

Fact Sheet for Project Amplify Solicitation

What Is This All About? The Federal Communications Commission (“FCC”) has directed SiriusXM to select Qualified Entities to lease channel space for transmission on satellite radio. SiriusXM now markets the Qualified Entity program under the name “Project Amplify” and refers to those channels as “Project Amplify Channels.” This Fact Sheet uses both terms where appropriate.

Who Qualifies for a Project Amplify Channel? FCC has made this set-aside available only to lessees that (1) are not directly or indirectly owned, in whole or in part, by SiriusXM or an affiliate of SiriusXM; (2) do not share any common officers, directors or employees with SiriusXM or any affiliate of SiriusXM; and (3) did not have any existing relationships with SiriusXM for the supply of programming during the two years prior to October 19, 2010. SiriusXM selected five Qualified Entities in 2011 to program its initial complement of Qualified Entity set-aside channels and has selected additional entities since that time.

What Are We Looking For? See the Request for Proposal for Satellite Radio Programming Services at www.siriusxm.com/projectamplify. We have no open solicitation at this time, but we will update the Request for Proposal document when we need to select more lessees for available Project Amplify set-aside channels. We will select entities to be carried on one or more of the following: (a) radios that receive the Sirius satellite network, (b) radios that receive the XM satellite network, and/or (c) radios on the XM satellite network specifically designed to receive “SiriusXM Xtra Channels.” These channels will also be carried online at SiriusXM.com, and via the SiriusXM App for smartphones and other connected devices. SiriusXM reserves the right to decide on which platform or platforms each Project Amplify channel will be carried.

In selecting programming for this set-aside, we are looking for the following: Programming representing diverse viewpoints and/or diverse entertainment content; improved service to historically underserved audiences; original content of a type not otherwise available to SiriusXM subscribers; access to new sources of content and new entrants to mass media. Applications should demonstrate that proposer has the financial, operational, and technical ability to perform its obligations under the lease. We will select programmers that, in our judgment, will be able to meet their obligations and deliver its proposed mix or type of programming for the duration of the lease term.

What Are the Deadlines? Deadlines will be announced when a new Request for Proposals will be issued.

Are Qualified Entity Channels the Same as Project Amplify Channels? Yes. SiriusXM changed the name of the program in 2022, but it did not make any changes to the existing channels carried under the Qualified Entity program or the selection process it will use for new Project Amplify Channels.

Are Project Amplify/Qualified Entity Channels the Same as Public Interest Channels? No, SiriusXM carries separate channels under its Project Amplify/Qualified Entity set-aside and its noncommercial public interest set-aside. See 47 C.F.R. § 25.701 for further information about the noncommercial public interest set-aside.

Please review the links on www.siriusxm.com/projectamplify in detail, which provide important background, instructions, and contact information. It is any proposer's responsibility to review, understand and comply with all matters related to Project Amplify, as described on the www.siriusxm.com/projectamplify page.