

Innovating at the Speed of Sound

Katz Digital 2023



What We Do

Katz Digital is the only true Audio Anywhere platform, providing advertisers with access to over 250+ 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

90%

Hispanic Americans

76%

African Americans

67%

250+

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.

300+

Markets Reached

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

275,000+

Podcasts

Delivering all major podcasting verticals at scale.



What We're About

Access to Premium Inventory

Benefit from our unique publisher relationships to reach Audio's best content across all Audio devices

Robust Curation of Podcasts

PodKatz is home to over 275,000 podcasts, delivering at scale in all content verticals

Diverse and Multi-Cultural

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

Flexible Buying

Direct access to our managed or self-serve marketplace through our experienced sales team

Exclusive Partnerships

Customized curated audiences from our exclusive partners and First Party data insights

Data Driven

All our Audio offerings are integrated with KIM, our proprietary 1st Party data platform



The Only True Audio Anywhere

Katz Digital can deliver your message wherever, whenever or however consumers are streaming.



ANY...

Platform

Broadcast Streams,
Pureplays, Podcasts,
Gaming, CTV or OOH

Demographic

Age, Gender, Ethnicity
or Any Behavior Target

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, In-Car & More

Targeting Technology and Data

Technology

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

Data

Access to our proprietary IP data system, KIM, which combines unique data sets with all major data management platforms

Kim
Katz
Intelligence
Manager



Broadcast Streams

The Largest Audio Offering in the industry reaching 180 million Americans.





UNIDOS
BY KATZ DIGITAL

The Largest Audio
Offering Targeting
Hispanic-Americans.

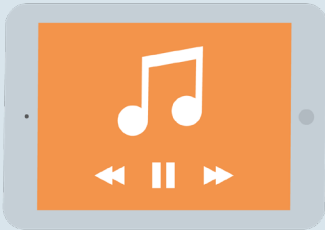
#1

Spanish language
offering



4x

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



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

Delivers All
Major Hispanic
Publishers &
Markets





UNITED
BY KATZ DIGITAL

The Largest Audio
Offering Targeting
Black-Americans.

Reaching **67%**
of Black-
Americans

Delivers All
Major Urban
Publishers &
Markets

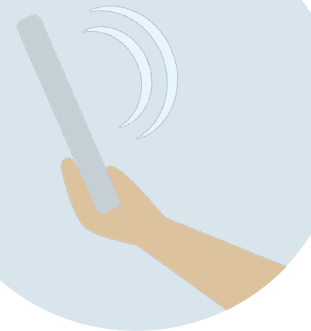


#1

Black-American
targeted Audio
offering

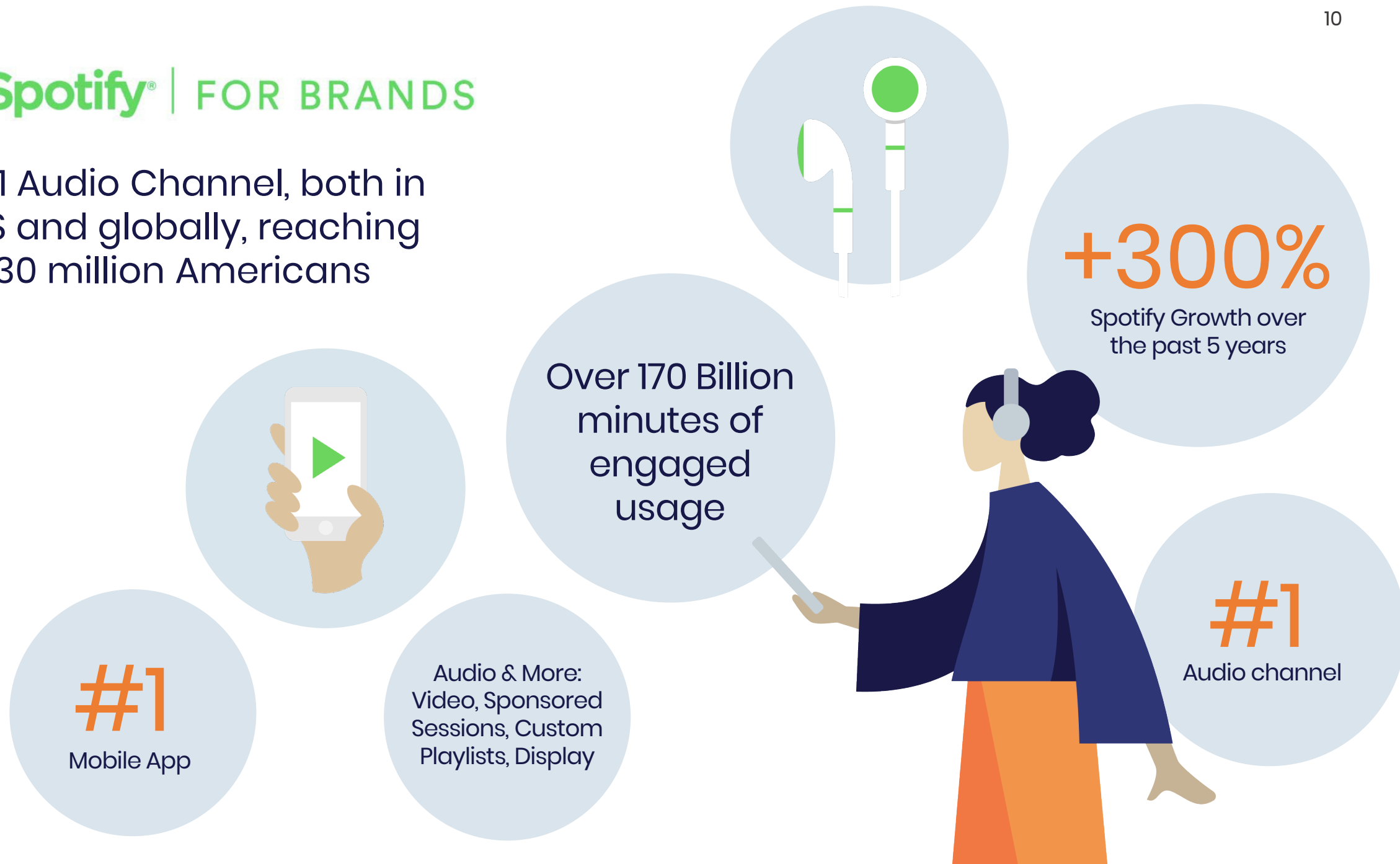
**Exclusive
Access**

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





The #1 Audio Channel, both in the US and globally, reaching over 130 million Americans





PodKatz
BY KATZ DIGITAL

America's largest
Podcasting offering

Proprietary
audience
curation
capabilities

275,000

Podcasts and
continuing to grow
this library

Scale to
enable
regional &
local market
targeting

The most robust,
comprehensive
DAI solution



audiology

BY KATZ

The largest Programmatic
Audio marketplace

100%
Premium
Audio
Supply

Connected
to all major
DSPs

Curated,
Data Driven
Portfolio

Precision
Targeting with
Superior Scale

The largest
team of
Programmatic
Audio experts





PodKatz
BY KATZ DIGITAL

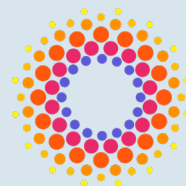
audiology
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Kim

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UNITED
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