

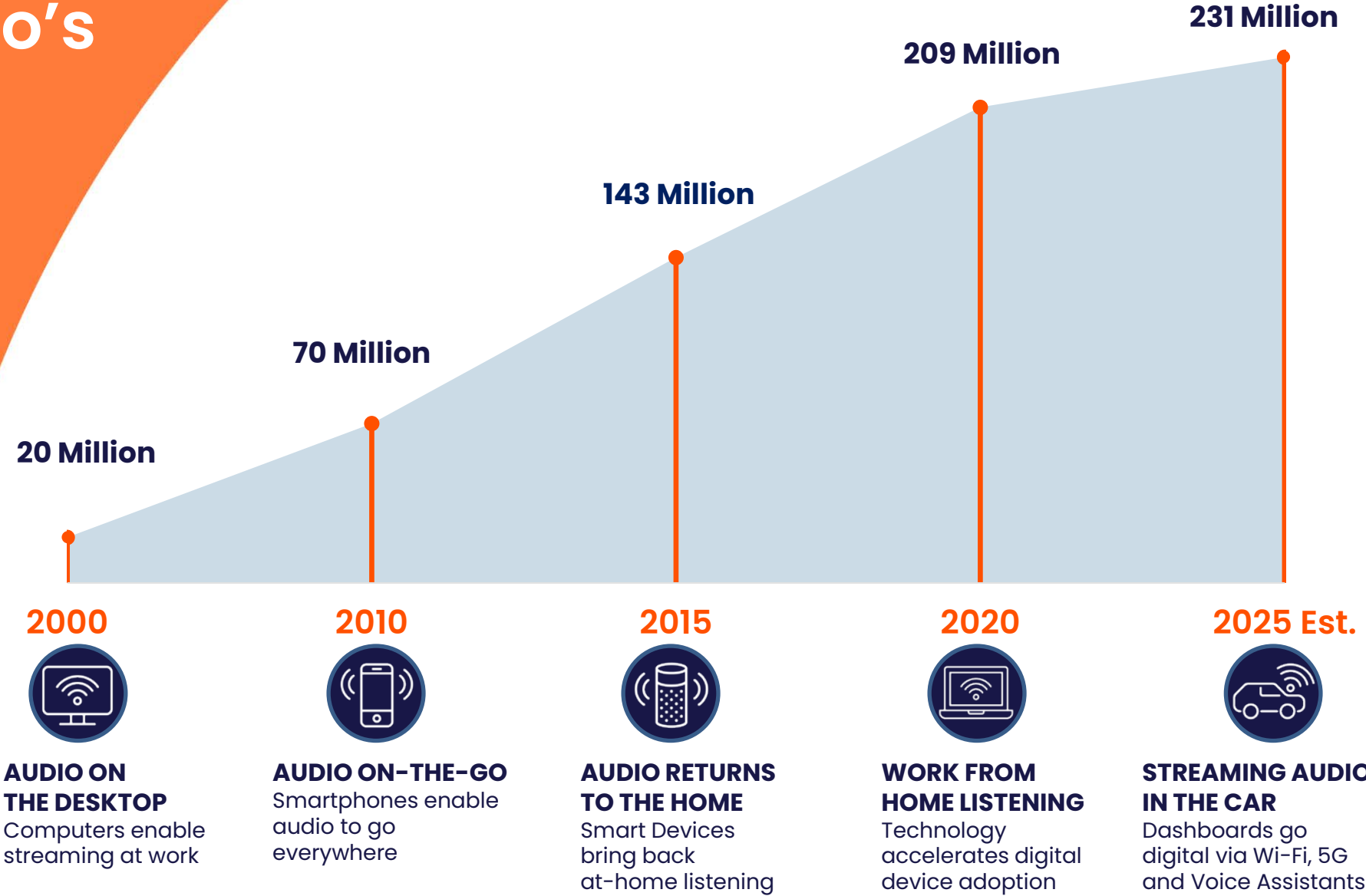
America's Largest Streaming Audio Platform



 ConsuTV

Technology has driven Streaming Audio's acceleration

Streaming Audio Users

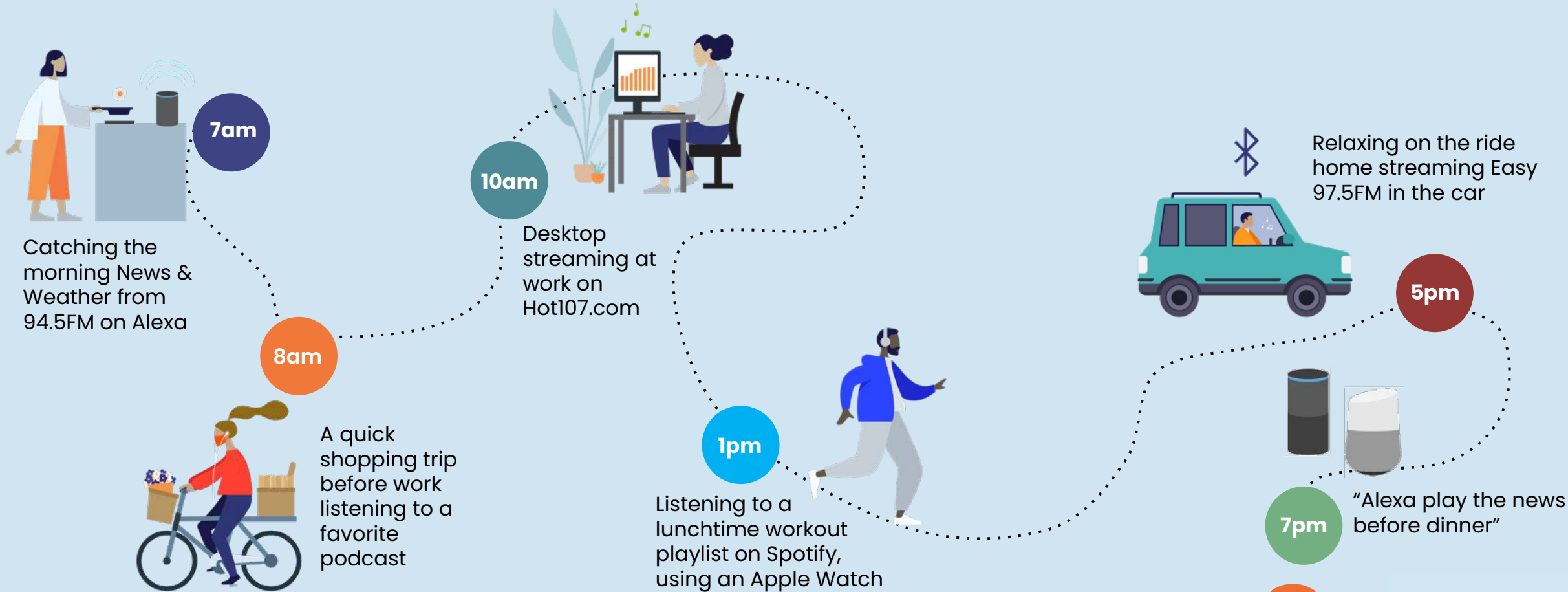


Edison Infinite Dial, 2000-2020; eMarketer 2025 Estimate



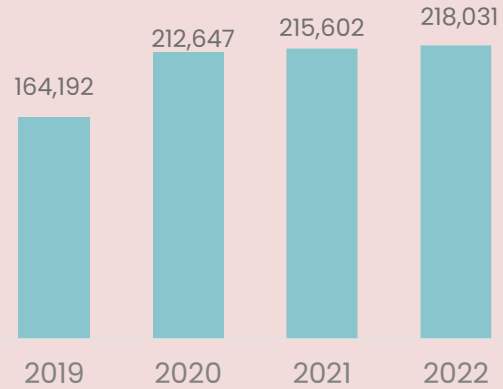
Streaming Audio Enhances Every Moment of Our Lives

The Listener Journey: listeners seamlessly switch between platforms and devices depending on place and time

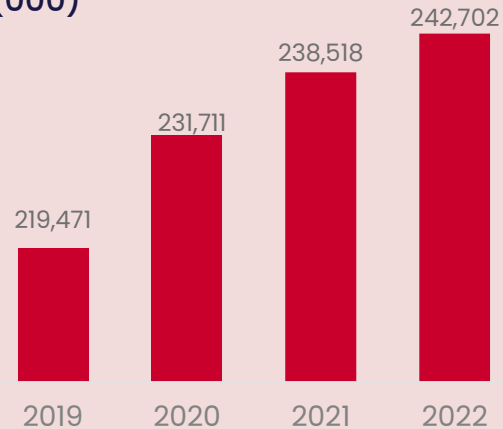


Streaming Audio's surge continues!

Nielsen/Scarborough
(000)

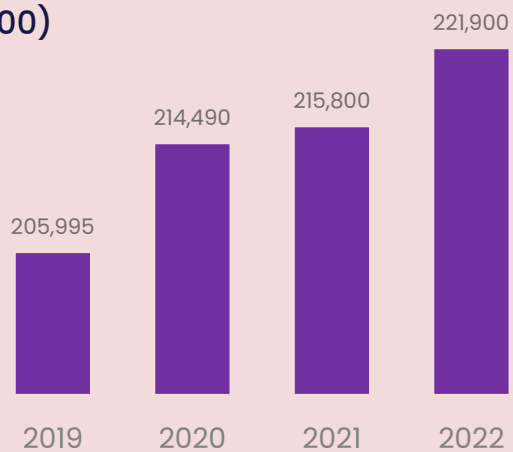


comScore
(000)

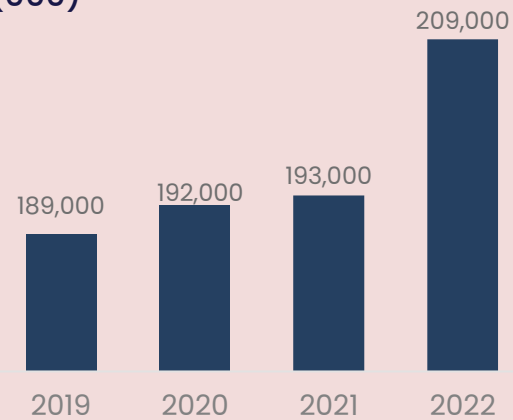


All major sources agree Streaming Audio listening is on the rise!

eMarketer
(000)

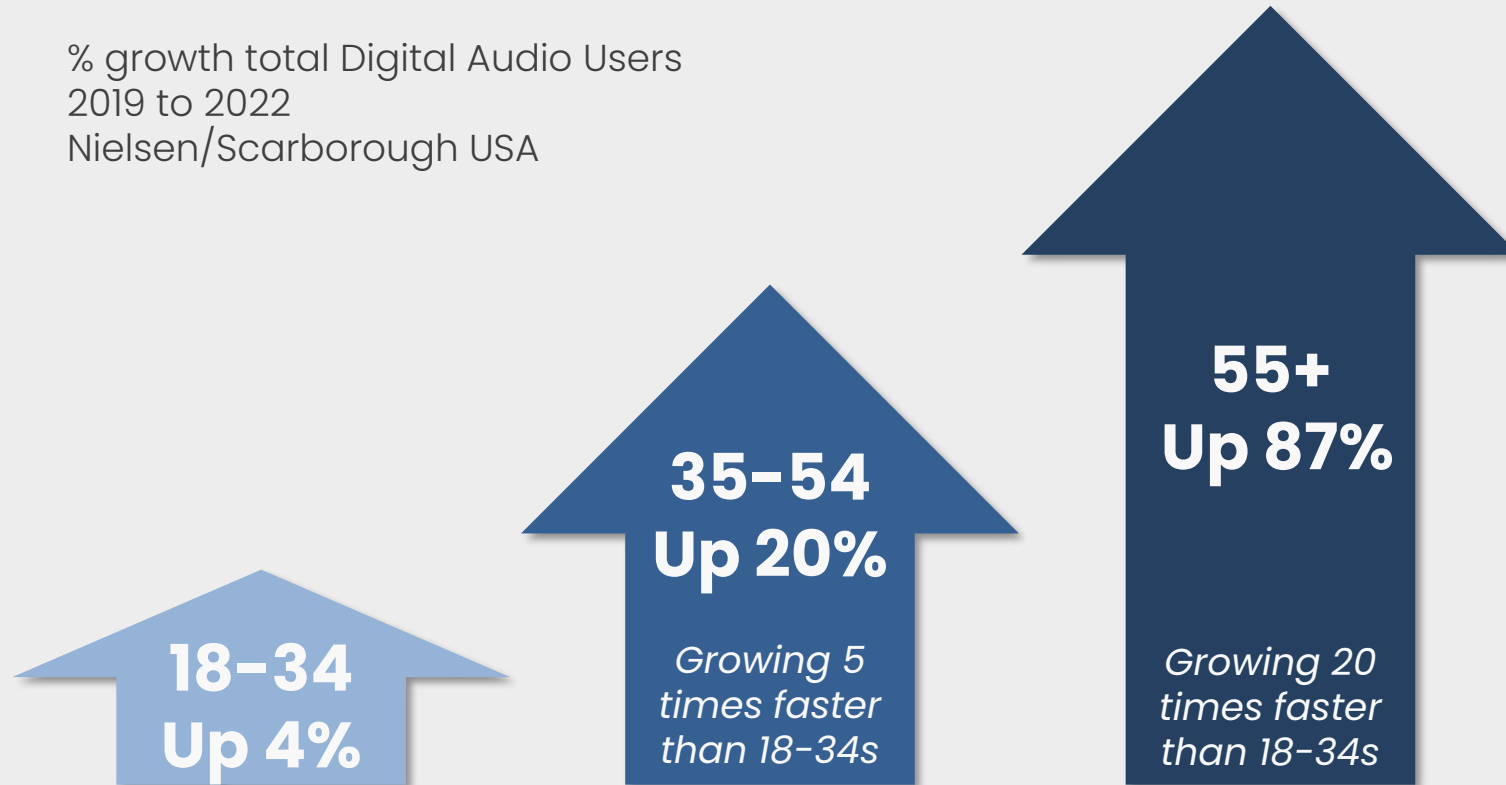


Edison Infinite Dial
(000)



What Demographics are Digital Audio's growth coming from today?

% growth total Digital Audio Users
2019 to 2022
Nielsen/Scarborough USA

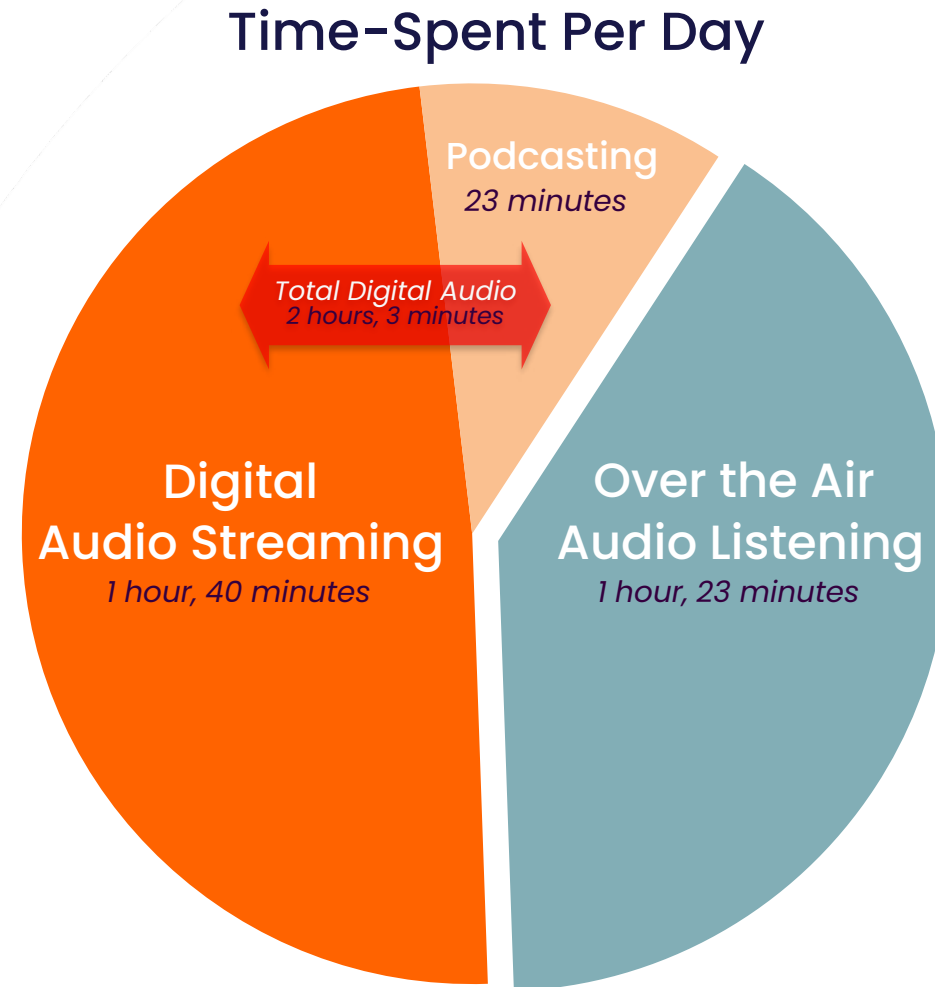


**As younger demos reach saturation,
growth comes from upper demos!**



Digital dominates Audio Engagement

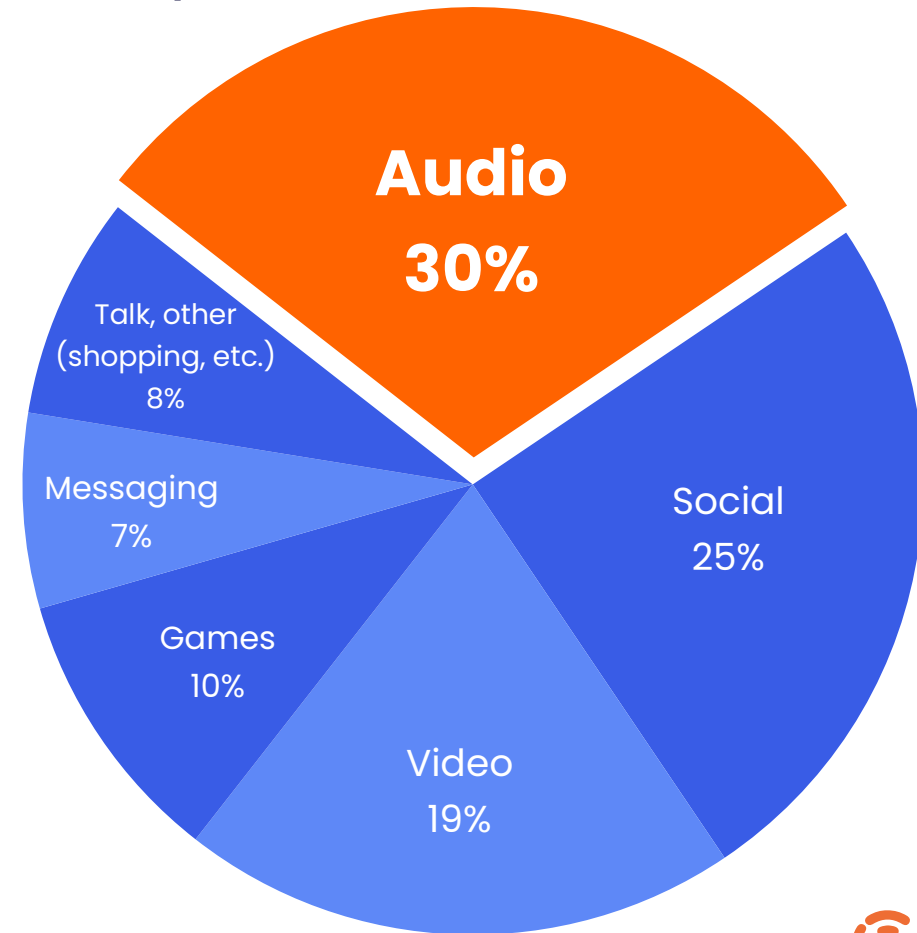
60% of the all Audio Listening is now done Digitally!!



Audio Dominates all Mobile Usage

1/3rd of the Time
on MOBILE
is spent
WITH AUDIO!

Percentage of daily time-
spent with mobile devices



ConsultTV Digital is America's Largest Streaming Audio Platform

Broadcast Streams | Pureplays | Podcasting

ConsultTV Digital Audio Network Reaches:

TOTAL US

90%

Hispanic Americans

77%

African Americans

73%

250+

Million Users

ConsultTV reaches 90% of the Streaming Audio Space.

5,000+

Broadcast + Pureplay Affiliates

Aggregating premium audio providers

200+

Markets Reached

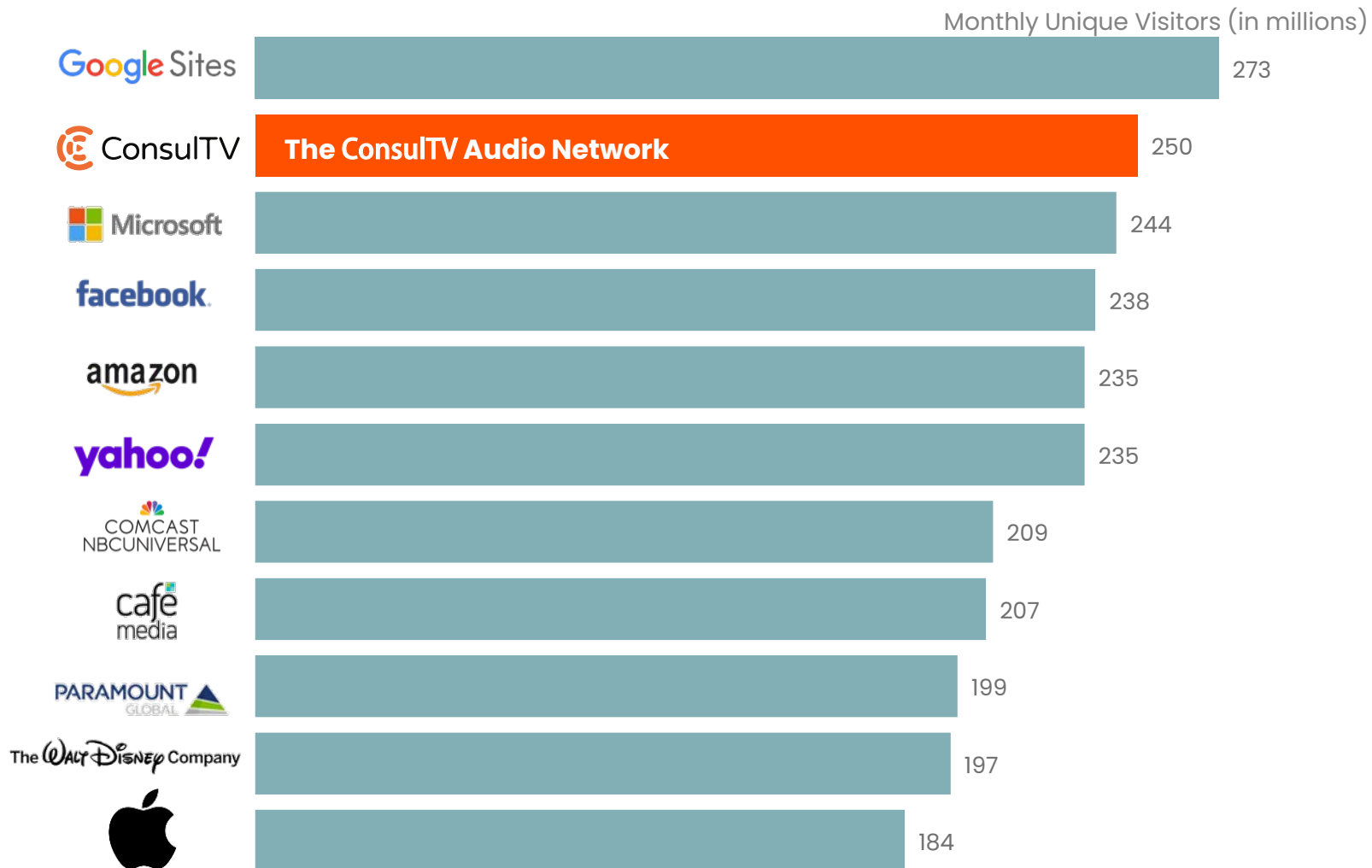
Providing full U.S. coverage with scale across all markets.

275,000+

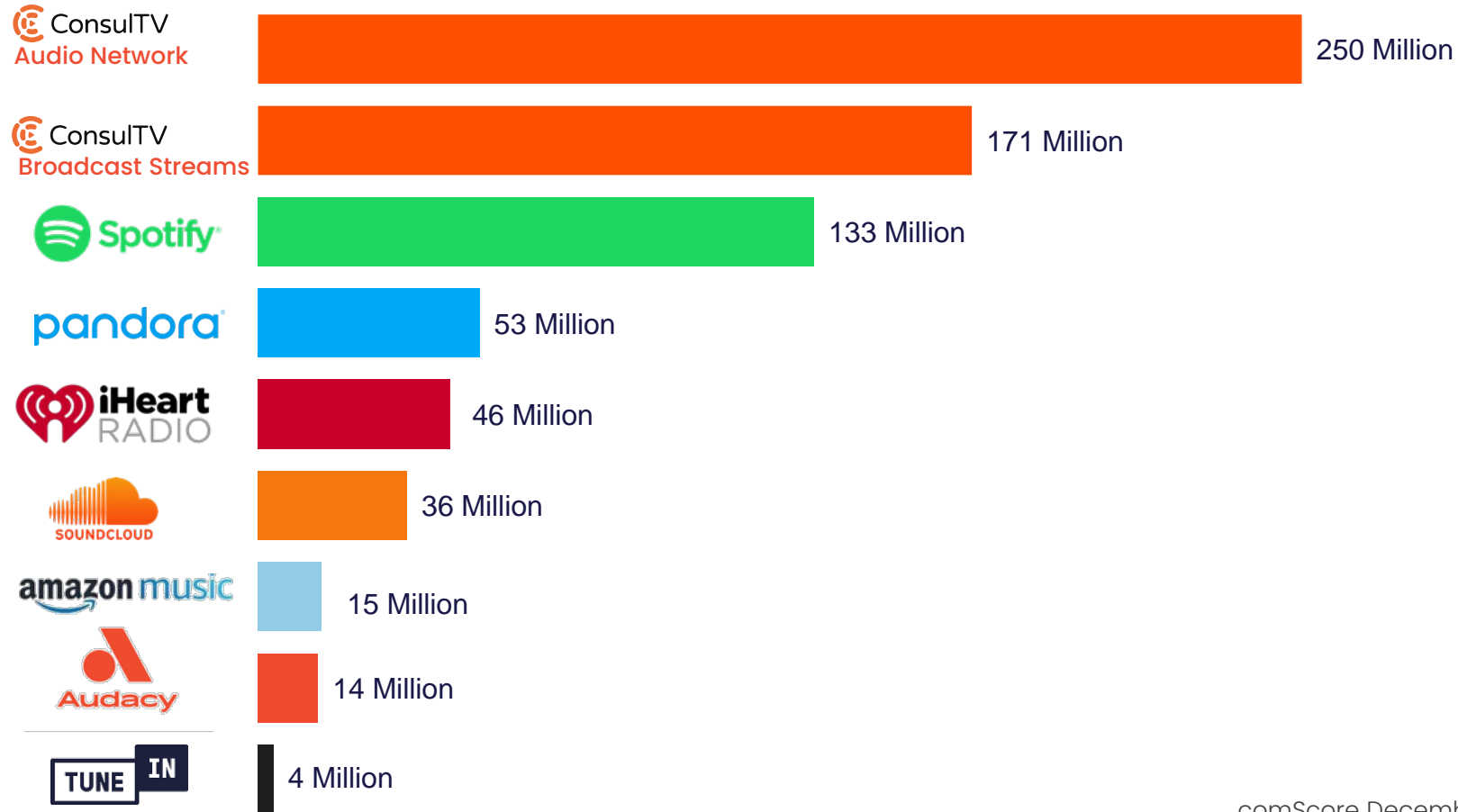
Podcasts

Delivering all major podcasting verticals at scale.

ConsultTV is one of the Giants of Digital Media



ConsulTV Dominates Streaming Audio

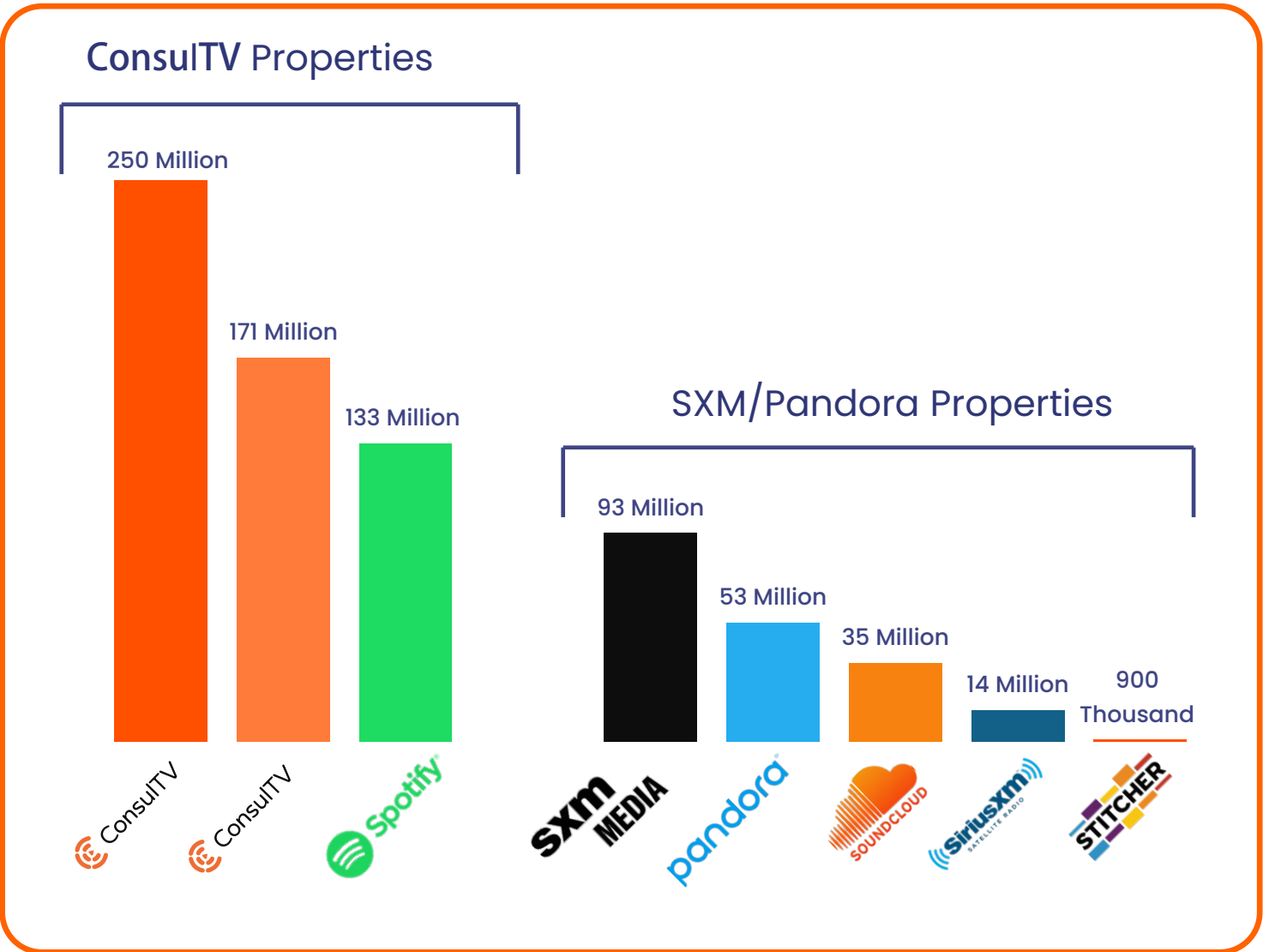


comScore December 2022
Total Monthly Unique Users



ConsulTV & Spotify Dominate Streaming Audio

- ✓ ConsulTV Audio Network is 170% larger than SXM
- ✓ ConsulTV's Streams are 222% larger than Pandora, and double SXM.
- ✓ Spotify is 150% larger than Pandora



comScore December 2022 Total Monthly Unique Users
 ConsulTV Network is Katz Digital's Broadcast Streams + Spotify, deduped

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 Audio partnerships including Urban One, Univision, Cumulus and Spotify

Robust Network of Podcasts

PodConsultTV Is home to over 275,000 podcasts, delivering at scale in all 22 content verticals

Diverse Reaching Any Ethnicity

Reaching 77%+ of all U.S. Hispanics and 73%+ of African Americans.

Flexible Managed or Self-Service

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.



ConsulTV is EVERYWHERE



Broadcast Streaming



Pureplays



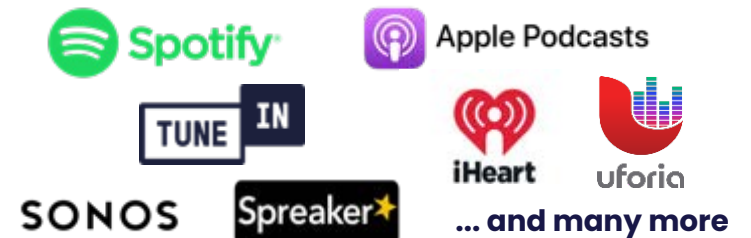
Podcasting



Audio Enabled Devices

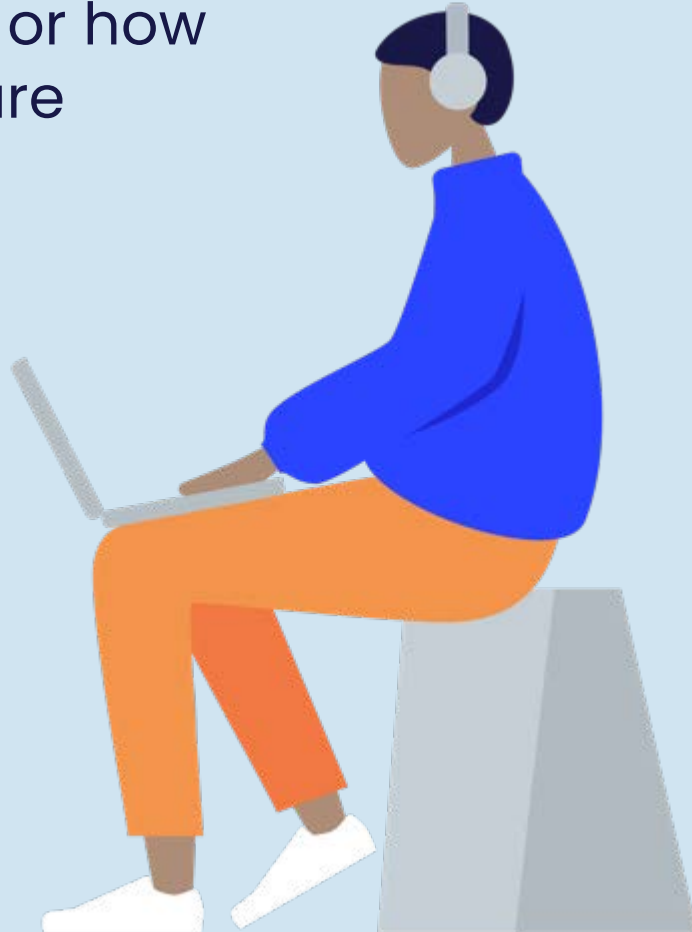


Portals



The Only True Audio Anywhere

We 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 accessing our 5,000+ streams, combined with premier targeting capabilities

Data Access

Integrated with all major data suppliers and KIM, own DMP, accessing proprietary IP data





Spotify, world's largest Streaming Audio service

Exclusive partner of ConsultTV

- #1 Global Audio Platform
- #1 U.S. Audio Platform
- #1 Podcasting Platform
- #1 Mobile App
- #1 Global Music Library

And still the fastest growing!

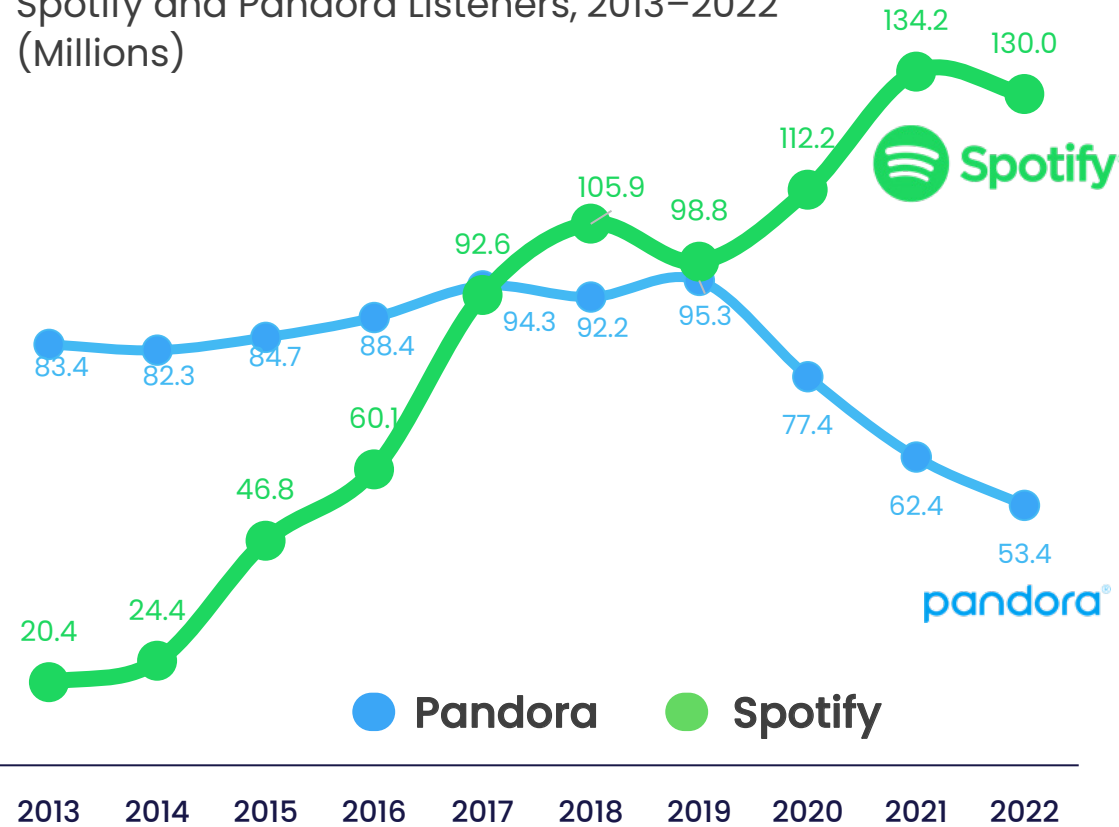


Spotify steadily grows while Pandora erodes

Both comScore and eMarketer agree to this trend!

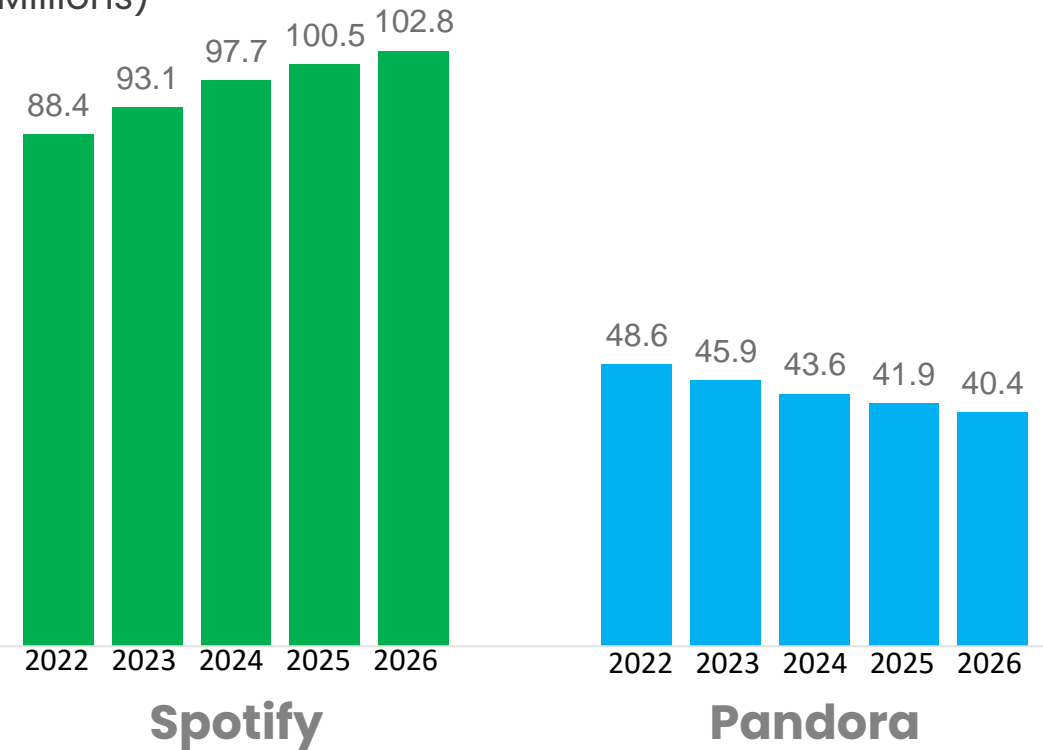
comScore provides **PAST TRENDS**

Spotify and Pandora Listeners, 2013–2022
(Millions)



eMarketer forecasts **FUTURE TRENDS**

Spotify and Pandora Listeners, 2022–2026 projections
(Millions)

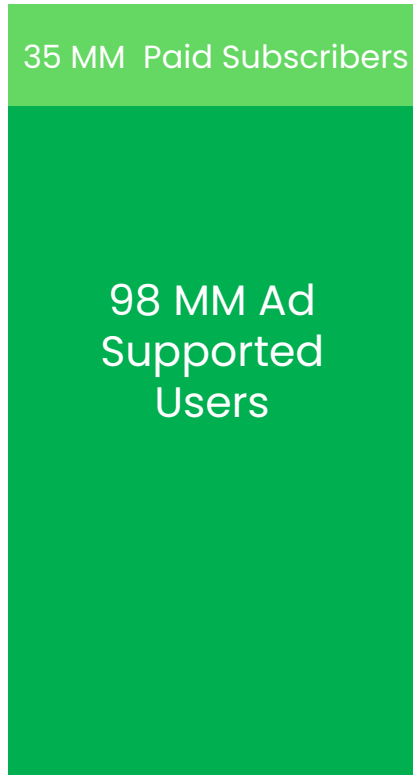


eMarketer monthly unique visitors 2022 projected to 2026

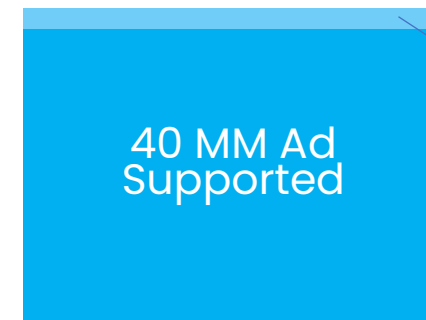
Spotify more
than **DOUBLES**
Pandora's
Ad-Supported
listeners!

Multi-Platform Monthly Unique Visitors

133 Million Total users



53 Million Total users



13 MM Paid Subscribers



ComScore Dec22. Media Metrix & Plan Metrix. Unique users.



The Audio Leader



Streaming Leadership

Dominant #1 -- 150% larger than Pandora.

Podcasting Leadership

America's #1 destination for podcast listening.

Targeting technology

Unmatched first party and location targeting.

User Engagement

Lean-forward users control the world's largest music library.

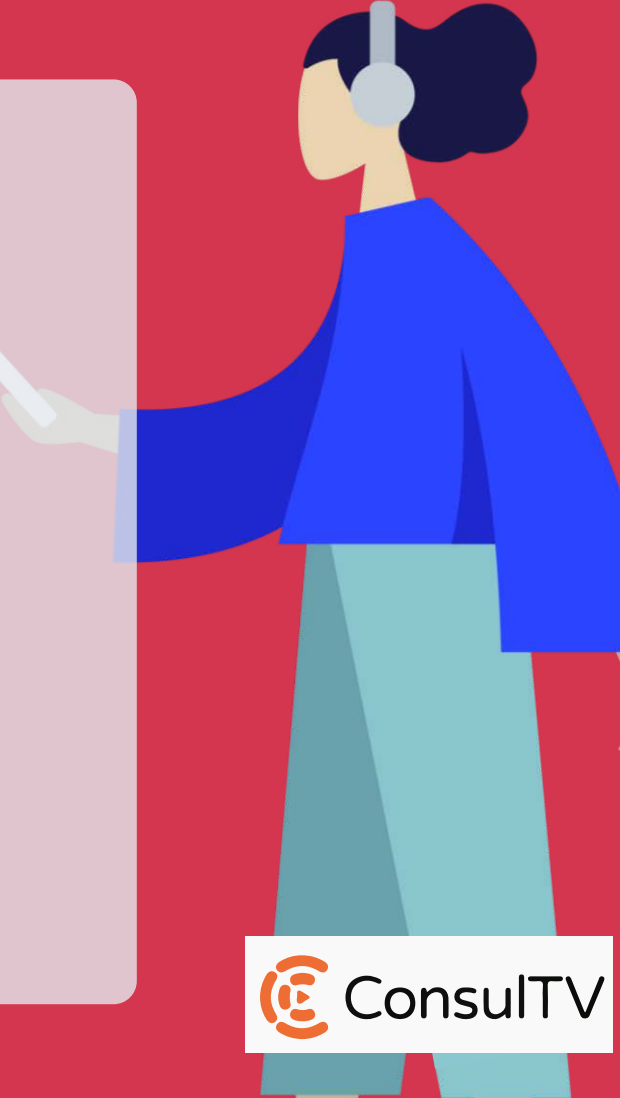
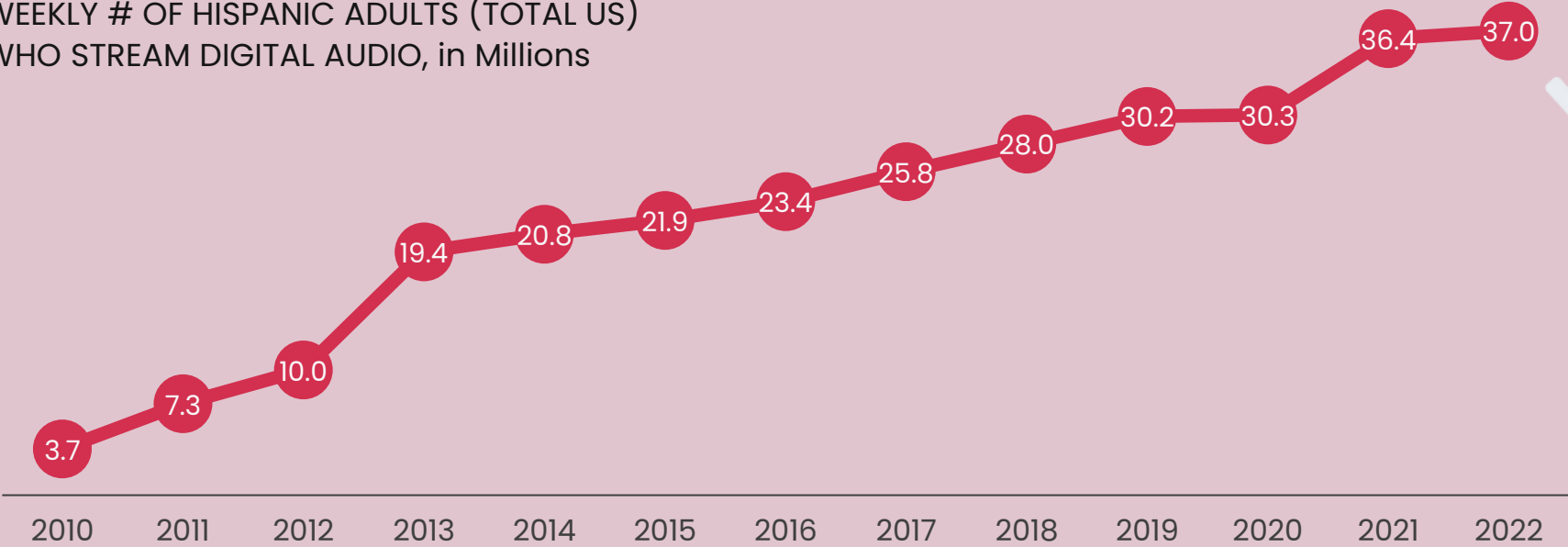
Multi-Cultural

Delivering Hispanic, Black, and
Asian American Streaming Listeners



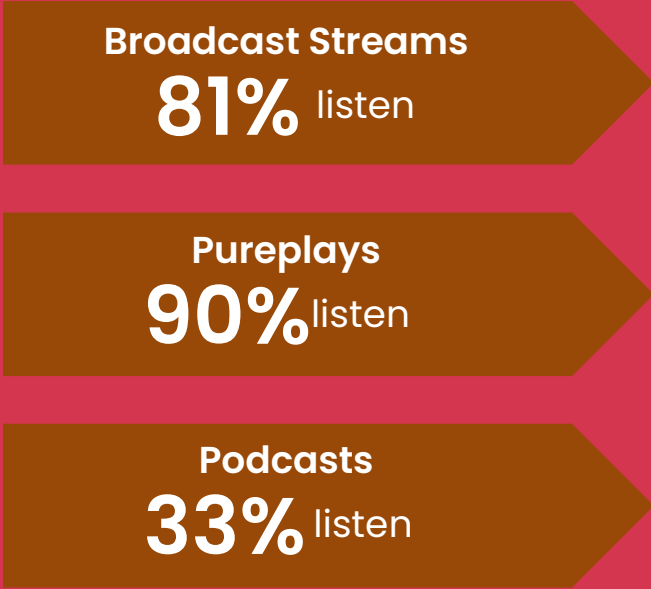
Hispanic audio streaming has grown by 10 times over the last decade.

WEEKLY # OF HISPANIC ADULTS (TOTAL US) WHO STREAM DIGITAL AUDIO, in Millions



Source: Scarborough USA

Streaming Audio delivers the valuable Hispanic American consumer



Unidos unifies your message on all three Streaming audio platforms



Sources: Scarborough 2022.1 (note: percentages add to significantly more than 100% because of robust cross-channel usage). Hispanic American Adults 18-49.

ConsulTV's Unidos Network brings the best EXCLUSIVE partnerships!

Leading Broadcast Streaming Publisher



America's largest Hispanic media company

Leading Pureplay Platform

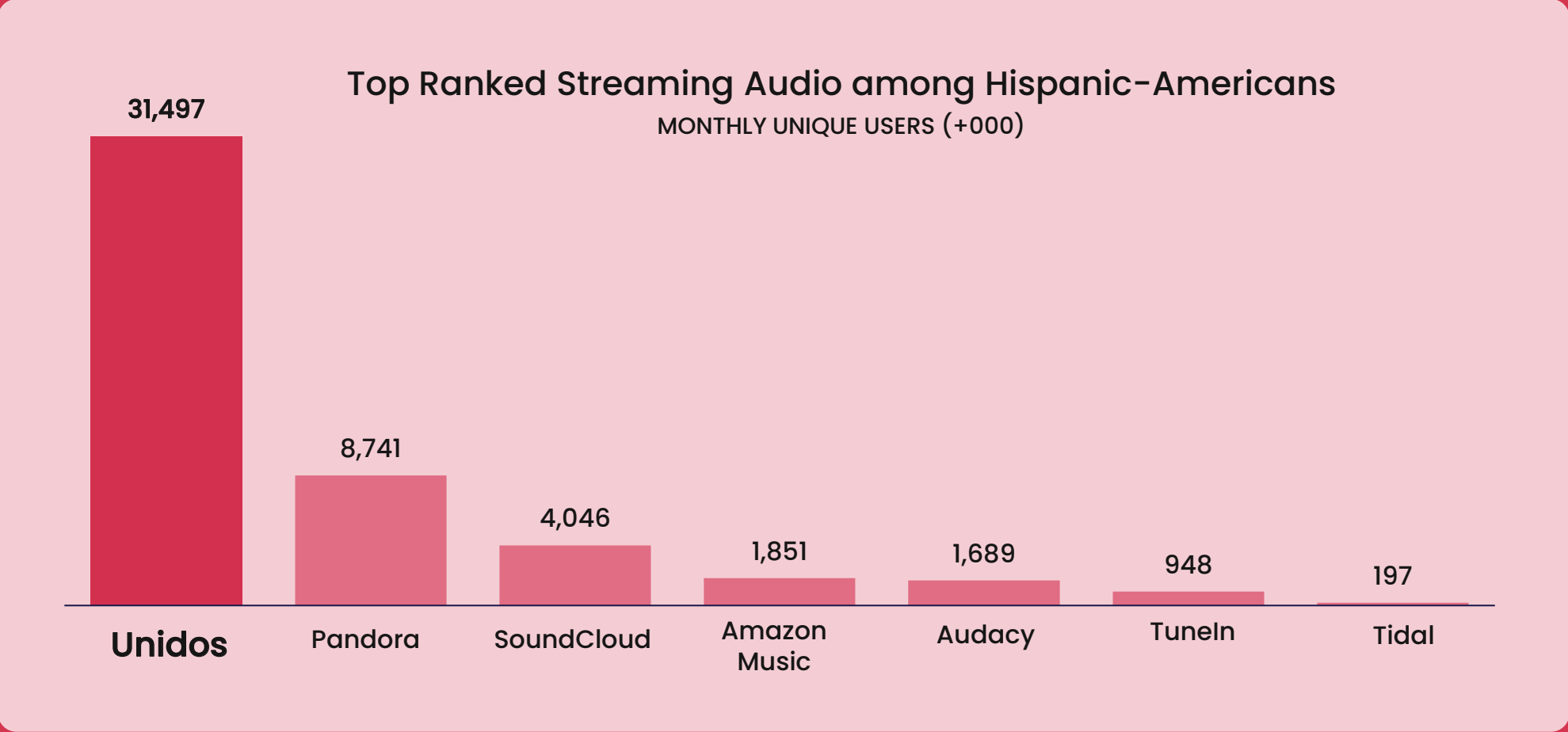


The global leader in audio

Enhancing nationwide coverage with hundreds of partners who are the top Broadcasters & Publishers



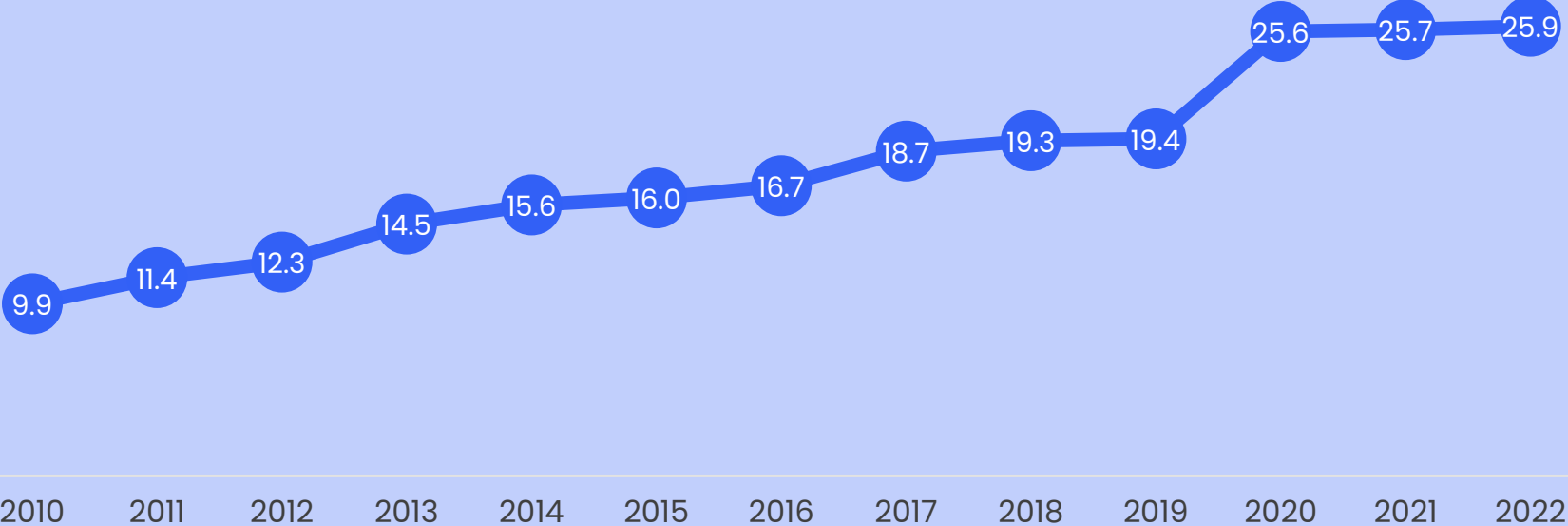
With a 77% reach, Unidos by ConsulTV is #1 with Hispanic-Americans and larger than all other Audio options, combined



ComScore Cross Platform Media Metrix December 2022. Unidos is the ConsulTV+ Spotify, deduped. iHeart is included within Unidos.

Black American Streaming Audio usage is growing rapidly

WEEKLY # OF BLACK AMERICAN ADULTS (TOTAL US) WHO STREAM DIGITAL AUDIO, in Millions



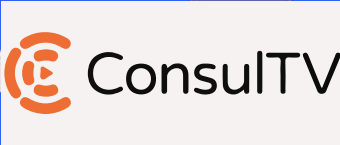
Source: Scarborough USA, Users to all types of Digital Audio. 18+

Streaming Audio delivers the valuable Black American consumer

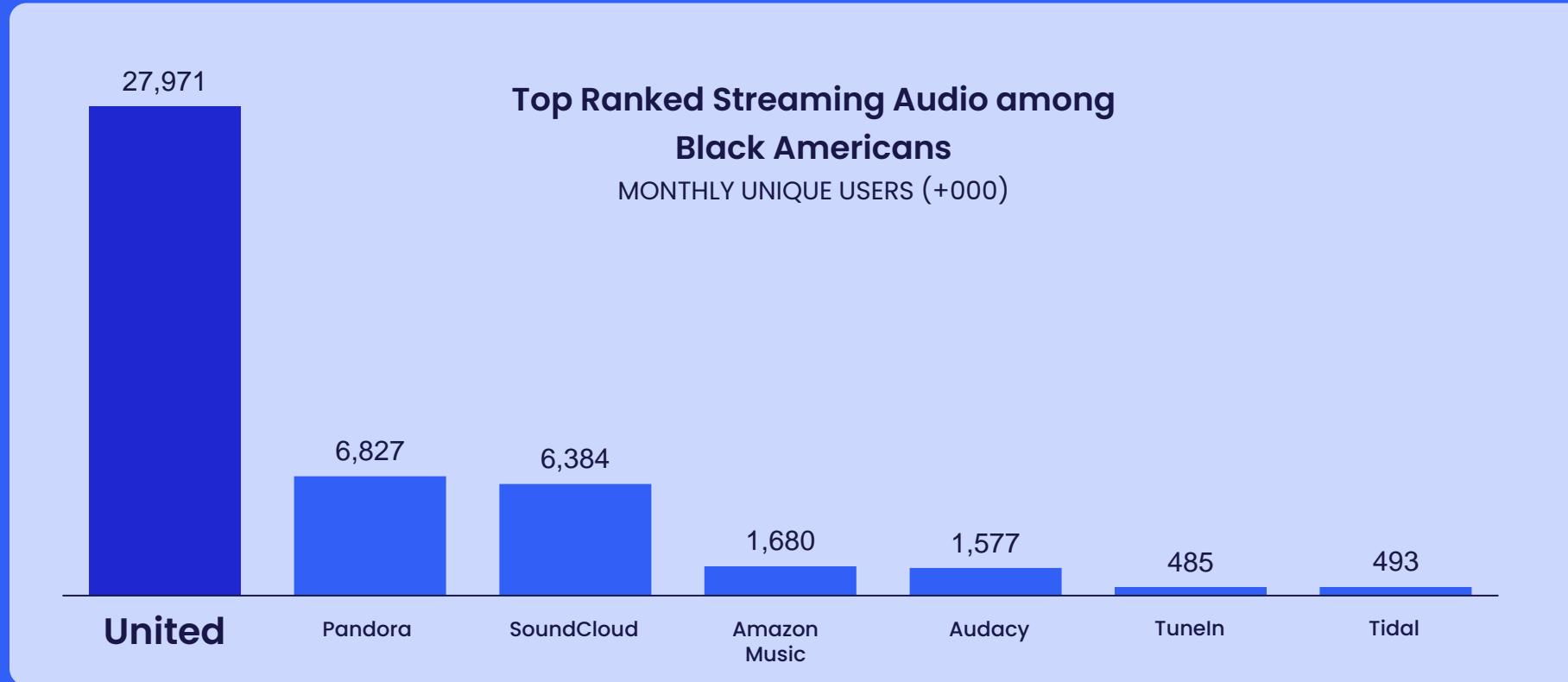


United unifies your message on all three Streaming audio platforms

Sources: Scarborough 2022.1 (note: percentages add to significantly more than 100% because of robust cross-channel usage). African American Adults 18-49.



With a 73% reach, ConsultTV's United Network is #1 with Black Americans and larger than all other Audio options, combined



ConsulTV's United Network brings the best EXCLUSIVE partnerships!

Leading Broadcast Streaming Publisher



America's largest Black owned media company

Enhancing nationwide coverage with hundreds of partners who are the top Broadcasters & Publishers



Leading Pureplay Platform



The global leader in audio



America's largest premium Podcast Marketplace

150 Million monthly impressions

Proprietary audience curation capabilities

Scale to enable regional & local market targeting



275,000 Podcasts and continuing to grow this library

The most robust, comprehensive DAI solution



The Podcast Listener

WHO listens to podcasts?

Younger

Median Age is 39

Affluent

Median Income
is over \$100,000+

Educated

College Grads
index at 131

WHAT are they listening to?

Diverse content

There are 4 million
shows today!

Diverse Listening

The average
person listens to 8
podcasts per
week!

WHERE are they listening?

Everywhere!

94% listen on a
mobile device
both at home or
on the go!



Why Advertise to Podcast Listeners?

Podcast Listeners are...

ENGAGED:

80% can name the advertiser

TAKING ACTION:

73% took action after hearing an ad

UNREACHABLE ON OTHER MEDIA:

72% of podcast users are Light Users of other ad supported media!

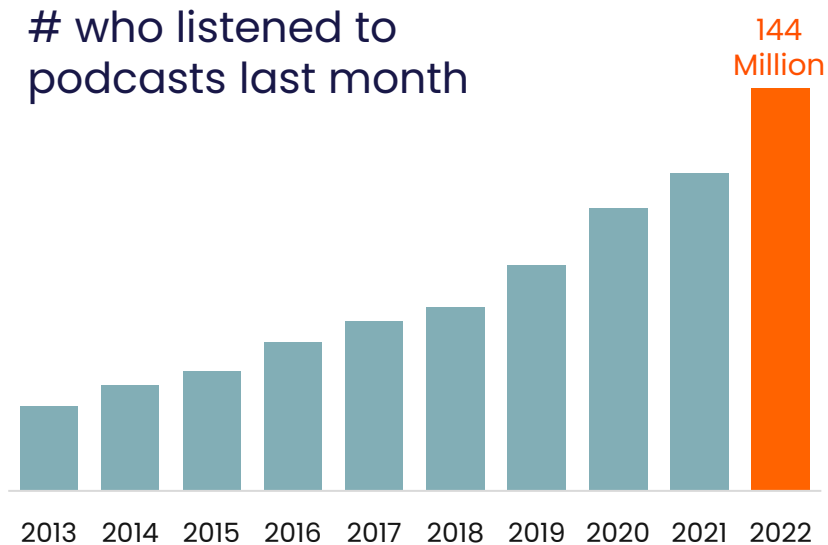


Source: IAB/Edison Podcast Survey. MRI Podcast Study 2022.. (Light Users: Lowest usage quintile of TV, Newspapers, Radio, Magazines, Outdoor)

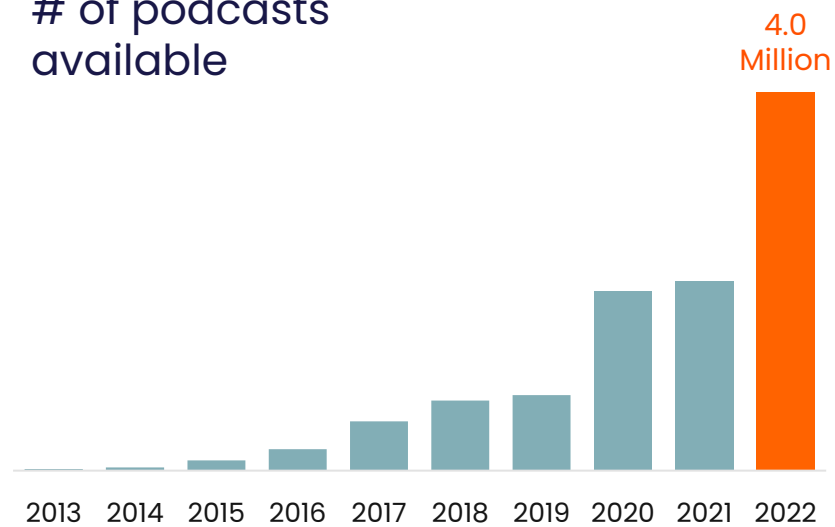
Podcasting content and listeners continue to grow

- The # of podcasts is growing faster than the # of listeners
- Today the average podcast user listens to 8 shows/week

who listened to podcasts last month



of podcasts available



ConsulTV delivers an audience- based solution

The Listener is
your consumer,
not the podcast



Massive Scale
aggregation of
275,000+ podcasts



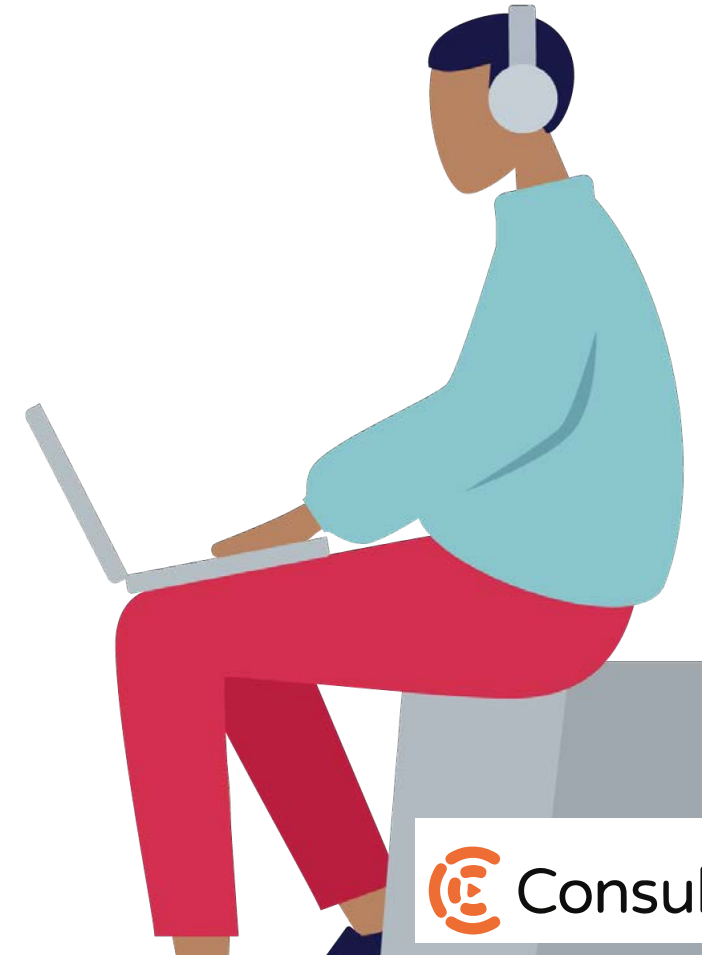
One-to-One Targeting
through Dynamic Ad
Insertion



Geo-Targeting
to Local, regional



Premium Supply
across all 22
content verticals



ConsultTV brand safety measures assure your ads are optimally showcased

Our rigorous testing ensures your product is showcased safely. All podcasts are first vetted by publishers and then scrubbed by our team using this required on-going monitoring:

Premium Publishers

- Stand by content produced
- Avoid controversial conversions

Apple Ratings

- Shows can be scrubbed to Apple's iTunes listeners ratings. Shows below 4 stars can be pulled

comScore Suitability

- Over 50 Brand Protection categories provide content suitability

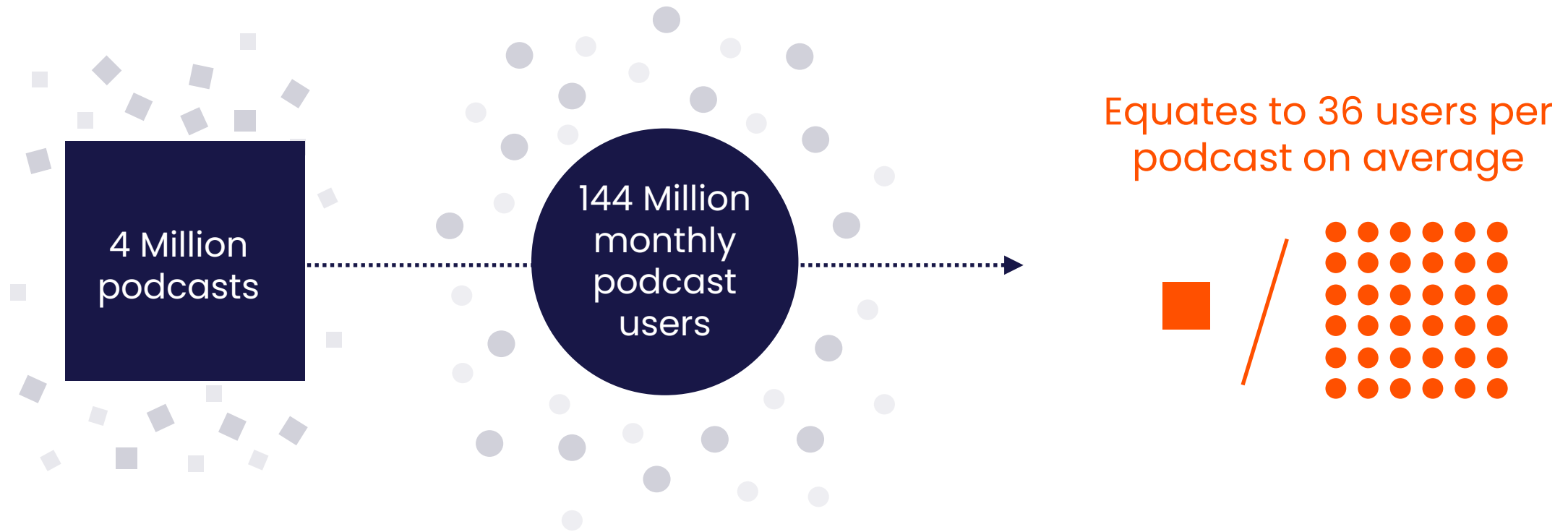
Key Word/Transcriptions

- Extracts key topics & themes
- Identify content that aligns with your brand, or not

ConsultTV aggregates content from top podcast publishers, producers and more.

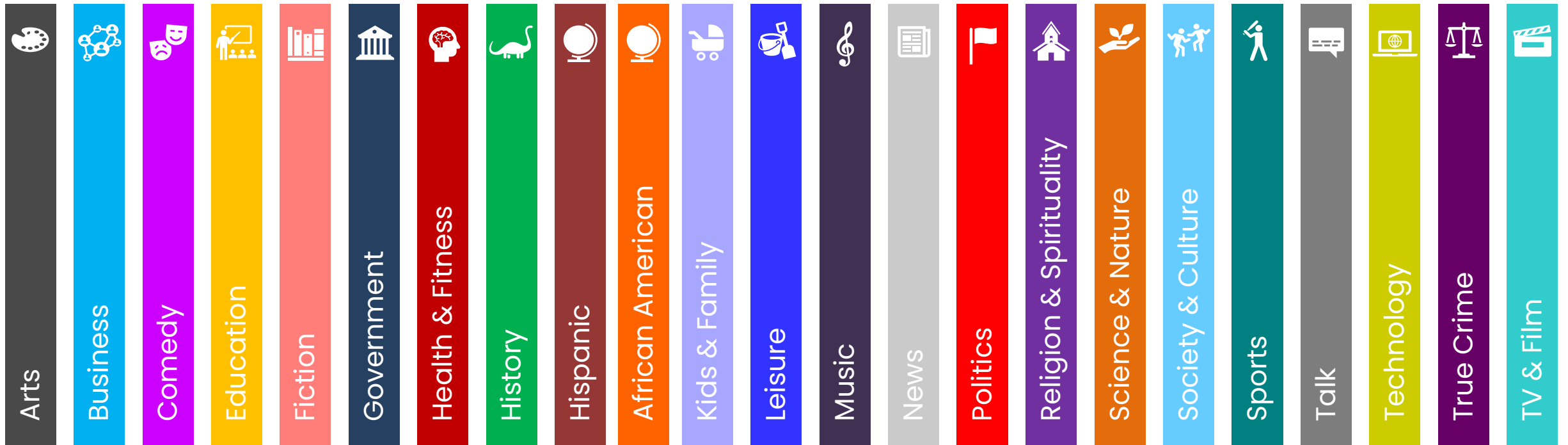


ConsulTV makes sense of a fragmented podcasting world



Podcasting Content Verticals

Over 150 million monthly impressions on over 275,000 podcasts, aggregated by genre



America's Leading Digital Audio Offerings from ConsulTV



- Reaching **170+ Million Americans**
- **All premium publishers** including 200 of America's Broadcast Groups
- **Content found on all major audio platforms/portals:** Spotify, TuneIn, iHeart, Alexa, Google Home, PlayStation, Xbox, CTV



- Reaching **77% of all Hispanic-Americans**
- **All major publishers** that target the Hispanic-American audience
- Hispanic-Americans are the **fastest growing** Digital Audio audience



- Reaching **73% of all Black-Americans**
- **All major publishers** that target the Black-American audience
- Black-Americans have **tripled** their Digital Audio usage in the past decade



- America's **largest Podcasting offering**
- Aggregating content from over 275,000 podcasts
- **Leaders in Dynamic Ad Insertion** delivering current, real-time ad exposure on all 22 content verticals



- **Exclusive representation** of the **largest and fastest growing** global Audio platform
- **130+ Million** unique users in the US
- **America's #1 destination** for Streaming Audio and Podcast consumption

Source: comScore December 2022