



# KATZ MEDIA GROUP

Your **TRUSTED PARTNER** in delivering **LOCAL**  
Voters Across the Nation with Ease



# KATZ PLATFORMS

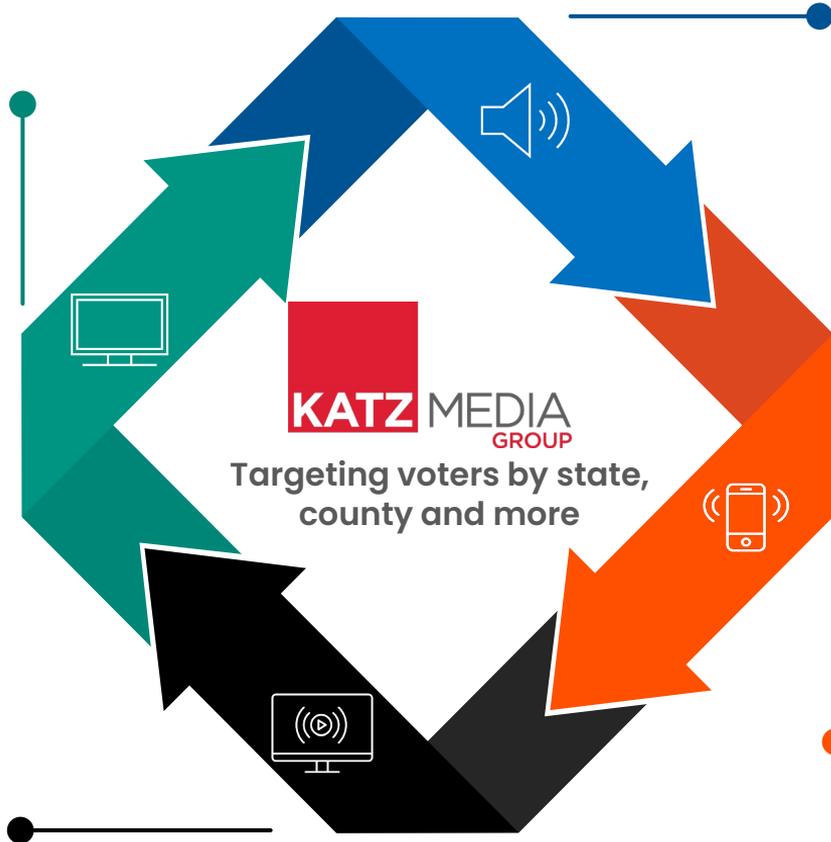
## TELEVISION

Katz Television is the Largest Television representative company in America that can connect advertisers to local consumers and their communities by the safest media properties in America!

## DIGITAL VIDEO

Katz Digital Video is the Largest Video offering available:

- **Katz Live** – The 1st ever LIVE STREAMING Marketplace with EXCLUSIVE Digital Feeds of Sports, E-Sports and Entertainment!
- **Katz OTT** – One-Stop shop solution, providing premium, verified content to scale



## RADIO

Katz Radio is the Largest Radio representative company in America representing more than 3400 radio stations and 84 of the Top 100 broadcasters.

- Coverage of all 50 States
- Multicultural

## STREAMING AUDIO

America's Largest Streaming Audio Offering. Reaches 95% of All Audio Streams, featuring:

- AM/FM Streams & Spotify
- Unidos & United (largest Hispanic & Black American Audio Offering)
- Podcasting

Katz offers a variety of platforms that provide national scale with local



# THE POWER OF RADIO, TV AND DIGITAL MERGED!

Delivering local impact and national influence through an integrated offering.

One Call. Infinite Options.

Katz can help you reach every market within the country!



60+  
BROADCAST GROUPS

800+  
TV STATIONS

200M+  
AMERICANS REACHED

79%  
MARKET COVERAGE



1200+  
PUBLISHERS

100+  
LIVE EVENTS

900M+  
IMPRESSIONS REACHED

100%  
MARKET COVERAGE



300+  
BROADCAST GROUPS

3500+  
RADIO STATIONS

200M+  
AMERICANS REACHED

100%  
MARKET COVERAGE



5000+  
BROADCAST +  
PUREPLAY AFFILIATES

100000+  
PODCASTS

260+  
MILLION USERS

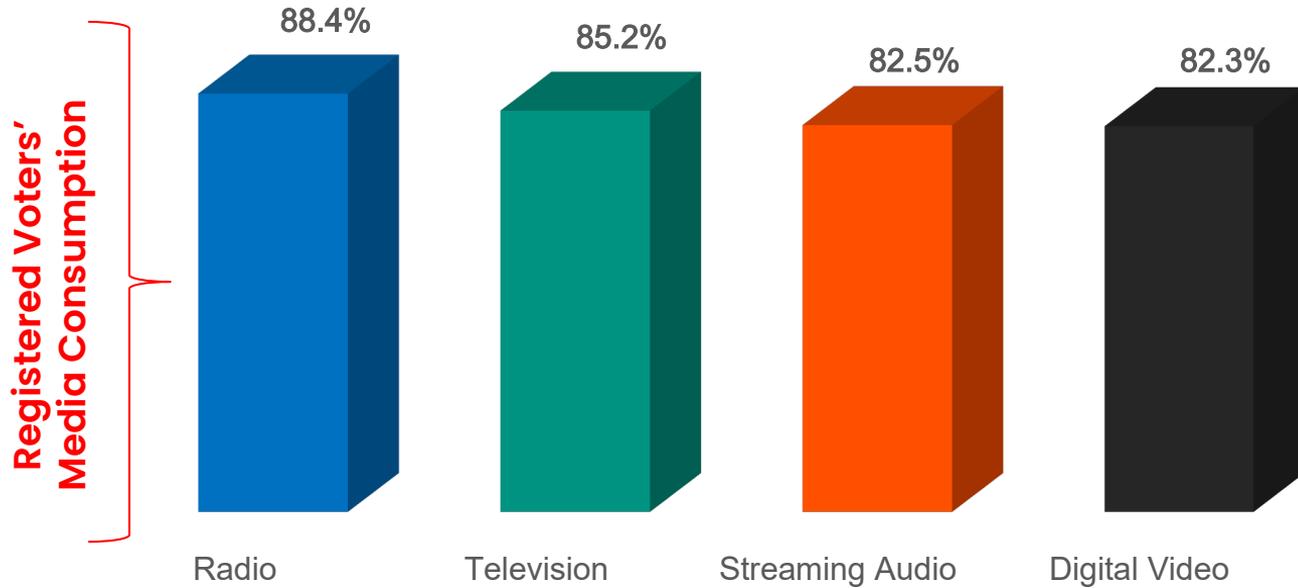
100%  
MARKET COVERAGE

A vertical American flag is positioned on the left side of the slide, showing the stars and stripes.

## KATZ POLITICAL

- For over 3 decades, the Katz Washington DC and Philadelphia offices has been a **trusted partner for linear TV and OTA Radio** within the political arena for both political agencies and campaigns
- Katz Media handled over **\$1.3 Billion in political advertising** during the 2020 election cycle
- Katz Media continues to provide guidance to the advertising community in this complex landscape
- Katz Washington DC and Philadelphia offices live & breathe politics and consequently have our finger on the pulse on the ever-changing political climate

# REGISTERED VOTERS ARE CONSUMING MEDIA ACROSS MULTIPLE CHANNELS ON A SIGNIFICANT BASIS



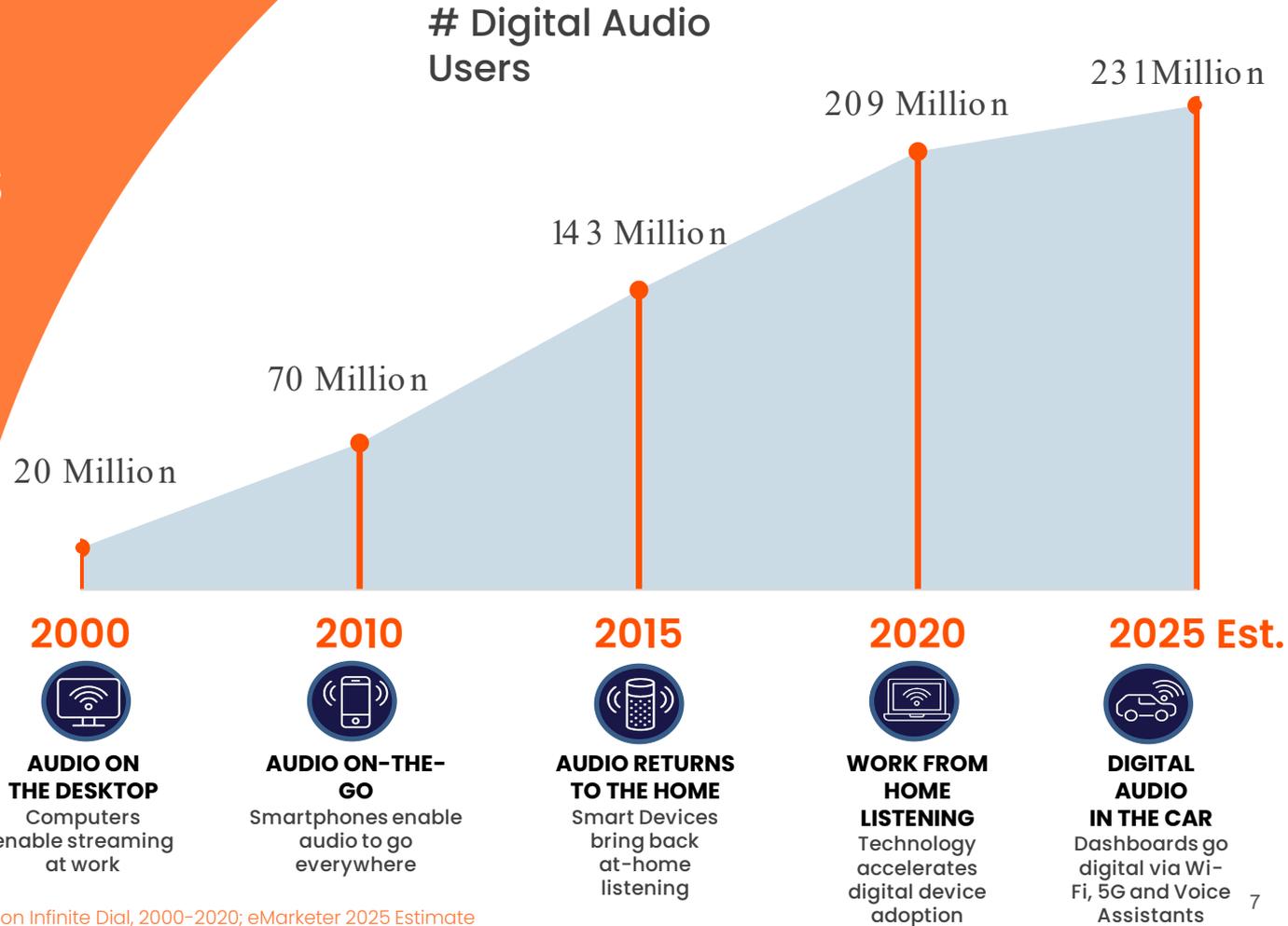
Source: Scarborough USA+ R2 2021 | Registered Voter: YES

Channels are not mutually exclusive. **Radio** = AM/FM Content on Total Radio (M-Su 6a-12m)/Any Radio Station Website/App/Listen to Local Radio Station online/Audio Streaming Services (iHeart Radio, NextRadio, Radio.Com, Tune-In, Uforia) | **TV** = Any Broadcast TV past 7 Days/Any Broadcast TV Station Website/App | **Digital Video (Ad-supported)** = Streaming Services (CBS All-Access, AT&T TV Now, Fubo TV, Hulu, Sling TV, YouTube (free))/Streamed Sports, TV Show-Live, TV Show-pre-recorded/Any Broadcast TV Station Website/App | **Digital Audio** = Streaming Services (Amazon Music, Apple, Google Music, iHeartRadio, NextRadio, Pandora, Radio.Com, Spotify, Stitcher, TuneIn, Uforia Music)/Listen to Online Music Station/Listen to Local Radio Station online, Listen to Internet Radio Online/Any Radio Station Website/App/Listen to Podcast

# Katz Media Delivering UNMATCHED Digital Assets to the Marketplace



# TECHNOLOGY HAS DRIVEN DIGITAL AUDIO'S ACCELERATION



# STREAMING AUDIO BENEFITS POLITICAL CAMPAIGNS

- **Localism:** Targets within voter district with no spill
- **Content that resonates**
- **Highly targeted audience** delivering likely voters
- **Premium Content:** Brand safe



# HOW WE FIND YOUR VOTER

## We can use 1P and 3P targeting to deliver by :

- Geography
- Demographic
- Income
- Ethnicity
- Education
- Behavior/Attitude
- Purchase History or Intent

## We can also access the L2 and many other voter data sources to target by:

- Party
- Voting Behavior
- Donors
- Activists
- Influencers
- Voter district





The exclusive 1<sup>st</sup> party database of  
200+ Million Audio listeners

Largest  
Database

Unique  
Capabilities

Advanced  
Targeting

Data  
Partners



# ANY MULTICULTURAL TARGET



The largest **Hispanic-American** Audio offering

- 83% Hispanic-American reach
- Every major Hispanic-American targeted Audio publisher
- Every geography



The largest **African-American** Audio offering

- 79% African-American reach
- Every major African-American targeted Audio publisher
- Every geography

# DIGITAL VIDEO VIEWERS ARE GROWING STEADILY YEAR AFTER YEAR

## What is Driving Digital Video Growth?

### PRICE

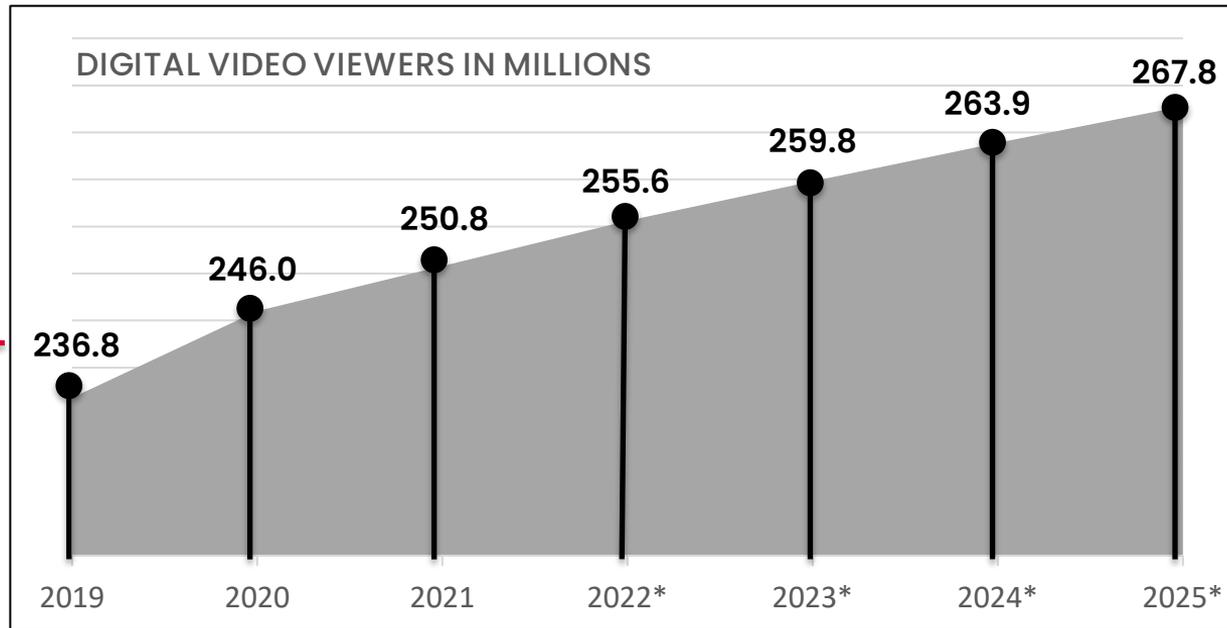
86.7% of Cord Cutters cite cost of cable.

### CONTENT

200+ Streaming Services in 2022 that offer original content, live broadcast TV and the ability to binge watch a series. Numerous Streaming services are FREE.

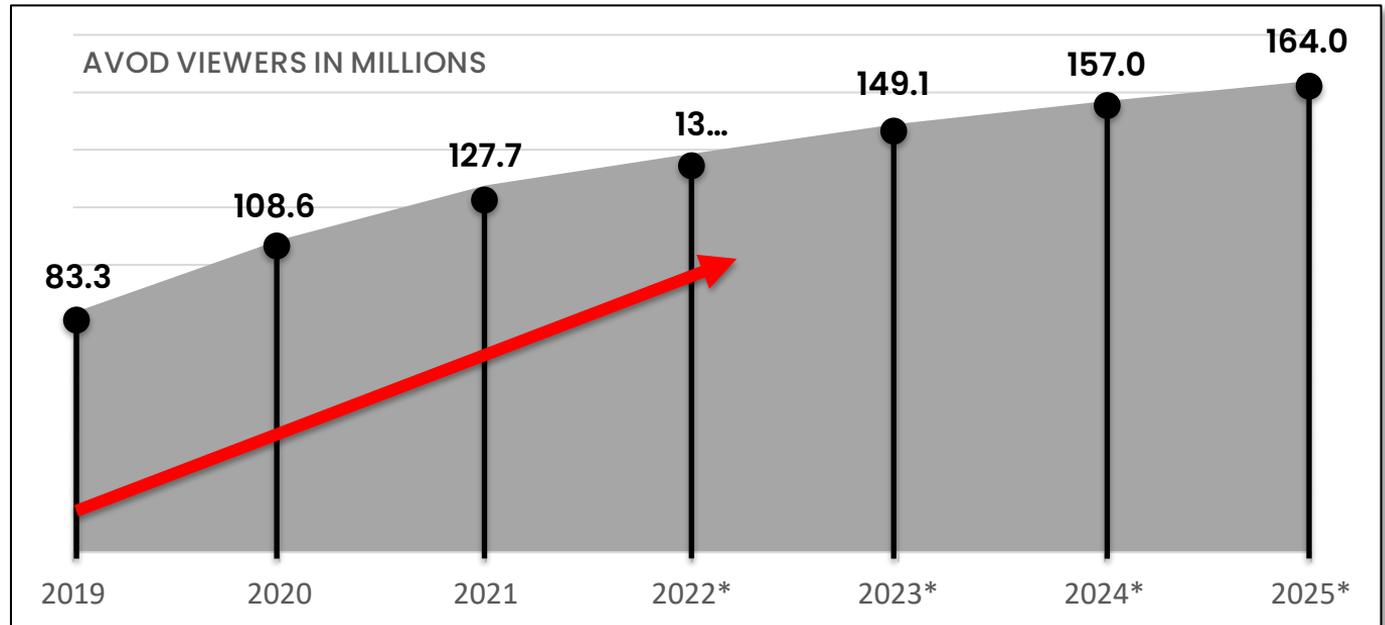
### EASE OF ACCESS

Internet-connected TV rate grew from 50% in 2014 to 82% in 2021.



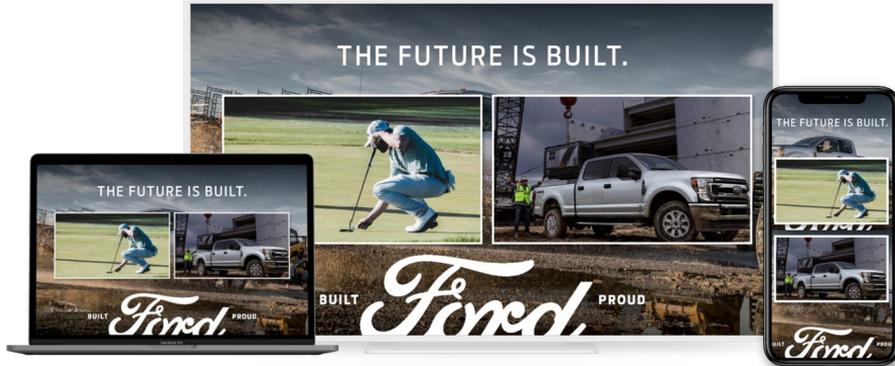
# AVOD IS INCREASING ITS SHARE WITHIN DIGITAL VIDEO VIEWERSHIP AND HAS BEEN GROWING STEADILY

In 2019 AVOD represented **35%** of Digital Video and in 2022 AVOD will account for **54%** of Digital Video!  
AVOD has GROWN **67%** from 2019-2022!



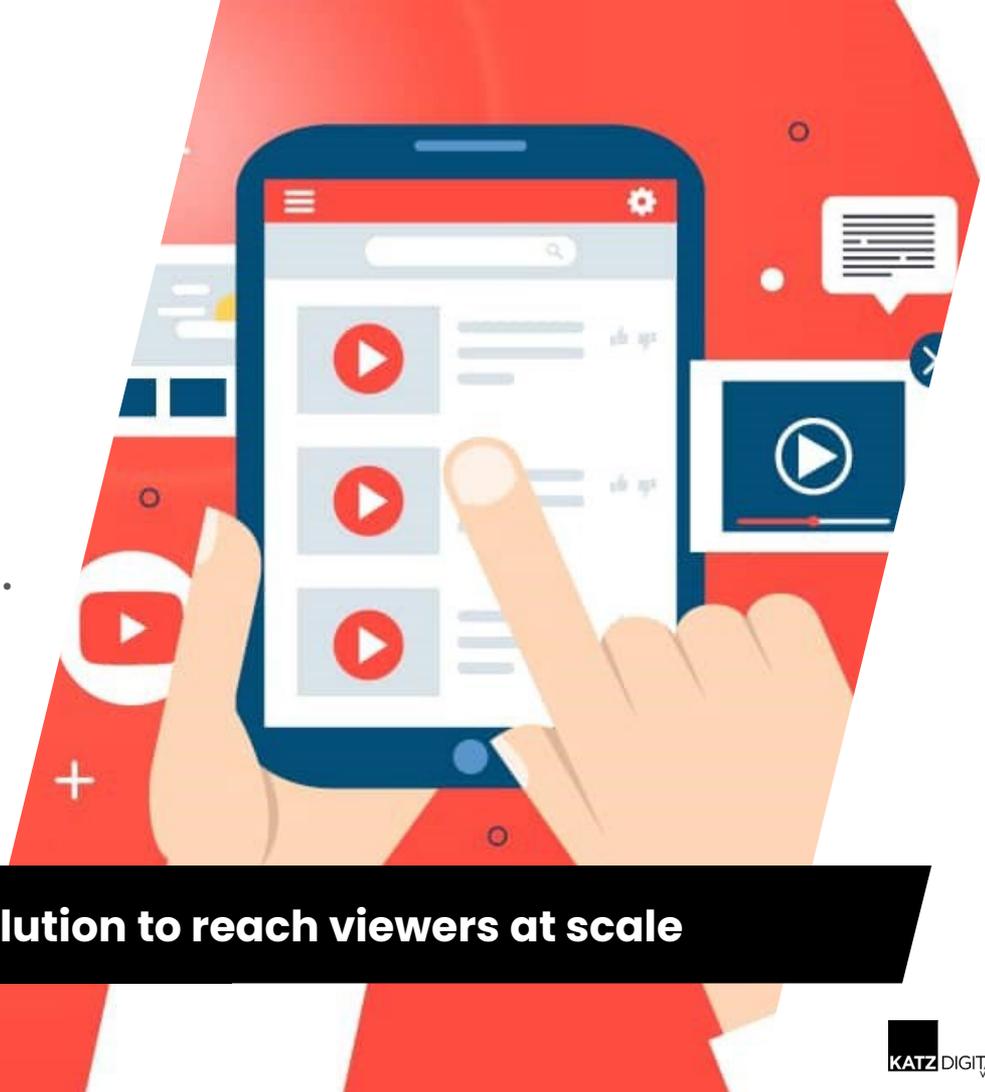
# KATZ LIVE

The first ever **LIVE STREAMING Marketplace** with **EXCLUSIVE** Digital Feeds of Sports, E-Sports and Entertainment!



We are the **LARGEST AGGREGATOR** of Impressions, in the most Unified, Transparent Ecosystem

Katz OTT can target both nationally and down to the zip code level, with impression level data and targeting.



**Katz OTT is a ONE-Stop solution to reach viewers at scale**

# ADVANCED TARGETING

Katz Digital Video can target by:

- **Geography**
- **Demo**
- **Income**
- **Ethnicity**
- **Education**
- **Behavior/Attitude**
- **Purchase History**
- **Intent to Purchase**
- **Political Affiliation**

Data Partners:



DMP Partners:



# **KATZ MEDIA IS UNMATCHED ...**

- ▶ **Single source that can deliver SCALE in BOTH Linear and Digital Media for both Audio and Video**
- ▶ **Providing Ease of Execution from start to finish in all local communities within ALL 50 states**
- ▶ **Only source that delivers TOP-RATED LOCAL Media in markets across the country**
- ▶ **EXCLUSIVE Streaming and Linear Content**



**LOCAL IMPACT. NATIONAL INFLUENCE.**

**IN AUDIO, VIDEO + DIGITAL**