



Sirius XM

Subsidiaries: Stitcher, Team Coco
Locations: New York (HQ)
Industries: Telecommunication Services

RISK LEVEL:



Medium Risk

DESCRIPTION:

Sirius XM often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Sirius XM occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk

Sirius XM received a score of 85 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). The company was a member of the Global Alliance for Responsible Media, which aims to demonetize advertisements and suppress content that "vilifies" individuals based on sexual orientation and gender identity, discusses "debated social issues in a negative or partisan context" or spreads "hate speech" (3)(4)(5). The company has a written policy pledging to vet vendors for LGBTQ policies. Its Code of Ethics requires vendors to include sexual orientation and gender identity in their nondiscrimination policy (6). However, the company has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (7).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. High Risk

Sirius XM's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). However, the company does not appear to discriminate against charitable organizations based on views or beliefs (3).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Sirius XM's HRC 2025 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). The company appears to prioritize diversity over merit in its recruitment, hiring, promotion, and leadership composition (3)(4). The company requires employees to take unconscious bias training (5). However, Sirius XM protects its employees against viewpoint

discrimination (6).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. High Risk

Sirius XM celebrates LGBTQ Pride Month with special music channels for the LGBTQ community (1). The company hosts workshops on race, allyship, stereotypes, inclusive language, and how diversity drives innovation (2). The company supports DEI within its business practices, claiming that "DE&I must be central to every business decision we make" (3). The company launched the Stand for Sonic Diversity campaign which advocates for companies to implement racial quotas in voice casting and the integration of DEI in all casting and scripting decisions (4)(5).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Sirius XM's HRC 2025 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). The company was a member of the Global Alliance for Responsible Media and was a partner of the HRC's Foundation (3)(4)(5)(6).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. Lower Risk

Sirius XM has not used its PAC donations or lobbying for ideological purposes (1)(2)(3).

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