

Insights into the 2022 Election Cycle

Even without a presidential election, the 2022 election cycle will be another big spending year for campaigns. With several competitive seats up for grabs and control of the Senate in the balance, Senate ad spending in 2022 is expected to reach historic levels. In April, Future Majority PAC joined its competitors in ramping up ad buys, [placing](#) over \$800K of local broadcast TV ads to support Democrat Senators.

Down-ballot races are also expected to pull in major ad dollars. The New York City Mayoral Primary has garnered \$8.2M in spending since January, with candidate Scott Stringer [spending](#) over \$1M in ads to run on local broadcast TV, among other platforms. TV advertising on local stations is just getting started, with 36 gubernatorial and 30 attorney general seats on the ballot in 2022.



Reach Ad-Free Streamers Through Local Broadcast TV

With an increasingly diverse media landscape, it's important for campaigns to connect with voters across platforms. TVB's 2021 Media Comparisons study found that 41% of registered voters watched TV programs or movies on [ad-free streaming platforms](#). How can campaigns reach these voters? The study found that these viewers can still be reached – 82% by broadcast TV and 87% by broadcast TV combined with broadcast sites/apps.

How to reach voters who watch ad-free streaming content

Percent voters streaming programs ad-free on any device

41%

Registered voters % reach of ad-free streamers

Broadcast TV

82%

Broadcast TV + Broadcast Sites/Apps

87%

Source: GfK 2021 Media Comparisons Study



What We're Reading:

[Broadcast Assets Reach Ad-Free Streamers](#)

— Sean McDevitt, Spots'n'Dots

[Attribution Proves You Were Right to Buy TV](#)

— Lynn Leahey, Synopsis Media

[Young Americans Trust Local TV News the Most, According to Harvard Poll](#)

— Emmy Liederman, Adweek



TVB Soundbite:

Gray Television's \$2.7 billion acquisition of Meredith's 17 TV stations [strategically positions Gray](#) in key political markets. CEO Hilton Howell said, "One of the truly beneficial things, I believe, from this acquisition is that we are going to have a big senatorial race in Georgia [in 2022] where we have every market except Macon. We will be completely covering all of Nevada, all of Arizona, and expand greatly in other hot Senate states, such as Missouri." The sale comes on the heels of [Allen Media](#) acquiring seven Gray TV stations, as the broadcast TV industry continues to consolidate..



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