

Lengthening Election Years Bring in More Ad Spending

Considering the competitiveness of the 2022 election year, political advertising spending is anticipated to match (maybe even exceed) 2020 record-breaking presidential spending. The 2022 midterm election cycle is projected to grow 128% versus the 2018 nonpresidential election cycle, according to the ad-tracking firm, [AdImpact](#).

As with past cycles, local broadcast TV is expected to take the lion's share of ad revenue, particularly in the few months leading up to Election Day. The almost \$4.6B [projected](#) by AdImpact for local broadcast TV stations in the 2022 cycle would represent an increase of nearly 54% over the 2018 midterms. A majority of these dollars will be directed towards local markets for down-ballot races projected to capture over \$2.5B in ad spending. Additionally, an expected \$4B will be spent on House and Senate races, while \$2.3B will go to gubernatorial elections in the 38 states holding contests this year and next.

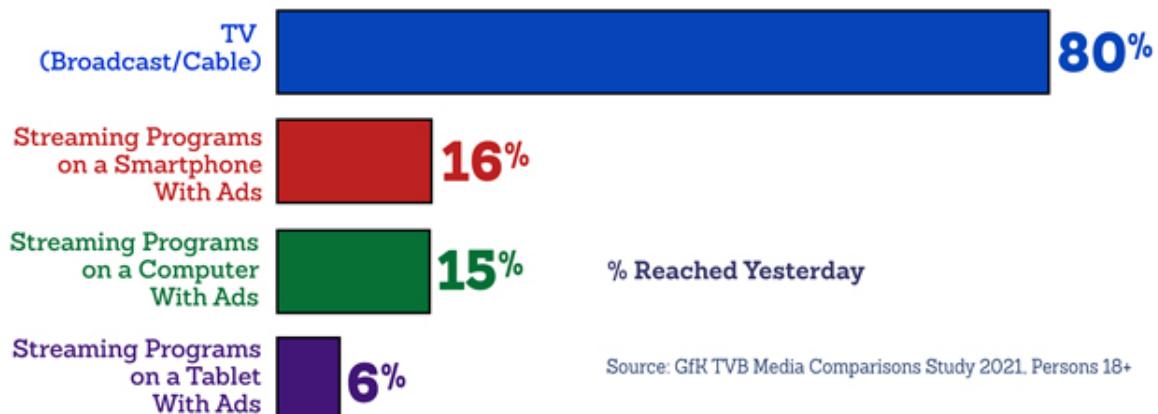


Screen Size Matters

In today's multi-channel media world, advertisers should consider the differences in screen size and the impact size has on ad viewership. The 2021 [Media Comparisons study](#) found that ads run in linear TV programs had 5 times the reach of ads run in smartphone streaming programs.

Longform Programs with Ads:

Linear TV has **5 times the reach** of smartphones





What We're Reading:

[2022 Political Ad Revenues Will Remain at Presidential Levels](#)

— *Wayne Friedman, MediaPost*

[Democratic Group Pledges \\$10 Million in Ads to Support Biden Agenda, as Outside Support Grows](#)

— *Michael Scherer, The Washington Post*

[The Trailer: Who Sponsored This Message? Why You're Seeing So Many Ads So Far from the Midterms](#)

— *David Weigel, The Washington Post*



TVB Soundbite:

NBCU has pushed a significant amount of its 2021 Tokyo Olympics coverage to its streaming platform, Peacock, and it's [driving demand for the app](#). According to App Annie, Peacock saw a 60% bump in U.S. app downloads during the first week of the Summer Olympics. According to Conviva, a media data firm, streaming activity for the opening ceremony spiked at 279% over the 2018 opening ceremony.



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