

Political Update - 2024

SEPTEMBER 2024

Projected Political Media Spending – All Races

| | 2024 Projected Spend | 2022 Actual Spend |
|-----------------------------|----------------------|-------------------|
| Total Spend | \$11 billion | \$9.67 billion |
| Broadcast TV | \$5.0 billion | \$4.95 billion |
| Cable & Satellite | \$1.5 billion | \$1.54 billion |
| CTV | \$1.8 billion | \$1.44 billion |
| Digital (Facebook & Google) | \$1.6 billion | \$1.44 billion |
| Radio | \$300 million | \$270 million |

Source: Kantar

→ Spending is likely to reach **\$11 billion** (higher than the 2020 Presidential and 2022 Midterm elections)

→ Recent estimates suggest spending may reach **\$12 billion!**

→ Video still dominates political investment.

Where Will it be Spent?

\$11 Billion is the projected spend for the 2024 Election cycle
(up from ~\$9 Billion in 2020 and 2022)

Presidential races

highly contested states: AZ, GA, PA, MI, NC, NV, WI

Senate races

with high expected spend: AZ, OH, MT, FL, PA, MI, NV, WI, TX

Gubernatorial races

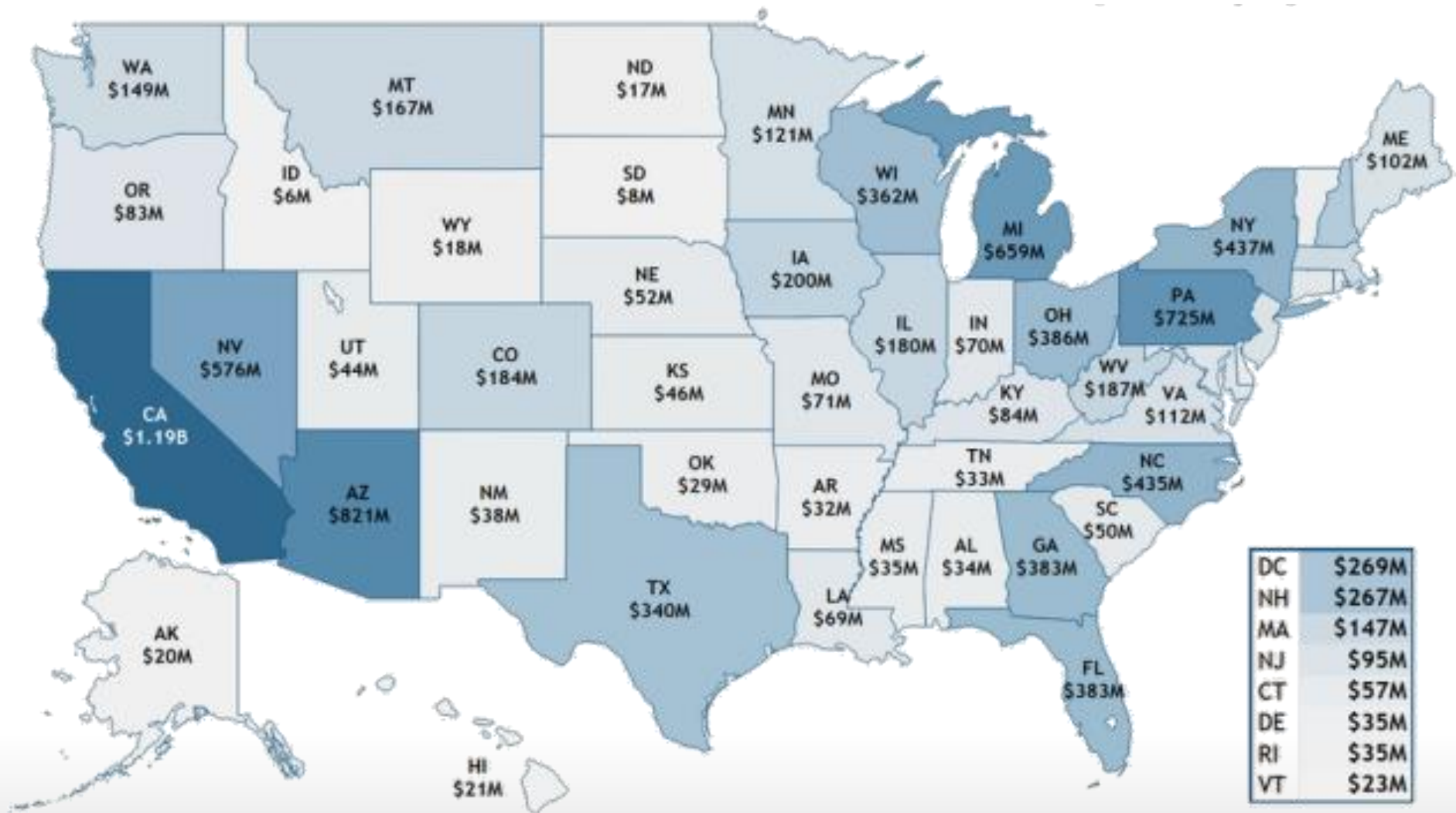
with high expected spend: MT, MO, NC, NH, VT



Count of total competitive races by state:

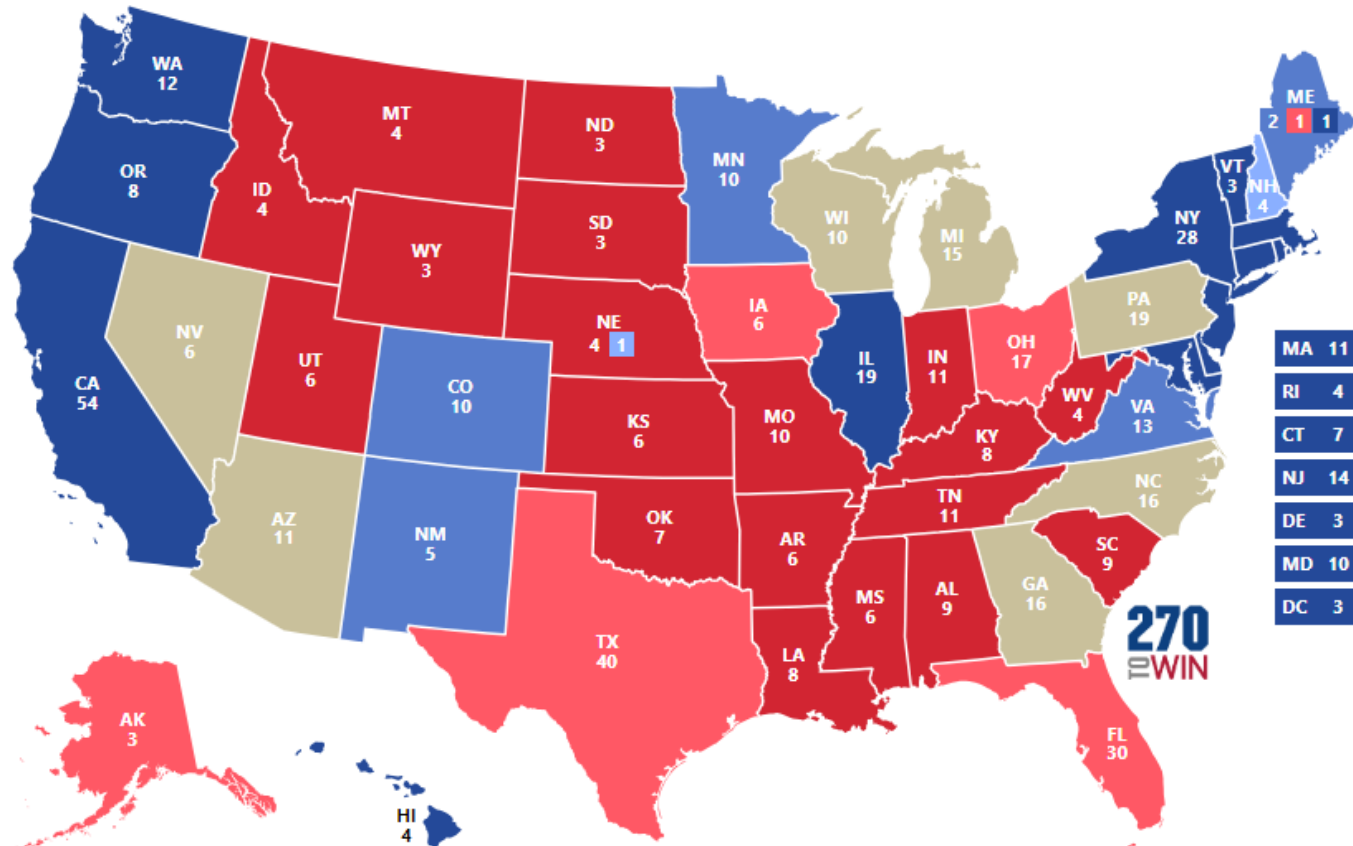
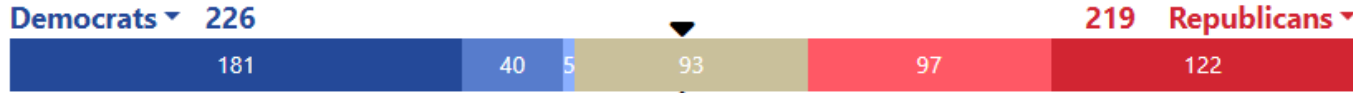
| | |
|--------|--------|
| AZ (2) | NC (4) |
| CA (6) | NE (1) |
| CO (2) | NJ (1) |
| CT (1) | NM (1) |
| IA (1) | NV (1) |
| IL (1) | NY (6) |
| IN (1) | OH (3) |
| ME (1) | OR (1) |
| MI (3) | PA (3) |
| MN (1) | VA (1) |
| MT (1) | WA (2) |

2024 Projected Spending by State



2024 Presidential Consensus Electoral Map

Highly contested states: AZ, GA, MI, PA, NC, NV, WI



Map Updated: Sep. 6, 2024 at 22:08 UTC (6:08 PM EDT)

Source: 270towin.com (updated 09.2024)



This map reflects the consensus forecast for the 2024 presidential election. It is a composite of ratings by several forecasters. Only seats rated **safe by all** are shown as **safe** for the incumbent party.



As a result of Census apportionment, some states have a different number of electoral votes in 2024.

2024 Senate Election Map

Democrats 48

46 2

50 Republicans

28 no 2024 election

14

2

4

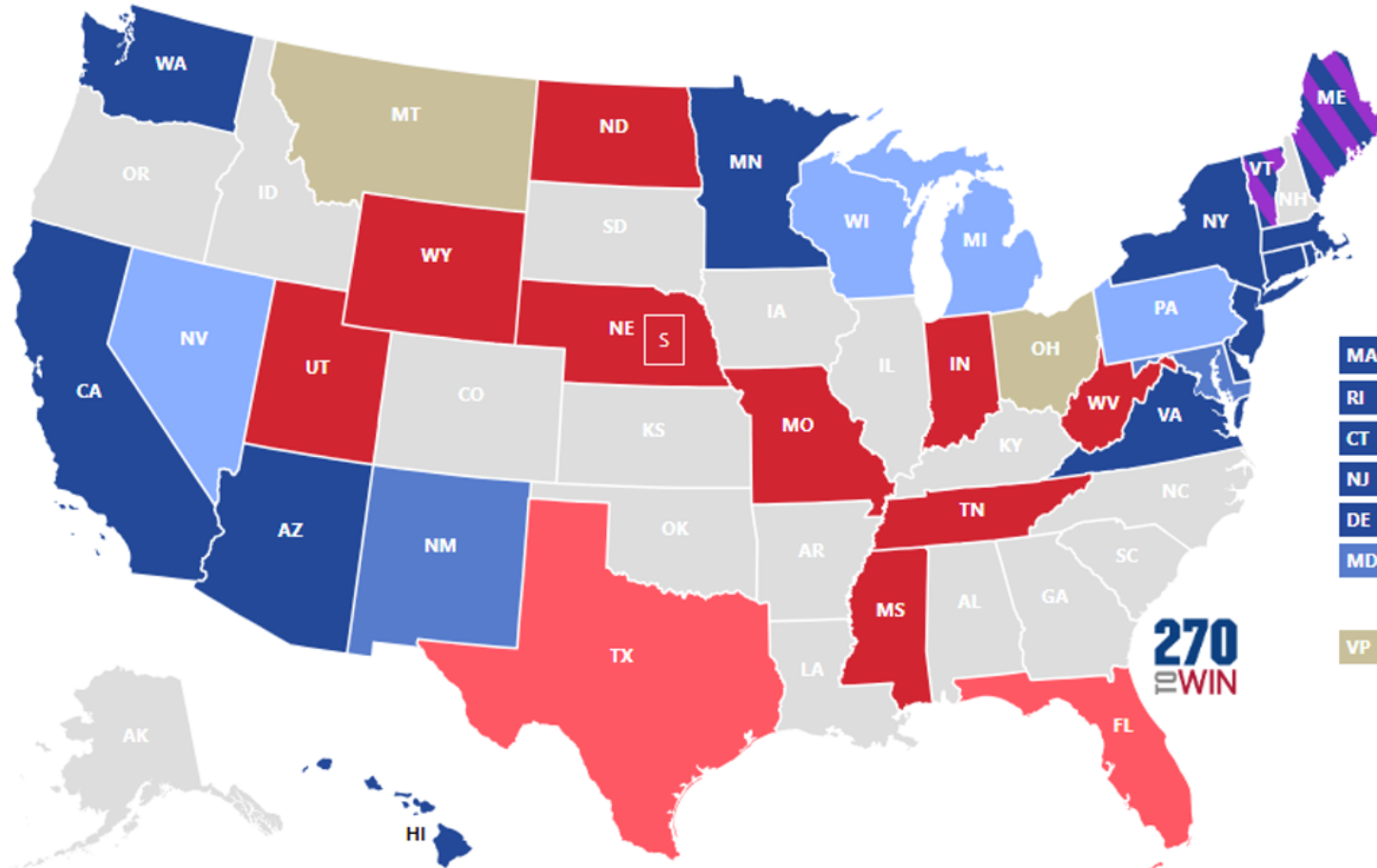
2

2

10

no 2024 election

38



Map Updated: Sep. 8, 2024 at 10:54 UTC (6:54 AM EDT)

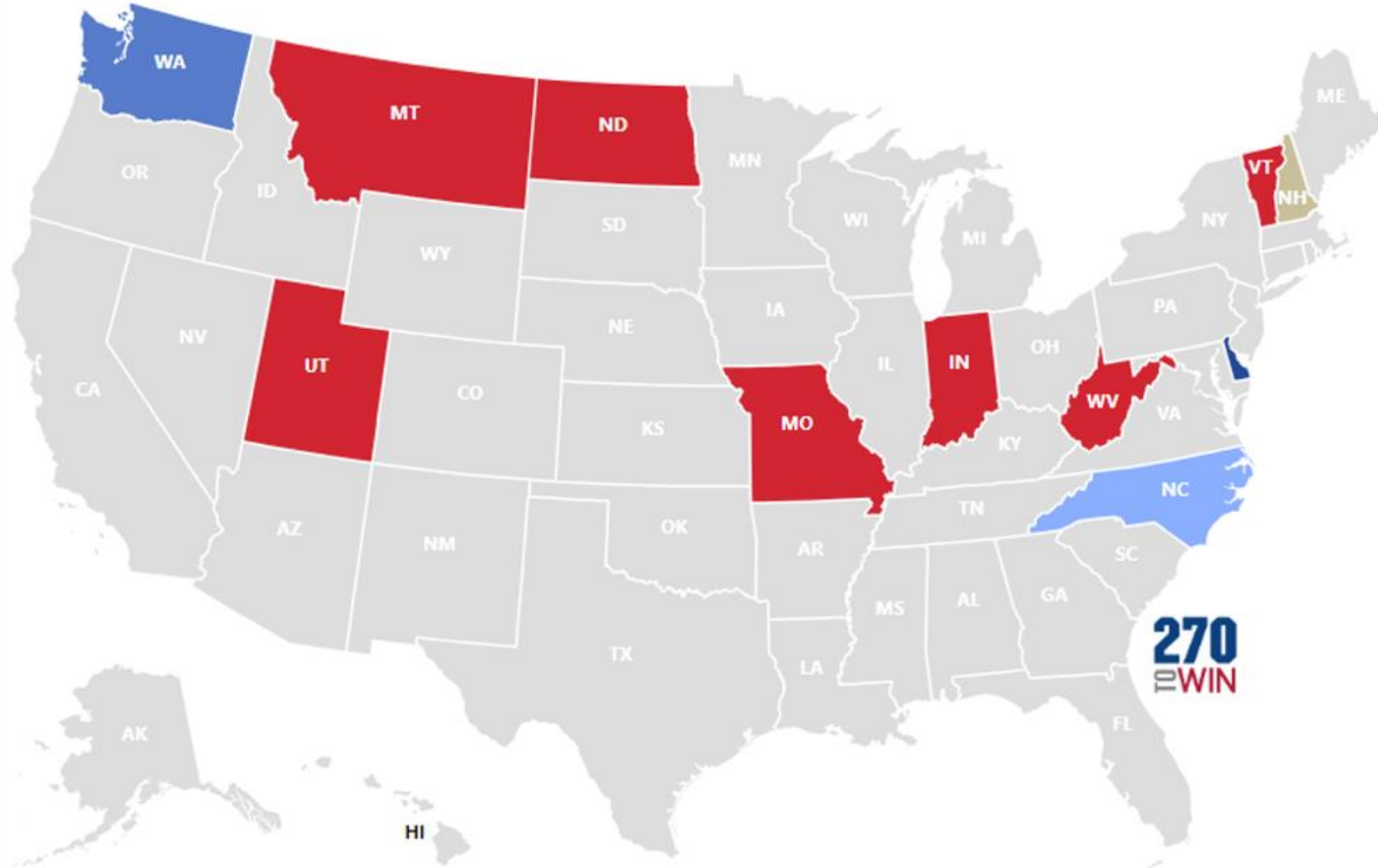
Source: 270towin.com (updated 09.2024)

34 Senate races

Most contested:
OH, MT

Others in play:
AZ, FL, PA, MI, NV,
WI, TX

2024 Gubernatorial Election Map



Map Updated: Aug. 28, 2024 at 12:36 UTC (8:36 AM EDT)

**270
TO WIN**

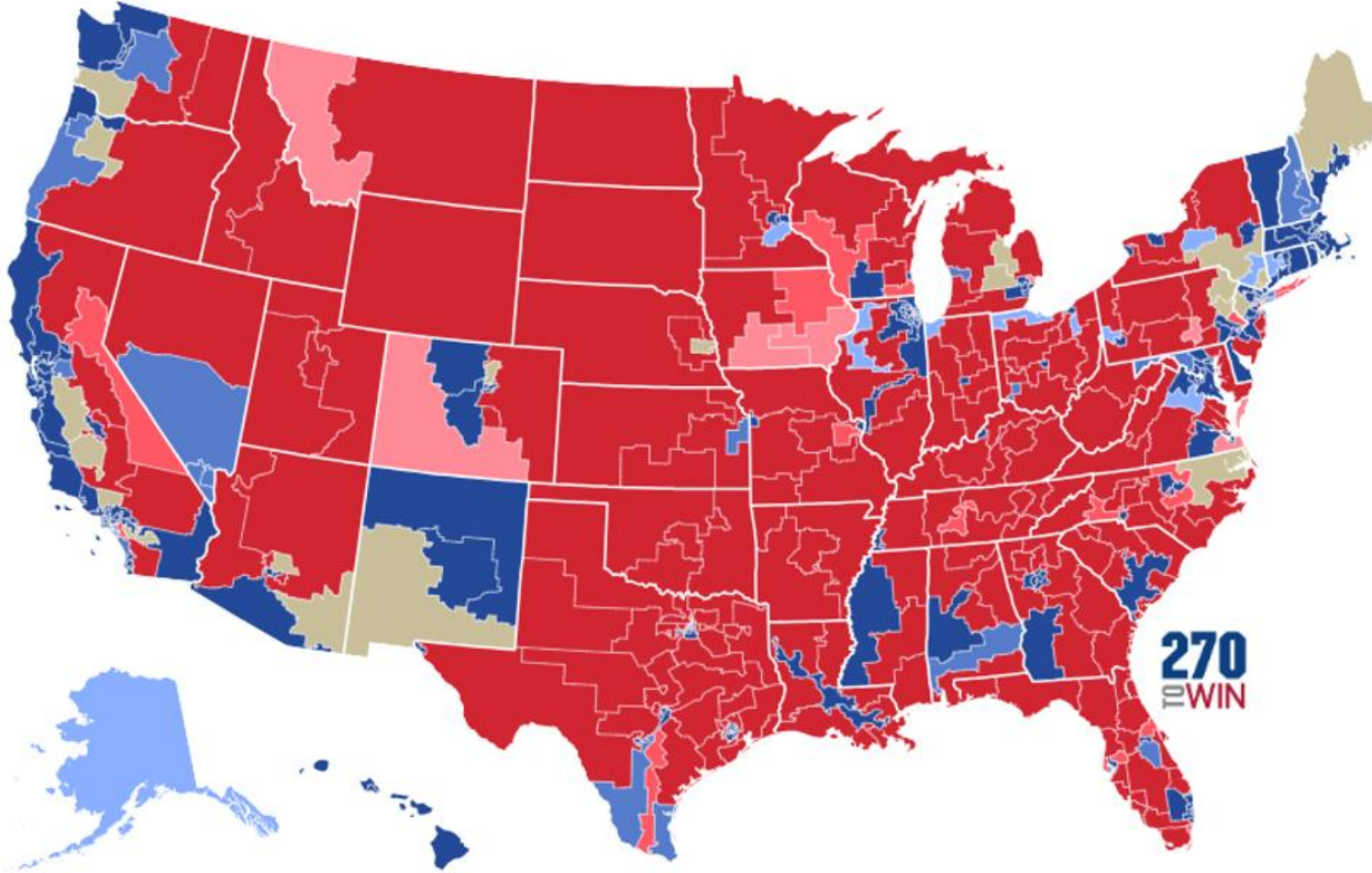
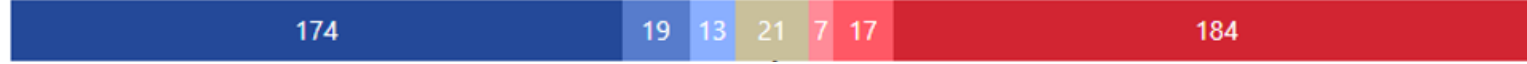
11 Gubernatorial races

Most contested: MT, MO, NC, NH, VT

2024 House of Representatives Election Map

Democrats 206

208 Republicans



Map Updated: Sep. 7, 2024 at 21:29 UTC (5:29 PM EDT)

Source: 270towin.com (updated 09.2024)

All 435 House seats are up for election.

Very few are truly up for grabs. 25 (less than 6%), are identified as toss-up.

410, (over 80%) are completely safe.

Preparing for the Onslaught

The volume of political advertising will impact virtually all marketers' plans in 2024.

Because most political ads are must run and because issue ads command such a high price premium, there will be less inventory available for other advertisers.



Additionally, the vicious nature of our elections presents a significant distraction for voters and consumers – it will be hard to divert attention away from politics, making it more challenging for marketers to win share of mind.

OUR BEST PRACTICES

Book early



Daypart mixes should be adjusted to reduce weight in 'news' dayparts



Look for alternatives to TV in key weeks and competitive markets



Be flexible on pre-emptions



Expect cost inflation versus 2023



VOTE!!

Thank you