

## September Vantage Point: Redistricting Ahead of 2022 – What to Expect

Redistricting happens every ten years and is extremely consequential. In the 2022 election cycle, control of Congress hangs in the balance, and gerrymandering stands to profoundly influence the makeup of congressional districts and state legislatures across the country. As a result of delays with the decennial Census, states like Ohio will be pressed for time as they race to draw new congressional and state legislative boundaries in time for candidates to file for next year's primaries.

To add another layer of complexity, [redistricting and filing deadlines](#) vary from state to state. So, interest groups and super PACS must consider these dates in their advertising strategies as they seek to engage and mobilize voters.

With states including Oregon, Texas, and Colorado [estimated](#) to see one or more seats flipped because of redistricting, coupled with over 20 Members of Congress that have [announced](#) they will not seek re-election in 2022, we will soon be able to see how the House and Senate may lean after November 8, 2022.

Additionally, the nearly [\\$60 million](#) in advertising across media platforms ahead of California Governor Gavin Newsom's gubernatorial recall election is a sure sign that the stakes are high for Democrats and Republicans as they fight to keep or flip seats both federally and locally. As the most expensive race this year, it should be considered a bellwether for what's to come with political spending in 2022.



## Next Week: 2021 Forward Conference

[Forward 2021](#) will take place virtually on Thursday, 9/30/21. Last year, nearly 4,000 TVB members and customer guests attended our premier local broadcast TV industry event.

Session topics include measurement, business and political forecasts, automated TV, automotive, political, sports betting, business development and much more. Please [contact us](#) now if you haven't received a VIP guest invite to Forward '21 and would like to attend!



**Fight for the Majority**  
Moderator: **Dave Price**, Political Director, WHO, Iowa – Nexstar  
Panelists:  
**Dan Conston**, President, Congressional Leadership Fund  
**Ali Lapp**, President, House Majority PAC

**Political Forecast**  
**Steve Passwaiter**, VP, Growth & Strategy, Media Intelligence, Kantar/CMAG

**Gubernatorial Races 2022**  
(sponsored by FastPay)  
Moderator: **Zach Montellaro**, State Politics Reporter, Politico  
Panelists:  
**Marshall Cohen**, Political Director, Democratic Governors Association (DGA)  
**David Rexrode**, Executive Director, Republican Governors Association (RGA)

[LEARN MORE](#)



## What We're Reading:

[2022 Midterm Political Ad Spending Projected To Be \\$7.8 Billion](#)

— *Steve Passwaiter, AdAge*

['Easy-To-Use' Redistricting Data Coming 2 Weeks Early](#)

— *Steven Shepard, POLITICO*

[D2C Brands Rev Up Ad Spending, Especially on TV](#)

— *Sarah Mahoney, MediaPost*



## TVB Soundbite:

Six in 10 connected TV households now watch free, ad-supported streaming services on TV, according to [a new report from TDG Research](#). Nearly a quarter of these households (24%) use such a service daily, 32% weekly, and 44% use one on a monthly or less frequent basis. TV stations have plenty of streaming options with premium content to complement linear TV buys.



## Contact Us:

TVB is here to help advertisers with resources and tools. Check out our [Political Resources page](#) and [contact us](#) directly with questions and suggestions on material you would find valuable.

