



Insight into local broadcast TV and political advertising

The 2022 Forward Conference Is in The Books

The 2022 Forward Conference shed light on the role TV advertising is playing in shaping the rapidly approaching midterm elections. During the political panel, Cross Screen Media CEO Michael Beach stated that both parties have been highly energized this cycle, emphasizing persuasion and turnout in campaign messaging more than in past elections. Meanwhile, Brad Perseke, Partner at GMMB, pointed out that there is “more money, in more places, and for more months than there’s ever been. While Michael and Brad may have disagreed about which party will control Congress this November, they were united in agreement that local broadcast TV advertising will play a critical role in campaigns reaching voters in the final stretch.

Former National Spokesperson & Political Director of Black Media Affairs at the RNC, Paris Dennard touched on the value of Black consumers during the “Selling Multicultural Content & Audiences” session, explaining that TV is the best way to connect with these audiences and gain their trust compared to other advertising media.

To round out the political sessions, Steven Passwaiter, VP of Growth & Strategy for Media Intelligence at Kantar and a CMAG Senior Adviser, delivered his much-anticipated 2022 political advertising updates, highlighting this year’s midterm ad spending as already 10% over the presidential year and 50% over 2018.

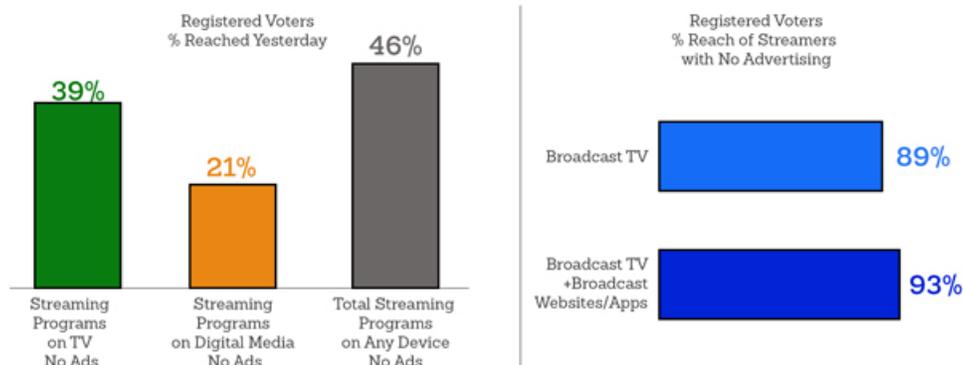
Request access to one or all of the videos [here](#).



Broadcast TV Will Be the Difference Maker in 2022

The 2022 Midterms are shaping up to be the most expensive in history, but not all ad dollars are spent equally. The latest [GfK/TVB Media Comparisons Study](#) shows that when it comes to reaching voters, streaming ads just won’t cut it. Local broadcast TV and its digital assets remain the most effective way to reach target audiences.

46% stream with **NO** advertising.
Advertisers **cannot** reach these viewers –
but **broadcast assets CAN reach 93%** of them.



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



What We're Reading:

[Spots'n'Dots: TVB - Local Broadcast TV Embraces the Future](#)

— Steve Lanzano, TVB

[Trump expected to launch dozens of TV ads boosting Republicans in key races](#)

— Hugo Lowell, *The Guardian*

[TVision: Swing Voters More Engaged with Mid-term Ads](#)

— Tom Butts, *TV Tech*



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