



2016 REPORT ON CULTURAL DIVERSITY

January 31, 2017

1. CORPORATE COMMITMENT

Sirius XM Canada Inc. (“SiriusXM Canada” or “we”), with more than 2.8 million subscribers, is the country’s leading audio entertainment company and broadcasts more than 130 satellite radio channels featuring premier sports, news, talk, entertainment and commercial-free music. SiriusXM Canada offers an array of content from the most recognized news, entertainment and major sports brands including the NHL, NFL, NBA, MLB, NASCAR, CNN, CBC, FOX, BBC, Howard Stern, Disney, Comedy Central and more.

SiriusXM Canada programming is available on a variety of devices including pre-installed and after-market radios in cars, trucks and boats, smartphones and mobile devices, and consumer electronics products for homes and offices. SiriusXM Canada programming is also available online at www.siriusxm.ca and on Apple and Android-powered mobile devices.

SiriusXM Canada has partnerships with every major automaker and its radio products are available at more than 2,500 retail locations nationwide.

SiriusXM Canada has been designated one of Canada's Best Managed Companies seven years in a row and is currently a Platinum Club Member, in addition to 2013, 2014 and 2015 rankings in PROFIT 500's list of Canada's Fastest Growing Companies.

Our objective is to communicate and foster acceptance of cultural diversity throughout our organization because cultural diversity is a key part of our corporate culture. We are committed to fostering a work environment that respects, celebrates and encourages the diversity of our workforce and produces programming that reflects the diversity of Canada.

SiriusXM Canada’s approach to diversity in our radio operations is guided by the CAB’s Best Practices for Diversity in Private Radio, adopted by the Commission in BPN CRTC 2007-122. In the Commercial Radio Policy 2006, the Commission had acknowledged that the CAB’s Best Practices, along with the reporting template developed by the CAB, would be effective tools for improving diversity in commercial radio.

This report provides detailed information with respect to the following eight areas:

- Application and measurement;
- Corporate accountability;
- Recruitment, hiring and retention;
- Internship, mentoring and scholarships;
- Programming;
- News and information programming;
- Community and industry outreach; and
- Internal communications.

2. APPLICATION AND MEASUREMENT



SiriusXM Canada is regulated under the *Employment Equity Act*. Technologies and processes are in place to facilitate our reporting requirements under the Legislated Employment Equity Program (LEEP).

3. CORPORATE ACCOUNTABILITY

SiriusXM Canada is dedicated to diversity and as such, accountability for the program starts with the President and CEO, Mark Redmond. Oversight at the corporate level also includes Jason Redman – CFO and Stephanie Haas – Director, Payroll & Benefits.

In addition to their responsibilities within the company, management and staff are encouraged to become involved in cultural diversity initiatives within the company.

4. RECRUITMENT, HIRING AND RETENTION

SiriusXM Canada is committed to cultural and diversity management in both our programming and non-programming operations. We ensure that equal opportunity exists for all employees in all aspects of employment while maintaining the principle of merit as the basis for all employment and promotion opportunities.

We are committed to the development and continuous improvement of employment practices and procedures with the objective of ensuring fair and equitable representation of Canada’s cultural diversity within our workforce.

The tagline for all career postings is “SiriusXM Canada is committed to equity in employment and programming.” Career vacancies are posted both internally and on widely-accessible job boards such as Indeed and LinkedIn, to encourage as many qualified applicants as possible. Human Resources staff and recruiters use behavioural-based interviewing techniques that draw information from specific questions to assess the skills and competencies necessary to fill each position.

We have reviewed the impact of foreign accreditation on our hiring processes. Specific to our Programming department, the company has successfully sourced Canadian employees for vacancies that have existed. Therefore foreign credentials have not been of a concern within the recruitment process.

5. INTERNSHIP, MENTORING AND SCHOLARSHIPS

SiriusXM Canada has an internship program within our Programming area which partners with several post-secondary institutions. Given that our broadcast studios are located in Toronto, we draw interns from Toronto’s diverse and multicultural population and are encouraged that applications from the designated groups continues to increase. All internship postings note that “SiriusXM Canada is

committed to equity in employment and programming.” We continue to be excited to provide valuable work experience to the next generation of radio broadcasters.

6. PROGRAMMING

SiriusXM Canada provides diverse nationwide programming that reflects the cultural diversity of Canada and promotes channels that are targeted to specific cultural groups. Since 2012, we have launched and promoted several new channels dedicated to the cultural diversity of Canada, including Canadian Indigenous Peoples Radio, FrancoCountry, Chansons, CBC Country, Influence Franco and Canada Talks. Our wealth of diverse programming has been available to Canadians since 2005 and includes the following:

- Canadian Indigenous Peoples Radio – since 2011 we broadcast the best in Indigenous Canadian music
- Influence Franco, ICI Musique Franco-Country, ICI Musique Chansons – programming for French-speaking Canadians
- Venus – music programming programmed for women
- SiriusXM Stars – lifestyle programming for women
- The Joint – Reggae music programming
- Pitbull’s Globalization – Music from around the globe
- Caliente – music programming for Spanish-speaking Canadians
- Radio Andy – talk programming for all, including the LGBTQ community
- The Message, Joel Osteen Radio, Kirk Franklin’s Praise and Enlighten – spiritual talk and music programming

SiriusXM Canada also partners with a number of broadcasters to bring diverse Canadian content to a national audience:

- Asian Television Network (ATN) – providing content to Canada’s multicultural population and also serving South Asian diaspora across Canada
- Native Communications Inc. (NCI) – providing a distinctly Indigenous service in large urban centres; informing, enlightening and entertaining with culturally relevant programming for all people

SiriusXM Canada produces and acquires programming to provide our subscribers the best in diverse Canadian programming. As a federally-regulated employer, we fulfill our obligation to annually report on the employment of designated groups via the Legislated Employment Equity Program (LEEP). Self-reported data is collected by Human Resources upon an employee’s hire. It should be noted that contractors do not self-report and we lack visibility to the designated groups who produce content on our partner stations. In 2016, the following designated groups were self-declared by our on-air talent.

Station	Total On-Air Headcount	Designated Groups			
		<i>Women</i>	<i>Indigenous People</i>	<i>Visible Minorities</i>	<i>People with Disabilities</i>
Iceberg Radio	3	1	0	1	0
The Verge	3	1	0	1	0
CBC Radio 3		Programmed by third party; data not available to Sirius XM Canada			
ICI Musique Chansons		Programmed by third party; data not available to Sirius XM Canada			
Attitude Franco	1	0	0	0	0
Influence Franco	1	0	0	0	0
Canadian Indigenous Peoples Radio		Programmed by third party; data not available to SiriusXM Canada			
ICI Musique Franco-Country		Programmed by third party; data not available to SiriusXM Canada			
CBC Country		Programmed by third party; data not available to SiriusXM Canada			
Canada Talks	2	0	0	1	0
Canada Laughs	2	0	0	0	0
CBC Radio 1		Programmed by third party; data not available to SiriusXM Canada			
ICI Radio-Canada Première		Programmed by third party; data not available to SiriusXM Canada			
SiriusXM NHL Network Radio	5	0	0	0	0

Our programming continues to enhance the lives of visually-impaired Canadians with its diverse combination of music, talk and sports entertainment.

We support many organizations dedicated to the proliferation of diverse Canadian programming, including:

- FACTOR/Musicaction – dedicated to providing assistance toward the growth and development of the Canadian independent recording industry
- Community Radio Fund – to provide support to approximately 180 campus and community radio stations in Canada and to foster a well-resourced, dynamic, and accessible sector that delivers strong local community radio broadcasting

7. NEWS AND INFORMATION PROGRAMMING

We continue to provide the best of Canadian news and entertainment to remote areas of the country that are underserved by terrestrial radio. SiriusXM Canada's news and information programming is dedicated to both Canadian and international current events. Stations such as CBC Radio One, Canada Talks, BBC World Service, and ICI Radio-Canada Première provide our listeners with programming that is of significant interest to diverse communities. We will continue to provide news and information programming to these diverse communities of Canada.

8. COMMUNITY AND INDUSTRY OUTREACH

SiriusXM Canada provides extensive community outreach, improving lives within the diverse landscape of Canada. SiriusXM Canada regularly produces its own events featuring Canadian talent and sponsors cultural events throughout Canada such as Canadian Music Week, Les FrancoFolies de Montréal, POP Montréal, Polaris Music Prize, Festival d'Été and M for Montréal. It also provides support for organizations such as:

- MusiCounts – mission is to ensure that children in Canada, regardless of socio-economic circumstances and cultural background, have access to a music program through their school
- Sarah McLachlan School of Music – provides music education to high school-aged children at no cost
- SiriusXM's Top Comic – cross-Canada search for the best comedy talent
- ADISQ – one of Canada's premier awards that acknowledge artistic and technical achievements in Francophone music
- Festival de Musique Émergente – its mission is to foster the dissemination of original music and discovery of emerging artists while bringing attention to the Abitibi-Témiscamingue region
- MusicFest Canada – an annual national event that brings together more than 10,000 of Canada's finest young musicians who perform for recognition as the country's foremost musical ensembles
- Festival International de Jazz de Montréal – the festival hosts some 30 countries, 3,000 diverse musicians and public entertainers, 1,000 concerts and activities and welcomes more than 2 million visitors
- SOCAN – this year SOCAN and SiriusXM Canada will launch the first ever SOCAN Songwriter Award
- Native Communications Inc. ("NCI") – together with SiriusXM Canada, NCI produces the National Aboriginal Music Countdown for broadcast across North America
- Just for Laughs, JFL Northwest and JFL 42 – the world's largest and most prestigious comedy event, plus its new festivals in Toronto and Vancouver
- Orchestre Symphonique de Montréal – an artistic organization of international calibre that seeks to present the world's repertoire of symphonic music and concert artists of international stature to the broadest possible audience
- Canadian Country Music Awards – a not-for-profit organization committed to the promotion and recognition of Canadian country music.

- Comic Vision – funding research to find cures for vision loss and blindness currently affecting over 1 million Canadian children and adults

Our Customer Service Representatives respond to audience feedback specific to diversity:

- Listeners are provided with various opportunities (e.g. toll-free talkback phone lines, email links featured on our website, etc.) to comment on our programming. Customer feedback continues to be of great value to SiriusXM Canada and is used to improve overall operations.
- Customers are provided with the opportunity to receive personalized e-newsletters informing them about programming, including programming that is of significant interest to diverse communities.

Senior management and senior programming staff are also involved with programming concerns or complaints. This input is used to plan our programming and customer offerings that reflect Canada's multicultural reality.

9. INTERNAL COMMUNICATIONS

New employees are provided access to online policies referencing Employment Equity and Diversity. In addition, all new employees are obliged to review and acknowledge a Human Resources Policy sign-off form, which includes human rights and respect and dignity in the workplace.

Our on-line portal includes any and all bulletin board postings relating to company and employee achievements. Similarly, all vacant positions are posted to attract diverse internal candidates.

10. CONCLUSION

In this report, we have outlined our past year's accomplishments related to diversity and our certain of our efforts to develop diversity initiatives in the coming year. SiriusXM Canada is fully committed to principles of cultural diversity as an integral building block of future success in Canada.