

# Re-revolutionizing the audio in autos

- **Business needs** – Innovate and improve the way people enjoy audio entertainment while driving.
- **Networking solution** – Modems equipped with AT&T SIM cards add streaming capabilities to SiriusXM satellite technology.
- **Business value** – Innovative hybrid connectivity solution delivers more channels, on-demand audio, and better personalization, making it easier to find the perfect entertainment for the ride.
- **Industry focus** – Audio entertainment
- **Size** – More than 34 million SiriusXM subscribers

## About SiriusXM

Sirius XM Holdings Inc. is the leading audio entertainment company in North America. It's also the premier programmer and platform for subscription and digital advertising-supported audio products. SiriusXM's platforms (including SiriusXM, Pandora, Stitcher, and Simplecast) collectively reach approximately 150 million listeners, delivering music, sports, talk, news, comedy, entertainment, and podcasts. This represents the largest digital audio audience across paid and free tiers in North America. The company SiriusXM, through Sirius XM Canada Holdings, Inc., also offers satellite radio and audio entertainment in Canada. In addition to its audio entertainment businesses, SiriusXM offers connected vehicle services to automakers.

## The situation

SiriusXM became an entertainment industry powerhouse by changing the way people could experience audio entertainment in their car. Hundreds of channels deliver unprecedented programming choices and a slate of top talent. This talent includes the "king of all media" Howard Stern. Recently, the company created the new SiriusXM with 360L platform in a variety of new vehicles. SiriusXM 360L offers subscribers increased ability to tailor their in-vehicle listening experience. Launching the platform required SiriusXM to augment its satellite broadcasting with a solution that could easily deliver on-demand content and other streaming-enabled features.

## Solution

SiriusXM chose AT&T Business to support its programming, including its groundbreaking SiriusXM with 360L audio technology. The connected-car solution from AT&T Business helps deliver on-demand content to subscribers. Augmenting its high-tech satellite infrastructure with modems from AT&T Business equipped with Global SIM cards enables SiriusXM give each subscriber a truly custom listening experience.

## Leading the way in audio entertainment

From its groundbreaking launch in 2001 to becoming the leading audio entertainment company in North America, SiriusXM has been dedicated to shaping the future of audio. The company's proprietary satellite and streaming audio platform features hundreds of channels of ad-free, curated music from virtually every genre, plus an extraordinary array of news, entertainment, sports and comedy programming. On SiriusXM, there's something for everyone.

We do business with every car company on the planet. AT&T Business works with most of those car companies as their connectivity provider. That made it an easy choice for us."

### Sean Gibbons

Senior Vice President and General Manager,  
Automotive and Engineering Products  
SiriusXM

Sean Gibbons, Senior Vice President and General Manager, SiriusXM Automotive and Engineering Products, has been with the company since its early days. "I started before we had a satellite in the sky or any revenue," he said. "I understood the founders' vision and wanted to play a small part in trying to help build it."

He says SiriusXM's popularity is easy to explain. "It's really about the combination of our unique and exclusive content and the way our programming team brings that content together. It becomes people's companion on their commutes and outside their cars."

## Turning up the volume

SiriusXM developed a very successful business based on a one-way model. "We built and launched our own satellites, programmed this amazing content, and broadcast it one-to-many," Gibbons said. "And we broadcast over a proprietary satellite network that we own and operate."

As part of ongoing efforts to satisfy its customers and attract new ones, SiriusXM wanted to give its audience even more ways to customize their programming. Specifically, the company wanted to enable people to access their favorite talk and music programs on their own schedules instead of on a regular broadcast schedule. "We talked to our customers," Gibbons said. "They wanted more content options, more functionality, and personalized service."

SiriusXM recognized an opportunity. They planned to augment its pioneering satellite service with streaming capabilities. Always innovating, the company developed SiriusXM with 360L, an in-vehicle entertainment experience that would deliver access to more channels and features than ever before possible.

SiriusXM with 360L was designed to offer listeners in the car many of the same great features found on the SXM App: access to tens of thousands of hours of recorded on-demand content, more exclusive streaming channels, enhanced sports coverage with more live game broadcasts, and easier discovery of more of the content that suited their preferences. The ambitious plan to expand its satellite broadcasting with on-demand offerings required outstanding connectivity.

## An easy choice

A long relationship with AT&T led SiriusXM to choose AT&T Business to deliver the streaming features to the SiriusXM with 360L platform. The connected-car solution from AT&T helps deliver on-demand content to subscribers with a clever hybrid delivery. In addition to satellite broadcasting, SiriusXM now streams content to listeners via modems equipped with Global SIM cards.

SiriusXM recognized AT&T's capabilities and reach in the connected vehicle industry. AT&T was the first major wireless carrier to launch a SIM platform for cars, which enables automakers to use a single carrier to wirelessly connect products.

"We do business with every car company on the planet," Gibbons said. "SiriusXM comes installed in 80% of the new cars sold in North America. AT&T Business works with most of those car companies as their connectivity provider. That made it an easy choice for us."

Rafeh Muhammad, Senior Director Business Operations and Strategy, SiriusXM, pointed to the AT&T Business's market leadership and deep experience. "AT&T Business has the biggest share in the connected car space, and they're exceptional in terms of how they handle this B2B environment," he said.

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## A transformational experience for customers

Ease of use was important to SiriusXM as it introduced its next generation platform. "We had to make this a smooth, seamless experience," Gibbons said. "Users don't care to be bothered with what technologies are delivering the entertainment they want. They just want them to work and work simply."

AT&T Business helped SiriusXM make Gibbons's vision happen. "You can listen to your favorite talk or music programs on your schedule instead of just the broadcast schedule," he said. "And all of that was enabled by adding the two-way modem and AT&T connectivity."

The company built and tested numerous prototypes and collected data to demonstrate to car manufacturers the benefits. At the same time, SiriusXM worked with AT&T to refine the marriage of connectivity and product. “We needed a connectivity deal that would allow us to keep our ease of use,” Gibbons said. “When you buy a new car that has SiriusXM, you don’t have to do anything to get it working. Nobody asks you to buy a data plan, turn on a modem, or log in. It just works.”

In addition to being easy to use, Muhammad said, SiriusXM with 360L delivers a more personal experience. It uses customers’ listening habits to make content recommendations that help listeners discover more of what they love. “It’s transformational, from a customer experience perspective,” he said. “We’re able to provide our customers with a personalized service and additional content that they weren’t able to access before.”

## Building the relationship

Working with AT&T Business has been rewarding on several levels, Muhammad noted. “AT&T is one of the best and biggest,” he said. “They understand the space. They also understand customer needs, and they manage it really well from that perspective.”

Muhammad also praised the attentive service SiriusXM receives from its AT&T Business account executives. “The whole team has been great to work with,” he said. “They did a great job understanding the ‘chicken and egg’ nature of our problems as we worked out our business model. As a result, we have a much deeper, better relationship with AT&T—a relationship, I believe, will continue to flourish.”

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