



In 2017, Liberty Media was poised to dominate the audio business, adding on to their ownership of SiriusXM.

The broadcast industry, along with many others, missed what was actually a full court press in disguise by Liberty Media to control the price of audio advertising in the US. The power of ParAible caught a series of moves that proved it.

HOW PARAIBLE WORKED

- Researching large amounts of available data, we uncovered a value investor formula used by Liberty Media to acquire a 19% stake in Pandora that included the chairman of the board seat, to work in tandem with their ownership of Sirius/XM, and that the move was an acquisition in disguise to be completed at their choosing. **This acquisition took place in 2018.**
- We then showed how the same formula was used to bet on the iHeart bankruptcy, buying \$600M in iHeart Media debt for a seat at the table during bankruptcy proceedings and to take advantage of a **provision that allowed a deal to be done without iHeart at the table.**

THE RESULTS

After our findings were published, Citi, SunTrust, and Barron's followed suit, and on September 24th, 2018, Sirius XM acquired Pandora for \$3.5B.

Liberty Media continued to acquire iHeart Media debt, increasing its total holdings to 5%. On July 15th 2020, the DOJ approved a Liberty Media request increase its stake to 50%, giving the company control of the audio space.



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