



Media Consumption Sports Poll

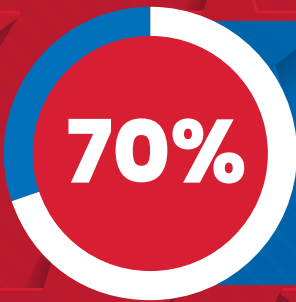


Advertising in Live Sports is Critical for Reaching Voters of All Demographics

Katz Digital Video Reaches Voters at Scale through Premium Live Sports Events

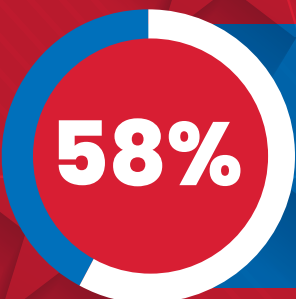
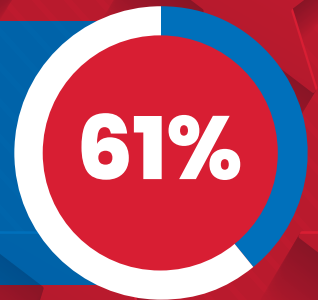
Fabrizio Ward+

IMPACT
RESEARCH



Of All Voters
Watch Live Sports

Of Women
Watch Live Sports



Of Respondents Skip
Ads If Possible

Katz Live ads are all non-skippable!

Live streaming is *the most popular way* for swing voters to watch live sports