41% of XM recent subscribers have satellite TV.
- 29% of those use DirecTV

	July '05	March '06	June '06
Yes- DirecTV	29%	27%	29%
Yes- Dish Network	9%	12%	11%
Yes- other company	2%	2%	1%
	40%	**44%**	**41%**
No	61%	59%	59%

S14:Q6. Do you currently subscribe to satellite TV?

XMCRB 00051624

SX Exhibit 123 DR

SATELLITE RADIO

XM Research
Overview

Compiled: 13 June 2006

Sources:

Brand Tracking Study – Q2'06
Segmentation Study – Fall 2005
Satisfaction Study – Fall 2005
XM Programming Survey – June 2006
Arbitron Custom Study – Fall 2005
LM Messaging Research – March-April 2005
New Activations Study – Summer 2005

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Executive Summary

SATELLITE RADIO

Brand Tracking

- No significant changes between Q1'06 and Q2'06
- Awareness is higher for Sirius than it is for XM
- Sirius has higher negative measures than XM in "Unlikelihood to Get," "Unlikely to Consider," and "Un-favorability"
- When consumers have "heard of" XM and Sirius, XM scores better than Sirius when force to choose between the two companies.
- 'Reception Anywhere', 'Fewer Commercials', 'Music Choice' are the top three benefits to owning XM
- 'Monthly Fee' and 'Refusal to Pay for Radio' are the top two reason against getting XM

Segmentation

- Of the six segments identified. XM has opportunities in acquiring a relatively large segments of the General Population. Identified as "Group 2" these are predominantly white, conservative moms who are offended by shock jocks and sex and violence in the media. This group uses media to escape the day-to-day and is interested in family oriented programming.
- "Group 1" is also attractive with listeners who have niche interests such as sports or news and information and want media related to these things to be readily accessible. They're a younger group that is more likely to be urban and non-white. Generally, they want a customized experience that will fulfill their specific needs and care little about the breadth of the offering.

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XMCRB 00045068

Executive Summary

SATELLITE RADIO

Satisfaction

- XM Subscribers are very satisfied with the XM service, both overall and in terms of value, and very likely to continue.
- Sirius Subscribers are similarly satisfied, although more vulnerable, with almost 1 in 10 unlikely to continue their subscription.
- Programming and channel ratings indicate opportunity for improvement for XM since Sirius' programming satisfaction is higher.
- Receiver and reception are strong drivers of delight for XM subscribers and XM has the advantage over Sirius.
- Customer Care and Billing and Payment Options are strong drivers of XM dissatisfaction and Sirius has the advantage.

Listenership

- The majority of what subscribers use XM for is Music Programming.
  - Followed by News and Sports
  - Of the Music Programming offered, 26% listen to Pop and Hits

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XMCTB 00045069

SATELLITE RADIO

Research Schedule

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Upcoming Research: Marketing

SATELLITE RADIO

Tracking studies

- National Brand Tracking Survey – Report due August 2006 (Topline July 14th)
  - Category Metrics, Competitive Analysis, Awareness and Purchasing Metrics
  - Last report Q2'06
  - Client: XM (marketing and programming)

- Customer Satisfaction Survey – Report due August 2006 (second wave)
  - Category Metrics, Competitive Analysis (including Sirius subscribers)
  - Last report Fall 2005
  - Client; XM (marketing and programming)

- Churn/Cancel Survey – Report due August 2006 (first wave)
  - Reasons why former XM subscribers left
  - Client:: Kondracki, Mednik

- Millward Brown – Report due in beginning of July 2006 (ongoing)
  - Effectiveness of XM's advertising and PR efforts
  - Last report: Q2
  - Client: Gary Hahn and Howard Jacobs

- New Activation Study: Report due in mid-July 2006
  - Determine overall satisfaction and reasons why XM subscribers have currently signed-up
  - Last report: March/April
  - Client: Marketing

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Upcoming Research: Marketing

SATELLITE RADIO

Current Research Studies

- Segmentation Study – Report due end of August 2006
  - Segmentation
  - Last report Fall 2005
  - XM (marketing and programming)
- Messaging Study – Report due end of June 2006
  - Focus on commercial free music, depth and breath of programming messages as well as taglines
  - Last report Spring 2005
  - Client: Steve Cook
- Advertising Evaluation – Topline with key metrics due June 15, 2006
  - Testing current XM Discover Here ad (including MLB ad), Avis co-branded ad and both Sirius ads
  - Client: Gary Hahn
- Feature Value Study – Topline with key metrics due June 15, 2006
  - Testing how much more consumer would pay for additional features on XM devices
  - Client: Dan Murphy

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XMCRB 00045072

Upcoming Research: Marketing

SATELLITE RADIO

Current Research Studies (Cont)

- Packaging Research – Topline end of June 2006
  - Testing how much more consumer would pay for additional features on XM devices
  - Client: Dan Murphy and Rocco Tricarico

- Women/Oprah Research – (multiple phases)
  - Understanding the need stage for satellite radio among women and how Oprah fits into their life
  - Multiple Phase:
    - Qualitative Groups conducted among women
    - Testing (gut-check) creative execution for Q3 Oprah print
    - Quantitative study among women and Oprah fans
  - Client: Howard Jacobs and Brian Grossman

- Custom Survey – Report Due August 2006
  - Unaided Listenership Ratings and Profile Information
  - Last report Fall 2005
  - Client: XM Programming and Ad Sales

- Online Diary Survey – Report Due August 2006
  - Aided Listenership Ratings and Profile Information
  - Last report Fall 2005
  - Client: XM Programming and Ad Sales

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Upcoming Research: Marketing

SATELLITE RADIO

Scheduled Research Studies

- Early Majority: Qualitative – Report Due beginning of July 2006
  - Understand early majority consumers and how we should message to them to make them subscribe with XM
- Early Majority: Quantitative – Report Due beginning of beginning/mid of August 2006
  - Understand the best messaging approach for the early majority segment and various segments (MLB fans, etc)
- Advertising Testing: Storyboard – Qualitative: TBD – August 2006
- Advertising Testing: Quantitative testing: TBD – September 2006

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SATELLITE RADIO

Messaging

Confidential and Proprietary Information of XM Satellite Radio Inc.

Key Findings

SATELLITE RADIO

- From various 2005 studies, the **top** messaging themes are:
  - Fewer commercials (for instance: 100% commercial free music)
  - Variety/depth of programming (for instance: more the type of music I prefer etc).

- Second tier messaging themes are:
  - Ability to see the name of the artists and song being played
  - Sound quality (better sound quality than AM/FM)
  - Gives you coast-to-coast coverage

- Recommendation:
  - We should test different messages for each of the messaging themes
  - Determine the ideal messaging combination (should it be 1, 2 or 3 messages)

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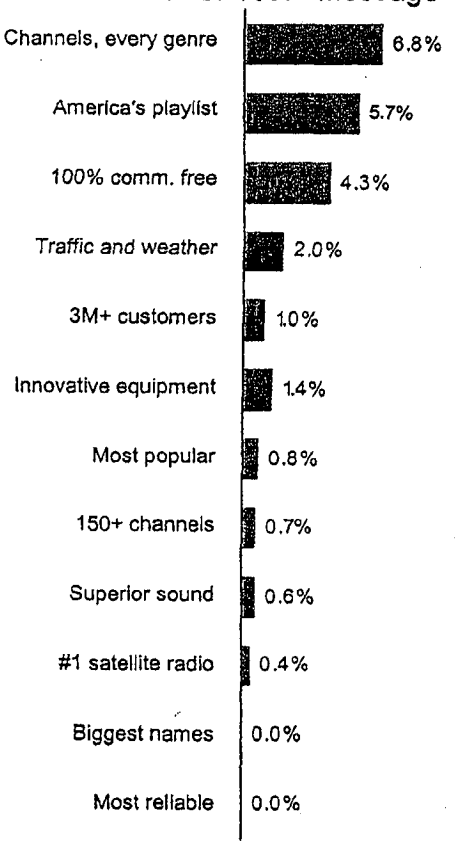
XMCRB_00045076

Best Performing Messages: Key Takeaways

SATELLITE RADIO

Key Facts: Incremental Take Rate Relative to "Lowest" Message



Note: All "percent consider" scores benchmarked against lowest score within bucket.
Source: LM Messaging Research, March-April 2005.

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Perceived Advantages of Satellite Radio

Perceived Advantages of Satellite Radio – Top 3 Box*

	Total
Fewer commercials	88%
The ability to see the name of the artist and song being played on the radio display	84%
Gives you coast-to-coast coverage	82%
More of the type of music you prefer	81%
Digital sound quality	80%
Ability to listen to music you can't find on AM/FM radio	79%
Ability to find something you enjoy no matter what your mood	78%
Less DJ chatter	73%
Ability to listen to music from different times of your life	73%
Gives you the ability to listen to a greater diversity of new music	72%
Availability of special programming not available on AM/FM, such as dedicated Comedy Channels, Ethnic Programming, Radio Dramas, etc	64%
Ability to discover new music that you like	62%
Makes time go by faster	62%
Greater variety of news & talk than on AM/FM	60%

*Rated on a 10-point scale where 10=Great Advantage and 1=Not An Advantage at All
Source: Segmentation Study, Spring 2005

Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCRB 00045078

Reasons for Choosing XM

SATELLITE RADIO

	Total	OEM	Aftermarket
It was pre-installed in my car	63%	91%	N/A
There is less DJ chatter	38%	34%	34%
I can get content and programming that I cannot get on AM/FM radio	38%	38%	43%
There are fewer commercials	35%	39%	42%
It offers more music variety/diversity that interests me	31%	38%	42%
Better sound quality than AM/FM	29%	28%	30%
It offers more sports programming that interests me	28%	14%	26%
There are more stations/formats to choose from	23%	40%	39%
It offers more family programming that interests me	22%	4%	6%
I've heard good things about it/good reviews	20%	12%	30%
I want uncensored radio	19%	14%	24%
It offers more talk shows	19%	19%	24%
It offers more news coverage that interests me	18%	11%	19%
I want Major League Baseball	16%	10%	23%
I like XM Radio's devices/equipment	11%	3%	21%
Friends/family recommended it	9%	10%	28%
It has Bob Edwards show	3%	1%	5%
It has Opie & Anthony show	4%	4%	5%
XM has parental control/blocking option	2%	2%	3%
A salesperson recommended it	2%	2%	7%

Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCB 00045079

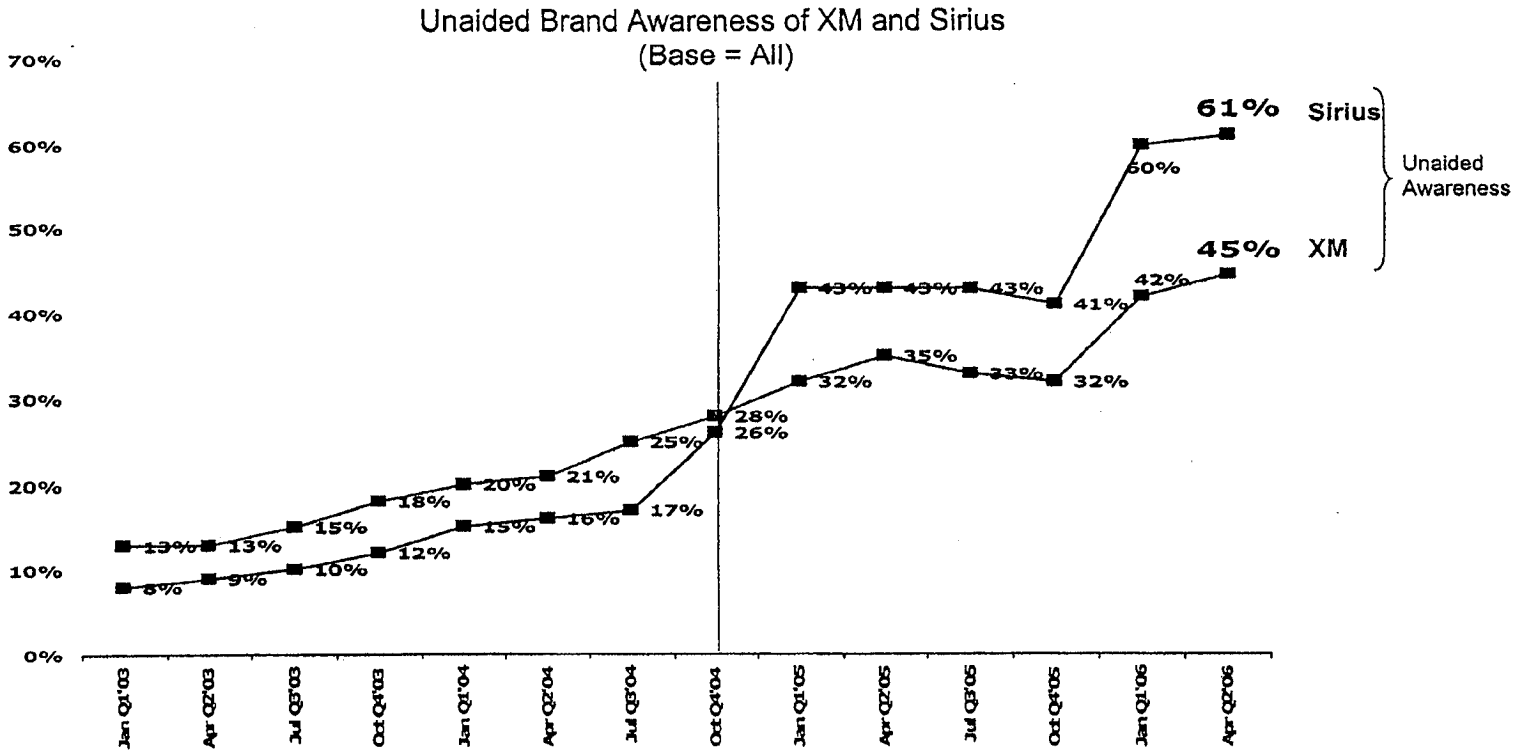
SATELLITE RADIO

Brand Tracking

Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCRB 0004508C

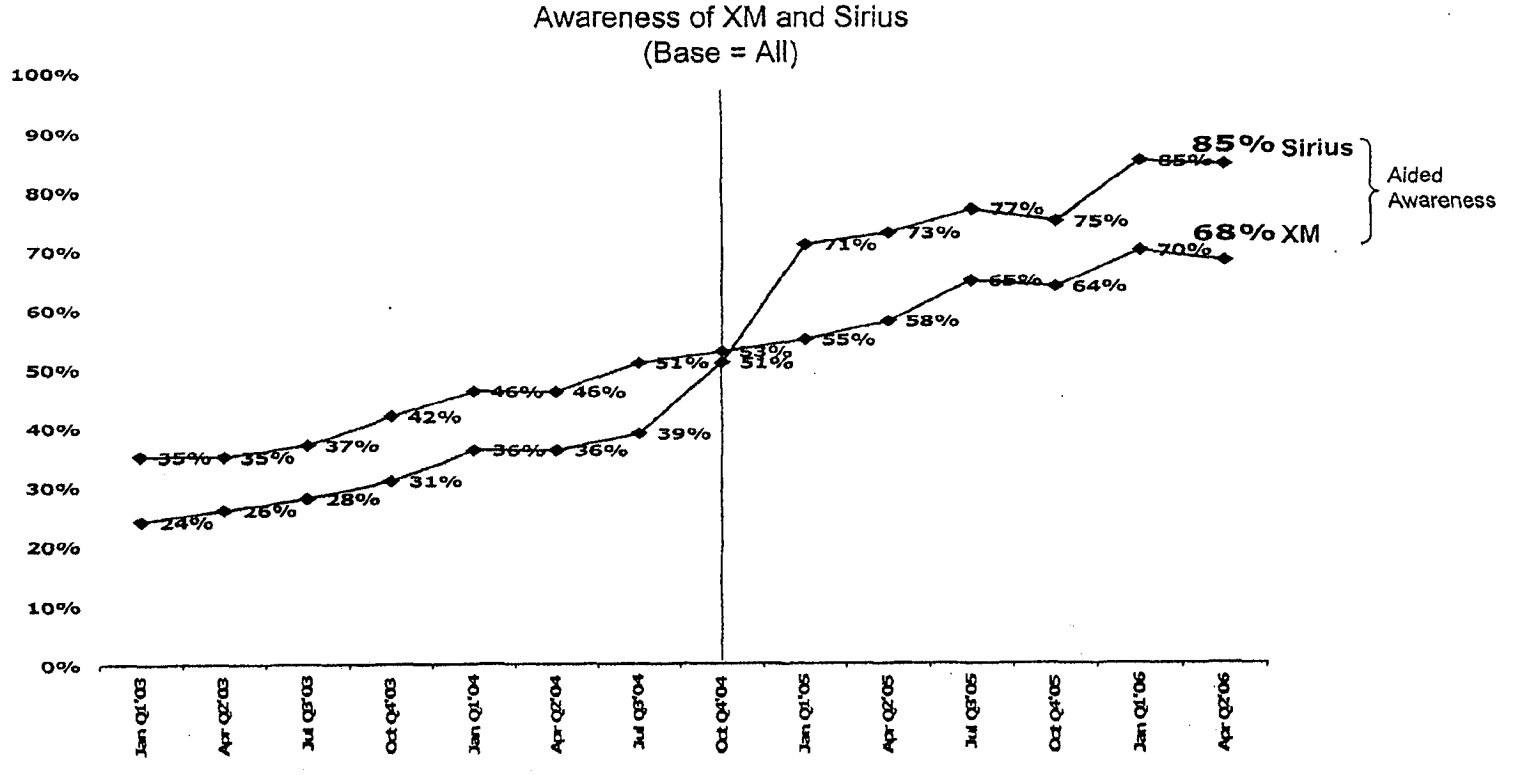
Since Howard Stern's announcement to join Sirius in October 04, resulted in higher Unaided Brand Awareness which they've managed to maintain



Source: Q2 2006 Brand Tracking

Confidential and Proprietary Information of XM Satellite Radio Inc.

The "Howard Affect" improved Sirius' Aided Awareness since October 2004

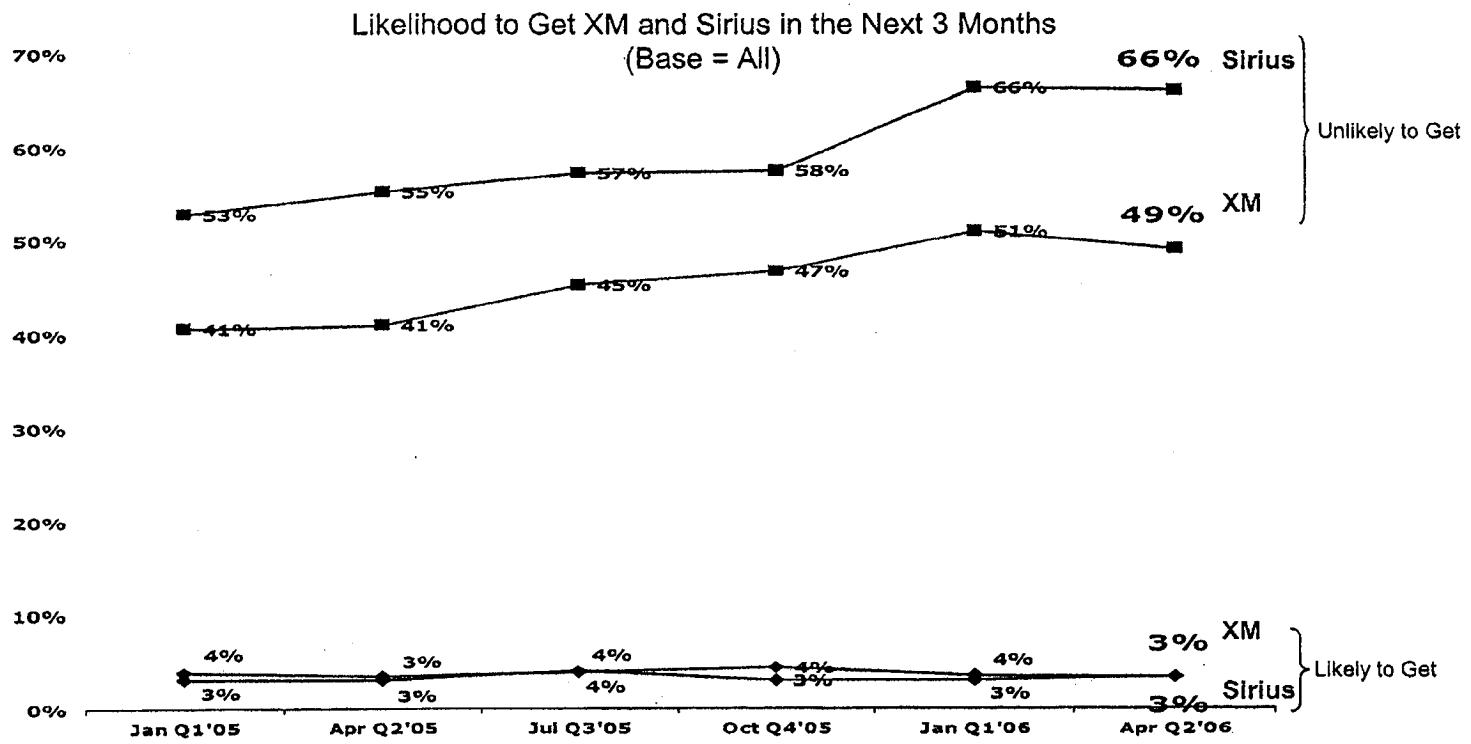


Source: Q2 2006 Brand Tracking

Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCRB 00045082

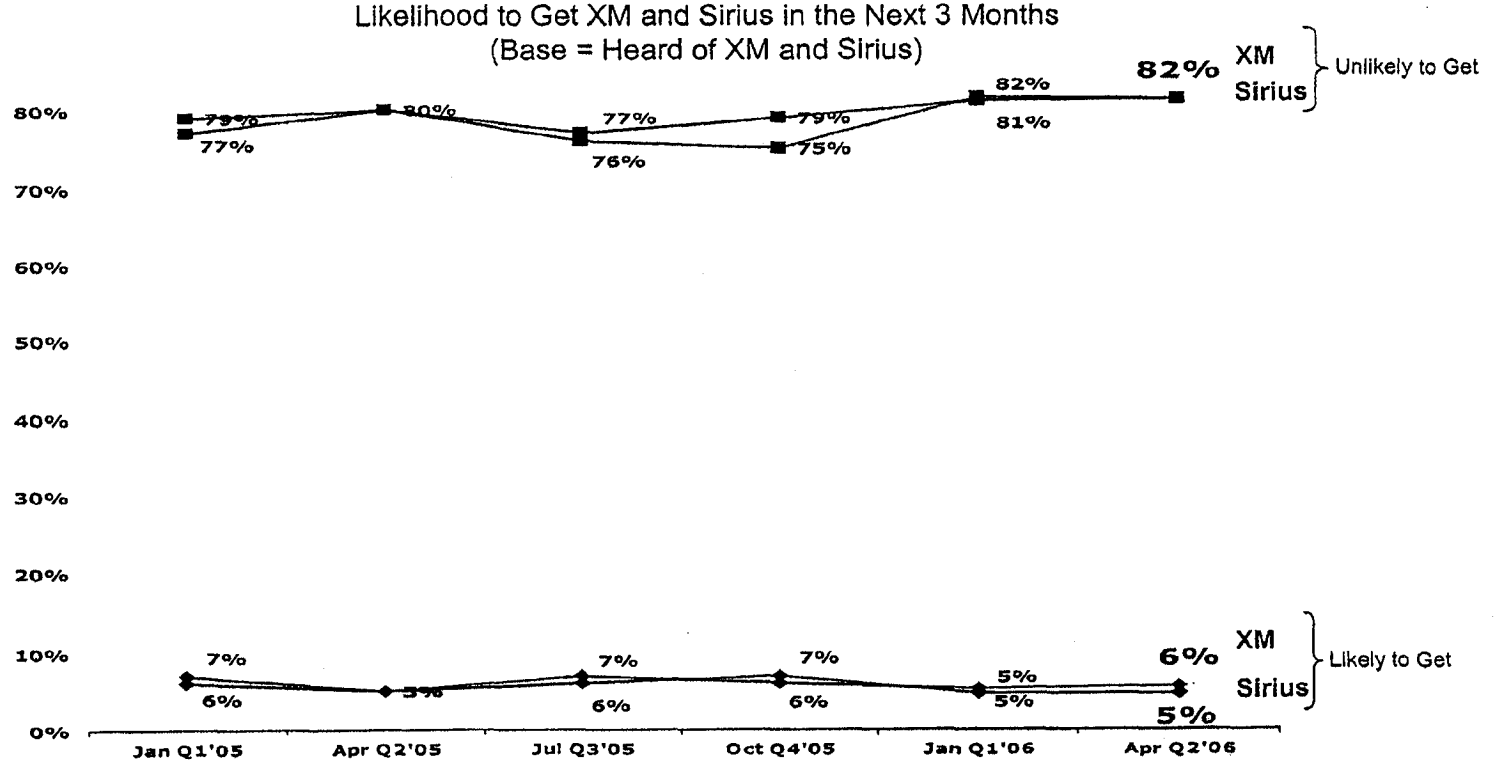
More people are "Unlikely to Get Sirius" than are those "Unlikely to Get XM"



Source: Q2 2006 Brand Tracking

Confidential and Proprietary Information of XM Satellite Radio Inc.

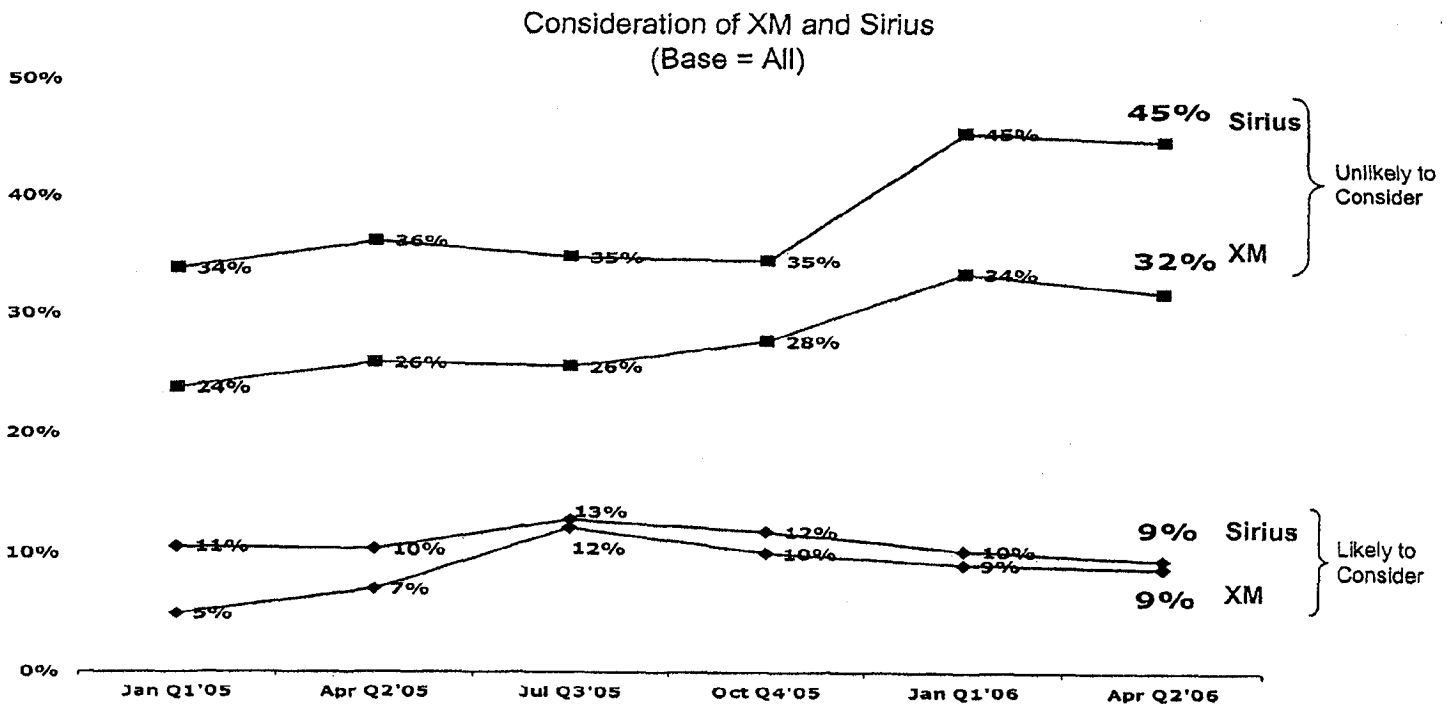
When people are aware of XM and Sirius, the "Unlikely to Get" measure is the same for both companies, as is the likely to Get



Source: Q2 2006 Brand Tracking

Confidential and Proprietary Information of XM Satellite Radio Inc.

Much like "Unlikely to Get," people are more "Unlikely to Consider Sirius" than XM



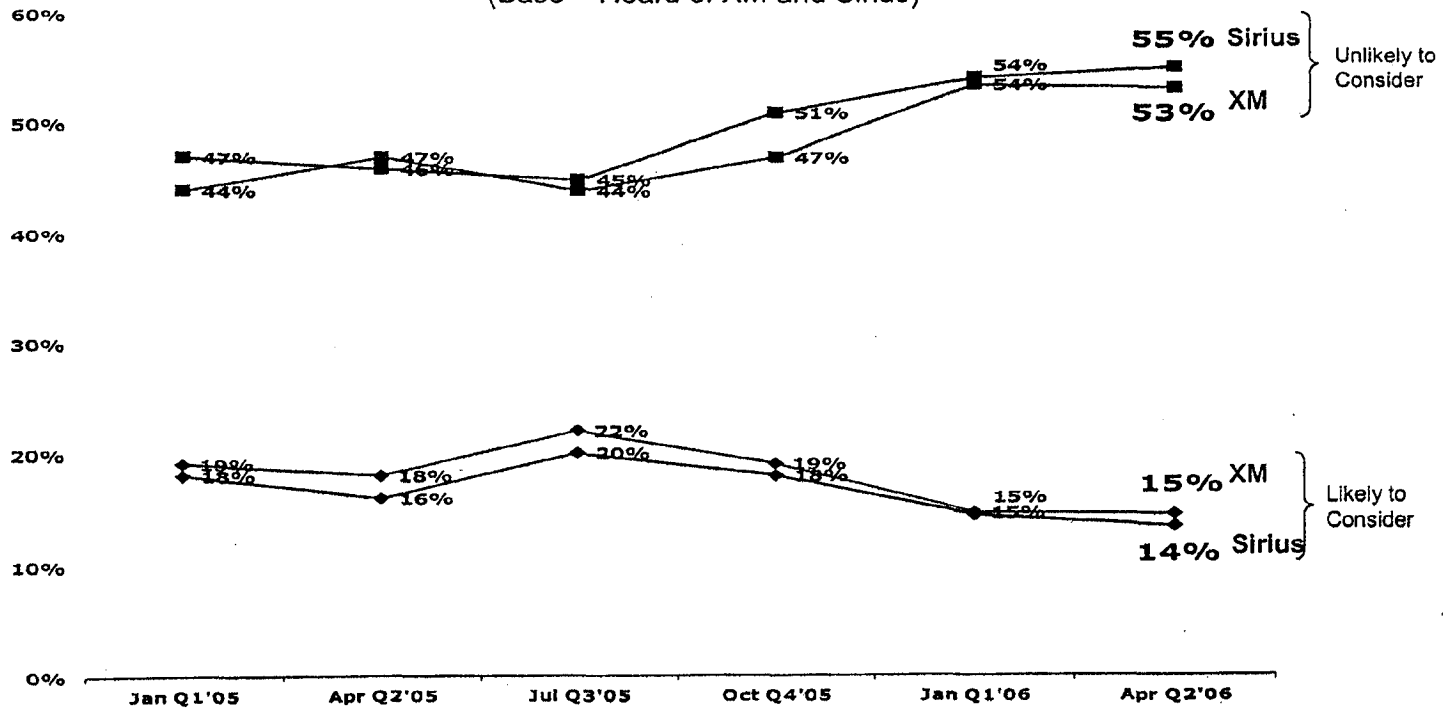
Source: Q2 2006 Brand Tracking

Confidential and Proprietary Information of XM Satellite Radio Inc.

When people are aware of XM and Sirius, the "Consideration" measure is statistically the same for both companies

SATELLITE RADIO

Consideration of XM and Sirius
(Base = Heard of XM and Sirius)

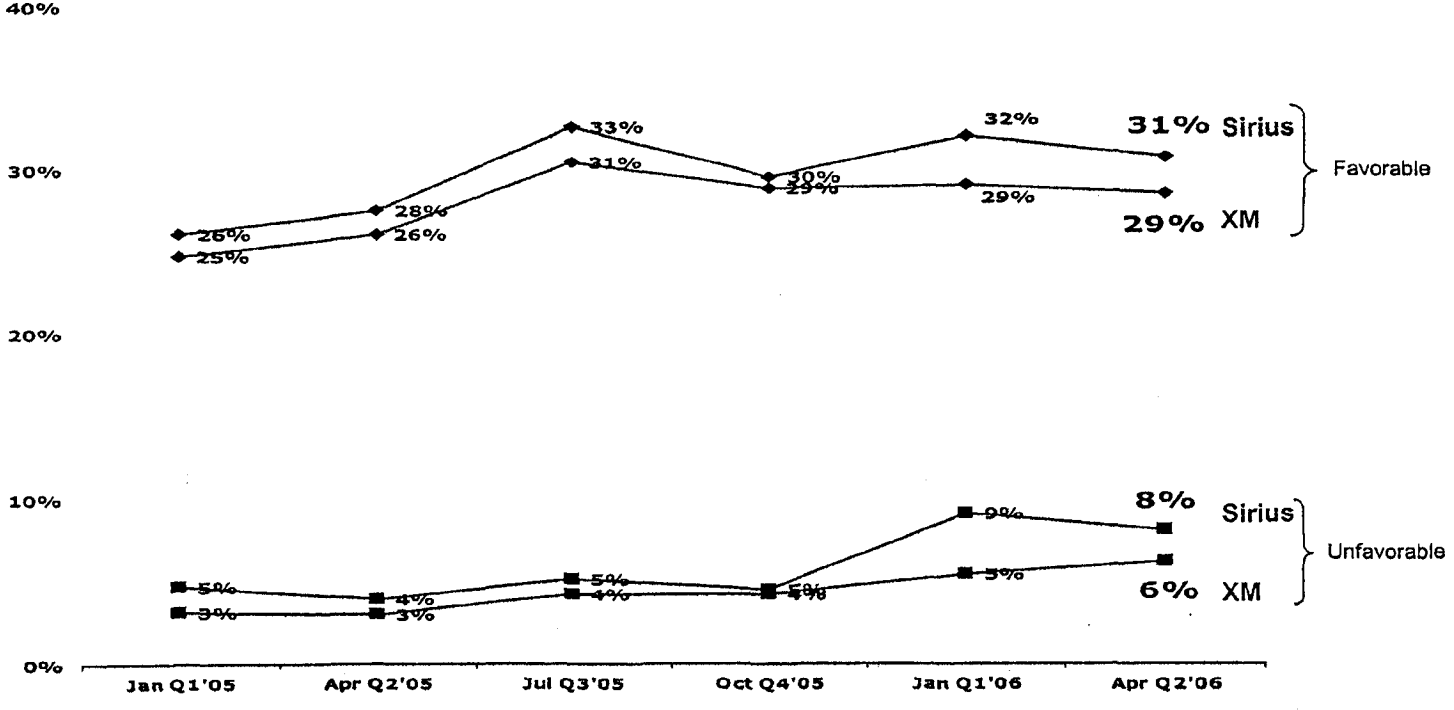


Source: Q2 2006 Brand Tracking

Confidential and Proprietary Information of XM Satellite Radio Inc.

While Sirius is both more "Favorable" and "Unfavorable" than XM, there statistically no difference between the two.

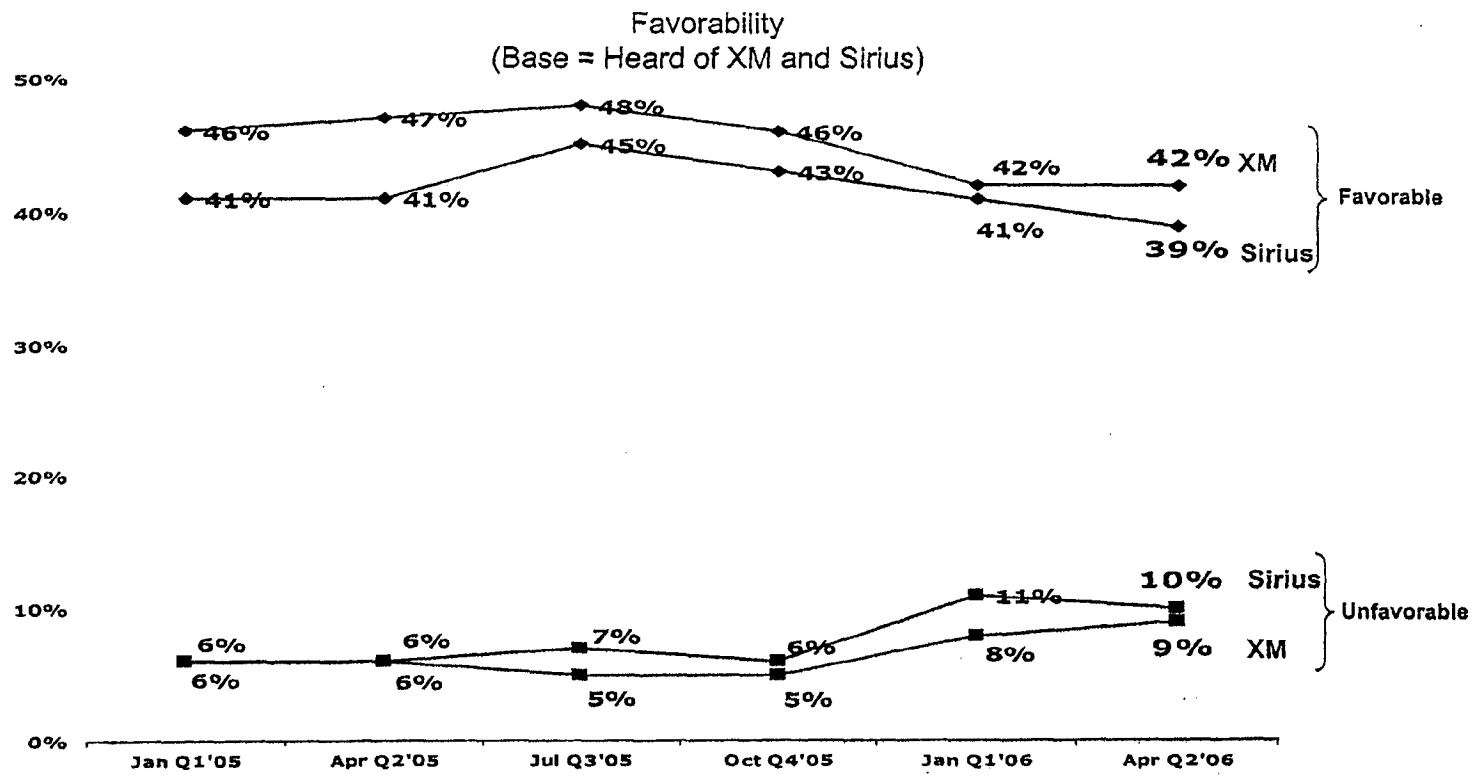
Favorability
(Base = All)



Source: Q2 2006 Brand Tracking

Confidential and Proprietary Information of XM Satellite Radio Inc.

Similar to "Likelihood to Get" and "Consideration," when people have heard of XM and Sirius "Favorability" is statistically the same for both companies

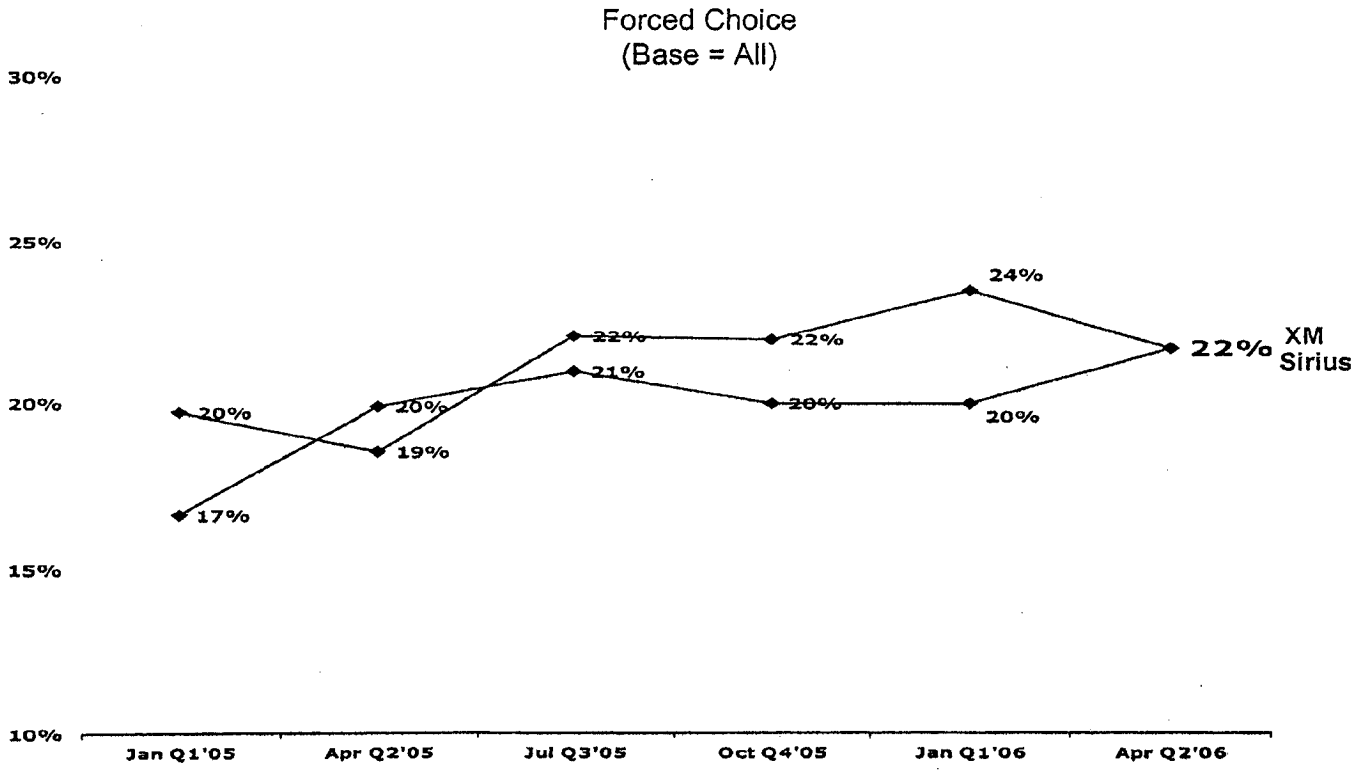


Source: Q2 2006 Brand Tracking

Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCRB 00045088

When forced to decide between XM and Sirius, an equal percentage of people will choose XM and Sirius

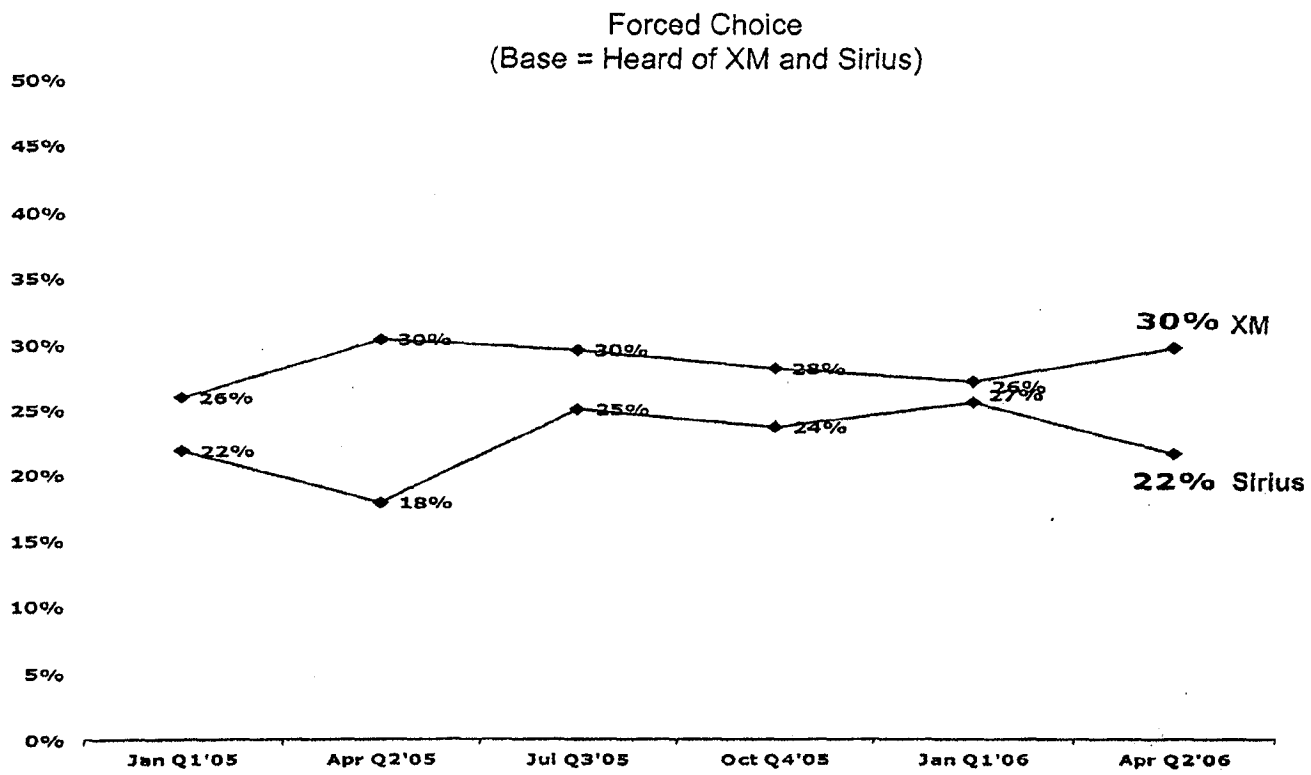


Source: Q2 2006 Brand Tracking

Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCB 00045089

Unlike "Likelihood to Get, " "Consideration," and "Favorability" among people (who have heard of XM and Sirius) are forced to choose between XM and Sirius, more choose XM



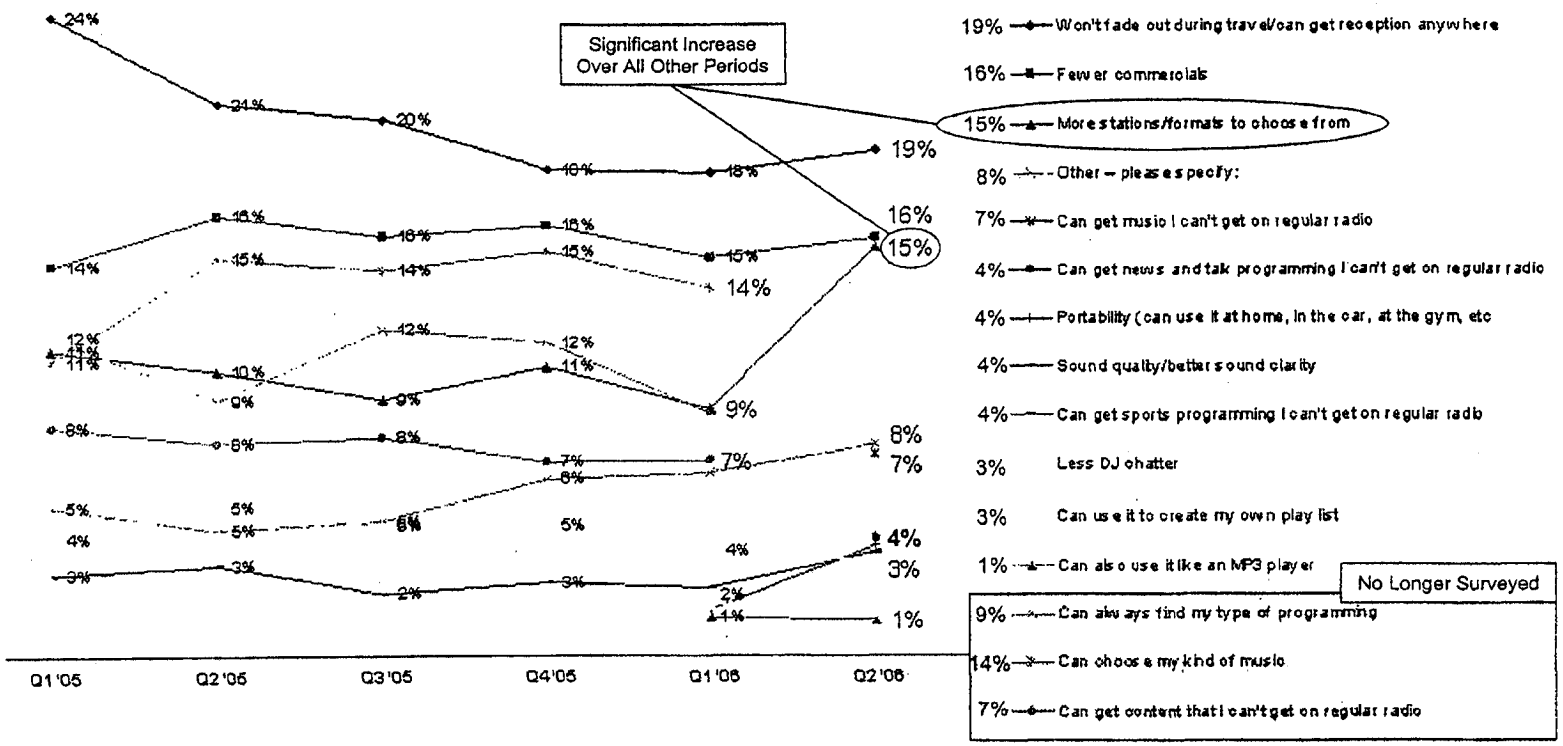
Source: Q2 2006 Brand Tracking

Confidential and Proprietary Information of XM Satellite Radio Inc.

"The More Stations/Formats to Chose From" Primary Benefit of Getting XM Increased Significantly (to a less extent so did: Sound Quality, Portability, and Play list)

SATELLITE RADIO

What would be the single biggest benefit of getting XM for you?
(Base = Heard of XM, Q2'06 N=1,759)



Source: Q2 2006 Brand Tracking

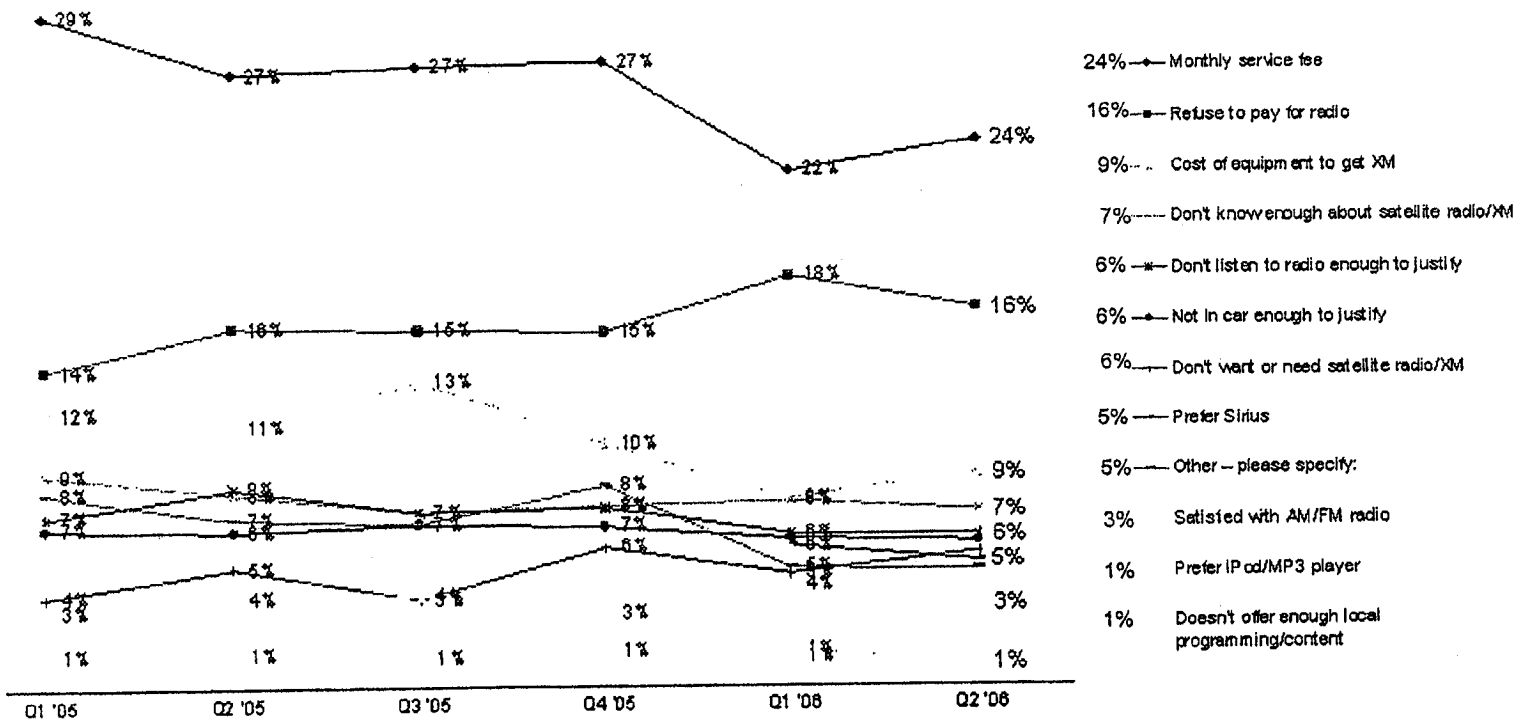
Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCB 00045091

XM Purchase Barriers – No Significant Change from Last Quarter

SATELLITE RADIO

Most Influential Factor In Keeping you from Getting XM
(Base = Heard of XM, Q1'06 N=1,424



Source: Q2 2006 Brand Tracking

Confidential and Proprietary Information of XM Satellite Radio Inc.

SATELLITE RADIO

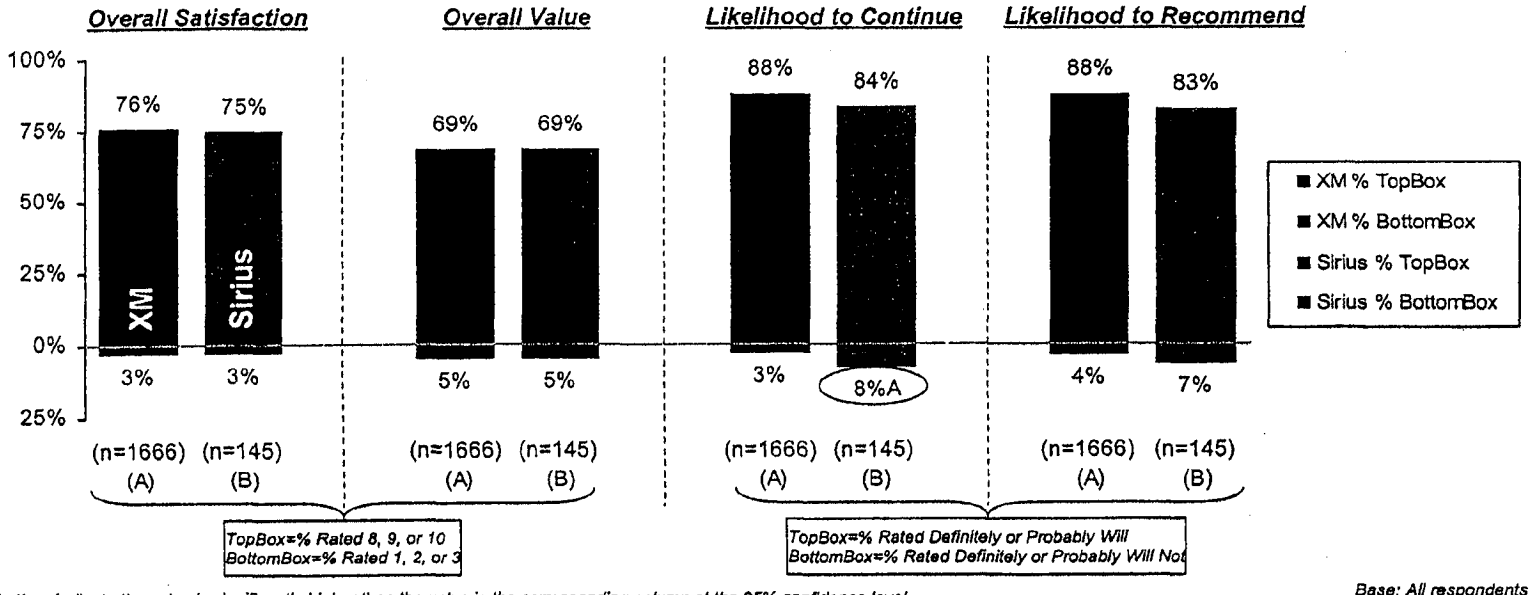
Satisfaction

Confidential and Proprietary Information of XM Satellite Radio Inc.

Overall Satisfaction and Loyalty
XM and Sirius Subscribers (Total)

SATELLITE RADIO

- XM Subscribers are very satisfied with the XM service, both overall and in terms of value, and very likely to continue.
- Sirius Subscribers are similarly satisfied, although more vulnerable, with almost 1 in 10 unlikely to continue their subscription.



Letters indicate the value is significantly higher than the value in the corresponding column at the 95% confidence level.

Dissatisfaction with the service overall, defined as rating a 1,2 or 3 on a 10-pt scale, is very minimal among both XM and Sirius Subscribers.

Base: All respondents

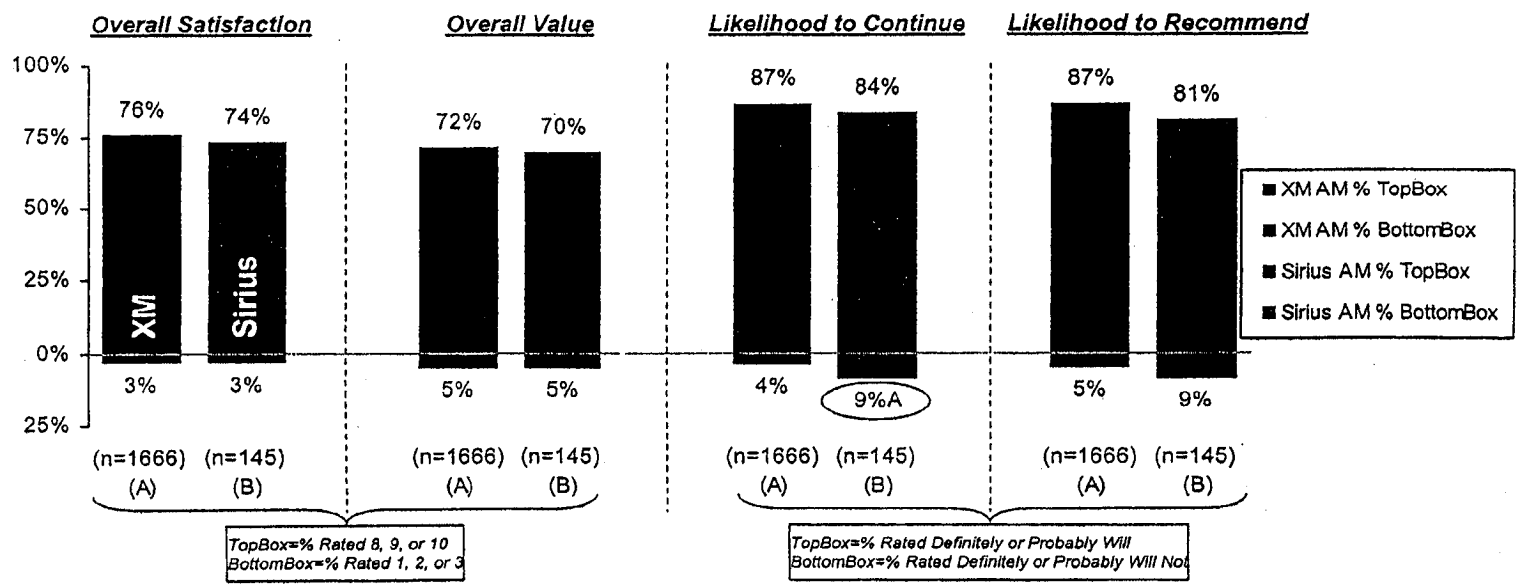
Source: Satisfaction Study – Fall 2005

Confidential and Proprietary Information of XM Satellite Radio Inc.

Overall Satisfaction and Loyalty
XM and Sirius (Aftermarket Subscribers)

SATELLITE RADIO

- Satisfaction and likelihood to continue among Aftermarket Subscribers mirrors Subscribers overall, for both XM and Sirius.



Letters indicate the value is significantly higher than the value in the corresponding column at the 95% confidence level.

Base: All respondents

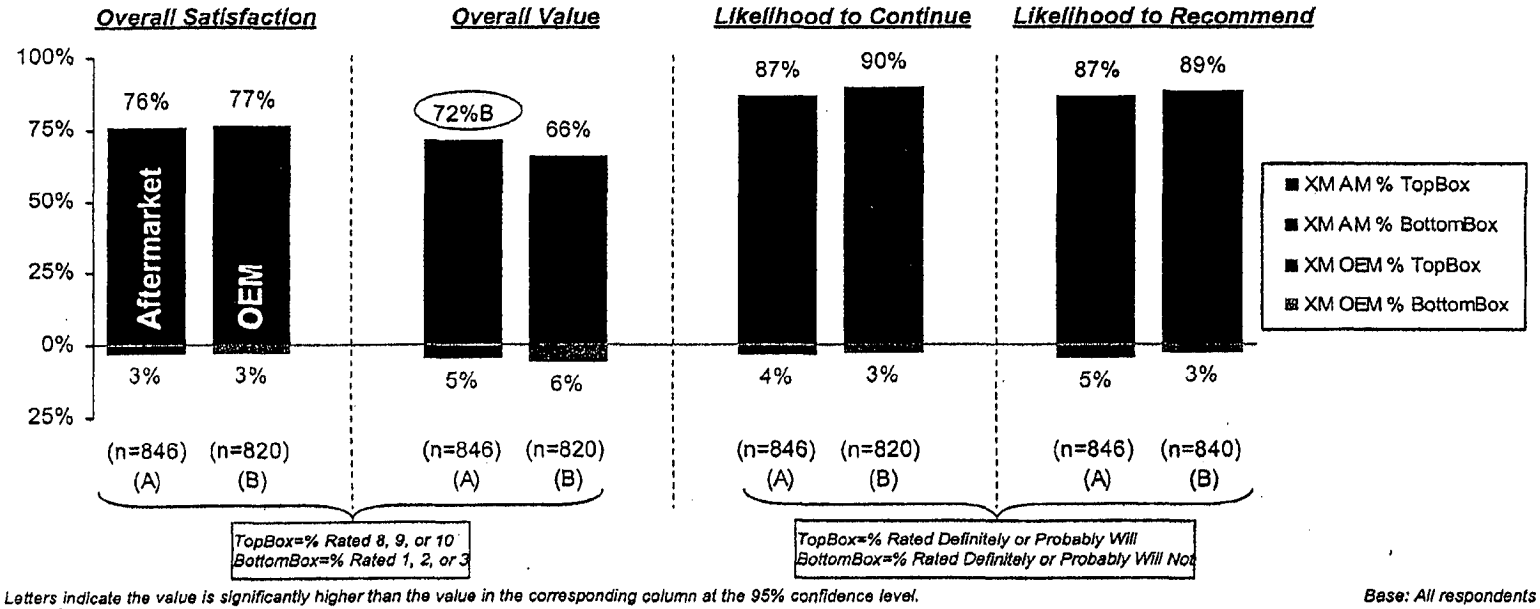
Source: Satisfaction Study – Fall 2005

Confidential and Proprietary Information of XM Satellite Radio Inc.

Overall Satisfaction and Loyalty
XM (Aftermarket and OEM Subscribers)

SATELLITE RADIO

- Satisfaction and likelihood to continue are similar among XM Aftermarket and OEM Subscribers, although Aftermarket Subscribers are more likely to be satisfied with the service on providing a good value for the money.



Letters indicate the value is significantly higher than the value in the corresponding column at the 95% confidence level.

Base: All respondents

Source: Satisfaction Study – Fall 2005

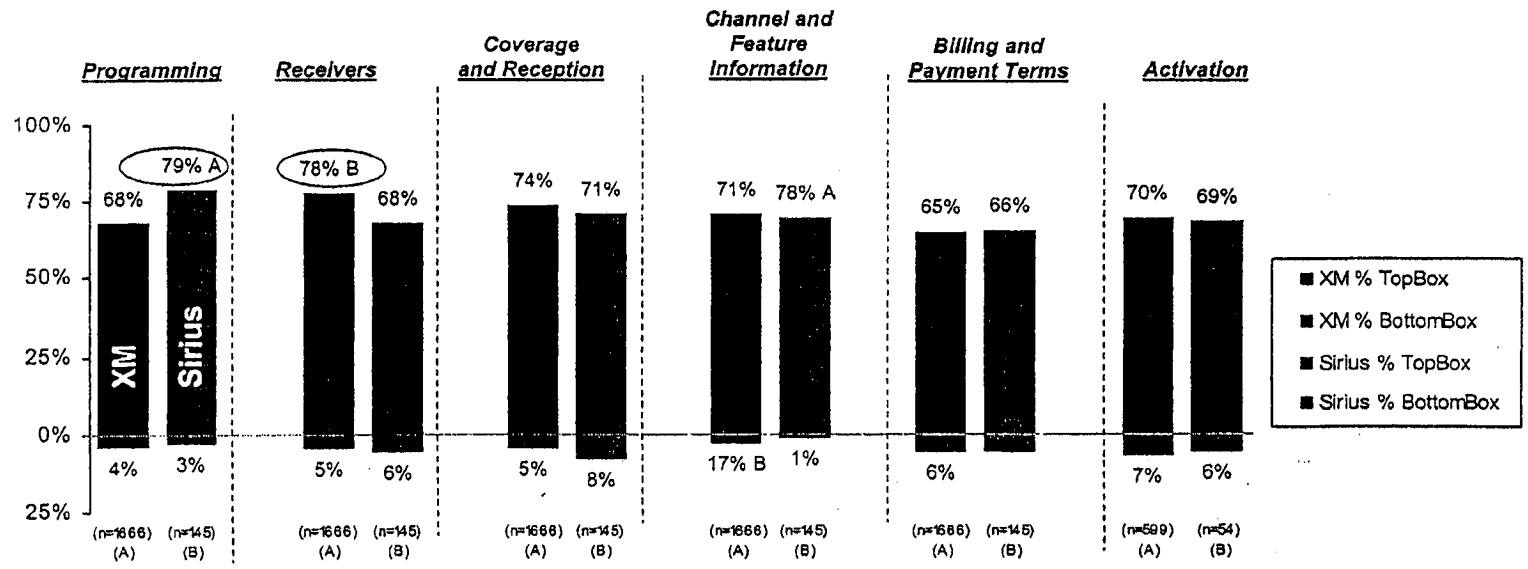
Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCRB 00045096

Satisfaction by Product and Service Attributes
XM and Sirius Subscribers (Total)

SATELLITE RADIO

- XM and Sirius each have unique strengths among their Subscribers.
  - XM Subscribers are most satisfied with their receivers and XM reception.
  - Sirius Subscribers are most satisfied with Sirius programming.



Letters indicate the value is significantly higher than the value in the corresponding column at the 95% confidence level.

Base: All respondents except for Customer Service (contacted customer service past 6 months) and Activation (activated past 12 months)

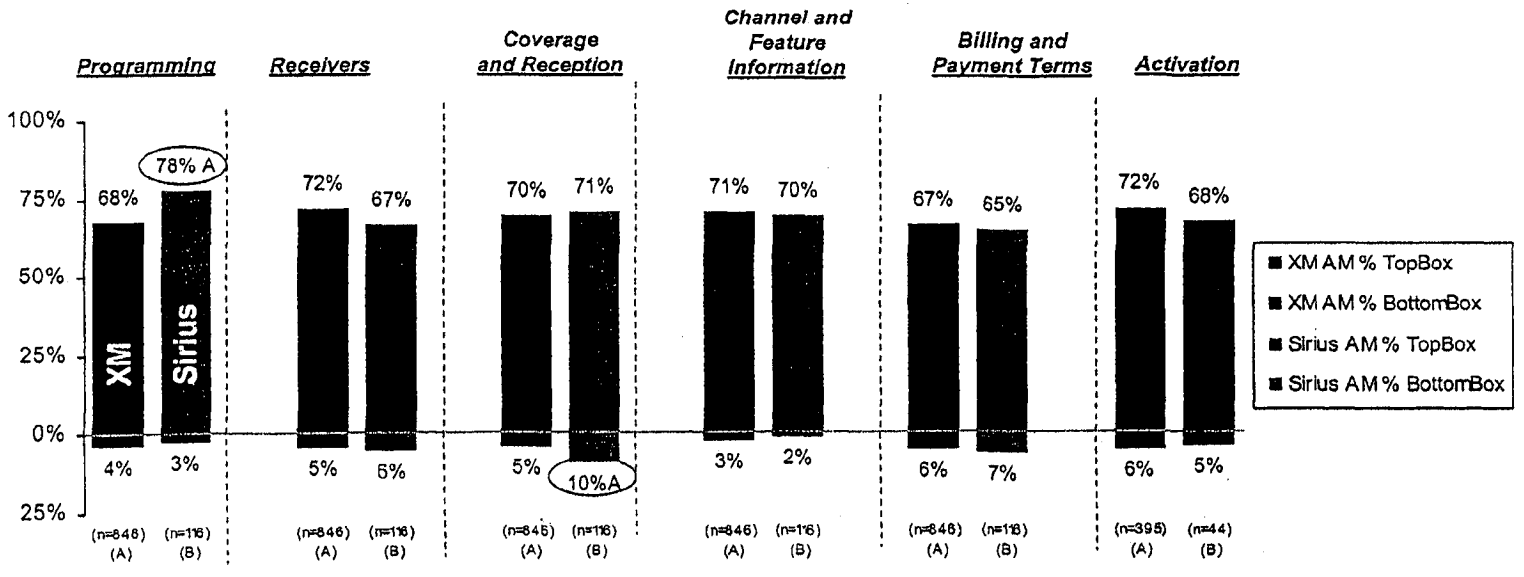
Source: Satisfaction Study – Fall 2005

Confidential and Proprietary Information of XM Satellite Radio Inc.

Satisfaction by Product and Service Attributes
XM and Sirius Aftermarket Subscribers

SATELLITE RADIO

- Similar satisfaction ratings are reflected among Aftermarket Subscribers as Subscribers overall, although a significantly higher proportion of Sirius Aftermarket Subscribers are dissatisfied with coverage and reception than XM Aftermarket Subscribers.



Letters indicate the value is significantly higher than the value in the corresponding column at the 95% confidence level.

Base: All respondents except for Customer Service (contacted customer service past 6 months) and Activation (activated past 12 months)

Source: Satisfaction Study – Fall 2005

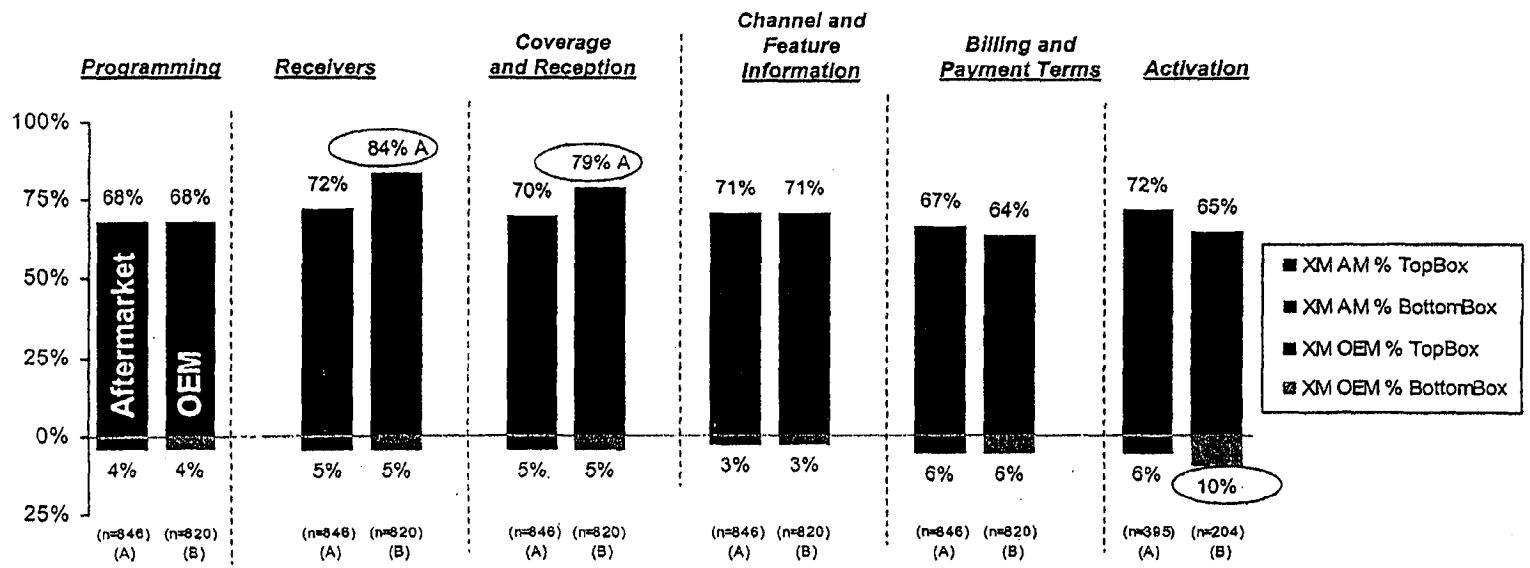
Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCB_0001598

Satisfaction by Product and Service Attributes
XM Aftermarket and OEM Subscribers

SATELLITE RADIO

- There are significant differences in satisfaction between XM Aftermarket and OEM Subscribers.
  - OEM Subscribers are significantly more satisfied with their receiver and XM reception, and less satisfied with the activation process.



Letters indicate the value is significantly higher than the value in the corresponding column at the 95% confidence level.

Base: All respondents except for Customer Service (contacted customer service past 6 months) and Activation (activated past 12 months)

Source: Satisfaction Study – Fall 2005

Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCRB-00045099

SATELLITE RADIO

Segmentation

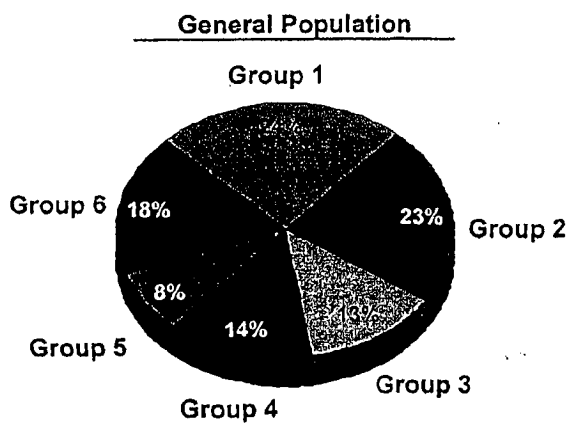
Confidential and Proprietary Information of XM Satellite Radio Inc.

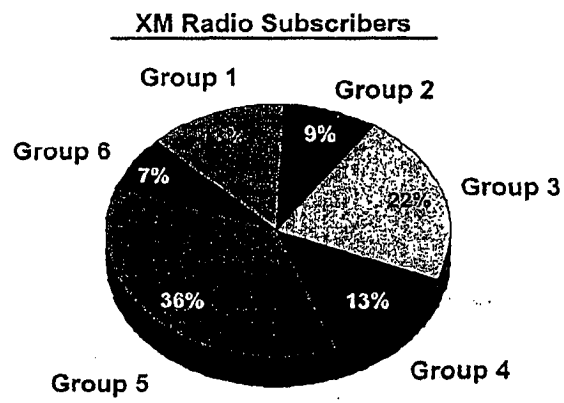
XMCRB 00045100

Segment Sizes

SATELLITE RADIO

- Research has identified six consumer segments in the "General Population," which vary in size from 8% to 24%. While segment size is typically a reflection of the level of attention that needs to be given to these consumers, defining characteristics should also play a role in prioritizing.





- A small overall size, combined with a large XM share, could mean that this segment is already "tapped" (eg- Group 5).
- A large segment size, with a small XM share, could mean that this segment is either "under-served" or unattainable. (eg- Group 2)

Source: Segmentation Study – Fall 2005

Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCRB 00045101

Segment Summaries

SATELLITE RADIO

Group 1 (24% of the General Population 13% of XM Subscribers)

- Listeners who have niche interests such as sports or news and information and want media related to these things to be readily accessible. Fewer advertisements is not their concern, so a commercial-free proposition won't reel them in. They're a younger group that is more likely to be urban and non-white. With that they have some interest in media available in other languages. Generally, they want a customized experience that will fulfill their specific needs and care little about the breadth of the offering.

Group 2 (23% of the General Population 9% of XM Subscribers)

- Predominantly white, conservative moms who are offended by shock jocks and sex and violence in the media. This group uses media to escape the day-to-day and is interested in family oriented programming.

Group 3 (13% of the General Population 22% of XM Subscribers)

- Open-minded, perhaps more liberal listeners that like cutting edge media sources. The technology and a perception of rebelling against the system will draw them in. They want something that allows them to access all types of information and music in a regulation and commercial-free environment.

Source: Segmentation Study – Fall 2005

Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCRB 00045102

Segment Summaries (cont)

SATELLITE RADIO

Group 4 (14% of the General Population 13% of XM Subscribers)

- Older males with higher education and income levels who are interested in broadening their perspective of the world. They too like cutting-edge media, but less because of it's rebellious nature and more because it satisfies their desire to expand their minds. They're intellectual in nature and listen to informative programming, including more stations that carry NPR.

Group 5 (8% of the General Population 36% of XM Subscribers)

- Avid radio listeners who are interested in commercial-free experiences. More than anything they are frustrated with channel surfing and interruptions due to advertising. They care less about the cutting-edge aspect and are not focused on getting a well-rounded perspective on the world. Quite simply, they want a hassle free option that makes their listening experience pleasant. Overall, they are not satisfied with current radio programming.

Group 6 (18% of the General Population 7% of XM Subscribers)

- Undemanding consumers who are satisfied with whatever media is available. They are happy with the programming on Internet, radio and TV. They are not bothered by advertisements and therefore are not willing to pay for a commercial-free service.

Source: Segmentation Study – Fall 2005

Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCRB 00045103

Segment Summaries: Media Attitudes Factors

SATELLITE RADIO

	Group 1 (A)	Group 2 (B)	Group 3 (C)
Anti-advertising	36%↓	52%↑	68%↑
Open minded/well rounded	30%↓	36%↓	52%↑x
Satisfied with current content	28%↓	26%↓	35%
Escape with media	27%↓	40% ↑x	43% ↑x
Concerned/Family Oriented	23%↓	74% ↑x	10%↓
Interested in new gadgets/services	21%	12%↓	29%↑
Specific programming needs	19%↑x	5%↓	9%

	Group 4 (D)	Group 5 (E)	Group 6 (F)	XM Subs (X)
Anti-advertising	59%↑	70% ↑	20%↓	67% ABCF
Open minded/well rounded	62%↑x	34%↓	49%↑	48% ABE
Satisfied with current content	35%	46% ↑x	58%↑x	36% AB
Escape with media	17%↓	23%↓	47%↑x	35% ADE
Concerned/Family Oriented	39% x	36%	31%↓	33% AC
Interested in new gadgets/services	20%	31%↑	22%	36% ABCDEF
Specific programming needs	10%	8%	6% ↓	12% BCEF

Q.6

Source: Segmentation Study – Fall 2005

Confidential and Proprietary Information of XM Satellite Radio Inc.

Segment Summaries: Radio Attitudes Factors

SATELLITE RADIO

	Group 1 (A)	Group 2 (B)	Group 3 (C)
Support radio regulation	19% ↓	64% ↑x	11% ↓
Willing to pay for variety/commercial free	18% ↓	25% ↓	48% ↑
Reception problems	18% ↓	27% ↑	31% ↑
Anti- AM/FM programming	17% ↓	21%	38% ↑x
Sports Focused	15% ↑	3% ↓	4% ↓
Avid radio listeners	15% ↑	9% ↓	15%
News and information focused	14% ↑	6% ↓	7% ↓

	Group 4 (D) %	Group 5 (E) %	Group 6 (F) %	XM Subs (X) %
Support radio regulation	37% ↑	33%	32%	31% AC
Willing to pay for variety/commercial free	33% ↑	50% ↑	15% ↓	64% ABCDEF
Reception problems	21%	27% ↑	22%	37% ABCDEF
Anti- am/fm programming	27% ↑	15% ↓	9% ↓	28% ABEF
Sports Focused	3% ↓	9%	6%	11% BCDF
Avid radio listeners	9% ↓	15%	14%	21% ABCDEF
News and information focused	26% ↑x	6% ↓	6% ↓	14% BCEF

Q.17

Source: Segmentation Study – Fall 2005

Confidential and Proprietary Information of XM Satellite Radio Inc.

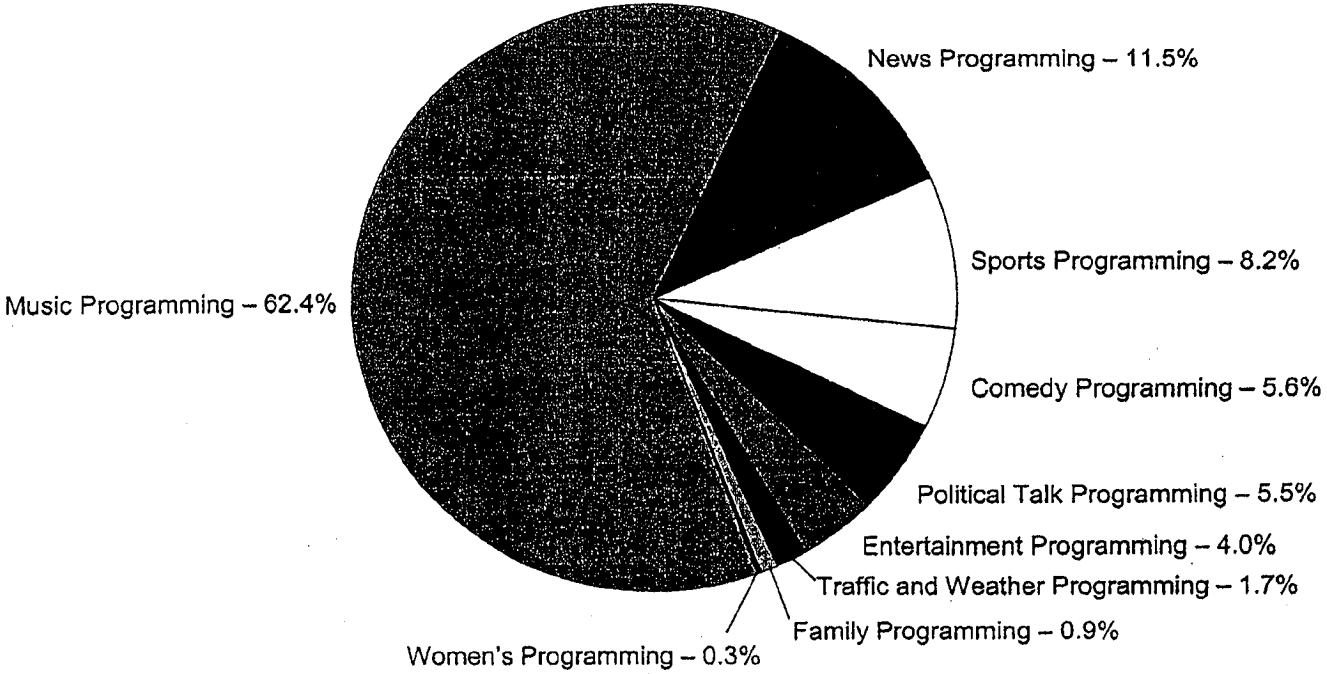
XRCRB 00045105

SATELLITE RADIO

Listenership

Confidential and Proprietary Information of XM Satellite Radio Inc.

Percentage of Time Subscribers use XM Radio



Source: XM Programming Survey – June 2006

Confidential and Proprietary Information of XM Satellite Radio Inc.

Percentage of What Subscribers Are Listening To

SATELLITE RADIO

Oldies

Around 715,000 people who tune in on an average day primarily listen to Oldies stations*

Latin & World

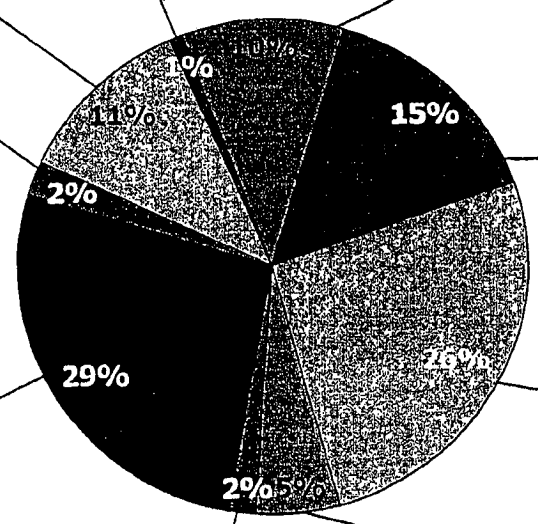
More than 65,000 people who tune in on an average day primarily listen to Latin & World stations*

Rock

More than 650,000 people who tune in on an average day primarily listen to Rock stations*

Hip Hop & Urban

More than 130,000 people who tune in on an average day primarily listen to Hip Hop & Urban stations*



Country

More than 975,000 people who tune in on an average day primarily listen to Country stations*

Pop & Hits

More than 1.7 million people who tune in on an average day primarily listen to Pop & Hits stations (including Dance, Christian Pop, and Hear Music)*

News & Sports & Talk & Comedy

More than 1.89 million people who tune in on an average day primarily listen to News & Sports & Talk and Comedy stations*

Jazz & Blues

More than 325,000 people who tune in on an average day primarily listen to Jazz & Blues stations (including Gospel, Eclectic, and New Age)*

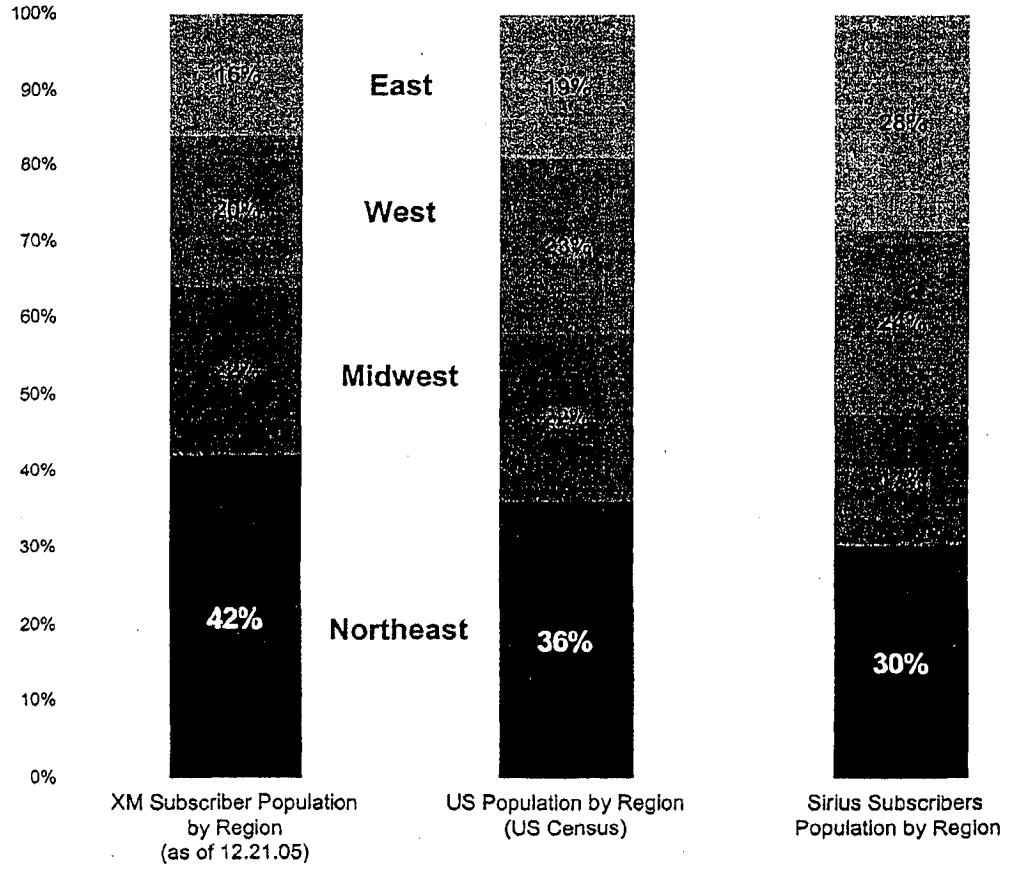
Classical

More than 130,000 people who tune in on an average day primarily listen to Classical stations*

***Based on 6.6 million XM listeners**
**** Does not add to 100%**
(Kids Channels excluded)
Source: Arbitron Custom Study – Fall 2005

Confidential and Proprietary Information of XM Satellite Radio Inc.

XM Subscriber Population by Region



Source: Marketing Database December 2005

Confidential and Proprietary Information of XM Satellite Radio Inc.

XMCRB 00045109

States within Regions: as defined by the US Census

SATELLITE RADIO

South
Delaware
District of Columbia
Florida
Georgia
Maryland
North Carolina
South Carolina
Virginia
West Virginia
Alabama
Kentucky
Mississippi
Tennessee
Arkansas
Louisiana
Oklahoma
Texas

West
Arizona
Colorado
Idaho
New Mexico
Montana
Utah
Nevada
Wyoming
Alaska
California
Hawaii
Oregon
Washington

Midwest
Indiana
Illinois
Michigan
Ohio
Wisconsin
Iowa
Nebraska
Kansas
North Dakota
Minnesota
South Dakota
Missouri

Northeast
Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont
New Jersey
New York
Pennsylvania

Confidential and Proprietary Information of XM Satellite Radio Inc.

SX Exhibit 124 DR

Voice of the Subscribers

(Summary of Open Ended Survey Responses)

Summer 2006

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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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Voice of the Subscribers

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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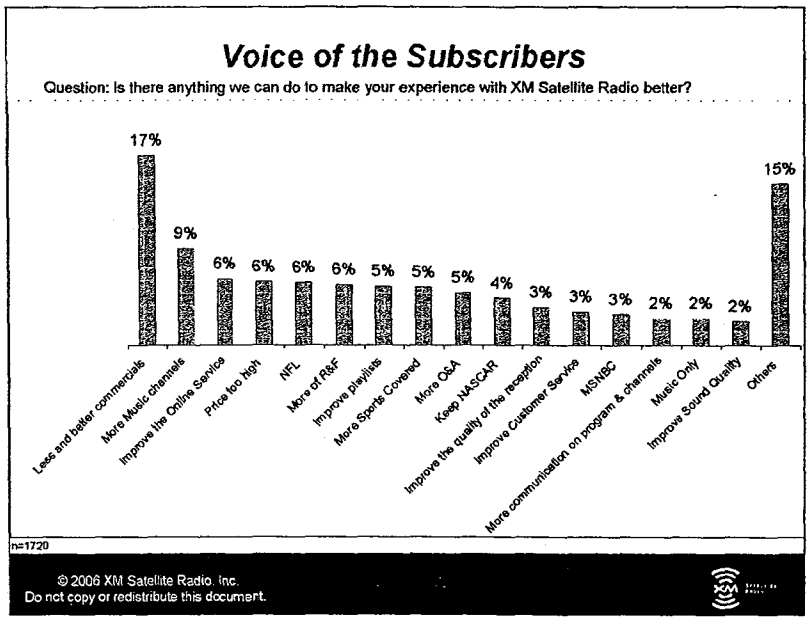
Voice of the Subscribers
Question: Is there anything we can do to make your experience with XM Satellite Radio better?
17%
9%
6%
6%
6%
6%
5%
5%
5%
4%
3%
3%
3%
2%
2%
2%
15%
Less and better commercials
More Music channels
Improve the Online Service
Price too high
NFL
More of R&F
Improve playlists
More Sports Covered
More O&A
Keep NASCAR
Improve the quality of the reception
Improve Customer Service
MSNBC
More communication on program & channels
Music Only
Improve Sound Quality
Others
n=1720
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