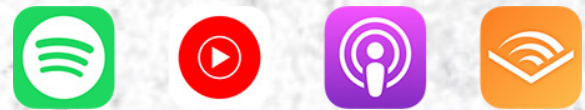


TELL ME WHAT HAPPENED

An Original Podcast by OnStar®



14pt

LIFT IN CONSIDERATION

12pt

LIFT IN FAMILIARITY

+16pt

BOOST IN NPS SCORE

1,000,000+

ALL-TIME DOWNLOADS

4.7 ★★★★★

USER RATING ON APPLE PODCASTS



Face to face with a grizzly bear. Stuck on a sinking ship. Caught in the middle of a mass shooting. What would you do? These are just some the moments Season 5 of *Tell Me What Happened* explored. At its core, *Tell Me What Happened*, an original podcast by OnStar, is inspired by the same belief that OnStar was founded on — people helping people. Each episode revisits the powerful decision someone makes to step in and help a stranger in a time of need, saving their life.

Our host, Torah, closes each episode interviewing a subject-matter expert, offering practical advice listeners can use to avoid facing similar dangers themselves. Whether it's wildfire safety, surviving an avalanche or providing first aid in the field, these tips have the power to save lives.

Season 5 saw an 18% increase in episode downloads and surpassed 1M lifetime downloads. 🎧 There was a 46% increase in follower growth on Spotify. Apple Podcasts achieved 86% average consumption, surpassing industry benchmarks. Plus, despite never promoting an OnStar service in any episode, brand consideration saw a 14-point lift. *Mic drop*