Before the
COPYRIGHT ROYALTY JUDGES
LIBRARY OF CONGRESS
Washington, D.C.

In the Matter of Adjustment of Rates and Terms for Preexisting Subscription and Satellite Digital Audio Radio Services	)	Docket No. 2006-1 CRB DSTRA

WRITTEN DIRECT TESTIMONY FOR

Steve Cohen

Vice President, Sports,
SIRIUS SATELLITE RADIO INC.

Witness for Sirius Satellite Radio Inc.

FINAL

SIR Ex. 35

Before the
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Washington, D.C.

In the Matter of	)	
	)	**Docket No. 2006-1 CRB DSTRA**
Adjustment of Rates and Terms for Preexisting Subscription and Satellite Digital Audio Radio Services	)	

WRITTEN DIRECT TESTIMONY OF STEVE COHEN

(On behalf of Sirius)

Background and Experience

1. My name is Steve Cohen. I am Vice President, Sports of Sirius Satellite Radio Inc. ("Sirius"). Prior to becoming Vice President, Sports, I was Director of NFL Programming for Sirius. As Vice President, Sports, I oversee all of the sports programming that appears on Sirius satellite radio including our NFL programming, our NBA programming, our college sports programming, and, beginning in January 2007, our NASCAR programming.

2. I have spent my entire professional career in the radio industry. While attending the University of Arizona, where I graduated in May 1987, I interned at an NBC radio station. Shortly after I graduated, I became an original employee of WFAN in New York in July 1987. WFAN was the prototype for modern sports radio, in that it combined play-by-play coverage of games with exclusive, personality driven sports talk.

3. I joined Sirius in May 2004 as Director of NFL Programming. At that time, Sirius had just acquired the exclusive rights to broadcast the NFL on satellite radio, and my

original assignment was to develop a full-time channel to support those broadcasts. In September 2004, I became Vice President, Sports, and added responsibility for all of Sirius' other sports programming, including our full-time NBA channel, our college sports broadcasts, our various ESPN channels, and the sports talk channels that we have developed. I was also personally involved in meetings with NASCAR that ultimately resulted in Sirius gaining the exclusive right to carry live broadcasts of NASCAR races next season. My team and I are presently in the process of developing a dedicated NASCAR channel, which is currently in preview mode and will launch in January 2007.

Summary of Testimony

4. Major sports programming is critical to Sirius in attracting and retaining subscribers. The exclusive availability of major sports programming on Sirius is a fundamental point of differentiation between both Sirius and terrestrial radio and Sirius and XM. Based on my nearly 20 years in the industry, the dedication of sports fans to their team and their sport is virtually unrivaled. NFL and college sports fans love their team, and NASCAR fans love their driver; this devotion drives purchasing decisions. As such, exclusive access to both play-by-play coverage of premiere sporting events nationwide, as well as related call-in shows and other programming, is a major attraction to Sirius and is a unique opportunity that sports fans are willing to pay for. This conclusion is confirmed by Sirius research, which I regularly consult and rely upon in my work. For these reasons, I believe that sports programming is critical in attracting subscribers to Sirius.

Overall Description of Sirius Sports Programming

5. Ten channels on Sirius satellite radio are devoted to sports. These channels are as follows:

Channel	Description
120	ESPN Radio
121	ESPNEWS
122	Sports Byline USA
123	Sirius Sports Action
124	Sirius NFL Radio
125	Sports Play-by-Play 1
127	NBA Radio on Sirius
128	NASCAR (beginning January 2007)
181	ESPN Desportes (Spanish language ESPN)
186	Canadian Hardcore Sports

A copy of the web page for some of these Sirius sports channels is SIR Ex. 26. In addition to these full-time, dedicated sports channels, we preempt the regular programming on other channels to present live sports play-by-play coverage, particularly during March Madness and the fall football season.

Pass Through Programming

6. The three ESPN channels are programmed on a "pass through" basis. In other words, Sirius takes the audio feed that it receives from the ESPN studios and passes it through to subscribers through the Sirius system. While programming these channels therefore does not

involve creative work by my staff, the availability of these channels is important because ESPN is the best known brand in sports broadcasting. Sports fans expect to be able to listen to ESPN talk shows (e.g., Mike & Mike in the Morning, the Dan Patrick Show, Pardon the Interruption with Tony Kornheiser and Michael Wilbon), ESPN News and other well-known ESPN programming. The presence of ESPN is also consistent with our strategy of having the best known brands in sports available to our subscribers.

Exclusive Programming

7. While the ESPN programming is important, in my view the far more significant sports programming is that which can be heard only on Sirius. Since 2004, we have had an exclusive relationship with the NFL, the dominant sports league in the United States. We have also broadcasted NBA and NHL games for many years. In 2007, we will begin our exclusive relationship with NASCAR. Neither terrestrial radio nor XM can compete with Sirius when it comes to sports. As such, sports is a dominant factor in attracting paying subscribers to Sirius and keeping them.

The NFL

8. Sirius has exclusive satellite radio broadcast rights for the NFL through the 2010 season. Sirius broadcasts every NFL game, typically (except for the Tennessee Titans) with a separate feed for each team. Thus, if the Redskins are playing the Giants, we will have a feed available for Redskins fans (with Sonny Jurgenson, Sam Huff and Larry Michael) and a separate feed available for Giants fans. While local team games and a few national games may be available in some markets on terrestrial radio, Sirius is the only source where fans located anywhere in the country can listen to their favorite team play live on the radio. Moreover, unlike terrestrial radio, if a fan is driving, he or she can continue to listen to a game from beginning to

end without having to change channels or losing the signal due to distance. Thus, Sirius' game coverage is significantly better than terrestrial radio (when it is even available) and the exclusive relationship with the NFL in my view is one of the two biggest advantages (along with Howard Stern) that we have over competitors.

9. It is important to note that our NFL coverage is not limited to broadcasting of games. When we reached our agreement with the NFL, it was our intent to have a full time, year round NFL channel. When I joined Sirius from WFAN, my principal responsibility was to create that channel by hiring talent and producing shows that would draw fans on a year round basis. We have developed, and continue to develop, numerous talk and call-in shows for NFL fans. These include NFL Rewind, Late Hits, The Red Zone, Moving the Chains, and Taking it to House. We have shows hosted by well known current players such as Ronde and Tiki Barber and Keyshawn Johnson, and former players such as Jerry Rice. These shows originate from our studios in New York and from remote locations. We also cover non-game events such as the draft, the scouting combine, and training camps, and air shows devoted to fantasy football, an increasingly popular hobby among football fans. Because we have a channel totally dedicated to the NFL, we can provide far more NFL coverage than any other radio station or network.

10. The importance of the NFL to Sirius is reflected in our advertising, where the NFL logo and shield frequently appear on our advertising and the first page of our website. The importance of the NFL is also reflected in our Customer Satisfaction Monitor and Listener Study, where the Sirius NFL Radio channel scores in the top five in satisfaction, evangelism and willingness to cancel if the channel were removed from our lineup. A substantial number of respondents also mention sports in general, and the NFL in particular, as reasons for deciding to subscribe to Sirius. These results are even more impressive when one considers the fact that the

most recent surveys were taken during the off season. In my view, these results vindicate our strategy of developing an entire channel around the NFL.

NBA/NHL Programming

11. Sirius is also a satellite radio broadcast partner of the NBA and the NHL. Sirius broadcasts up to 40 NHL games a week including all of the playoffs and the Stanley Cup finals. During the season, Sirius also has a live NHL call-in show every weekday. As with the NFL, Sirius also has an NBA channel. Sirius is scheduled to broadcast over 1,000 NBA games in the upcoming season.

NASCAR Programming

12. Most recently, my team and I have been focused on the launch of our new NASCAR channel. After vigorous negotiations with the sanctioning body, Sirius will be the exclusive home of NASCAR during the 2007 through 2011 seasons and will broadcast every NASCAR Nextel Cup race from flag to flag, with pre- and post-race analysis. As with Sirius NFL Radio, live coverage of events will form the backbone for a dedicated channel of related programming. We have already signed Tony Stewart, one of the most popular and controversial Nextel Cup drivers, to host a live two-hour weekly program exclusively on Sirius. We believe that, when the channel is launched in January and racing begins in February with the Daytona 500, the NASCAR channel will be an important addition to the Sirius sports lineup.

Other Sports Programming

13. College sports are also important to Sirius listeners. Sirius is the official satellite radio partner of numerous major universities, including Alabama, Auburn, Colorado, Florida, Kentucky, Louisville, LSU, Ole Miss, Navy, Nebraska, Notre Dame, Ohio State, Oklahoma, Texas, UCLA, USC, and West Virginia. In addition to play-by-play coverage of college football and basketball, Sirius hosts an exclusive college football coaches' show and a college scoreboard show. We will broadcast approximately 375 college football games this year, and will end the season by broadcasting many of the biggest bowl games. Sirius is also the exclusive satellite broadcast partner of the Men's NCAA College Basketball Tournament, one of the most popular sporting events of the year.

14. While the NFL, the NBA, the NHL, NASCAR and college football and basketball are all among the most popular sports, Sirius also broadcasts sports that have a smaller but equally dedicated fan base. For example, we broadcast the Championships at Wimbledon, we have shows that cover horse racing, English Premier League Soccer, scuba diving and poker. We have recently announced a deal to broadcast UEFA Champions league soccer from Europe. This depth of programming is not available anywhere else on radio.

Conclusions

15. The sports programming that I have discussed above reflects an enormous commitment of money, bandwidth and creative resources on the part of Sirius. In my view, and as corroborated by the research data, this investment is justified because our sports programming is both highly desired by subscribers and more comprehensive than the sports programming available from other terrestrial and satellite radio..

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DECLARATION OF STEVE COHEN

I, Steve Cohen, declare under penalty of perjury that the statements contained in my Written Direct Testimony in the above-captioned matter are true and correct to the best of my knowledge, information and belief. Executed this 27th day of October 2006 at New York, New York.

Steve Cohen

SIR Ex. 26-A

FINAL

Mike & Mike in the Morning
Weekdays 6 am - 10 am ET
Former NFL Player Mike Golic and ESPN Sportscenter anchor Mike Greenberg host a fun-filled, fast-paced, informative morning drive for the sports enthusiast. The show mixes sports news, analysis, entertainment, and big name interviews.

Listeners play a major part on the program, whether commenting on the news of the day or participating in features like the interactive "Bob Picozzi Did You Knowsie" featuring anchor Bob Picozzi, Tuesday's "Just Shut Up" Award, calling out the knuckleheads in the world of sports, and Friday's Stone Cold Lead Pipe Locks, picking winners in that weekend's NFL action.

You can email the show at mikeandmike@espnradio.com or call in at 1.888.SAY.ESPN.

Weekly Guests (all times Eastern)
Mondays:
6:40 am - *ESPN the Magazine* Senior Writer Buster Olney
7:20 am - ESPN's Dick Vitale
8:40 am - Monday Night Football's Joe Theismann
9:20 am - ESPN's Sean Salisbury
***Just Shut Up* Tuesdays:**
7:20 am - Baseball Tonight's Steve Phillips
8:20 am - ESPN.com Senior Writer John Clayton
9:40 am - Mike & Mike present the *Just Shut Up* Award
Wednesdays:
8:20 am - ESPN.com Senior Writer Jayson Stark
9:20 am - ESPN's Bill Curry
***Man Up* Thursdays:**
7:40 am - ESPN the Magazine Senior Writer Tim Kurkjian
8:20 am - ESPN.com NFL Insider Chris Mortensen
Fridays:
7:20 am - ESPN's Ron Jaworski
7:40 am - Stone Cold Lead Pipe Locks
8:40 am - ESPN's Mel Kiper, Jr.
9:40 am - Stone Cold Lead Pipe Locks

The Herd with Colin Cowherd
Weekdays 10 am - 1 pm ET
The Herd with Colin Cowherd features topical commentary on the day's most important sports news, perspective on the top stories, interviews with the biggest newsmakers and entertaining daily segments including "Spanning the Globe" and "Rants of the Day."

Weekly Guests (all times Eastern)
Mondays:
Monday Morning Riff - Colin's random thoughts on miscellaneous weekend events
Herd Honor Roll - top 5 play by play highlights from the weekend
10:20 am - Spanning the Globe
11:40 am - Football Fix
Tuesdays:
10:20 am - Spanning the Globe
11:40 am - Football Fix

Automotive Partners

NASCAR Nextel Cup Series

October 22nd, 2006

2006 Standings:	Points	Behind
1. Matt Kenseth	5848	Leader
2. Kevin Harvick	5812	-36
3. Jimmie Johnson	5807	-41
4. Denny Hamlin	5801	-47
5. Jeff Burton	5800	-48
6. Dale Earnhardt Jr.	5754	-94
7. Mark Martin	5752	-96
8. Kasey Kahne	5749	-99
9. Jeff Gordon	5707	-141
10. Kyle Busch	5677	-171

NASCAR
is coming to SIRIUS in January '07

Wednesdays:
10:20 am - Spanning the Globe
11:40 am - Football Fix
12:40 pm - Beano Cook
Thursdays:
10:20 am - Spanning the Globe
11:40 am - Football Fix
11:40 am - Trey Wingo & Mark Schlereth
Casual Dress Fridays:
10:20 am - Spanning the Globe
11:20 am - Player's club - Colin's college football picks for the weekend
11:40 am - Football Fix
The Herd GamePlan Challenge

The Dan Patrick Show
Weekdays 1 pm - 4 pm ET
The Dan Patrick Show features interviews with newsmakers and celebrities, appearances by ESPN commentators and analysts, and a breakdown of the day's hot topics all wrapped in Patrick's distinctive style. Keith Olbermann checks in with his old *SportsCenter* colleague each day at 2 pm ET.

SportsBash
Weekdays 4 pm - 7 pm ET
Erik Kuselias invites you to join in the discussion of the day's hottest sports topics.

The V Show
Weekends 1 am - 6 am ET
Join Bob Valvano, brother of coaching legend Jim Valvano, for lively sports talk, including up-to-the minute details of live sports events, in-depth interviews with top newsmakers, and analysis from ESPN's recognized sports experts.

Inside Golf
Saturday 6 am – 7 am ET
Swing into your weekend when Steve Gribin and Golfweek senior writer Jeff Rude tee it up for inside scoop and all the golf news that's worth knowing. Steve and Jeff feature interviews with Tour pros, insight from top golf journalists, and reviews of the nation's finest resort courses. *Best of Inside Golf* airs Saturdays @ 6 am ET.

RaceDay on ESPN Radio
Saturdays 7 am – 9 am ET
Sundays 6 am - 7 am ET
ESPN Radio returns to the racetrack and hosts Pat Patterson and Mike King take you for the ride, from NASCAR to the Indy Racing League and beyond with recaps of Saturdays races and previews of upcoming action. Pat Patterson calls upon his 25 years of experience as "The Racing Guy" to go inside the Chase for the Nextel Cup from his home

base in Daytona, while Mike King, chief announcer of Indianapolis Motor Speedway, brings an Indy perspective that can only be provided from Indianapolis itself.

College GameDay Tailgate
Saturdays 9 am – Noon ET
Tune in for the lowdown on the day's football action with ESPNEWS anchor Michael Kim and former college coach Jim Donnan. They'll preview the games with analysis and interviews with coaches and top playmakers.

College GameDay Scoreboard
Saturdays 7 pm – 9 pm ET
If you missed the games, or just want the highlights of key plays and results, Mel Kiper, Jr. and Fred Coleman put all the day's outcomes into perspective.

GameNight
Saturdays 9 pm – 1 am ET
Sundays 8 pm – 1 am ET
Football... it's the reason we live and breathe. Okay, maybe that's a little excessive, but no one covers the pigskin like *GameNight*. From college campuses coast-to-coast to the monsters of the gridiron, *GameNight* will bring YOU the best of the best all season long. Doug, Freddie, Jeff and John breakdown college football's top 10 and the NFL's 10 most powerful teams. Get the results each week, exclusively on *GameNight*.

Fantasy Focus
Sundays 7 am – 9 am ET
Erik Karabell and Mike Yam analyze the leagues, big games, and star performances while highlighting top series and who's hot and who's not in all fantasy sports. The guys deliver injury updates, trade speculation, and drafting tips.

The Huddle
Sundays 9 am – 11 am ET
Previewing the NFL as only the legendary Bears coach, a former quarterback and radio host can, Mike Ditka, Sean Salisbury and John Seibel give you all the football information you need, with clever analysis of the weekend's big stories and lots of opinion, *The Huddle* returns for another entertaining season.

Countdown to Kickoff
Sundays 11 am – 1 pm ET
Former Super Bowl Champion WR Qadry Ismail joins host Joe D'Ambrosio to bring you closer to the action and take you inside the locker room just before kickoff as you prepare for another week of NFL football.

NFL on ESPN Radio
Sundays 1 pm – 8 pm ET
Legendary coach Mike Ditka, former All-Pro Eric Allen, former QB Sean Salisbury and John Seibel bring you all the stories, scores and everything else in between. If it's taking place

on the field, you'll hear it here.

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WHAT'S HOT

Every Game. Every Week. Everywhere.
SIRIUS NFL Sunday Drive is your ticket to the entire NFL. Throughout the season, SIRIUS delivers all the action with **Every Game, Every Week, Everywhere.** Stay connected to your favorite team with live play-by-play—including both home and away broadcasts for every game(except the Tennessee Titans)—right through the regular season, the playoffs and culminating with Super Bowl XLI.

Every game. Every week. Everywhere. Plus exclusive NFL talk, 24/7/365. There is no off-season on SIRIUS NFL Radio!

2006 NFL Draft Download

Mario Williams was the man of the hour - Houston taking him #1 overall - and you heard it live on SIRIUS. But our coverage does not end on Draft Day. SIRIUS NFL Radio breaks

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SIR Ex. 26-B

down the picks and what they mean for your hometown team, this year and in the future. Who were the big winners and the big losers? Get involved in the conversation: Call 877-NFL-KICK.

See Complete Draft Results - Rounds 1 - 7

PROGRAMMING

Ronde Barber Scores Over Tiki
Tonight 9:00 pm ET
With his two interceptions for touchdowns on Sunday, Ronde actually has more touchdowns than his All-Pro running back twin. You just *know* that Tiki will get an earful from his defensive back, turned scoring star brother, on this edition of *The Barber Shop*.

The Opening Drive
Weekdays 8 am - 10 am ET
Hosted by Bob Papa, Randy Cross and Cris Carter with special guests from around the league.

Movin' The Chains
Weekdays 10 am - 1 pm ET
Pat Kirwan and Tim Ryan take your calls and check in with players and coaches from around the league. We want to hear from you. Email *Moving The Chains* at **mtc@sirius-radio.com.**

See the Movin' the Chains hosts' predictions for the 2006 season.

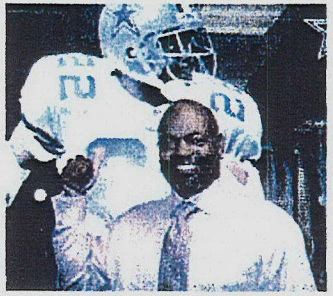
The Red Zone
1 pm - 3 pm ET
Daryl Johnston, Tim Ryan, Pat Kirwan, Bruce Murray, Gil Brandt and Carl Banks gang tackle the day's top stories and take your calls. Get in *The Red Zone*- shoot the guys an email at **theredzone@sirius-radio.com.**

See The Red Zone hosts' predictions for the 2006 season.

The Afternoon Blitz
Weekdays 3 pm - 7 pm ET
Adam Schein, Solomon Wilcots and Jim Miller take your calls and invite you to get involved in the conversation. **afternoonblitz@sirius-radio.com.**

See Adam and Soly's predictions for the 2006 season.

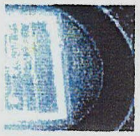
PHOTOS



Emmitt Smith outside the SIRIUS NFL Radio studio. And yes ... his picture is always on the glass!

Ronde and Tiki's Barber Shop
Tuesdays 7 pm ET
Re-airs: Wednesdays 6 am ET & Saturdays 9 pm ET
Twin NFL Pro Bowlers Ronde and Tiki Barber share their thoughts and perspectives on NFL life, taking you inside the game from both the offensive and defensive perspectives. Tampa Bay cornerback Ronde, and Giants' running back, Tiki, jaw about their off-season training routines, the upcoming NFL Draft and their teams' prospects for next season.

Taking It To The House w/ Keyshawn Johnson
Thursdays 7 pm ET
Re-airs: Fridays 7 am ET, Saturdays 2 pm ET & Sundays 6 am ET
When SIRIUS NFL Radio asked Keyshawn Johnson to host his popular show again this season he said, "Just Give Me the Damn Mic!" The talented receiver—now playing for Carolina—returns to share his thoughts about the Panthers, what's going on around the league and to take your calls.



NFL Network's Total Access
Weekdays 7 pm - 8 pm ET
The latest league news, direct from the NFL.

Late Hits
Weeknights 8 pm - 11 pm ET
Breaking NFL news doesn't punch a time clock at 5 pm and wait 'til tomorrow and neither do we. Jerry Rice, Gil Brandt, Bryan McGovern & Jim Miller bring you late-breaking developments from around the NFL and go beyond the day's headlines to get to the real story.

SIRIUS Fantasy Football
Fridays 8 pm – 11 pm ET
Replay: Saturdays 8 pm – 11 pm ET
Adam Caplan and John Hansen have the fantasy info you need going into the weekend. Who should you start? Who may come up big? Plus count on the guys for a few sleeper picks and a weekly injury report that could put you on top. They're taking you calls at 877-NFL-KICK.

The Weekend Kickoff
Saturday 8 am - 11 am ET
Featuring Paul Allen and Jeff Dubay.

Press Coverage with Vic Carucci and Dan Leberfeld

Saturday 11 am - 2 pm ET

The End Zone
Saturday 3 pm - 7 pm ET
Featuring Bryan McGovern and Pat Kirwan.

ChalkTalk with Adam Schein
Saturday 7 pm - 9 pm ET
Replay Sunday 7 am - 9 am ET
Adam Schein hosts two hours of inteviews with the top personalities in the NFL from the previous week. It's the best of the best on SIRIUS NFL Radio.

The Stadium Tailgate Show with Adam Schein, John Madden, Gil Brandt and Steve Cohen
Sundays 9 am - 12 pm ET
The latest NFL news and analysis before kickoff, every week.

The Sunday Drive with Steve Torre and Bryan McGovern
Sundays 12 - 8 pm ET
Up-to-the-minute post-game interviews from star performers of the day.

NFL Rewind
Sunday 4 pm - 8 pm ET
Jack Arute and Jim Miller take an in-depth look at the biggest stories around the NFL from the past week.

HOWARD STERN NFL MARONI + 100% COMMERCIAL-FREE MUSIC THE BEST RADIO ON RADIO.

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win tickets to 3 of this season's MUST SEE football games
NAVY
ENTER HERE

All NFL Teams

Show All Teams go

All times Eastern.
Schedule and channel assignments are subject to change.

October

next month

Sunday, October 29		Away Channel	Home Channel
1:00 PM	Arizona Cardinals @ Green Bay Packers	107	110
1:00 PM	Atlanta Falcons @ Cincinnati Bengals	143	147
1:00 PM	Baltimore Ravens @ New Orleans Saints	152	153
1:00 PM	Houston Texans @ Tennessee Titans	181	
1:00 PM	Jacksonville Jaguars @ Philadelphia Eagles	125	123
1:00 PM	San Francisco 49ers @ Chicago Bears	130	119
1:00 PM	Seattle Seahawks @ Kansas City Chiefs	158	128
1:00 PM	Tampa Bay Buccaneers @ New York Giants	121	144
4:05 PM	St. Louis Rams @ San Diego Chargers	125	130
4:15 PM	Indianapolis Colts @ Denver Broncos	147	123
4:15 PM	New York Jets @ Cleveland Browns	119	143
4:15 PM	Pittsburgh Steelers @ Oakland Raiders	107	110
7:30 PM	Dallas Cowboys @ Carolina Panthers		123
8:15 PM	Dallas Cowboys @ Carolina Panthers	125	130

Monday, October 30		Away Channel	Home Channel

7:30 PM	New England Patriots @ Minnesota Vikings		123
8:30 PM	New England Patriots @ Minnesota Vikings	125	124

next month

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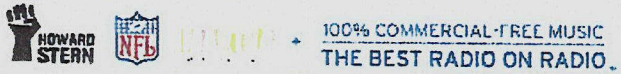


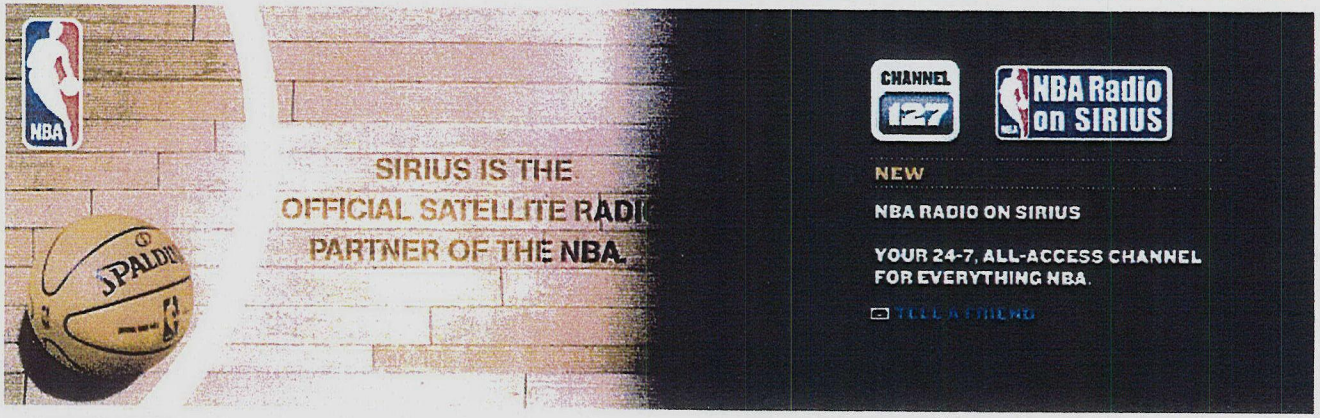
100% COMMERCIAL-FREE MUSIC
THE BEST RADIO ON RADIO.

ALL CHANNELS / HELP / MY ACCOUNT
SATURDAY, OCTOBER 28 2:05 PM

GET SIRIUS | INSTALL + ACTIVATE | WHAT'S ON SIRIUS | LISTEN ONLINE

SHOP SIRIUS

HOME ANTENNA TIPS | CAR INSTALLATION TIPS | PRODUCT MANUALS



WHAT'S HOT

NBA Radio on SIRIUS

SIRIUS and the NBA team up to bring you NBA Radio On SIRIUS // Ch. 127, your round-the-clock channel for everything basketball. Packed with original shows, classic games and hot insider information that a true hardcore, hardcourt fan needs - this is the answer to your hoop dreams. Plus SIRIUS continues to deliver up more than 1000 live games per season, including every dribble, dunk or drive of playoff action.

Live NBA games every week, all the playoffs, behind-the-scenes access, new original programming and enough highlights and news to satisfy even the most avid hoops fan.

PROGRAMMING

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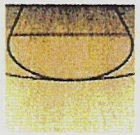
Tip-Off
Weekdays 6 am - 9 am ET
Rebroadcast 9 am & 9 pm ET
Rich Ackerman and Frank Isola recap the night in the NBA, including fantasy implications and post-game reactions. Rich and Frank explore the day's top headlines and look ahead to the biggest match-ups of the evening.
Got game? Bring it! Call 866-NBA-0003 or email NBARADIO@nba.com.

Full Court Press
Weekdays Noon - 3 pm ET
Rebroadcast Weekdays 6 pm ET
NBA great Kenny Smith and veteran broadcaster Ian Eagle break down the entire NBA, bringing the best interviews, top analysis and previews of upcoming games. **Email the guys at fullcourtpress@sirius-radio.com.**

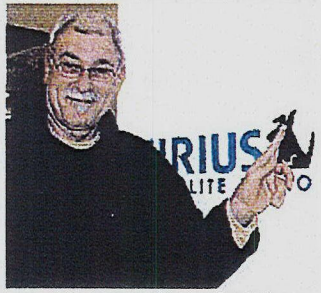
In the Paint ***Hall-of-Famer Rick Barry Begins Hosting Monday, October 30th!***
Weekdays 3 pm ET
In The Paint keeps you in the know for all-things NBA. Rick Kamla brings you exclusive interviews with players, writers, league executives and broadcasters, plus and in-depth look at the upcoming night's games.
Got game? Bring it! Call 866-NBA-0003 or email NBARADIO@nba.com.

NBA TV
Weekdays 12 midnight ET
The same great NBA programming you love on the television is now on SIRIUS.



Running The Point
Saturdays & Sundays 12 pm - 3 pm ET
The weekend means more time for hooping it up! *Running The Point* dishes out the latest NBA news, scores and information, plus looks at upcoming match-ups to assist you in getting the most out of your down time.
Email your thoughts: NBARADIO@nba.com.

PHOTOS



L.A. Lakers Head Coach Phil Jackson, host of "The Phil Jackson Show".

Which 2005-6 division winner could win it all this year?

- Nets
- Pistons
- Heat
- Nuggets
- Suns
- Spurs

Vote

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HOWARD STERN NFL + 100% COMMERCIAL-FREE MUSIC THE BEST RADIO ON RADIO.

ALL CHANNELS / HELP / MY ACCOUNT
SATURDAY, OCTOBER 28, 2:40 PM

SIRIUS SATELLITE RADIO

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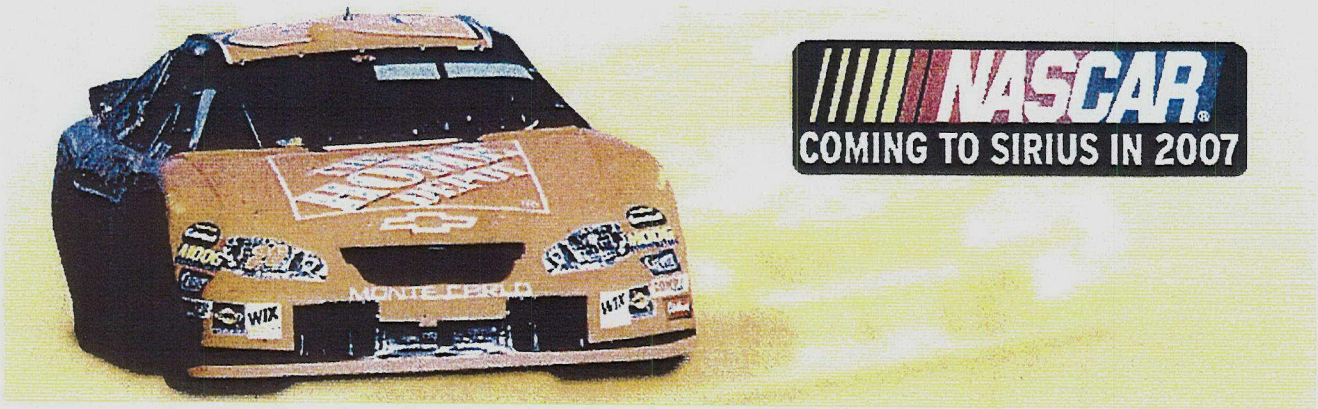

Two-time and reigning NASCAR NEXTEL Cup Series champion Tony Stewart - one of the sport's most exciting and outspoken drivers - will host his own exclusive talk show, live on SIRIUS. SIRIUS listeners will get the ultimate insider's perspective on auto racing, as Stewart and his co-host Matt Yocum take their calls, speak with prominent guests, and cover the spectrum of motorsports on the two-hour weekly program. Preview editions of *Tony Stewart Live* will begin airing soon, exclusively on SIRIUS.

LIVE NASCAR RACES IN 2007
The NASCAR Nextel Cup Series,
Busch Series and Craftsman Truck Series
are coming to SIRIUS in 2007
SIRIUS EXCLUSIVE NASCAR CHANNEL

THE NASCAR PIX

GET NASCAR AND OTHER RACING SERIES INFO...
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SIRIUS Speedway
Monday to Friday 3 pm - 6 pm ET

ANY RACE ANYWHERE
enter to win a VIP trip to a
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Burton's DNF shook up The Chase. Who will win now?

- Matt Kenseth
- Kevin Harvick
- Jimmie Johnson
- Denny Hamlin
- Jeff Burton

Vote

NASCAR Nextel Cup Series

October 22nd, 2006

2006 Standings	Points	Behind
1. Matt Kenseth	5848	Leader
2. Kevin Harvick	5812	-36
3. Jimmie Johnson	5807	-41
4. Denny Hamlin	5801	-47
5. Jeff Burton	5800	-48
6. Dale Earnhardt		

Rebroadcast: Monday to Friday 10 pm - 1 am ET
NASCAR Radio// Ch. 128

SIRIUS Speedway (a Motor Racing Network production) delivers all the news, highlights and conversations on the top racing series in the US. Buckle up and throttle down, direct from Daytona USA, the ultimate motor sports attraction at the Daytona International Speedway. Get in on the action and call **1-866-PIT-LANE** (866-748-5263) or log on to **www.mrnradio.com** for more info.

Kurt Busch and Kenny Wallace visit SIRIUS Speedway
Fri., Oct. 27 @ 3:15 pm ET
NASCAR drivers **Kurt Busch** and **Kenny Wallace** check in direct from the Atlanta Motor Speedway.

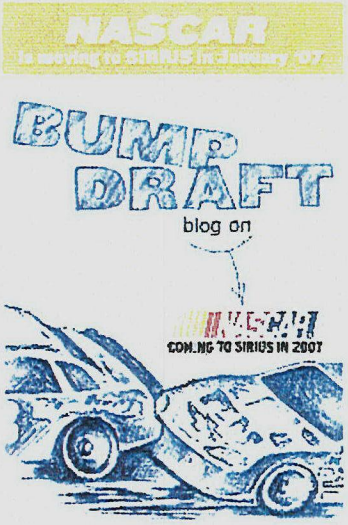
Speed Freaks
Saturday 4 pm - 6 pm ET
Sunday 10 pm - 12 am ET
Sports Byline USA // Ch. 122

Talk motor sports with some of the world's best. Join Kenny Sargent, Statt Mann Caruthers, Lugg Nuttz and Crash Gladys every Sunday night.

RaceDay on ESPN Radio
Sundays 6 am - 7 am ET
ESPN Radio // Ch. 120

ESPN Radio returns to the racetrack and hosts Pat Patterson and Mike King take you for the ride, from NASCAR to the Indy Racing League and beyond with recaps of Saturdays races and previews of upcoming action. Pat Patterson calls upon his 25 years of experience as "The Racing Guy" to go inside the Chase for the Nextel Cup from his home base in Daytona, while Mike King, chief announcer of Indianapolis Motor Speedway, brings an Indy perspective that can only be provided from Indianapolis itself.

Jr.	5754	-94
7. Mark Martin	5752	-96
8. Kasey Kahne	5749	-99
9. Jeff Gordon	5707	-141
10. Kyle Busch	5677	-171



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In the Matter of Adjustment of Rates and Terms for Preexisting Subscription and Satellite Digital Audio Radio Services	)	Docket No. 2006-1 CRB DSTRA

WRITTEN DIRECT TESTIMONY FOR

Steven Blatter

Senior Vice President for Music Programming,
SIRIUS SATELLITE RADIO INC.

Witness for Sirius Satellite Radio Inc.

SIR Ex. 36