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Katz Media Group

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Katz Media Group

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Presented by: **Diaviana Gilliam**

Agenda

- History of the company
- Product/research services offered
- Client Porfirio
- Countries/market served(including branch offices and partnerships
- report on performance
- Corporate culture and mission
- Latest initiatives/new services
- References
- Brainstorm



The History of the Katz Media Group

- The katz media group was founded in 1888
- This group was the first media respresetition firm.
- The parent organization are iHeartmedia and iHeartcommunications

Product/research services offered



Product Research

- Also Media Sales Representation
- Media Planning and Buying
- Audience Insights



Services offered

- Katz radio group
- Katz Tv group
- Katz Digital
- Katz Digital video



Client Portfolio

- Here is the some information about their client portfolio
- <https://pitchbook.com/profiles/company/54456-58#overview>

Source: Add your references here.

Countries/markets served (including branch offices and partnerships)

- They are the nation's largest media representations company in America
- The company represents both on air- and online assets
- More than 4,000 radio stations
- 800 television stations



Report on the performance

- According to the Katz media group website, they only have reports from 2015
- <https://katzmedia.com/research/newsletters/flash-report>

Corporate culture and mission

- **The Katz Group mission is “To better understand the needs of our clients, customers, and media partners, we at Katz Media Group work to ensure our company is as diverse as the markets we represent.**

Latest initiatives/new services

- Emmanuel Katz, his mission is to “is to lead Katz’s team of industry experts to deliver innovative ideas for advertisers and agencies, driving revenue for Katz’s partners, as well as developing Katz’s technology and digital offerings, including bringing Katz to the forefront of the programmatic buying arena”. According to the Katz media group website.

Current executives of the company

- The current executives of the company is Mark Gray and he is leading the national expert in audio and television advertising solutions.



Katz Media Group

Career opportunities

- Data Analyst
- Activation Coordinator
- Station Support Specialist
- Account Executive
- Senior Billing Coordinator

- 4 of them are in New York and one is in Texas





References

- <https://iheartmedia.wd5.myworkdayjobs.com/katz>
- <https://katzmedia.com> Katz Media Group Company
- Profile: Valuation, Investors, Acquisition | PitchBook
- <https://www.linkedin.com/company/katz-media-group>
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