

Video to win big in 2022 midterm election cycle

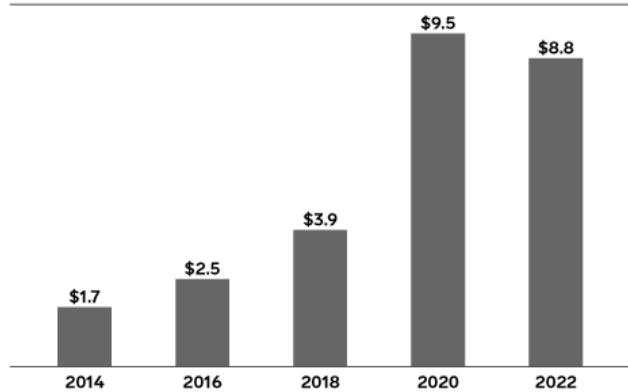
Article

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US political advertisers will splash out **\$8.8 billion** on video in 2022, close to the record **\$9.5 billion** spent in 2020, despite this year marking a midterm rather than presidential election. Local broadcast TV will capture most of this year's spending, at **\$4.5 billion**, but more cash than ever—**\$3.0 billion**—will flow to digital video. California and the battleground states of Florida, Georgia, and Pennsylvania will attract the most political video ad dollars.

US Political Video Ad Spending, 2014-2022

billions



Note: includes local broadcast TV, local cable TV, and digital (including CTV)

Source: Cross Screen Media and AdImpact, "2022 Cycle: Political Video Advertising Projections," Oct 13, 2021

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