

## SiriusXM Canada Accessibility Progress Report – June 2024

### A. INTRODUCTION

In 2023, SiriusXM Canada developed its Accessibility Plan that focused on accessibility commitments which included the following categories:

- Employment
- Built environment
- Information and communication technologies (ICT)
- Communications other than ICT
- Procurement of goods, services and facilities, and
- Design and delivery of programs and services (DDPS)
- Transportation

By 2024, SiriusXM began the work to implement its Accessibility Plan. This report focuses on the progress SiriusXM has made in implementing its Accessibility Plan.

SiriusXM Canada is committed to be a barrier-free organization and has published its first progress report (“**Progress Report**”) in accordance with the *Accessible Canada Act* (the “Act”), and the requirements of section 13 of the *CRTC Accessibility Reporting Regulations*. This Progress Report will outline the progress made in each of the above categories, the consultations performed, and the feedback received so far from customers, employees, and external consultants. What follows are the details on our progress under each category, including SiriusXM’s main priority within each category.

### B. EMPLOYMENT

In our Accessibility Plan, the barriers related to the employment category as identified through consultations and through our feedback process fell within two categories:

- The duty to accommodate, and
- Retention and promotion

In addressing the above barriers, SiriusXM Canada launched a centralized point of contact for all questions and requests related to accommodations to ensure employees have a direct channel available to them for disability-related issues. In 2024, we provided mandatory training sessions to all employees and executive leadership titled “Including Persons with Disabilities” run and led by external third-party experts from the Canadian Centre for Diversity and Inclusion (CCDI).

Our current priority is to create a guide for management on how to reasonably accommodate employee requests stemming from temporary or permanent disabilities to streamline accommodation requests. This work has already begun with the expert-led training the SiriusXM leadership has been mandated to attend.

### C. BUILT ENVIRONMENT

In our Accessibility Plan, the barriers related to the Built Environment were due to structural limitations on our former head office building. Once we relocated to our new office, many of the deficiencies related to accessibility were significantly improved. We also consulted the Rick Hansen Foundation who performed an audit on our new facility. We are pleased to announce that our new office space has achieved accessibility certification with the CSA group.

Our current priority for our built environment is to improve accessibility to the common areas of the building beyond our office space by regularly engaging the property management to implement the recommendations made in the accessibility consultation report drafted last year by the Rick Hansen Foundation.

#### D. INFORMATION AND COMMUNICATIONS TECHNOLOGY

Our Accessibility Plan identified barriers to the information and communications technology as follows:

- Planning and acquiring new digital systems and technology
- Adapting and updating existing programs and technology, and
- Providing user training, guidance, and resources

During the preceding 12 months, we successfully upgraded meeting spaces with additional microphones and automated closed captioning in video conferencing so that it may be enabled by anyone, not just meeting hosts.

Additionally, we have begun providing training to employees through a variety of learning models, including live assistance, one-to-one support, written instructions, and pre-recorded audio-visual content on new technology programs, to ensure resources are barrier-free for all employees.

#### E. COMMUNICATION, OTHER THAN ICT

Our Accessibility Plan identified two barriers to communication, other than ICT, as follows:

- Clear Enunciation
- Alternate formats

SiriusXM Canada implemented an anonymous feedback procedure on its website that is reviewed daily and addressed promptly. We also updated our customer communications including our order confirmations and offer details so that its contents are simple and easy to understand. Call Centres are staffed with bi-lingual agents and are trained to provide customized accommodations for customers, or if such accommodations cannot be addressed at the agent level, to promptly escalate such accessibility requests so that they are addressed and resolved efficiently.

Last year, SiriusXM Canada received customer feedback regarding high contrast-coloured documents that negatively affected screen reader technology which is commonly used by the visually impaired. In response to this feedback, we moved away from high contrast-coloured documents which resolved the issue.

Within the last 12 months, SiriusXM also implemented an online chat feature as an additional mode of communications for customers with verbal challenges. Our current priority is to expand this feature for French speaking customers.

#### F. PROCUREMENT

SiriusXM had identified the following barriers in its Accessibility Plan:

- Existing procurement practices may not consistently account for accessibility
- Lack of common industry standards that account for accessibility for certain goods or services

This year, SiriusXM began requesting from vendors the accessibility features of their goods and services before proceeding with any purchases. We also required all employees, including those in the finance department to

sign up for mandatory disability education and awareness training to further increase knowledge of accessibility issues.

SiriusXM's main priority is to find common industry standards that account for accessibility for particular goods and services.

## G. DESIGN AND DELIVERY OF PROGRAMS AND SERVICES (DDPS)

In its Accessibility Plan, SiriusXM identified the following barriers related to DDPS:

- SiriusXM Canada is subject to its licensor's technology development lifecycle
- Team members may not have knowledge and awareness of the barriers encountered by customers with disabilities
- Alternate methods of communications available to our customers may not be readily apparent to customers or immediately be offered by our customer service centre.

Beginning in the last quarter of 2023, SiriusXM updated its platform with accessibility in mind, and continues to keep accessibility a priority going forward. Accessibility was considered ahead of development rather than an afterthought as was previously done for the in-market applications. In 2024, SiriusXM engaged with a third-party accessibility compliance vendor to audit the new platform and deliver a report of its findings. Results of the audit were prioritized by the SiriusXM product team and significant progress addressing those issues have been made. As a measure of continuing the momentum, SiriusXM holds weekly sync meetings with the product team and client engineering leads across web and mobile platforms with user accessibility as a regular discussion point.

Many functions have become more widely available to its customers since the upgrade in technology and software. For example, after reviewing feedback from an accessibility compliance specialist, interactive elements like buttons and form fields were made reachable and useable via keyboard and were perceivable and operable for users with different disabilities. Third-party technology accessibility experts monitored our digital properties and made additional recommendations that SiriusXM has made a priority to address within this year.

Additionally, SiriusXM added audio transcripts to its on-demand and podcast content and have been built into the player experience. Eligible content now include transcripts, ensuring that our content is accessible to hearing impaired users.

## H. TRANSPORTATION

Transportation is one of the categories listed under the Act. SiriusXM listed it in its Accessibility Plan as required by the Act but is not included in the scope of SiriusXM's objectives.

## I. CONSULTATIONS

Meetings are scheduled on a monthly basis with SiriusXM's Diversity, Equity, and Inclusion Council, in collaboration with Human Resources and our Compliance Officer to review feedback from a variety of sources, including expert consultants, customers, and staff to strategize effective solutions.

Expert consultants and their reports are invaluable in our efforts to becoming a barrier-free organization.

## J. FEEDBACK

SiriusXM collects feedback on accessibility through the methods described in our Accessibility Plan. Each submission received within this past year was discussed with the appropriate stakeholder and promptly resolved to the satisfaction of the submitting party. One instance of feedback received was that a particular document sent to a SiriusXM customer disrupted that customer's screen reader technology. In response, SiriusXM reissued the document using suggestions from the customer themselves. This has resolved the issue and we continue using this updated format for all client documents. As we continue to receive feedback, we will continue responding and taking the necessary reasonable actions to address them. SiriusXM relies on such feedback to continue efforts on being as barrier-free to persons with disabilities as possible.