



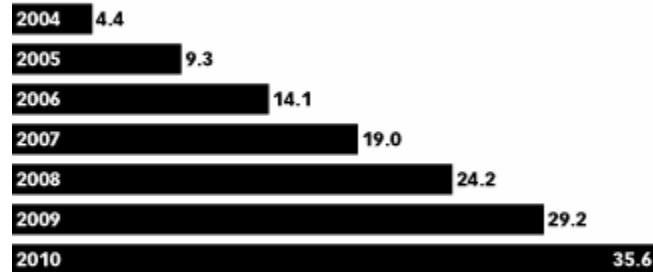
Satellite Radio: Battle of the Stars

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Satellite radio is up — in more ways than one.

eMarketer estimated that there were 6.1 million subscribers for XM and 3.2 million for Sirius at the end of 2005, and projects that Sirius will have over 5 million subscribers by the end of 2006, while XM will have nearly 9 million.

Satellite Radio Subscribers in the US, 2004-2010 (in millions)



Note: CAGR=46.2%

Source: eMarketer, November 2005

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Much of that growth will be determined by the lineup of big-name stars on each service, and how many new subscribers these stars attract.

To gauge the appeal of the celebrity announcers on the two satellite radio services, [E-Poll](#) aimed their E-Score celebrity ratings system at the question.

According to E-Poll's findings, XM's talent has more universal appeal, while the talent at Sirius is more polarizing.

Employing a six-point scale, ranging from "Like a lot" to "Dislike a lot," Sirius celebrities received strong responses on both ends of the spectrum. In the satellite service's lineup, as expected, "shock jock" Howard Stern alienated more people than he appealed to, and only Lance Armstrong had universal appeal.

E-Scores* for Select Sirius Satellite Radio Personalities, 2006 (% of respondents)

	Appeal scores		Personality attributes**	
	Positive	Negative	"Mean"	"Rude"
Howard Stern	37%	63%	31%	65%
Martha Stewart	49%	51%	16%	20%
50 Cent	56%	44%	13%	25%
Eminem	57%	43%	24%	40%
Lance Armstrong	94%	6%	1%	2%

Note: *based on a six-point appeal scale from "like a lot" to "dislike a lot";
 **select responses from a list of 46 attributes to describe each personality
 Source: E-Poll, April 2006; AdRants, April 2006

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On the other side, XM celebrities were generally well liked and had positive appeal to two thirds of respondents.

E-Scores* for Select XM Satellite Radio Personalities, 2006 (% of respondents)

	Appeal scores		Personality attributes**	
	Positive	Negative	"Mean"	"Rude"
Dale Earnhardt Jr.	87%	13%	2%	3%
Bob Dylan	82%	18%	2%	3%
Oprah Winfrey	81%	19%	2%	4%
Ellen DeGeneres	77%	23%	1%	4%
Snoop Dogg	62%	38%	6%	15%

Note: *based on a six-point appeal scale from "like a lot" to "dislike a lot";
 **select responses from a list of 46 attributes to describe each personality
 Source: E-Poll, April 2006; AdRants, April 2006

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In old-time radio terms, XM has a MOR (middle-of-the-road) station appeal, while Sirius is more of a niche station, appealing more strongly to selected targets.

Highlighting this disparity, E-Score polled 46 different attributes for each personality. Two of them, "mean" and "rude," were selected more often to describe the Sirius celebrities. Stern led the way in both attributes. With the exception of Snoop Dogg, almost no respondents selected these attributes to describe XM celebrities.

For more information on another subject related to the future of radio, read the eMarketer report, [Podcasting: Who's Tuning In?](#)