

Insight into local broadcast TV and political advertising

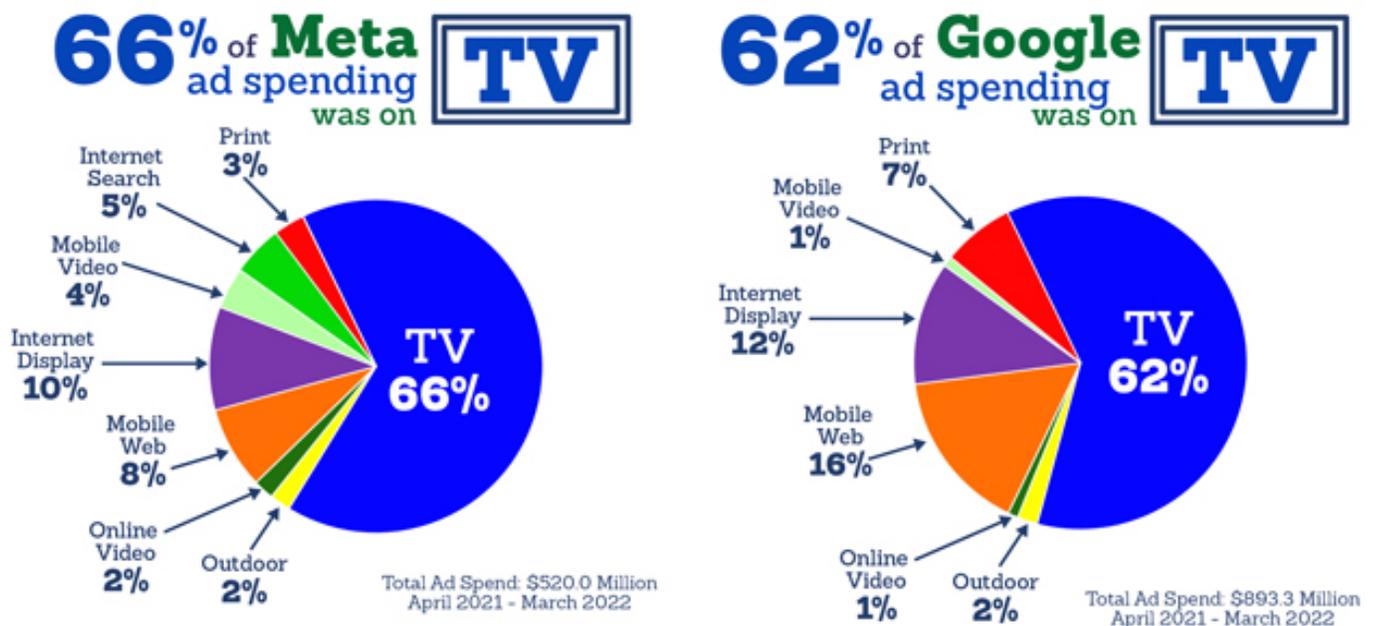
## Halfway Through 2022 State Primaries

While July is a slower month for state primaries than June, it marks a midway point for the 2022 primary elections as some campaigns gear up for the fall general election and others are still battling it out in competitive states. So far, the five races considered most competitive in this year's midterm elections have spent upwards of \$500 million in ad campaigns, according to [Ad Age data](#). This ad spending is expected to only grow over the next month as campaigns in Arizona and Wisconsin prepare for their highly anticipated primaries in August.

With several big issues arising this summer that are now driving national politics, campaigns are adjusting their ad messaging to oust competitors. The week following the Supreme Court's decision striking down Roe v. Wade, nearly [\\$4 million](#) was spent on ads discussing abortion in competitive House, Senate, and gubernatorial races in states like Nevada, Pennsylvania, and Illinois. As Congress considers several major policy issues ahead of election day, candidates will use TV ads to convey their stances to voters.

## Digital Harnesses TV's Advertising Influence

Even major digital platforms like Meta and Google see the power of TV advertising. A recent TVB analysis of Kantar Media data shows that a majority of their advertising dollars from April 2021 to May 2022 went to TV, demonstrating that even in a digital world TV is used and trusted by digital giants.



Source: Kantar Media. Time Period: 4/1/2021 - 3/31/2022



## What We're Reading:

[The 2022 House Midterm by the Numbers](#)

— *James E. Campbell, RealClear Politics*

[5 races where the Supreme Court's abortion decision could have the biggest impact](#)

— *Kelly Hayes, Florida Politics*

[6 Things to Know About TV in a Digital World](#)

— *Hadassa Gerber, TVB*



## Contact Us:

TVB is here to help political campaigns and consultants with resources and tools. Please [contact us](#) directly with questions and suggestions on material you would find valuable.



*Like your monthly Vantage Point Newsletter? Check out TVB's [TVB's political resources](#) to learn the benefits local TV stations can offer local candidates.*

