

# Innovating at the Speed of Sound

Katz Digital 2022



# What We Do

**Katz Digital is the only true Audio Anywhere platform, providing advertisers with access to over 230 million Americans.**

Our unmatched scale on premium content, coupled with unique audience segments and capabilities, deliver your consumer across any device, geography, genre, or target segment. Katz Digital offers advertisers an unbeatable equation for success!

Katz has been trusted by brands for over 130 years, with the industry's most experienced sales, solutions and partner success teams.



# Katz Digital is America's Largest Streaming Audio Platform

Broadcast Streams | Pureplays | Podcasting

America's Largest Streaming Audio Platform Reaches:

TOTAL US

95%

Hispanic Americans

83%

African Americans

79%

## 230+

Million Users

Katz Digital reaches more than 90% of the Streaming Audio Space.

## 5,000+

Broadcast + Pureplay Affiliates

Aggregating premium audio providers including the world's largest audio platform, Spotify.

## 200+

Markets Reached

Providing full U.S. coverage with scale across all markets.

## 200,000+

Podcasts

Delivering all major podcasting verticals at scale.

# KATZ DIGITAL What We're About

## Access to Premium Inventory

Delivering on all Connected Devices, e.g.: PC's, Mobile, Smart Speakers, Gaming, In-Car, etc..

## Exclusive Partnerships

Exclusive representation of many major Audio partners including Urban One, Cumulus, Spotify.

## Robust Network of Podcasts

PodKatz is home to over 100,000 podcasts, delivering at scale in all 22 content verticals

## Diverse Reaching Any Ethnicity

Reaching 80%+ of all U.S. Hispanics and 75%+ of African Americans.

## Flexible Managed Service or Self-Serve

Access our audience through our experienced sales team or self-serve, through all major DSPs.

## Brand Safe Across All Assets

Our premium offering is brand safe and fraud free.



# The Only True Audio Anywhere

Katz Digital can deliver your message no matter where, when or how consumers are streaming.



## ANY...

### Platform

Broadcast Streams,  
Pureplays, Podcasts

### Demographic

Age, Gender, Race or  
Any Vertical

### Geography

National, State, DMA,  
Metro, County, Zip Code,  
Legislative District

### Unit Length

:60s/:30s/:15s Or Any  
Custom Creative Length

### Audio Ad Server

Adwizz, WideOrbit, Triton,  
Google/DoubleClick

### Device

Desktop, Laptop, Smartphone,  
Tablet, Gaming, Smart Speaker,  
Smart TV, Connected Car

# Targeting Technology and Data Access

## Technology

Exclusive, agnostic systems enables access to our 5,000+ streams, combined with our world class targeting capabilities

## Data Access

Integrated with all major data management platforms and integrated with our own proprietary IP data..



# Broadcast Streams

The Largest Audio Offering in the industry reaching over 150 million Americans.



**#1**  
Digital Audio offering



**95%**  
Reach of all AMFM Streamers

5,000+ Broadcast Streams from Premium Publishers

Ad Server Agnostic: can serve to any tech platform





**UNIDOS**  
BY KATZ DIGITAL

The Largest Audio  
Offering Targeting  
Hispanic-Americans.

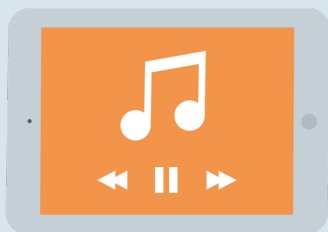
**#1**

Spanish language  
offering



**4x**

Hispanic streaming  
audio is growing four  
times faster than the  
general market



Reaching  
over **80%** of  
Hispanic-  
Americans

Delivers to All  
Major Hispanic  
Publishers







**UNITED**  
BY KATZ DIGITAL

The Largest Audio  
Offering Targeting  
Black-Americans.

Reaching over  
**75%** of Black-  
Americans

Unifies your  
message on all  
digital audio  
platforms

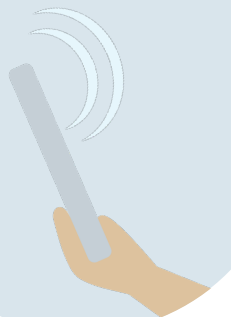


**#1**

Black-American  
targeted audio  
offering

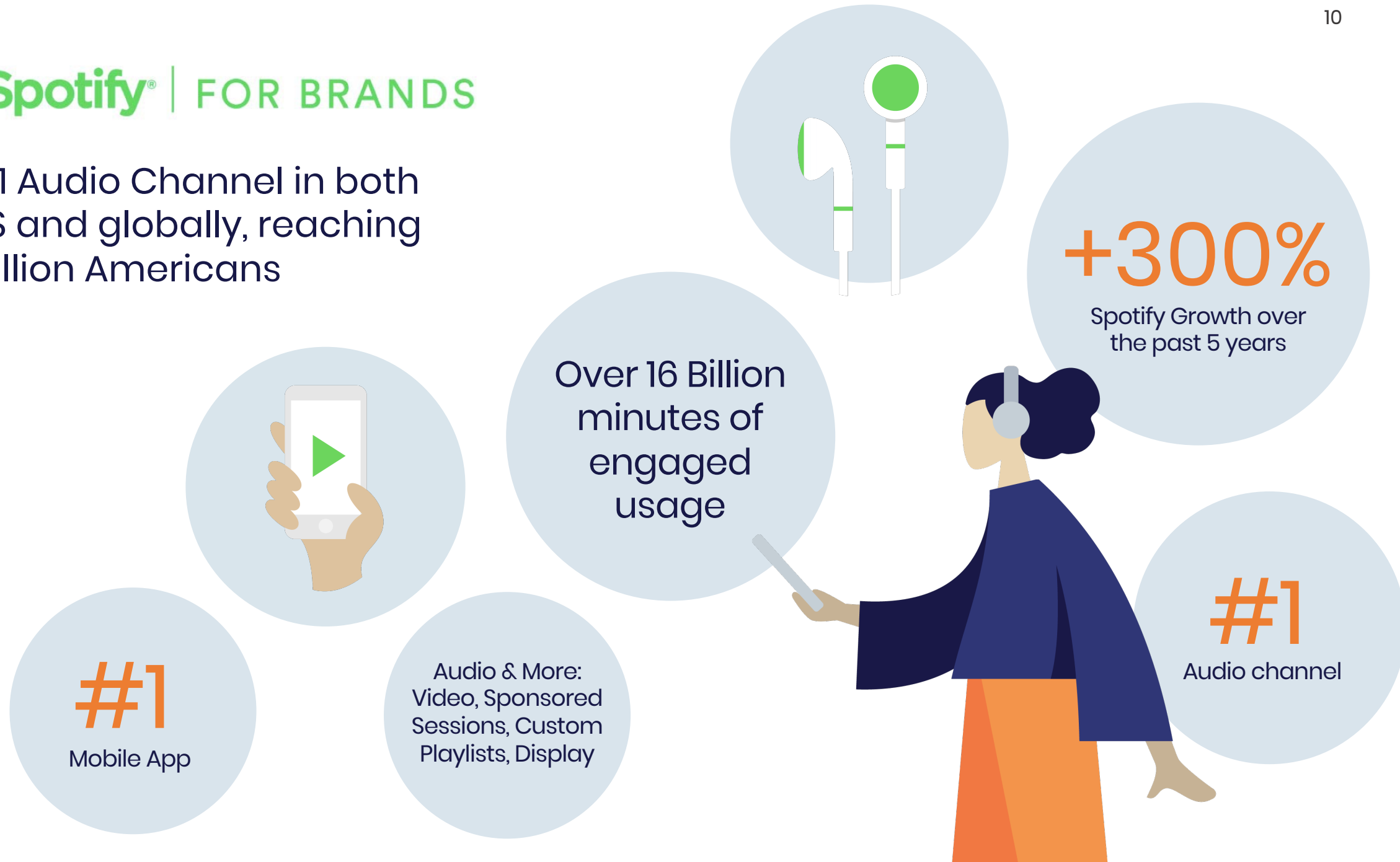
**Exclusive  
Access**

To Urban One, the  
largest Black-Owned  
publisher plus all  
major Urban-genre  
audio entities





The #1 Audio Channel in both the US and globally, reaching 120 million Americans





Two thirds of Americans listen to podcasting, the fastest growing audio platform



**350 Million**  
Impressions monthly

Geo-targeted,  
Dynamic Ad  
Insertion



**200,000**  
Podcasts and  
continuing to grow  
this library

Brand safety on  
every podcast  
vertical



# audiology

BY KATZ

The largest programmatic  
audio marketplace



Premium  
Supply



Precision  
Targeting with  
Superior Scale

Curated,  
Data Driven  
Portfolio

Brand Safe and  
Fraud Free





**audiology**  PodKatz

 **UNIDOS**  **UNITED**

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