# 2022 CYCLE

POLITICAL VIDEO
ADVERTISING PROJECTIONS

CROSS SCREEN
MEDIA

AdImpact

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# We expect to see $9B in the 2022 political cycle
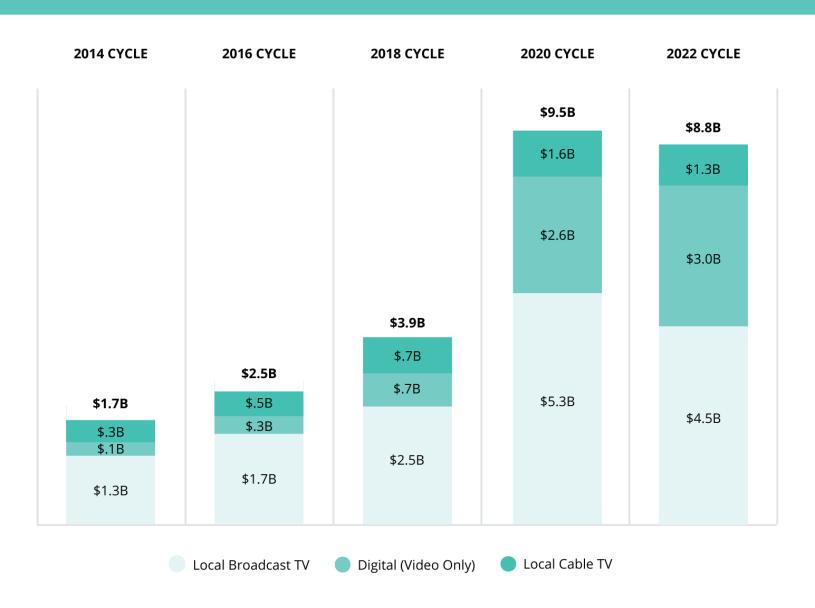
## BROADCAST.CABLE.DIGITAL.CTV

Years of massive increases in political expenditures show no sign of abating in 2021-2022. The 2020 cycle saw 244% growth from 2016, becoming the first to hit $9B in spending. We expect the 2022 cycle to reach these same heights and total $9B again, even without the presidential race at the top of the ticket.

An audience with diversifying screen consumption habits has created huge growth in the CTV space, an area that is of increasing importance. Consequently, we are excited to project CTV expenditures for the first time. We expect them to reach $1.5B, out of a total of $9B anticipated in the political sphere.
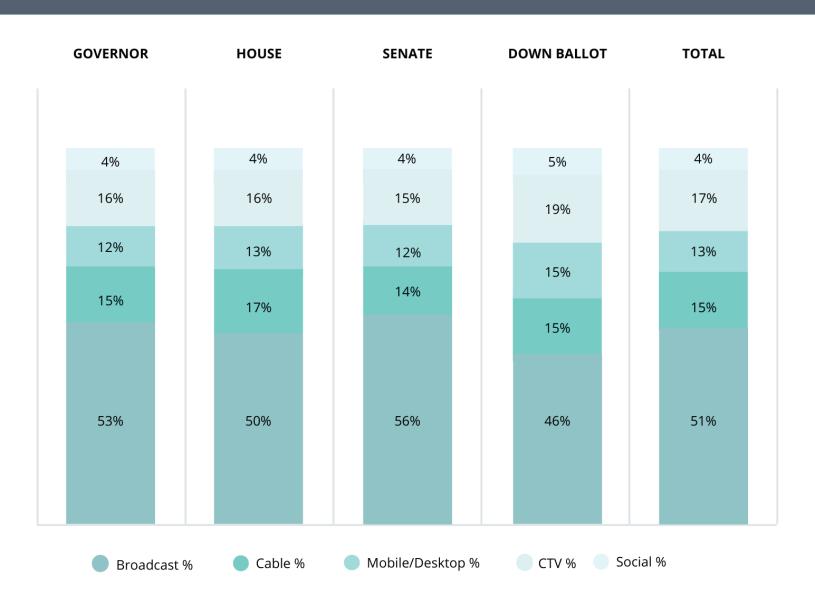
# TOPLINE PROJECTIONS:

- We expect $9B in political media spending in the 2022 election cycle.

- The figure represents a projected 125% increase in political spending over the 2018 cycle, compared to 45% growth in non-political spending over the same period.

- We project $5.91B in spending on TV.

- We forecast $1.5B in spending on Connected TV.

| 2014 CYCLE | 2016 CYCLE | 2018 CYCLE | 2020 CYCLE | 2022 CYCLE |
|---|---|---|---|---|

**$1.7B**
- $.3B
- $.1B
- $1.3B

**$2.5B**
- $.5B
- $.3B
- $1.7B

**$3.9B**
- $.7B
- $.7B
- $2.5B

**$9.5B**
- $1.6B
- $2.6B
- $5.3B

**$8.8B**
- $1.3B
- $3.0B
- $4.5B

Local Broadcast TV   Digital (Video Only)   Local Cable TV
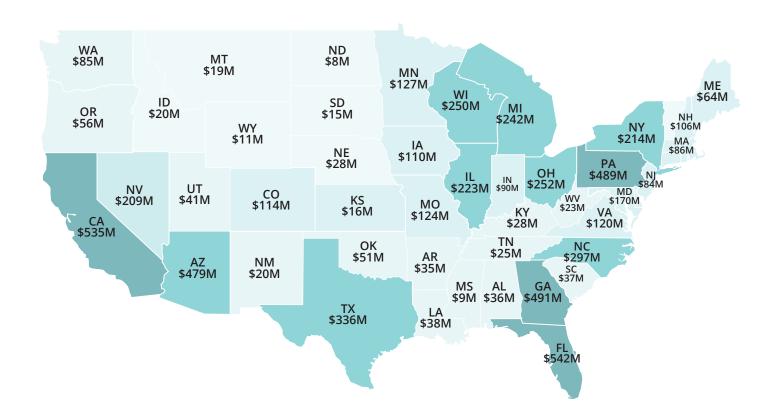
# SHARE OF SPEND BY ELECTION TYPE:

- Broadcast is still the king of political advertising with unmatched reach, but the share of digital is trending up.
- Senate races are projected to have the highest share of broadcast advertising.
- Down Ballot spending has grown rapidly and is projected to have the highest share of digital video spend.

| GOVERNOR | HOUSE | SENATE | DOWN BALLOT | TOTAL |
|----------|-------|--------|-------------|-------|
| 4% | 4% | 4% | 5% | 4% |
| 16% | 16% | 15% | 19% | 17% |
| 12% | 13% | 12% | 15% | 13% |
| 15% | 17% | 14% | 15% | 15% |
| 53% | 50% | 56% | 46% | 51% |

● Broadcast %  ● Cable %  ● Mobile/Desktop %  ○ CTV %  ○ Social %

# SPENDING BY GEOGRAPHY:

- Five states: Pennsylvania, Florida, Georgia, Arizona, and California will see a combined 1/3rd of total political spending.

- The largest states generally have both competitive Senate and gubernatorial races, meaning they will see a great deal of spending.

- We expect similarities between the states with the highest presidential spending in 2020 and the states with the highest overall spending in 2022.

- Top five Presidential spending states in 2020: Florida, Pennsylvania, North Carolina, Michigan, and Arizona.
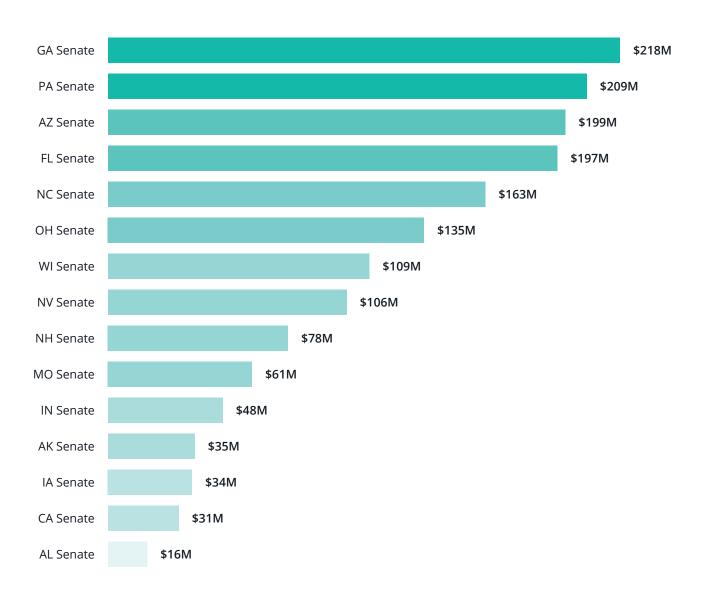


US map of spending by state:

| State | Spend | State | Spend |
|---|---|---|---|
| WA | $85M | WI | $250M |
| MT | $19M | MI | $242M |
| ND | $8M | NY | $214M |
| MN | $127M | ME | $64M |
| OR | $56M | NH | $106M |
| ID | $20M | MA | $86M |
| SD | $15M | PA | $489M |
| WY | $11M | NJ | $84M |
| NE | $28M | OH | $252M |
| IA | $110M | MD | $170M |
| NV | $209M | WV | $23M |
| UT | $41M | VA | $120M |
| CO | $114M | KY | $28M |
| KS | $16M | IN | $90M |
| CA | $535M | IL | $223M |
| MO | $124M | NC | $297M |
| AZ | $479M | SC | $37M |
| NM | $20M | GA | $491M |
| OK | $51M | TN | $25M |
| AR | $35M | MS | $9M |
| TX | $336M | AL | $36M |
| LA | $38M | FL | $542M |

CROSS SCREEN
M E D I A

# CONNECTED TV SPENDING

We expect Connected TV (CTV) to hit $1.5B for 2022. As more and more people "cut the cord" and move away from traditional media, it's imperative to reach voters wherever they are consuming content. This has spurred a rapid adoption of CTV advertising in the political sphere. CTV is expected to grow 93% between 2020 and 2022 in the overall US video ad market.

# SENATE SPENDING:

We project that Senate spending will decrease 5% from 2020 but increase 140% from 2018. This category will hit $2.33B in spending, 15% of which will occur on CTV.
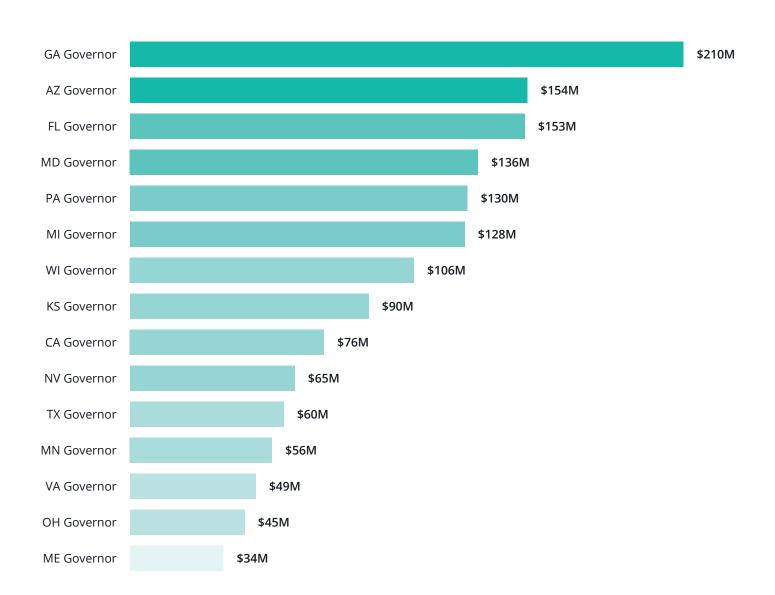
This category contains numerous large and highly contested states such as Georgia, Pennsylvania, Florida, Arizona, and North Carolina. After the 2020 cycle rewrote what we thought was possible to be spent in a single state, these largest states might potentially set new spending records (non-Georgia runoff edition). A 50-50 Senate means that all eyes will be on this category, and both parties will be vying to take the majority.

| State | Spend |
|-------|-------|
| GA Senate | $218M |
| PA Senate | $209M |
| AZ Senate | $199M |
| FL Senate | $197M |
| NC Senate | $163M |
| OH Senate | $135M |
| WI Senate | $109M |
| NV Senate | $106M |
| NH Senate | $78M |
| MO Senate | $61M |
| IN Senate | $48M |
| AK Senate | $35M |
| IA Senate | $34M |
| CA Senate | $31M |
| AL Senate | $16M |

CROSS SCREEN
MEDIA

Spend numbers reflect TV advertising only
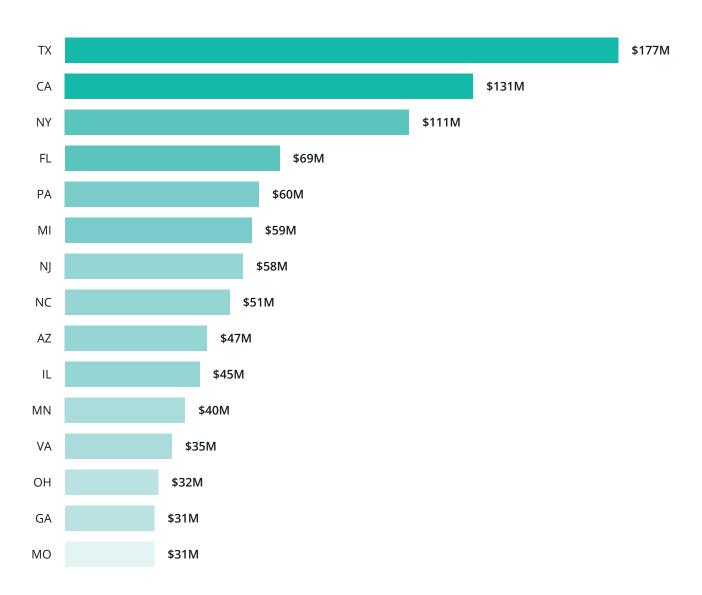Source: AdImpact

# GUBERNATORIAL SPENDING:

We project gubernatorial spending will increase 110% from 2018, the last comparable year. This category will hit $2.28B in 2022, 16% of which will be spent on CTV. While this represents a large jump for this category, it matches the growth that Senate spending saw between 2018 and 2020. In fact, gubernatorial races saw more spending in 2018 than Senate races did. The largest projected races in this category, unsurprisingly, contain considerable overlap with the Senate seats. The seat with the most variability looks to be the recall of Gavin Newsom in California. If that takes off, the size of the state and price of the markets could drive the CA gubernatorial contest to be one of the most expensive races of the cycle.

| Race | Spend |
|------|-------|
| GA Governor | $210M |
| AZ Governor | $154M |
| FL Governor | $153M |
| MD Governor | $136M |
| PA Governor | $130M |
| MI Governor | $128M |
| WI Governor | $106M |
| KS Governor | $90M |
| CA Governor | $76M |
| NV Governor | $65M |
| TX Governor | $60M |
| MN Governor | $56M |
| VA Governor | $49M |
| OH Governor | $45M |
| ME Governor | $34M |

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MEDIA

Spend numbers reflect TV advertising only
Source: AdImpact

# HOUSE SPENDING:

We expect House spending to increase 45% from 2020. This category will hit $1.62B in 2022, 17% of which will happen on CTV. This category contains the most uncertainty. Control of the House hangs in the balance after Republicans picked up a surprising number of seats in 2020, but a delayed redistricting process could freeze election fields and hurt the fundraising of challenges. Consequently, rather than focusing on individual districts that will see the most spending, we have chosen to highlight states that will see the most House spending until the impacts of redistricting become clear.

| State | Spending |
|-------|----------|
| TX | $177M |
| CA | $131M |
| NY | $111M |
| FL | $69M |
| PA | $60M |
| MI | $59M |
| NJ | $58M |
| NC | $51M |
| AZ | $47M |
| IL | $45M |
| MN | $40M |
| VA | $35M |
| OH | $32M |
| GA | $31M |
| MO | $31M |

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Spend numbers reflect TV advertising only
Source: AdImpact

# METHODOLOGY:

We set out to build our projections from the ground up. Rather than dividing the topline numbers from previous years, we built a model to project spending at the individual race level and then rolled these numbers up to reach our topline conclusions. Spending levels in a race correlate strongly with the competitiveness of a seat, so we based our 2022 estimates on each seat's previous spending levels and Cook Political Report's race ratings (Lean D, Toss Up, Lean R, etc.)

Historic spending levels come from our comprehensive database of political media expenditures. This baseline number is then adjusted by factors such as the price of a media market and candidate cash-on-hand reports. On average, a race in a historically expensive, cost per spot (CPS) market like Los Angeles, CA will see far more spending than a race in a lower CPS market, such as Norfolk, VA, since it costs significantly more to reach the same relative audience levels.

These projections will also likely change as the landscape changes. Unexpected retirements, strong fundraising, redistricting, and changes in the political winds can, and will, cause the landscape to shift. We will periodically update these projections, but they can be considered a baseline projection for how things look at this moment in time.

# ABOUT CROSS SCREEN MEDIA:

Cross Screen Media is a marketing analytics and software company helping brands, agencies, and networks succeed in the Convergent TV space. Our platform helps advertisers plan, activate, and measure CTV and linear TV at the local level.

# ABOUT ADIMPACT:

AdImpact (formerly Advertising Analytics) provides media companies, agencies, and platforms with ad intelligence insights that facilitate enhanced attribution, research, and other media and marketing outcomes.

Adimpact collects, analyzes, and reports on more than one million TV ad occurrences daily, in real-time, involving more than 41,000 brands and advertisers. Coverage includes all national broadcast TV networks, 1,100 local broadcasters, and more than 80 cable TV networks across all 210 U.S. DMAs. In addition to linear television, Adimpact tracks digital media advertising, including more than 36,500 digital advertisers and publishers. By Q3 2021, Adimpact looks to introduce CTV/OTT/addressable TV ad occurrence coverage, creating a 360-degree view of the hyperdynamic TV ad intelligence universe.

In the political sphere, AdImpact collects electoral ad spending and occurrences from the federal to the local level, leveraging the data to create user-friendly analytics for clients. Adimpact also collects rate-level data to provide deep insights and build rate forecasts to help buyers and media companies alike. Adimpact's political data is trusted by a full spectrum of political experts, from presidential campaigns to top-tier news outlets.

# CONTACT US

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