

*Insight into local broadcast TV and political advertising*

## The Pressure Is on for Governor’s Races

With state politics on the frontlines of national social issues, there’s a renewed focus on the Governor’s office. Campaigns’ investment in political advertising this far ahead of the midterms is indicative of how critical political parties see the 36 gubernatorial seats on the ballot in 2022. According to [AdImpact](#), a total of \$191M has been recorded for 2022 gubernatorial races across media platforms, spent by candidates, issue groups, and coordinated ad buys.

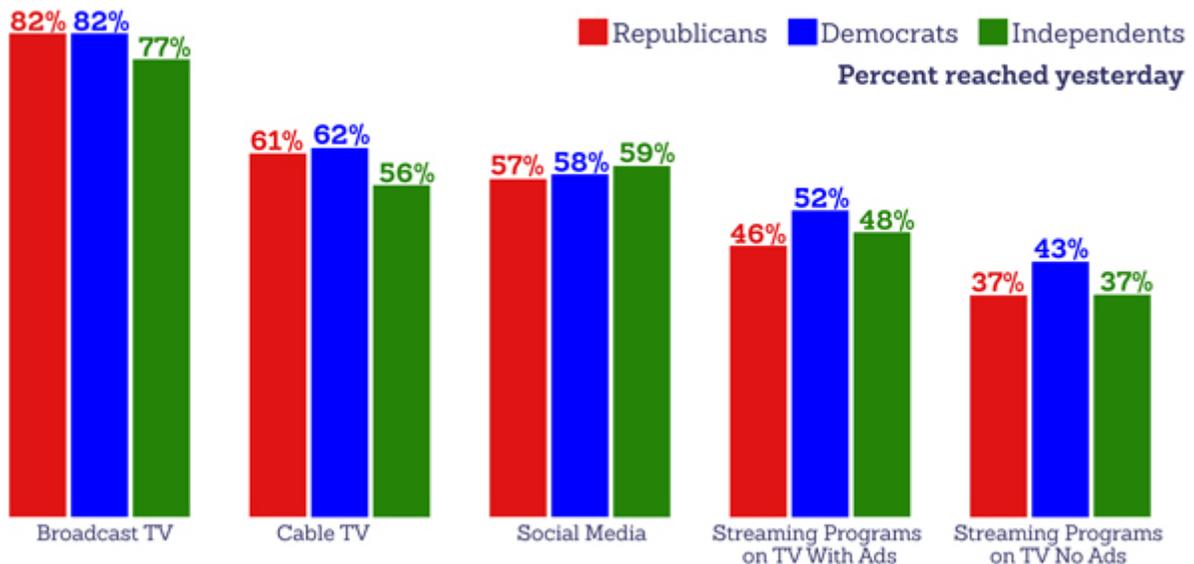
Unsurprisingly, local broadcast TV has captured 65% of the total spending.

It’s not just the gubernatorial campaigns placing enormous ad buys – Senate Majority PAC and House Majority PAC have [pre-booked](#) upwards of \$169M in ads in some of the most expensive and competitive media markets across the country. As redistricting holds up [campaigns](#) in Florida, Missouri, and New Hampshire, among others, Democrats and Republicans are ramping up advertising in other battleground states to expand their offensive prospects as they compete for control of the House and Senate.

## More Insight From the 2022 Media Comparisons Study

While Democrats, Republicans, and Independents do not share much common ground, the latest GfK/TVB Media Comparisons Study found that these voters all agree they are best reached through broadcast TV. This far surpasses the reach cable TV and social media platforms can achieve when advertising to all parties.

### **TV** has **highest reach** for **all parties**



Source: GfK TVB Media Comparisons Study 2022. M-S 4A-4A. Persons 18+



## What We're Reading:

[A Democratic Super PAC's Ad Buy Shows a Widening Battle for House Control](#)

— Jonathan Weisman, *The New York Times*

[Guide to Senate Primary Dates](#)

— Nancy Vu, *POLITICO*

[Consumer Awareness of NextGen TV Grows to 40%](#)

— John Lafayette, *B&C*



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