

Why Digital Audio?

GROWTH

+55%

Digital Audio TSL YoY

+150%

Podcasting TSL YoY

+285%

Smart Speaker Users

+45%

Podcasting Ad Spending YoY

ENGAGEMENT

68%

of all Americans
stream Digital Audio

53%

of all audio listening
is on Digital devices

15 hours

a week spent with Streaming
Audio by listeners



Katz Digital: America's Largest Digital Audio Offering

Katz Broadcast Streams

- The largest Digital Audio offering in the U.S.
- 160 million monthly users provide scale in any target
- America's radio station streams with only premium publishers in a brand-safe environment.

Spotify

- Exclusive access to locally targeted ads on Spotify, world's largest audio platform.
- Spotify's provides multiple opportunities for advertisers to reach engaged users in an uncluttered environment

Unidos

- The largest Hispanic-American Digital Audio platform, reaching over 75% of Hispanics online.
- Hispanics have the highest engagement with Digital Audio of any demographic.

PodKatz

- The largest podcast offering in the industry with over 100,000 podcasts from numerous publishers
- Our immense scale offers a geo-targeted Podcasting platform.