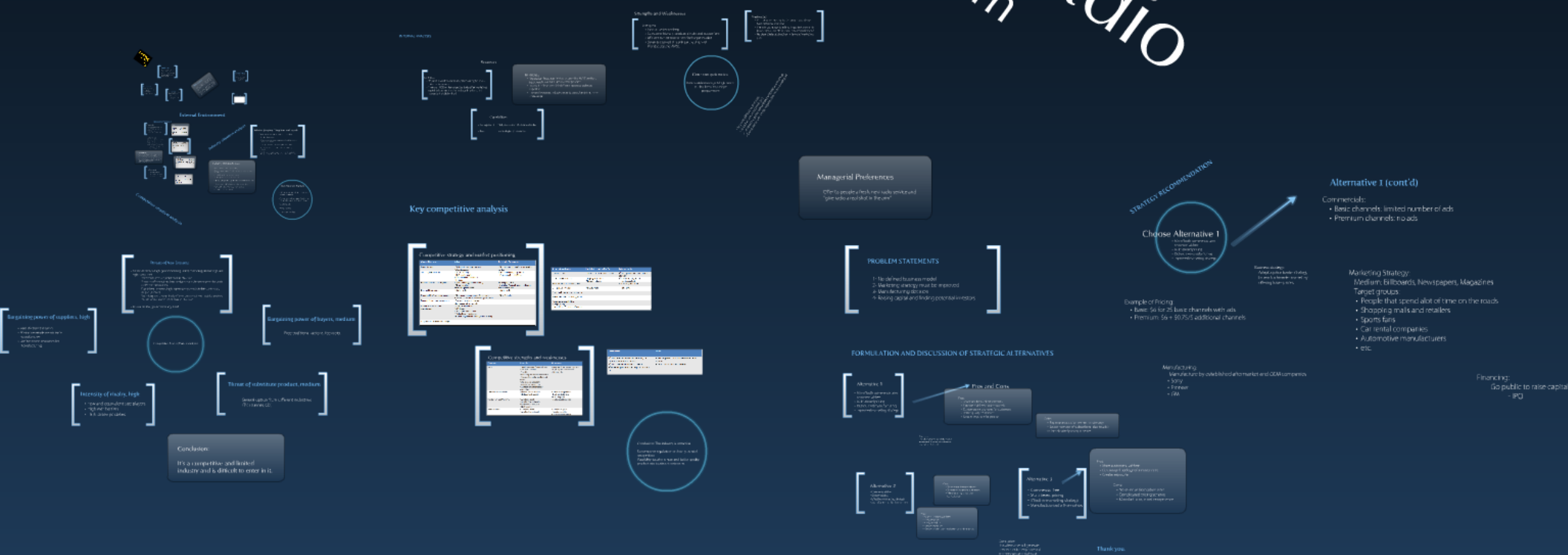


# XM Satellite Radio

TheCasesolutions.com





# **Satellite Radio Strategic Analysis**

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# Introduction

- Founded in 1992 (Sub  
American Mobile Sate

# Introduction

- Founded in 1992 (Subsidiary of American Mobile Satellite Corp.)
- Launch and operate a satellite system to provide satellite radio in certain frequency band (AM/FM/XM) throughout the U.S.

# Introduction (cont'd)

- Formulating business model  
Subscription only or allow advertising
- Radio industry evolved to match the change in the listenership habits of people
- Industry consolidation wave  
Telecommunication act removed national ownership limits in 1996