

Conservative media post-election winners and losers

Article

The news: The conservative media landscape could benefit from President-elect **Donald Trump**'s win earlier this month, presenting both challenges and opportunities for marketers navigating the post-election environment.

As we noted in our [pre-election analysis](#), **Fox News** had significant prime news viewership increases under the first Trump administration, outpacing **CNN** and **MSNBC**, per Pew

Research. That suggests conservative media is likely to benefit from the incoming Republican administration. [Fox reported strong performance](#) in Q3, driven by record political ad spending, **Tubi's** growth, and live sports viewership, with revenues rising 11%.

Personalities over publishers: Consumers are turning to personal brands over corporate ones.

- **Tucker Carlson's** successful transition from cable news to digital media serves as a case study in audience migration and platform evolution. His podcast's dominance on **Apple Podcasts** (ranking first in 2024 with over 150 episodes) demonstrates the appetite for conservative voices. It also highlights a crucial trend: Audiences are willing to pay directly for content, circumventing traditional advertising models.
- Young US adults increasingly [consume news from influencers](#), many of whom lean right politically, creating opportunities for conservative content creators to shape narratives. Twenty-seven percent of these influencers identify as Republican, outpacing their Democrat counterparts at 21%.

Yes, but: Not everyone has figured out how to successfully monetize political loyalty.

Despite Trump's electoral success, **Truth Social** parent **TMTG's** stock price has roughly halved, and the social platform has struggled to compete with mainstream networks to which Trump has regained access. The company's significant losses (\$363 million in the first nine months of 2024) and modest revenues (\$2.6 million) highlight the challenges of monetizing political loyalty.

Meanwhile, **X** is trying to recover from turbulence following its shift to the right under **Elon Musk's** ownership.

- With 85% of news influencers active on X, the platform remains a hub for conservative voices and political discourse.
- Despite this influence, X has struggled to win back advertisers. Its aggressive legal approach, such as suing advertisers who avoid the platform, highlights ongoing challenges. Last week, **Twitch** was added to X's lawsuit against the **World Federation of Advertisers**, underscoring tensions with brands.
- Meanwhile, major brands like **Comcast, IBM, Disney, and Warner Bros. Discovery** have reportedly resumed advertising on X, though they are spending less. Their return may reflect

an effort to curry favor with Musk, given his potential influence in the Trump administration.

- While some brands are returning, the long-term viability of using lawsuits and political alliances to attract advertisers remains uncertain. Will X's strategy foster lasting partnerships, or will it further erode trust?



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