

# 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
<b>Current XM</b>	\$12.95	170 Channels, including music, sports play-by-play, news, weather, traffic, religion and kids programming	About 8 cents		
<b>Current Sirius</b>	\$12.95	130 Channels, including music, sports play-by-play, news, weather, traffic, religion and kids programming	About 10 cents		
<b>Mostly Music XM</b>	\$9.99	65 channels of music, religion, and kids programming	About 15 cents	<b>87% more</b>	<b>62% less</b>
<b>Mostly Music Sirius</b>	\$9.99	65 channels of music, religion, and kids programming	About 15 cents	<b>50% more</b>	<b>50% less</b>
<b>XM News, Sports and Talk</b>	\$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	<b>113% more</b>	<b>65% less</b>
<b>Sirius News, Sports and Talk</b>	\$9.99	50 Channels (including 11 localized weather and traffic channels). Does not include NFL or NBA play-by-play.	About 20 cents	<b>100% more</b>	<b>62% less</b>

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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<b>A La Carte I</b>	\$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	<b>75% more (XM) 40% more (Sirius)</b>	<b>62% less (Sirius) 71% less (XM)</b>
<b>add Sports play-by-play package on Sirius</b>	\$11.99	NFL, College and NASCAR play-by-play in additon to 50 initial channels (about 70 channels total)	About 17 cents	<b>70% more</b>	<b>46% less</b>
<b>add Sports play-by-play package on XM</b>	\$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	<b>138% more</b>	<b>59% less</b>
<b>add Howard Stern -- only on Sirius.</b>	\$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	<b>150% more</b>	<b>60% less</b>
<b>add Oprah -- only on XM</b>	\$9.99	Oprah & Friends one talk channel in addition to 50 initial channels.	About 20 cents	<b>150% more</b>	<b>70% less</b>
<b>add Sports and Howard on Sirius</b>	\$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	<b>150% more</b>	<b>45% less</b>
<b>add Sports and Oprah on XM</b>	\$15.99	Same thing here -- \$15.99 for fewer channels than XM's current service.	About 23 cents	<b>188% more</b>	<b>58% less</b>
<b>A La Carte II</b>	\$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	<b>88% more (XM) 50% more (Sirius)</b>	<b>23% less (Sirius) 41% less (XM)</b>