

Campaign Advertising Set to Break Records

Now that the primaries are over and Labor Day is behind us, campaigns are kicking their advertising efforts into overdrive. This fall will feature a slew of marquee matchups, including key governor and senate races in Arizona, Florida, Georgia, Pennsylvania, and dozens of competitive House races across the country. This fierce competition has led AdImpact to [increase](#) its projected 2022 midterm spending to \$9.7 billion, with \$4.98 billion (51.45%) of that total going to broadcast TV.

Although polls have tightened somewhat in recent weeks, Republicans remain favored to retake the House. Control of the Senate remains up for grabs, however, as Democrats [pour](#) tens of millions into TV ads promoting the passage of the Inflation Reduction Act. Republicans, meanwhile, are using TV ads throughout the country to [paint](#) their opponents as too extreme on abortion to regain momentum heading into the fall.

The Cook Political Report currently [lists](#) 32 House races as toss-ups, with 26 additional either leaning Democrat or Republican. On the Senate side, ten seats are either toss-ups or leaning, with Arizona, Georgia, Nevada, and Wisconsin as the most competitive. The gubernatorial landscape largely mirrors the senate, with ten governors' seats up for grabs, including in Kansas, where a Democratic incumbent is running for reelection in a traditionally red state.



2022 Forward Conference Is Weeks Away

TVB's Forward 2022 will take place virtually on September 22nd and feature several political panels, including:

Political Forecast

Steven Passwaiter, Vice President, Growth & Strategy, Media Intelligence, Kantar and Senior Advisor, CMAG

Political Thought Leader Session

Moderator: Craig Broitman, EVP, COO, Katz Television Group

Speakers: Michael Beach, CEO, Cross Screen Media & Bradly Perseke, Partner, GMMB



What We're Reading:

[Midterm campaigns lead to ad boom for local TV stations](#)

— Simon Dumenco and Kevin Brown, *AdAge*

[Democrats gain momentum: 5 takeaways from the last big primary night of 2022](#)

— David Siders, Gary Fineout and Matt Dixon, *POLITICO*

[How local news is coming to CTV](#)

— Alyssa Boyle, *Ad Exchanger*



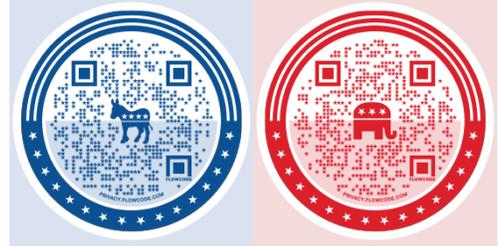
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