

Early years of Sirius

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- Founded on May 17, 1990 by Martin Rothblatt, David Margolis, and Robert Briskman
- Its main headquarters is in New York City, NY
- In 1990, Satellite CD Radio, Inc. was founded in Washington, DC, originally
- In November of 1992, the changed the name to CD radio, but that only lasted till 1999, where they changed it to Sirius Satellite radio.
- The company bids \$53.3 million to purchase a satellite radio license, which they successfully did, in 1997.

Sirius Satellite Radio Today

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- Today Sirius Satellite Radio is offered to customers everywhere, but is owned by Sirius XM radio.
 - Now Sirius offers anything from music to sports.
 - The cost is \$35.95 (US) per month.
 - Now Sirius has features 1/2 but it costs an additional \$2.99 (US) per month.
- This is a list of some of the channels Sirius offers:
- The Howard Stern Show aka Howard 100 and Howard 101
 - Elvis Radio
 - iCountry Radio
 - CBC Radio 3
 - Rock 101.9
 - Energy2
 - Sports with
 - Hurricane Sports Radio
 - Sports anytime
 - ESPN XM Access
 - Radio Karma

Sirius

CONCLUSION

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- Q: What led to this change?
 - Sirius and XM Radio felt that the merge would lead to lower programming costs, and eliminate overlapping stations
- Q: How did this affect the company's stakeholders?
 - The stakeholders made more money, because the stock would have rose, since companies now have roughly 29 million subscribers.
- Q: What benefits did this change provide?
 - More subscribers, no more competition for certain channels, more money for the companies
- Q: What new challenges were created?
 - Some customers who had purchased a lifetime subscription had their service reduced, or even cancelled, and had got no refund.
 - Both companies had different systems, making their receivers incompatible with the others.

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XM Radio

Early years of XM Radio

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- XM Radio was founded in 1998 by Gary Parsons and Hugh Parsons
- Its main headquarters is in Washington D.C.
- It was a formation of the American Mobile Satellite Corporation (AMSC).
- In 1992, the AMSC established a unit that was dedicated to the developing of a satellite-based digital radio service called, American Mobile Radio Corporation.
- The satellite service of XM Radio was officially launched on September 25, 2001.
- Before the merge in 2008, XM Radio was the largest Satellite radio.

XM Radio today

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- It provides pay-for-service radio, and cable television
 - It costs \$34.49 (US) per month
 - You can now add on "Tahiti" radio for \$6.99 per month, which will make a cheaper than Sirius
 - XM Radio offers everything from sports to weather to traffic.
- Here are some of the channels XM Radio offers today:
- Code Photo (formerly: The Opie & Anthony Channel)
 - KISS 104.2
 - i101
 - Nashville
 - The Rock Channel
 - iRock101
 - Bollywood & Beyond
 - Fox Sports Radio
 - M.B. Play-by-Play
 - Extreme Talk
 - America's Talk
 - Talk Radio

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Sirius XM Radio Canada

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Sirius

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- Some customers who had purchased a lifetime subscription had their service reduced, or even cancelled, and had got no refund.
- Both companies had different systems, making their receivers incompatible with the others.

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XM Radio

... (US) per month
• You can now add on "family" radios for \$8.99 per month, which still makes it cheaper than Sirius
• XM Radio offers everything from sports to weather to traffic.
Below are some of the channels XM Radio offers today:
• Opie Radio (formerly: The Opie & Anthony Channel)
• KISS 104.1
• MTV
• Nashville
• The Pink Channel
• Rock@Random
• Bollywood & Beyond
• Fox Sports Radio
• MLB Play-by-Play
• Extreme Talk
• America's Talk
• Talk Radio

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Sirius XM Radio Canada

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- Founded on May 17, 1990 by Martine Rothblatt, David Margolese, and Robert Briskman
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- In 1990, Satellite CD Radio, Inc. was founded in Washington, DC, originally.
- In November of 1992, the changed the name to CD radio, but that only lasted til 1999, where they changed it to Sirius satellite radio.
- The company bids \$83.3 million to purchase a satellite radio license, which they successfully did, in 1997.

Satellite Radio

Sirius Satellite Radio Today

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- Today Sirius Satellite Radio is offered to customers everywhere, but is owned by Sirius XM radio.
- Now Sirius covers anything from music to sports
- The cost is \$29.95 (US) per month
- Now Sirius has backseat T.V. but it costs an additional \$6.99 (US) per month

This is a list of some of the channels Sirius offers:

- The Howard Stern Show aka Howard 100 and Howard 101
- Elvis Radio
- Iceberg Radio
- CBC Radio 3
- Rock Velours
- Énergie2
- Sports extra
- Hardcore Sports Radio
- Sports express
- ESPN All Access
- Radio Korea

Early years of XM Radio

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- XM Radio was founded in 1988 by Gary Parsons and Hugh Panero
- Its main headquarters is in Washington D.C.
- It was a formation of the American Mobile Satellite Corporation (AMSC).
- in 1992, the AMSC established a unit that was dedicated to the developing of a satellite-based digital radio service called, American Mobile Radio Corporation.
- The satellite service of XM Radio was officially launched on September 25, 2001.
- Before the merge in 2008, XM Radio was the largest Satellite radio.

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XM Radio today

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- It provides pay-for-service radio, and cable television
- It cost \$14.49 (US) per month
- You can now add on "family" radios for \$8.99 per month, which still makes it cheaper than Sirius
- XM Radio offers everything from sports to weather to traffic

Below are some of the channels XM Radio offers today:

- Opie Radio (formally: The Opie & Anthony Channel)
- KISS 104.1
- Mix
- Nashville!
- The Pink Channel
- Rock@Random
- Bollywood & Beyond
- Fox Sports Radio
- MLB Play-by-Play
- Extreme Talk
- America's Talk
- Talk Radio



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CONCLUSION

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- Some customers who had purchased a lifetime subscription had their service reduced, or even cancelled, and had got no refund.
- Both companies had different systems, making their recievers incompatible with the others.

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THANK YOU!

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