



Insight into local broadcast TV and political advertising

## Broadcast is TV's Primary Reach Engine

The [2025 Media Comparisons Study](#), conducted by [GfK/NIQ](#) and commissioned by TVB, examined media usage in over 20 traditional and digital media. The study found that broadcast reaches 82.3% of registered voters on TV screens in a day, while cable only reaches 60.6%. However, almost everyone that watches cable also watches broadcast, so the inclusion of cable to a broadcast campaign adds less than 1% to reach. Although the study clearly shows broadcast is in the driver's seat when it comes to TV, that does not mean voters are only consuming broadcast linear content on television screens. In fact, broadcast content consumed on digital devices reached 23.5% of voters on a given day. Local broadcast stations' websites and apps extend their reach further. When accounting for all the ways in which people interact with local broadcast, the study found it reaches an astounding 88.1% of registered voters on a daily basis. 38% of voters spend time with ad-free streaming services but campaigns can't reach them on those platforms. They can reach 93% of those ad-free streamers with broadcast TV assets.



### Voters Sticking with TV

## Registered Voters Spend the Most Time with Television



Source: GfK/NIQ TVB Media Comparisons Study 2025.

In addition to reaching more voters than any other medium, people are also spending more time with TV than any other platform. Voters over the age of 35 spend nearly six and a half hours watching television each day, with the overwhelming majority of that time spent on broadcast. Voters age 50+, a demographic more likely to turn out to vote, spend even more time with TV than their younger counterparts. The research demonstrates that no other platform comes close to rivaling broadcast's reach and command of attention. The lesson for political campaigns and strategists looking to get their message in front of voters is clear—broadcast remains the place to be.



## What We're Reading:

[Musk's PAC Launches \\$1 Million TV Ad Buy Touting Trump's First 6 Weeks in Office](#)

— *Will Steakin, ABC News*

[Vivek Ramaswamy's Allies Tout Trump Endorsement in \\$3 Million Ohio Ad Blitz](#)

— *Henry Gomez, NBC News*

[Americans for Prosperity-Wisconsin Rolls Out \\$300K Investment in State Court Race](#)

— *Caroline Vakil, The Hill*



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