

Where's the Deal?

XM/Sirius A La Carte = A La Sham for Consumers

Package	Price	What it includes (and does not include)	Price per channel	Increase per Channel	Fewer Channels
Current XM	\$12.95	170 Channels, including music, sports play-by-play, news, weather, traffic, religion and kids programming	About 8 cents		
Current Sirius	\$12.95	130 Channels, including music, sports play-by-play, news, weather, traffic, religion and kids programming	About 10 cents		
Mostly Music XM	\$9.99	65 channels of music, religion, and kids programming	About 15 cents	87% more	62% less
Mostly Music Sirius	\$9.99	65 channels of music, religion, and kids programming	About 15 cents	50% more	50% less
XM News, Sports and Talk	\$9.99	60 channels (including 22 localized weather and traffic channels). Does not include MLB, College Sports or NHL play-by-play.	About 17 cents	113% more	65% less
Sirius News, Sports and Talk	\$9.99	50 Channels (including 11 localized weather and traffic channels). Does not include NFL or NBA play-by-play.	About 20 cents	100% more	62% less

XM and Sirius claim their new pricing plan will give consumers more choice for less money. In reality, consumers will be **paying more for less**. None of the configurations provide a better deal for consumers.

Even the so-called "Best of Both Worlds" offer – the 100 channel a la carte plan – provides only a preselected sampling of the other service (a mere 11 channels *and you have to buy a new radio*). Therefore, we ask: **Where's the deal?** This proposal provides no public benefit.

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Package	Price	What it includes (and does not include)	Price per channel	Increase per Channel	Fewer Channels
A La Carte I	\$6.99	50 Channels from either service (but not both) choosing from a select portion of each service. Customers cannot choose sports play-by-play or premium talk stations without paying substantially more.	About 14 cents	75% more (XM) 40% more (Sirius)	62% less (Sirius) 71% less (XM)
add Sports play-by-play package on Sirius	\$11.99	NFL, College and NASCAR play-by-play in additon to 50 initial channels (about 70 channels total)	About 17 cents	70% more	46% less
add Sports play-by-play package on XM	\$12.99	MLB, PGA, NHL and College Sports play-by-play in addition to 50 initial channels (about 70 channels total) for a price greater than XM's current plan.	About 19 cents	138% more	59% less
add Howard Stern -- only on Sirius.	\$12.99	Howard Stern's two talk channels in addition to 50 initial channels (52 channels total) for a price greater that Sirius's current plan.	About 25 cents	150% more	60% less
add Oprah -- only on XM	\$9.99	Oprah & Friends one talk channel in addition to 50 initial channels.	About 20 cents	150% more	70% less
add Sports and Howard on Sirius	\$17.99	This package would include Howard Stern and Sports Super Premium package for \$17.99, \$5 more than the current service for fewer channels.	About 25 cents	150% more	45% less
add Sports and Oprah on XM	\$15.99	Same thing here -- \$15.99 for fewer channels than XM's current service.	About 23 cents	188% more	58% less
A La Carte II	\$14.99	100 selected channels from either service (with an option to choose from 11 company-selected channels on the other service). Not a true "Best of Both Worlds" package. Requires a new radio, price undetermined.	About 15 cents	88% more (XM) 50% more (Sirius)	23% less (Sirius) 41% less (XM)