



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

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

FabrizioWard +

IMPACT
RESEARCH

70%

Of All Voters
Watch Live Sports

61%

Of Women
Watch Live Sports

58%

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