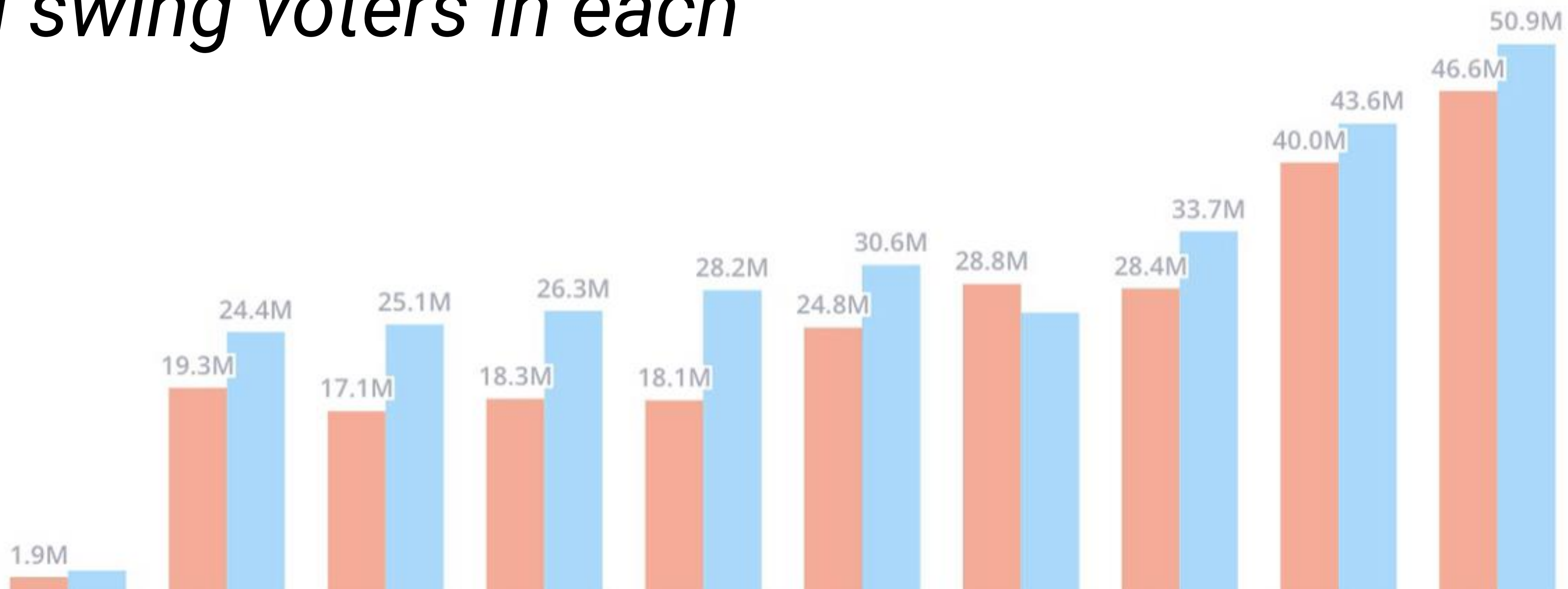




CROSS SCREEN
MEDIA

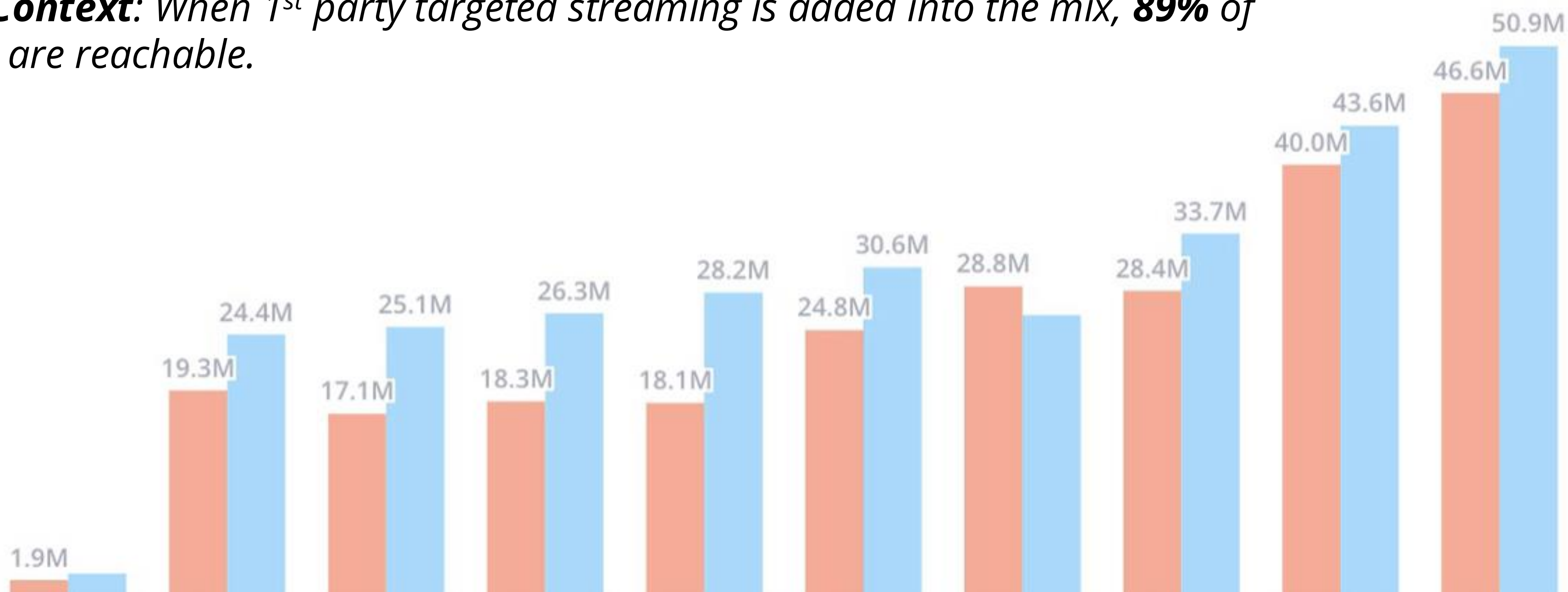
2024 Senate TV Advertising

How effective was linear TV for reaching swing voters in each state?

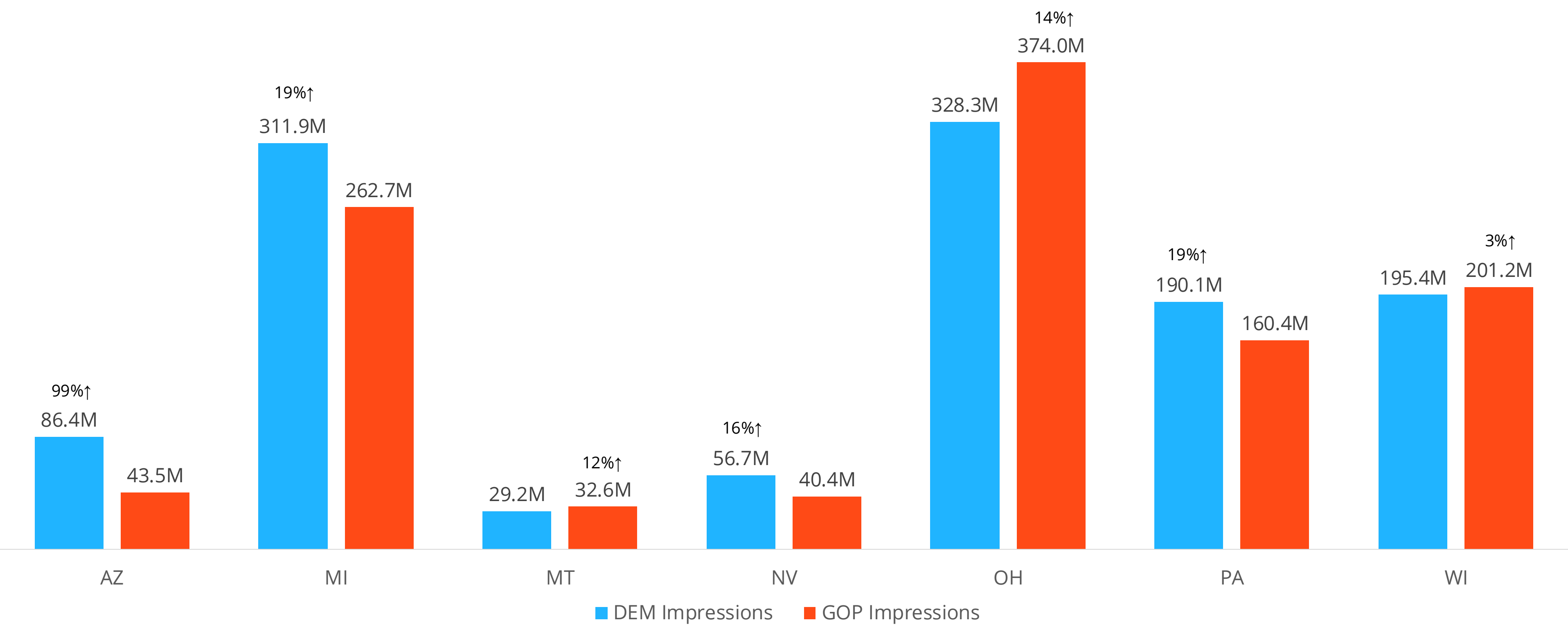
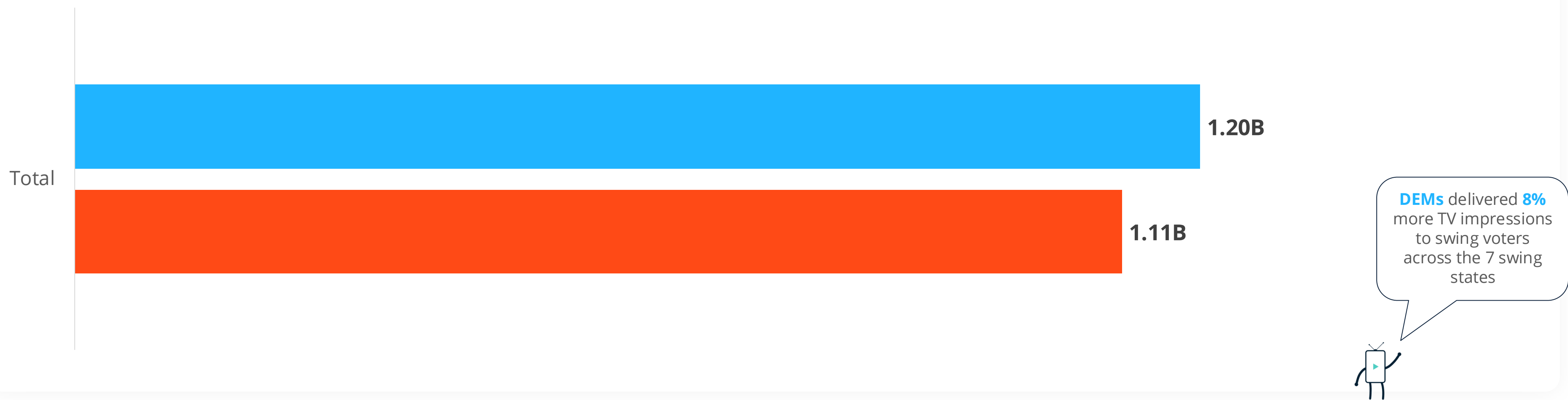


TV by the numbers

- In the seven swing states, between 9/1 – 11/5, both sides totaled **\$848M** spent on Broadcast and Cable for Senate races. †
- The Republican campaigns and supporting PACs spent **\$438M** on linear TV while the Democrat campaigns and supporting PACs spent **\$410M (6% ↓)**. †
- Republicans delivered **1.11B** linear TV impressions to swing voters in the seven states while Democrats delivered **1.2B (8% ↑)** impressions to swing voters.
- OH was the top target state in terms of frequency - **55%** of swing voters were reached with an average frequency of **610 (65 ads per week)**
- In three states, linear TV advertising from both sides reached **less than half** of swing voters – AZ, MT, NV.
- **Additional Context:** When 1st party targeted streaming is added into the mix, **89%** of swing voters are reachable.

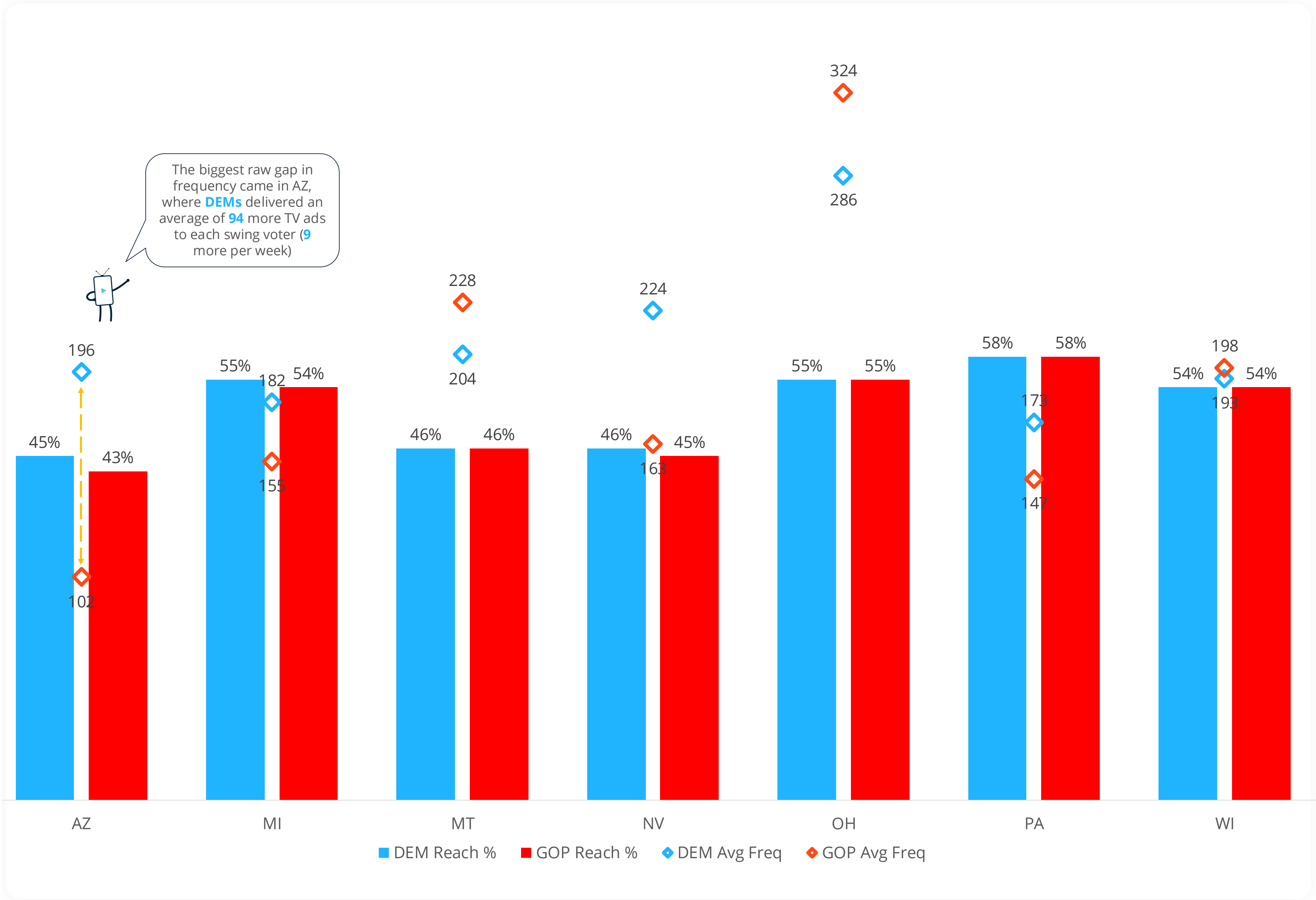


Overall Recap – Senate TV Impressions to Swing Voters



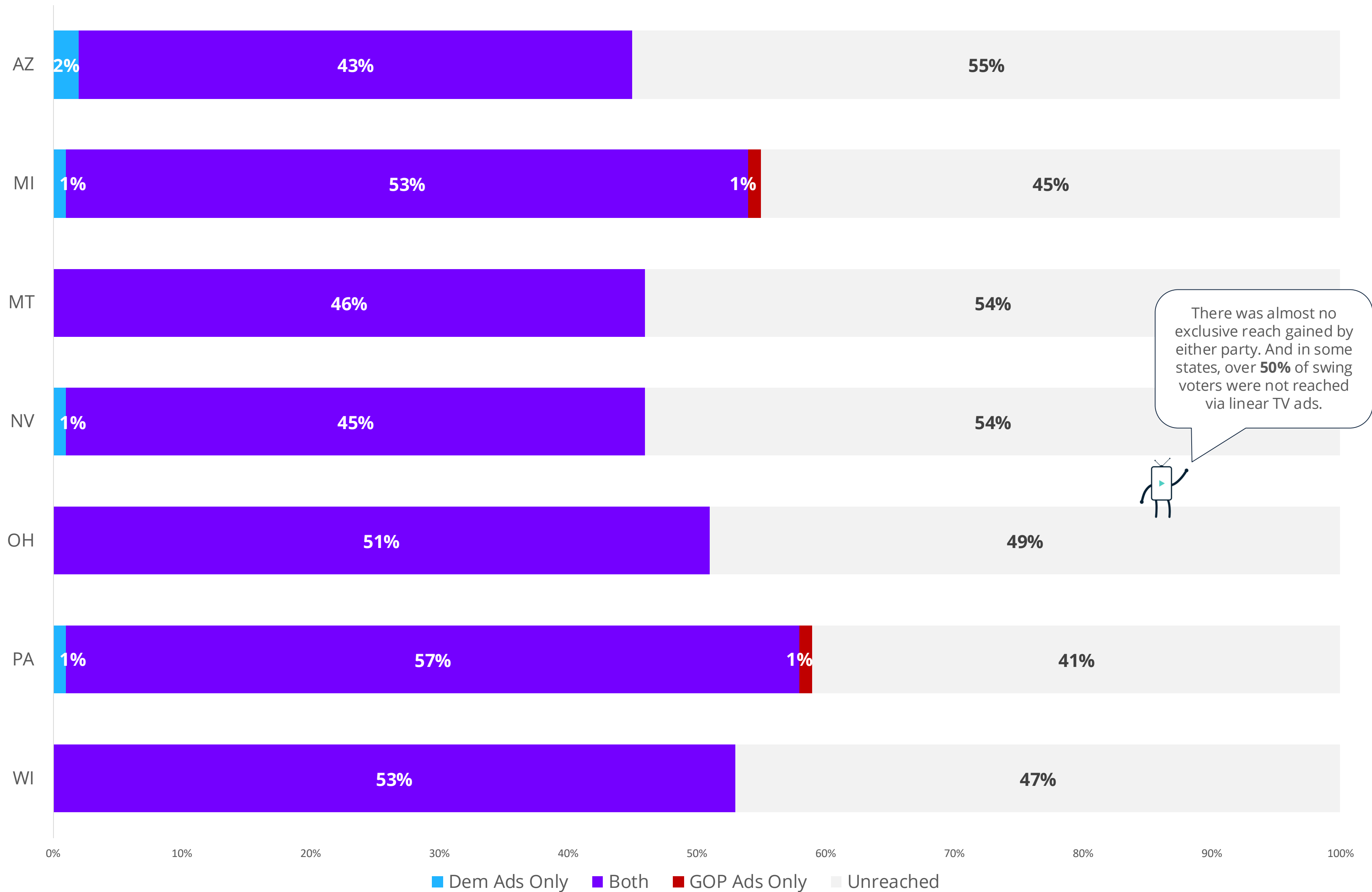
Note: Data reflects broadcast and cable purchased by all US Presidential advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Overall Recap – Senate TV Reach and Frequency to Swing Voters



Note: Data reflects broadcast and cable purchased by all US Presidential advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Overall Recap – Senate TV Exclusive Reach to Swing Voters



Note: Data reflects broadcast and cable purchased by all US Presidential advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Arizona – Cumulative TV Performance



979,616

Target Audience HHs

AZ Senate 2024

Race

AZ

Geography

2024 Swing Voters

Target Audience

9/1/2024 - 11/5/2024

Flight Dates

Republican Ads

43%

Reach

102

Frequency

43,521,506

Impressions

Democrat Ads

45%

Reach

196

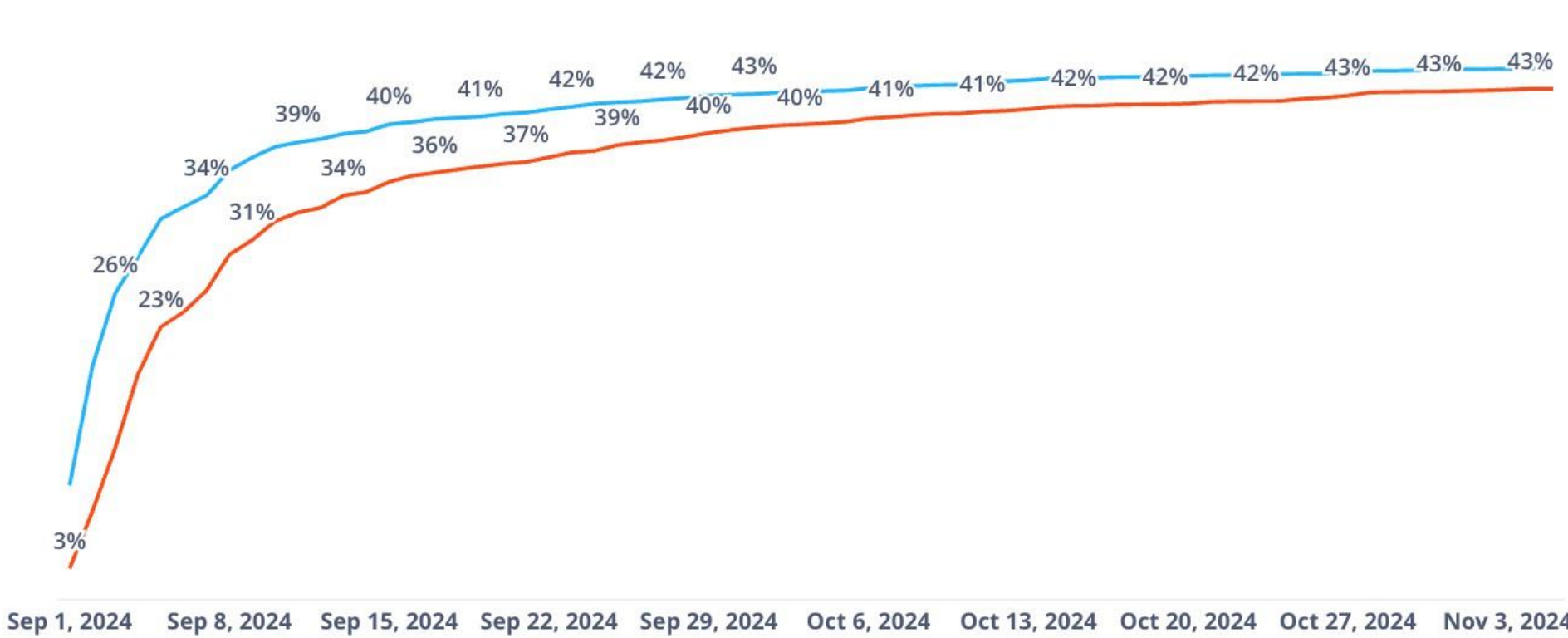
Frequency

86,449,464

Impressions

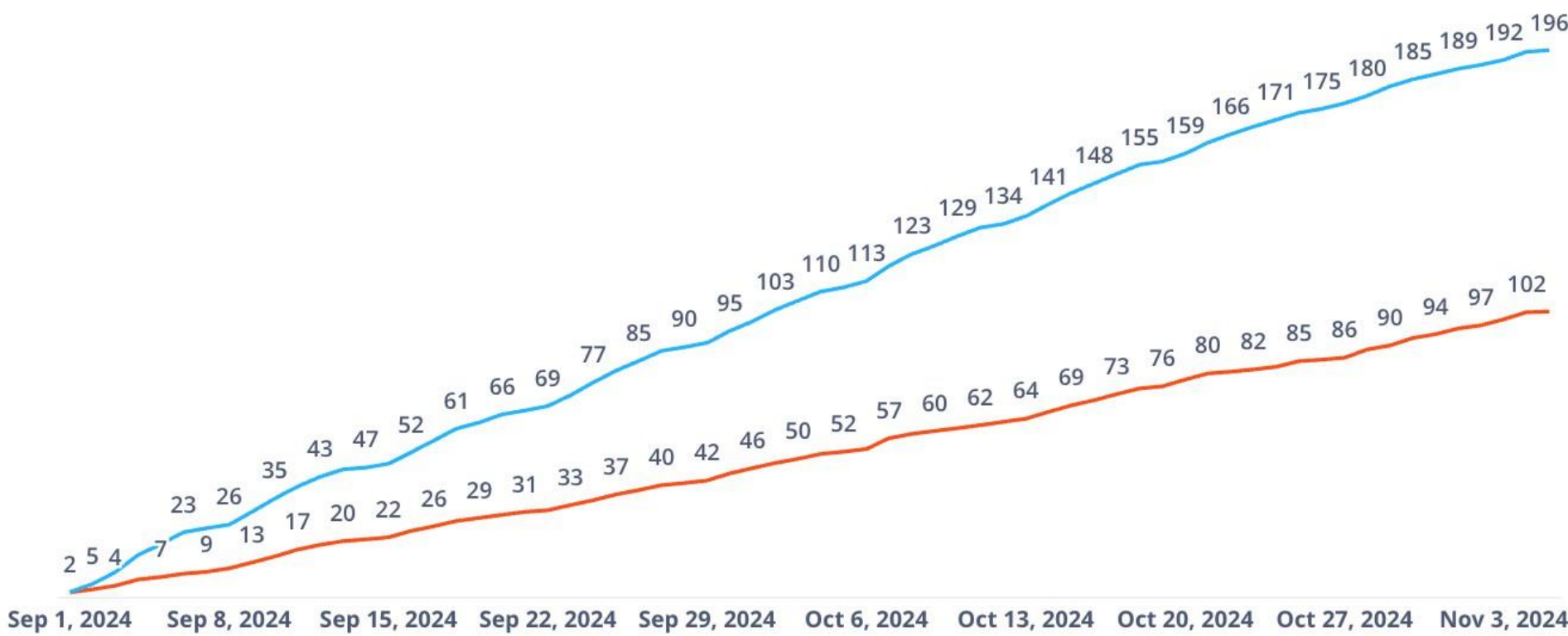
Cumulative Reach

Republican Ads Democrat Ads



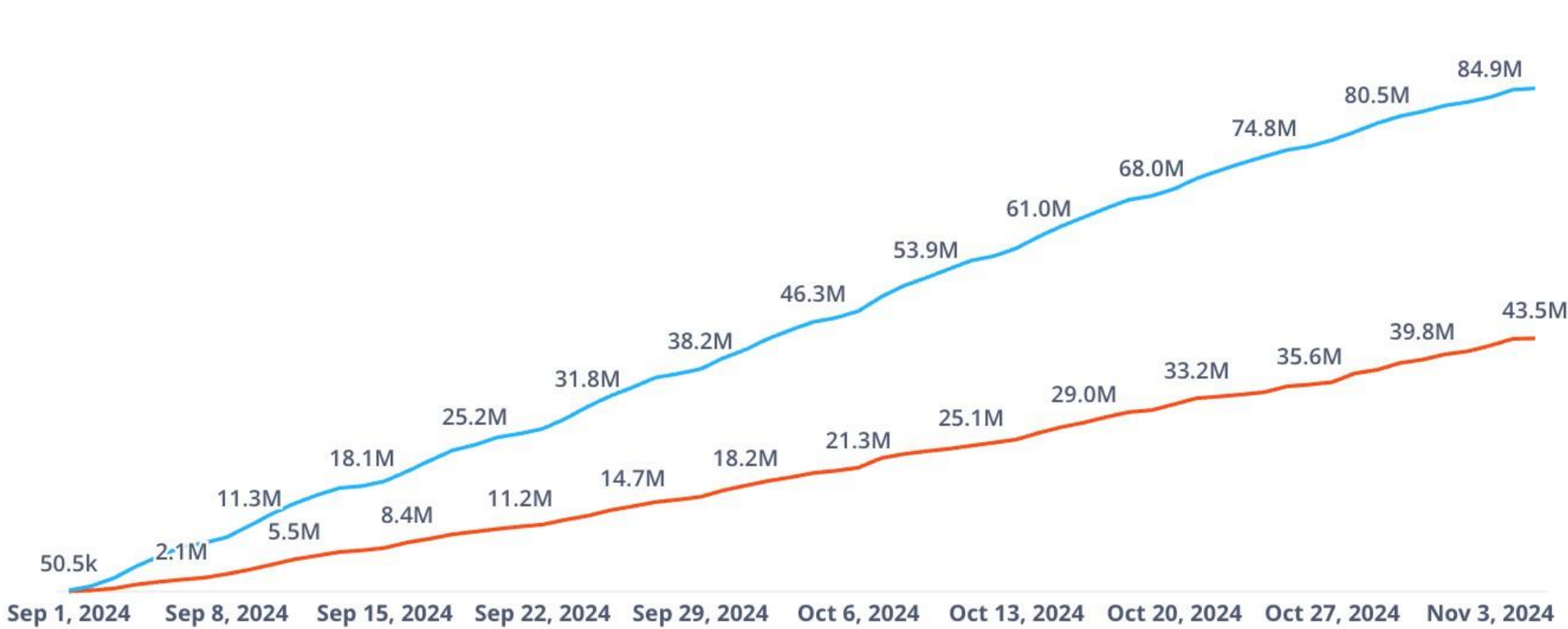
Cumulative Frequency

Republican Ads Democrat Ads



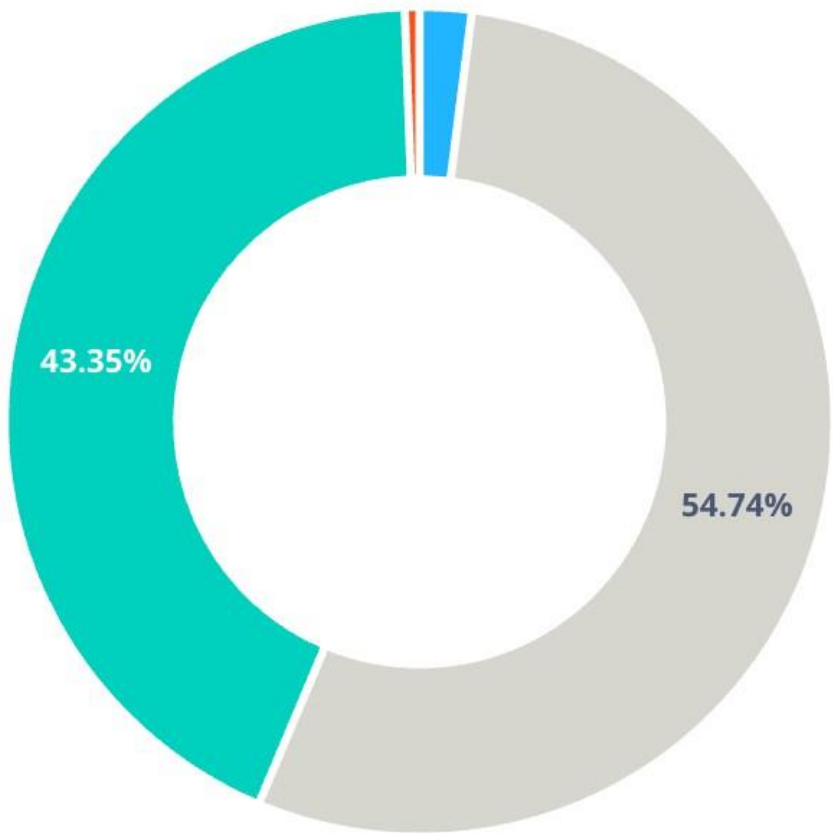
Cumulative Impressions

Republican Ads Democrat Ads



Exclusive and Overlapping Reach by Party

Democrat only
Not Reached
Overlap
Republican only



Note: Data reflects broadcast and cable purchased by all AZ Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Arizona – Weekly TV Performance



979,616

Target Audience HHs

AZ Senate 2024

Race

AZ

Geography

2024 Swing Voters

Target Audience

9/1/2024 - 11/5/2024

Flight Dates

Republican Ads

43%

Reach

102

Frequency

43,521,506

Impressions

Democrat Ads

45%

Reach

196

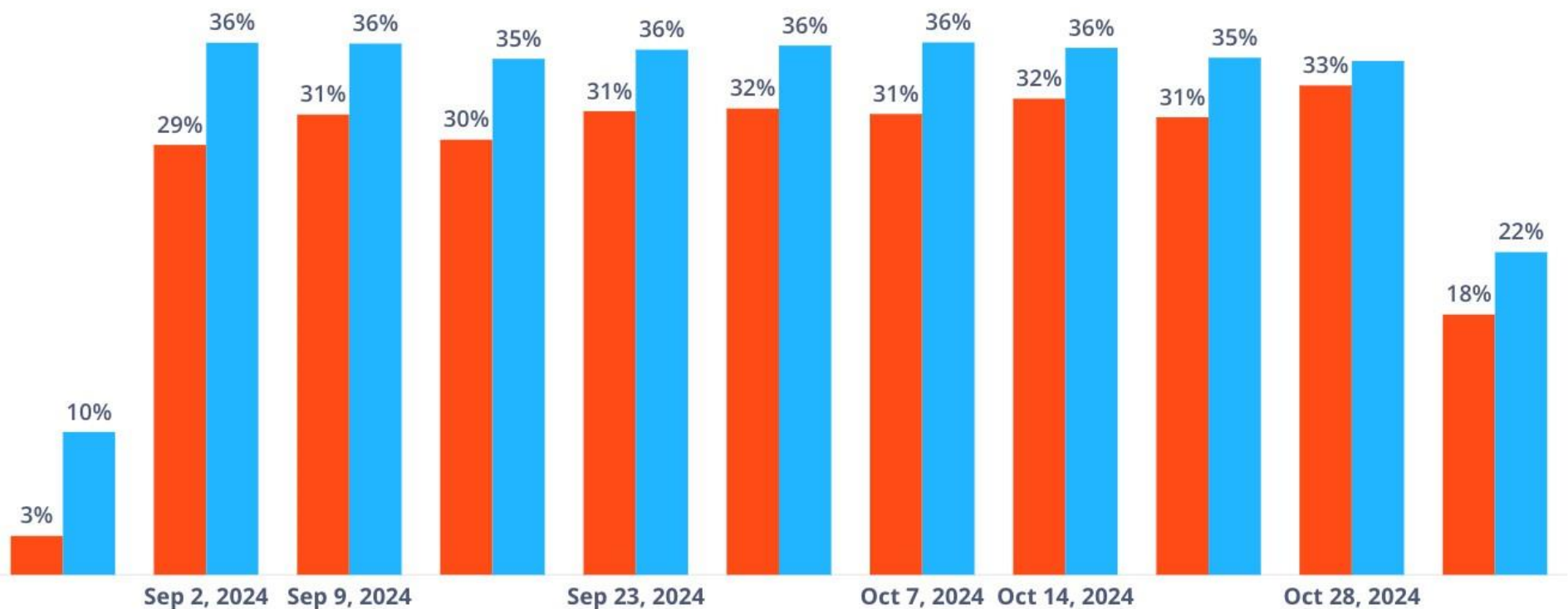
Frequency

86,449,464

Impressions

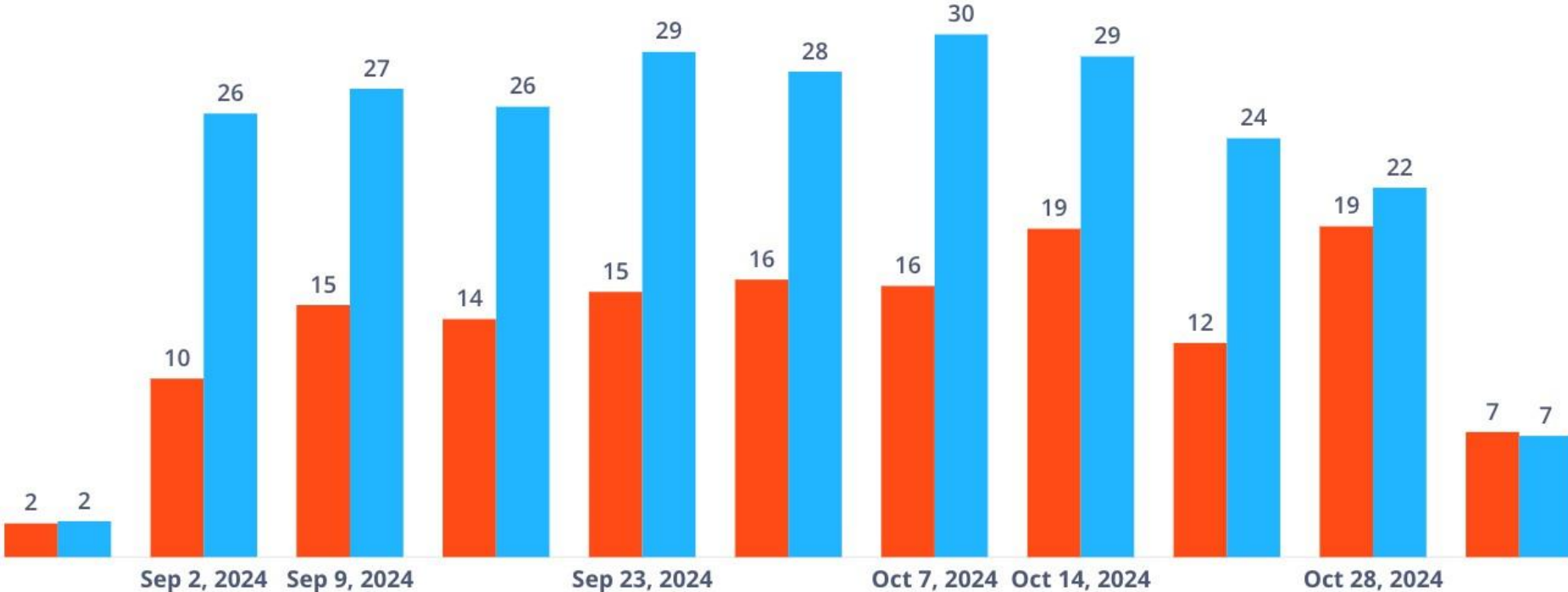
Weekly Reach

Republican Ads Democrat Ads



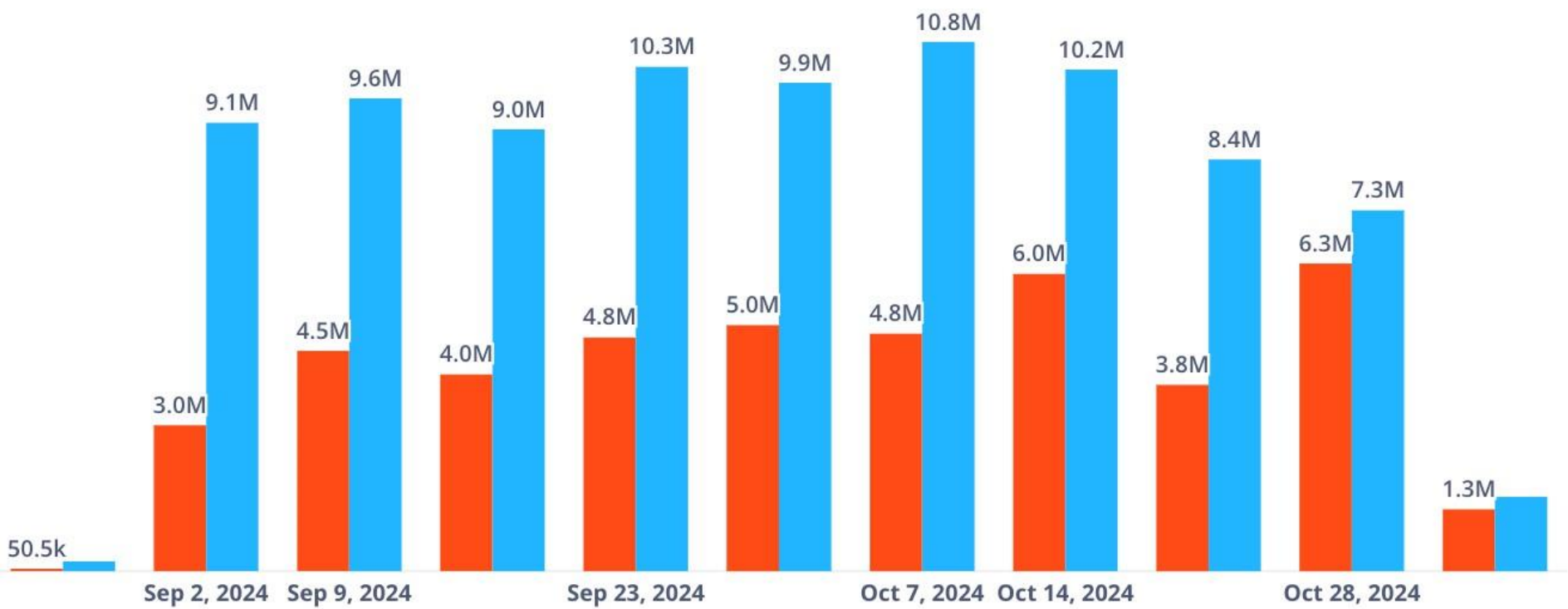
Weekly Frequency

Republican Ads Democrat Ads



Weekly Impressions

Republican Ads Democrat Ads



Actual vs Potential Reach

Potential Reach Actual Reach



Note: Data reflects broadcast and cable purchased by all AZ Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Arizona – Market TV Performance



979,616

Target Audience HHs

AZ Senate 2024

Race

AZ

Geography

2024 Swing Voters

Target Audience

9/1/2024 - 11/5/2024

Flight Dates

Republican Ads

43%

Reach

102

Frequency

43,521,506

Impressions

Democrat Ads

45%

Reach

196

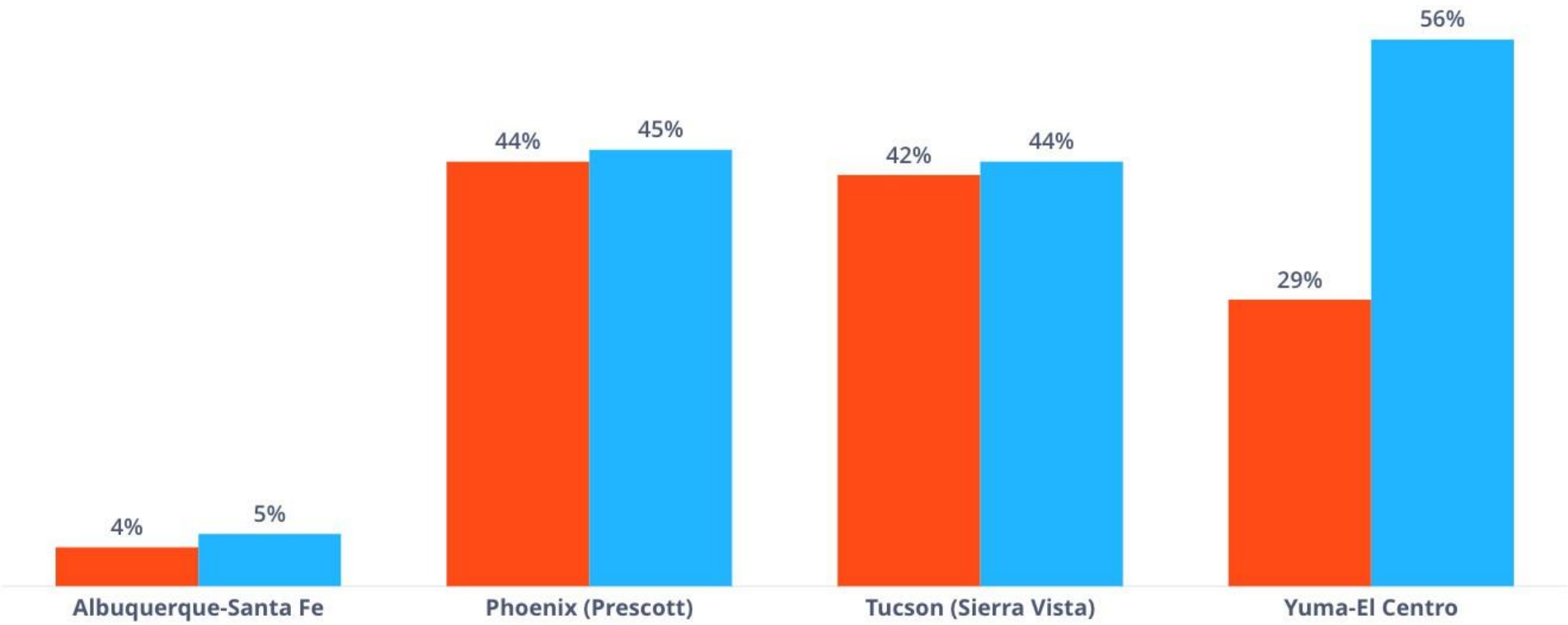
Frequency

86,449,464

Impressions

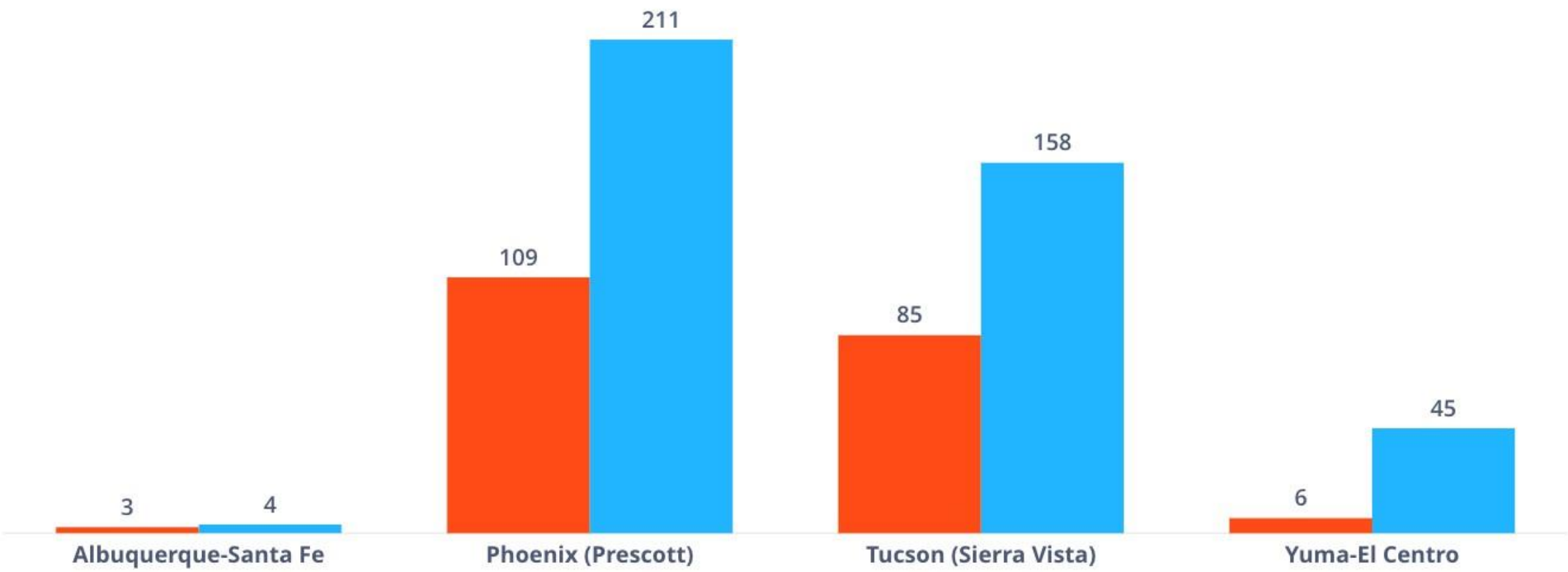
Reach by Market

Republican Ads Democrat Ads



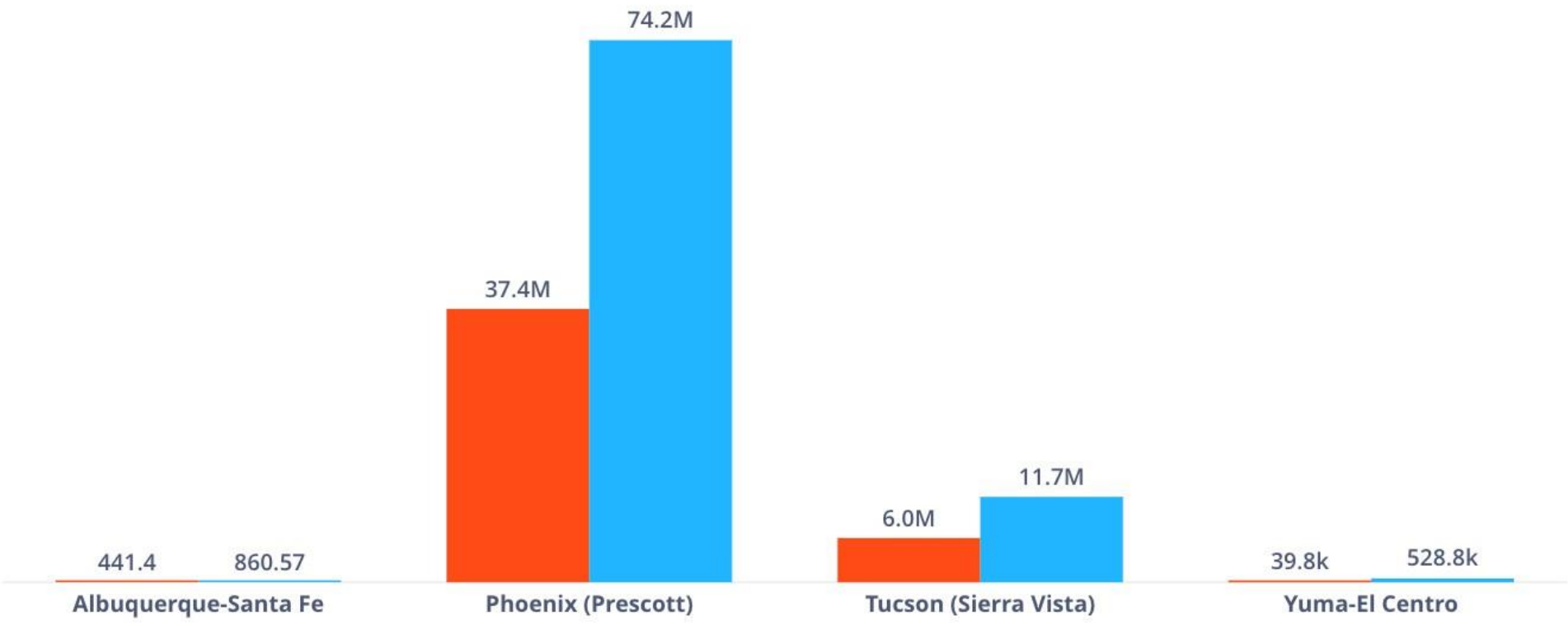
Frequency by Market

Republican Ads Democrat Ads



Impressions by Market

Republican Ads Democrat Ads



Note: Data reflects broadcast and cable purchased by all AZ Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Michigan – Cumulative TV Performance



3,132,273
Target Audience HHs

MI Senate 2024
Race

MI
Geography

2024 Swing Voters
Target Audience

9/1/2024 - 11/5/2024
Flight Dates

Republican Ads

54%
Reach

155
Frequency

262,706,240
Impressions

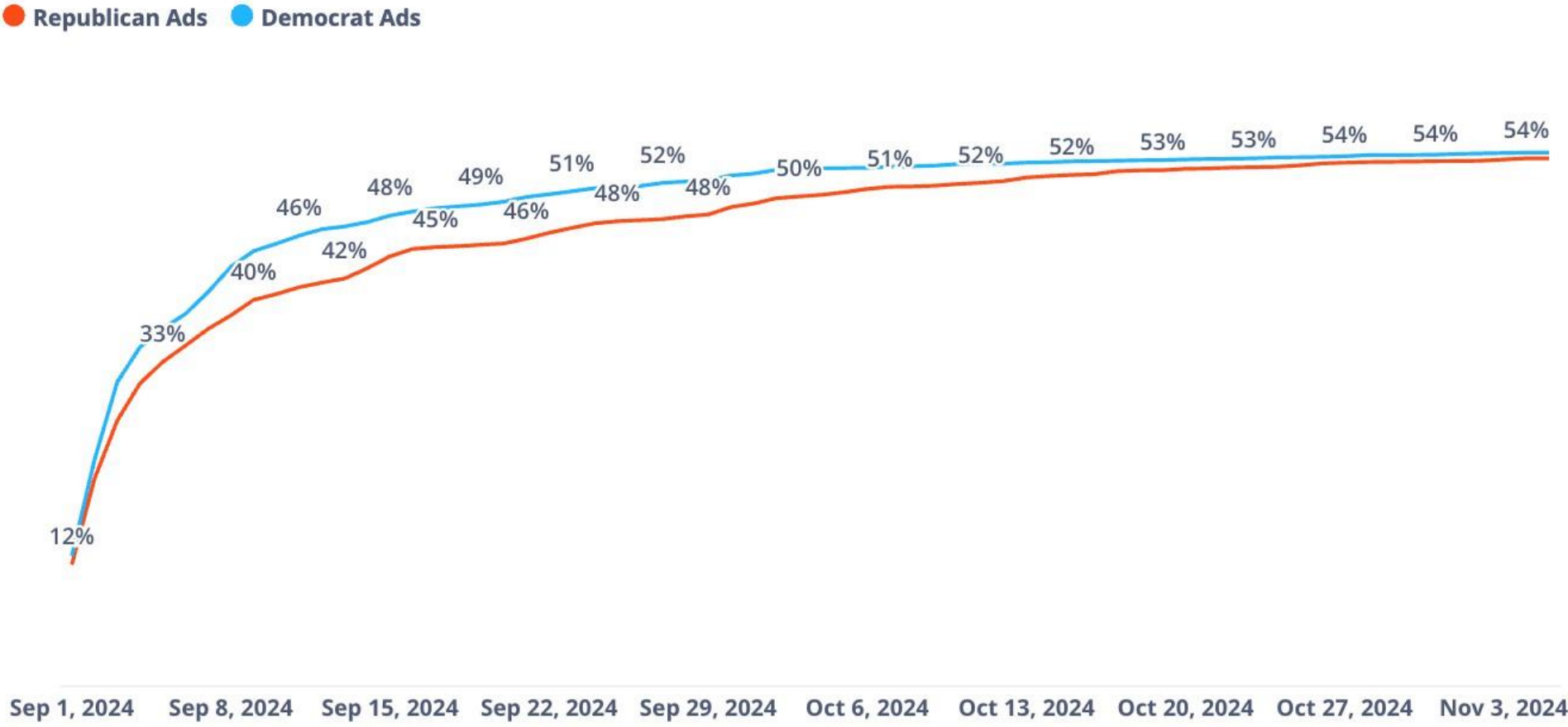
Democrat Ads

55%
Reach

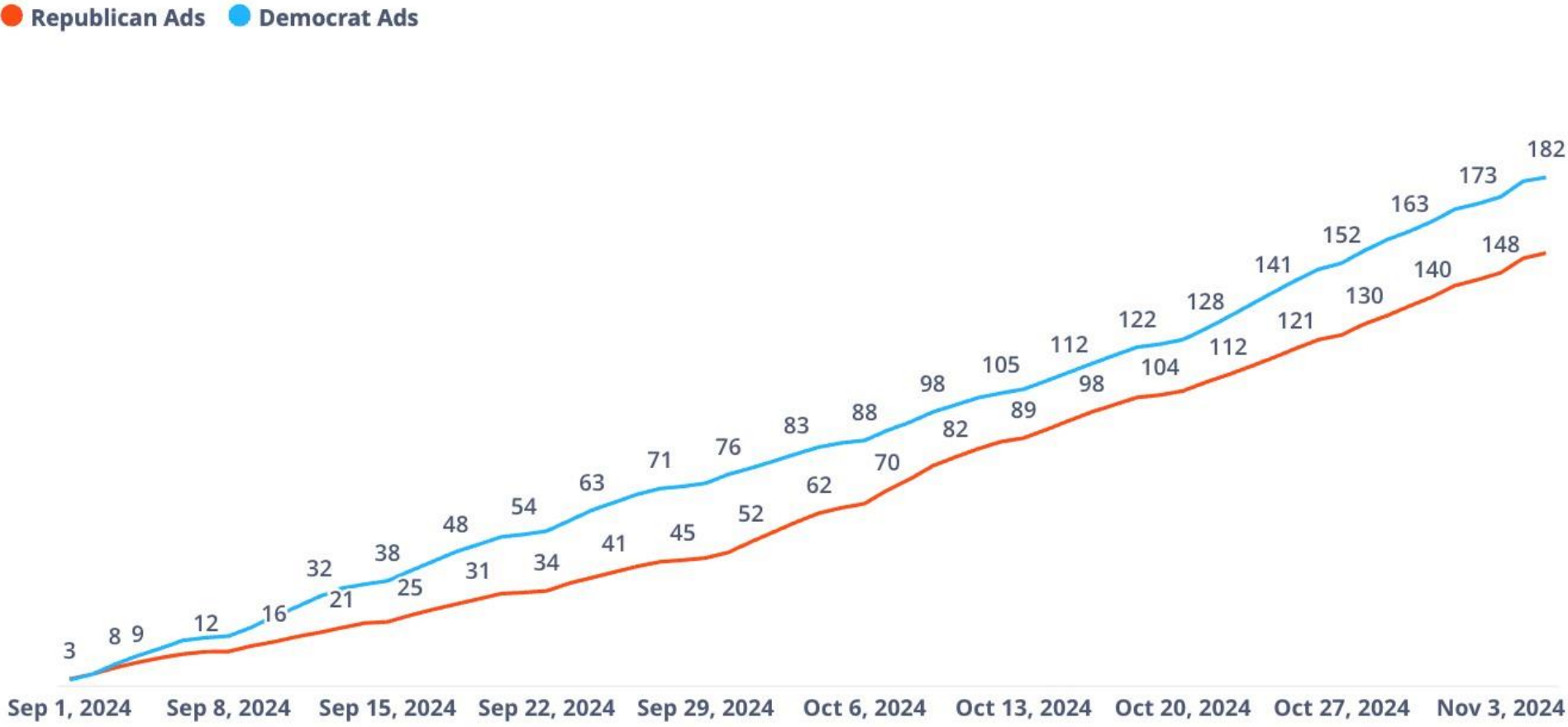
182
Frequency

311,868,954
Impressions

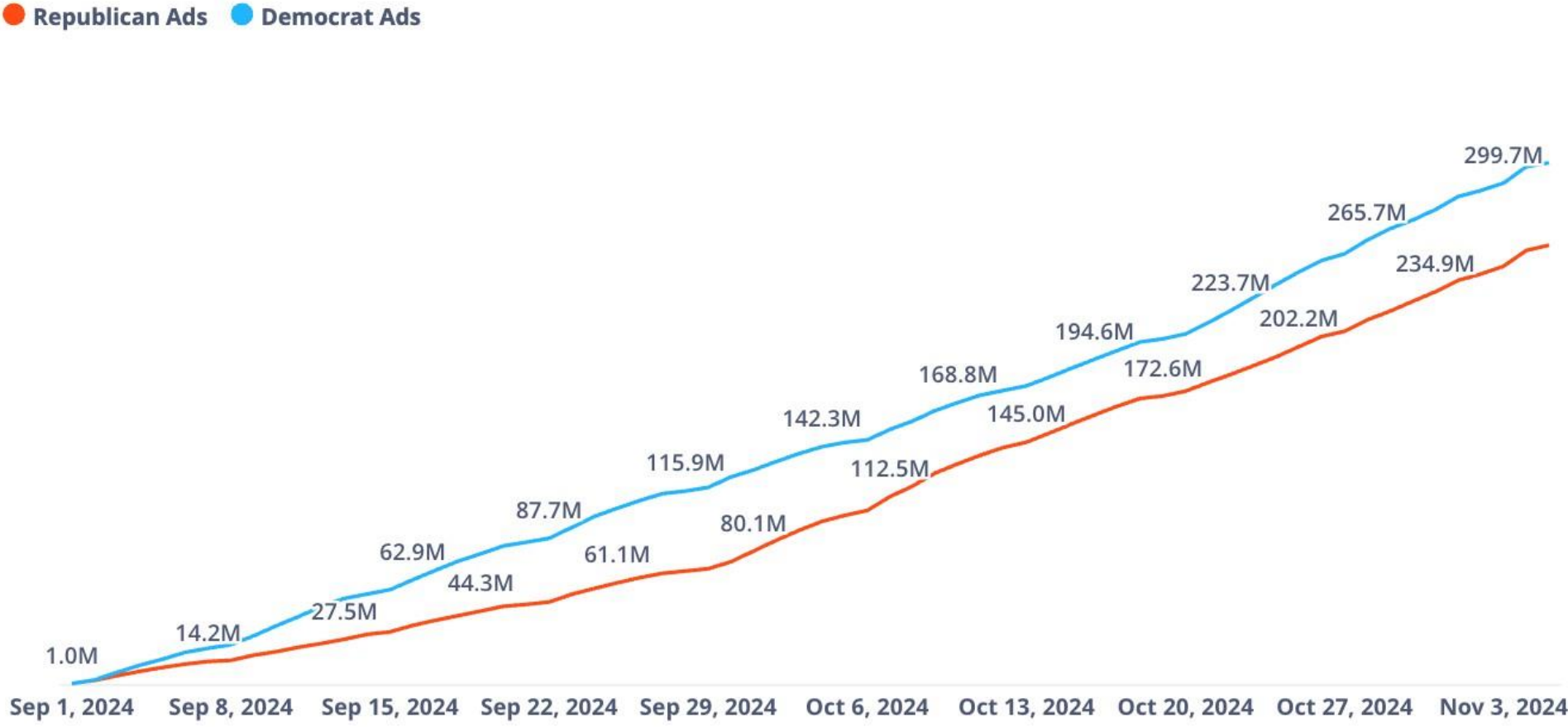
Cumulative Reach



Cumulative Frequency

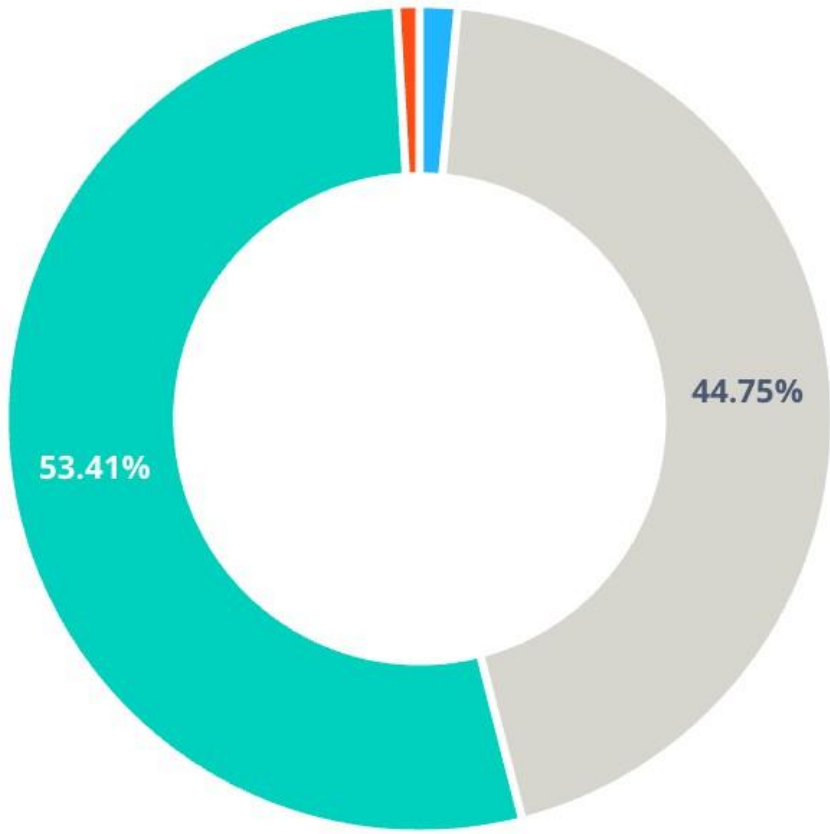


Cumulative Impressions



Exclusive and Overlapping Reach by Party

- Democrat only
- Not Reached
- Overlap
- Republican only



Note: Data reflects broadcast and cable purchased by all MI Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Michigan – Weekly TV Performance



3,132,273
Target Audience HHs

MI Senate 2024
Race

MI
Geography

2024 Swing Voters
Target Audience

9/1/2024 - 11/5/2024
Flight Dates

Republican Ads

54%
Reach

155
Frequency

262,706,240
Impressions

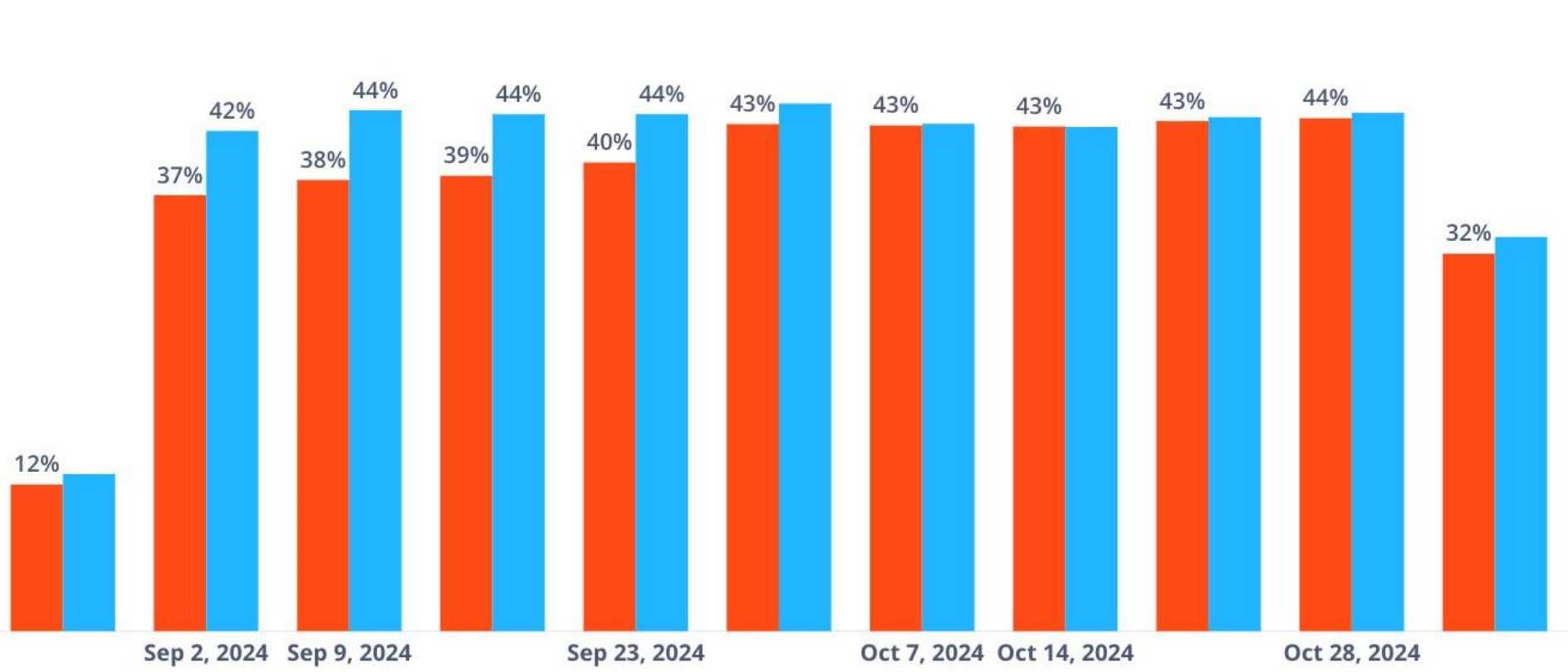
Democrat Ads

55%
Reach

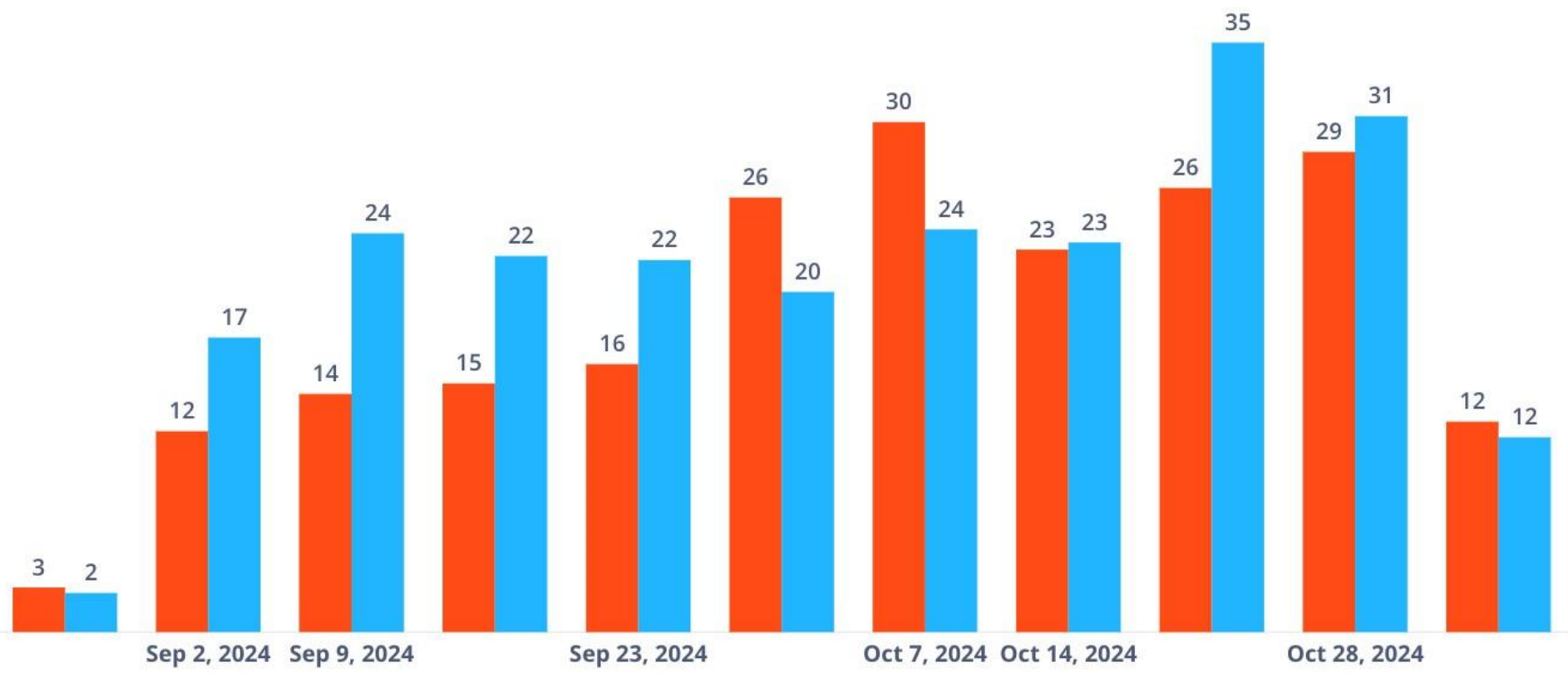
182
Frequency

311,868,954
Impressions

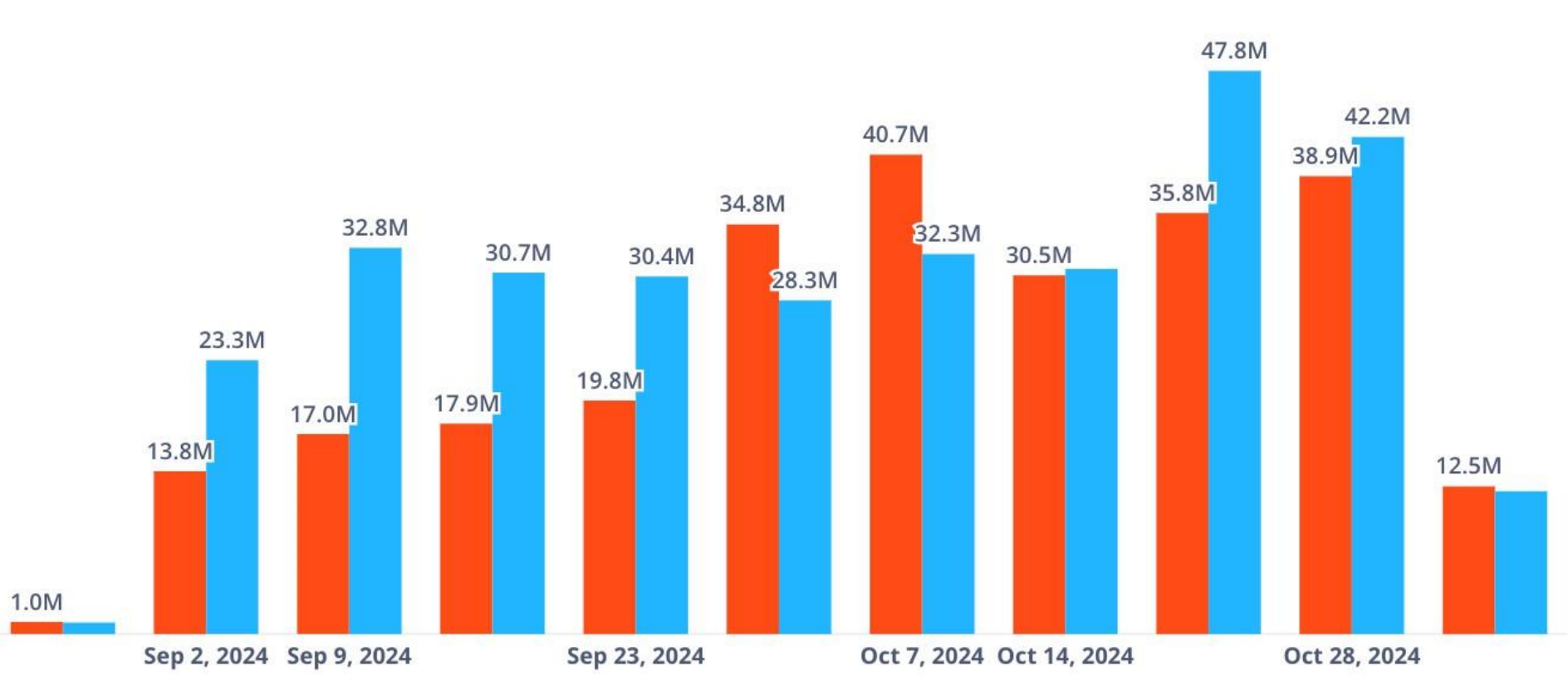
Weekly Reach
Republican Ads Democrat Ads



Weekly Frequency
Republican Ads Democrat Ads



Weekly Impressions
Republican Ads Democrat Ads



Actual vs Potential Reach
Potential Reach Actual Reach



Note: Data reflects broadcast and cable purchased by all MI Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Michigan – Market TV Performance



3,132,273
Target Audience HHs

MI Senate 2024
Race

MI
Geography

2024 Swing Voters
Target Audience

9/1/2024 - 11/5/2024
Flight Dates

Republican Ads

54%
Reach

155
Frequency

262,706,240
Impressions

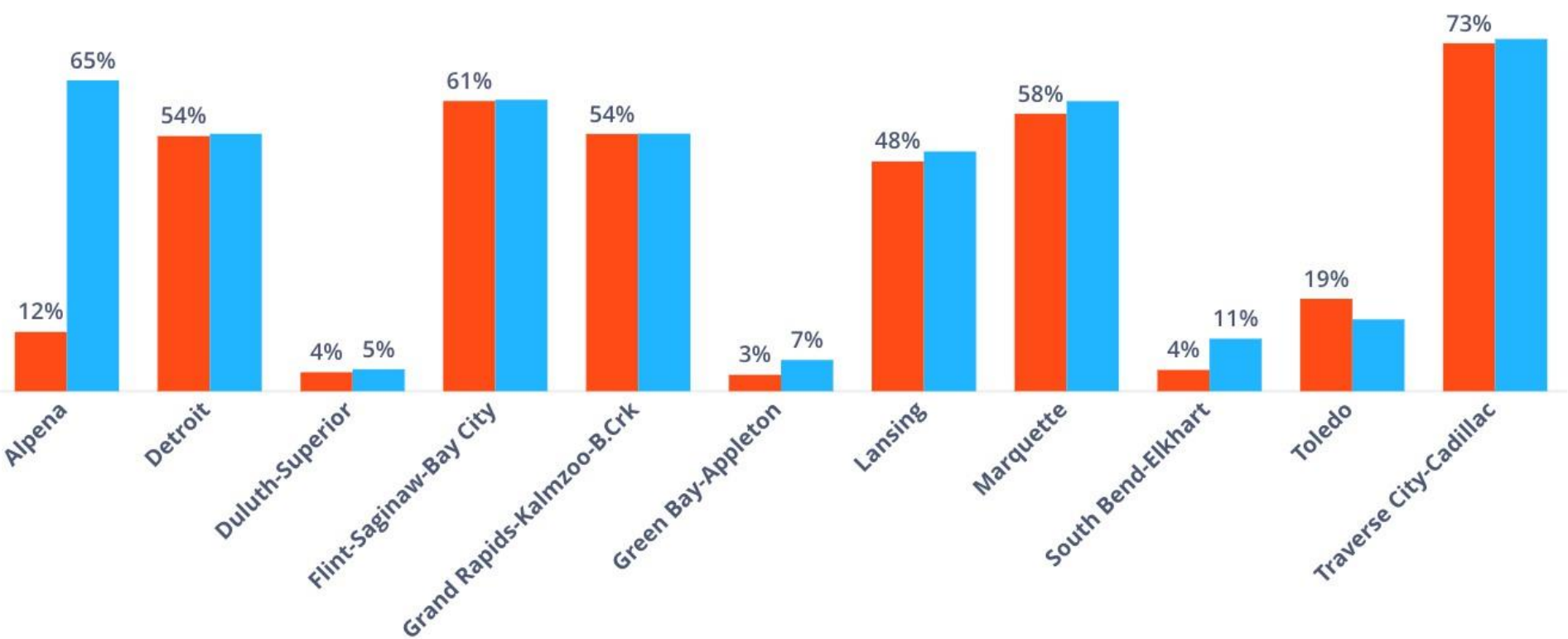
Democrat Ads

55%
Reach

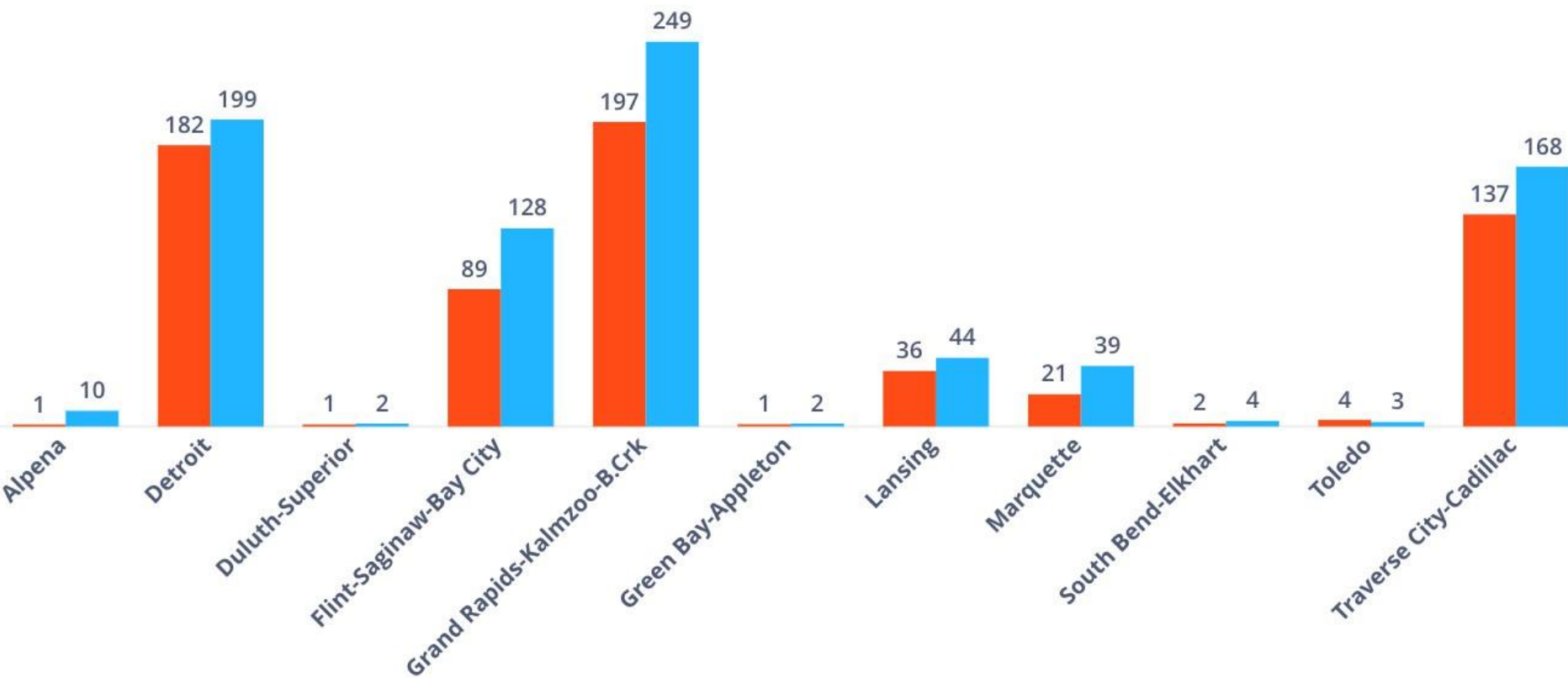
182
Frequency

311,868,954
Impressions

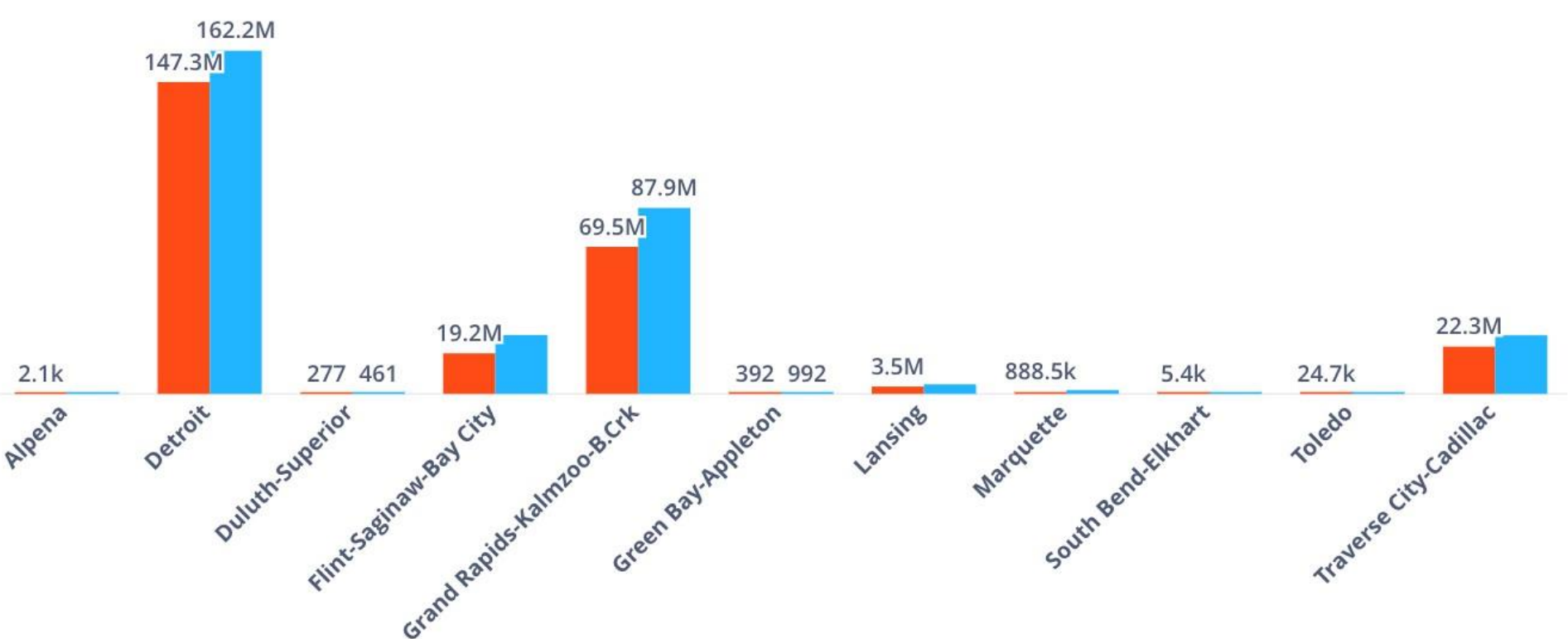
Reach by Market
Republican Ads Democrat Ads



Frequency by Market
Republican Ads Democrat Ads



Impressions by Market
Republican Ads Democrat Ads



Note: Data reflects broadcast and cable purchased by all MI Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Montana – Cumulative TV Performance



308,535

Target Audience HHs

MT Senate 2024

Race

MT

Geography

2024 Swing Voters

Target Audience

9/1/2024 - 11/5/2024

Flight Dates

Republican Ads

46%

Reach

228

Frequency

32,589,304

Impressions

Democrat Ads

46%

Reach

204

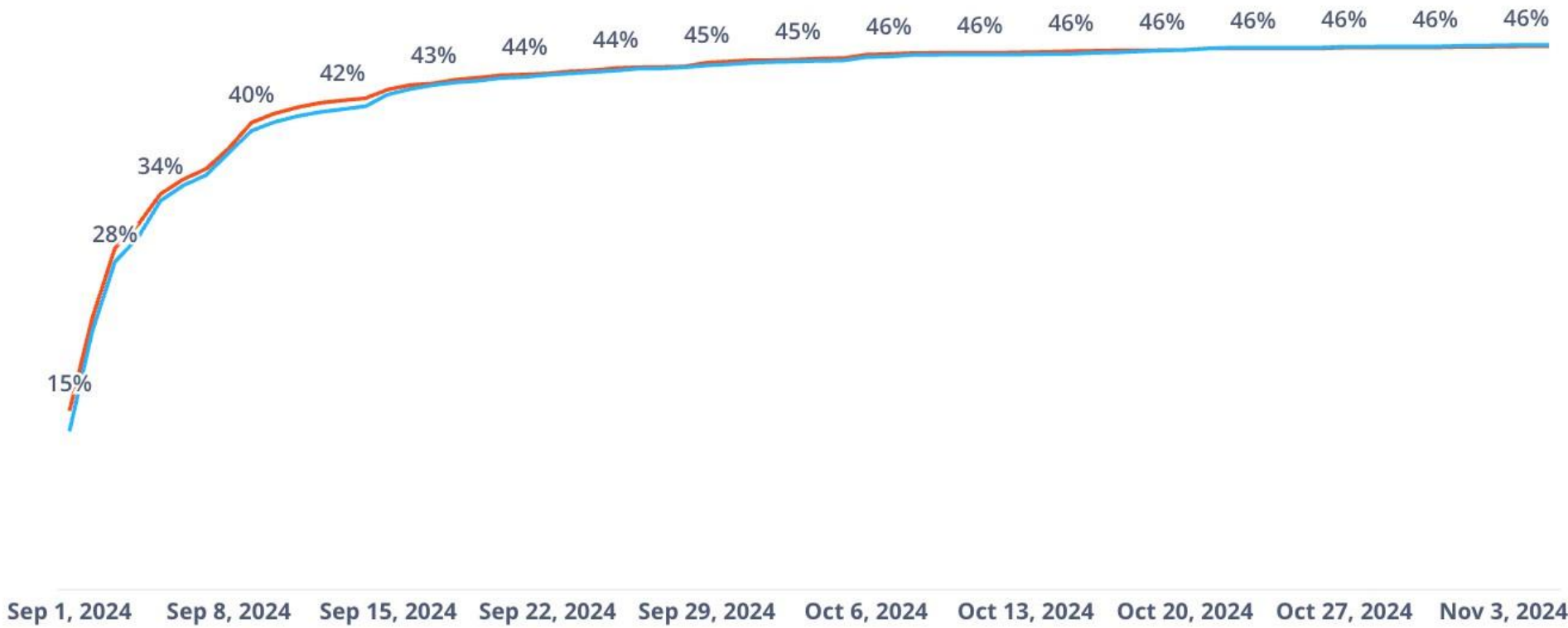
Frequency

29,223,184

Impressions

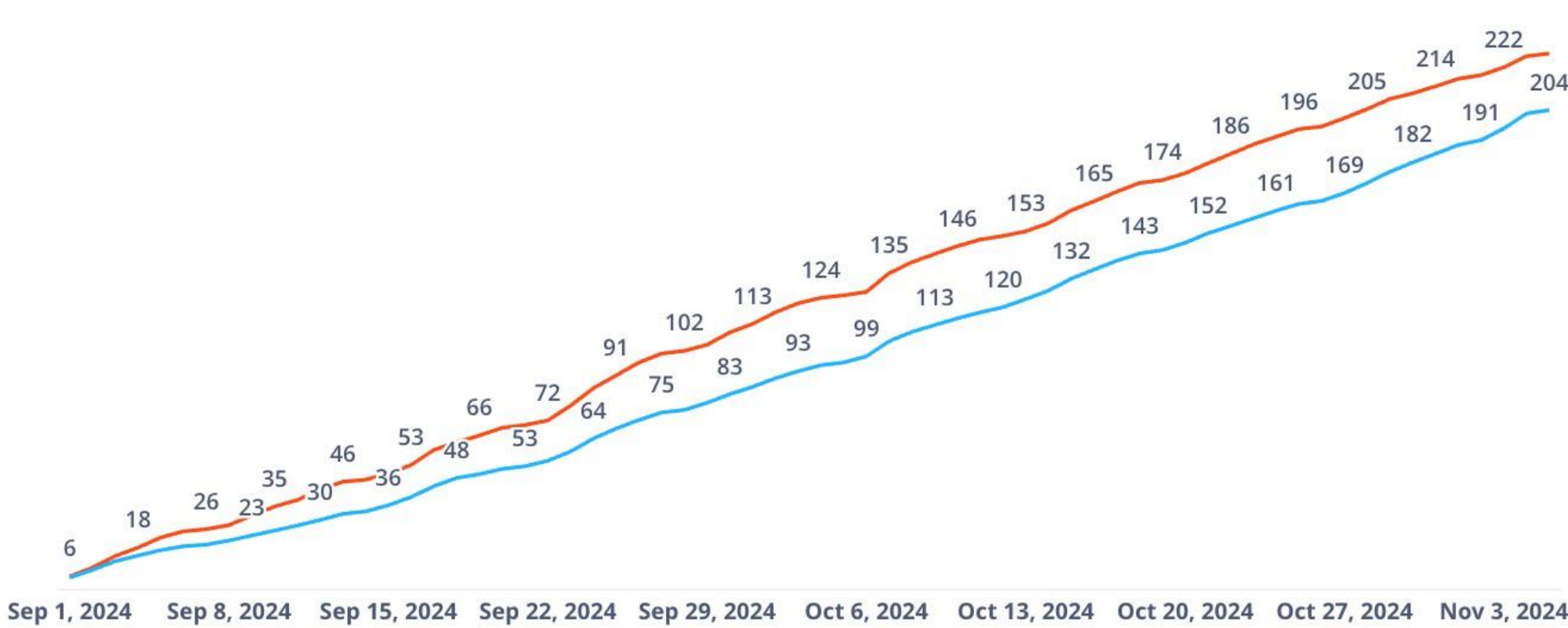
Cumulative Reach

Republican Ads Democrat Ads



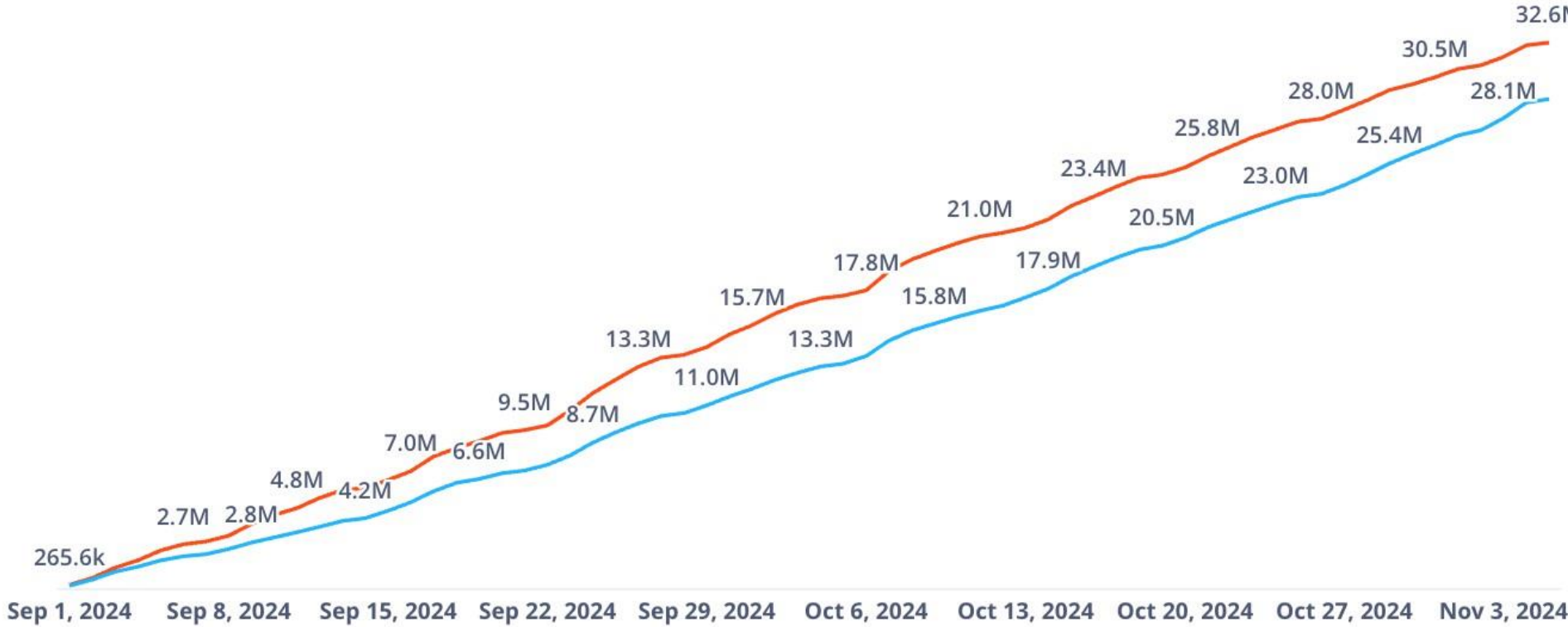
Cumulative Frequency

Republican Ads Democrat Ads



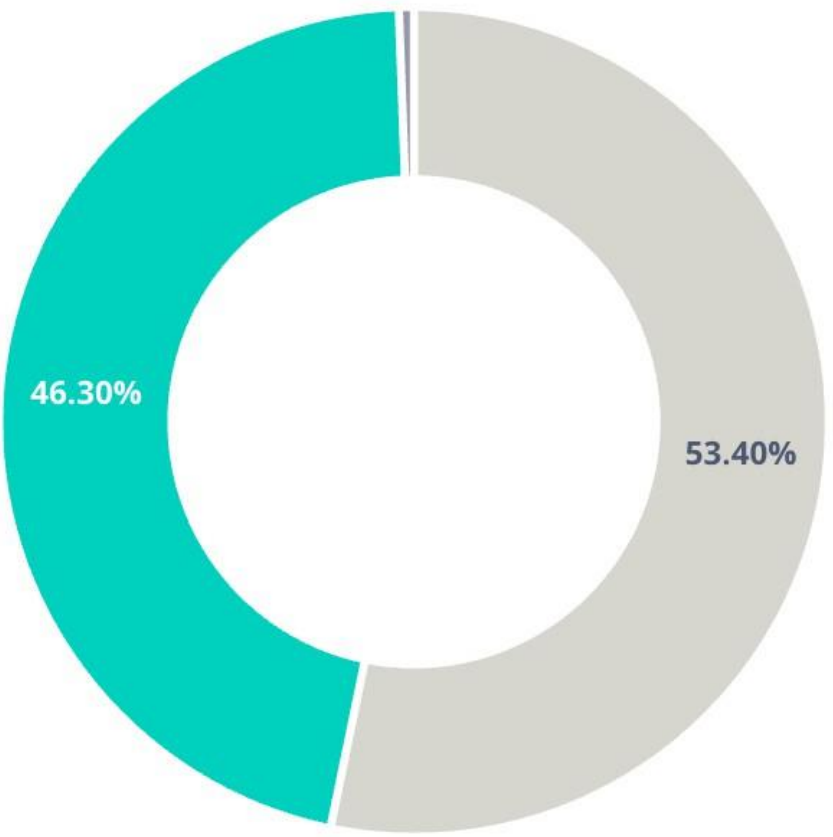
Cumulative Impressions

Republican Ads Democrat Ads



Exclusive and Overlapping Reach by Party

Not Reached
Overlap
Other



Note: Data reflects broadcast and cable purchased by all MT Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Montana – Weekly TV Performance



308,535
Target Audience HHs

MT Senate 2024
Race

MT
Geography

2024 Swing Voters
Target Audience

9/1/2024 - 11/5/2024
Flight Dates

Republican Ads

46%
Reach

228
Frequency

32,589,304
Impressions

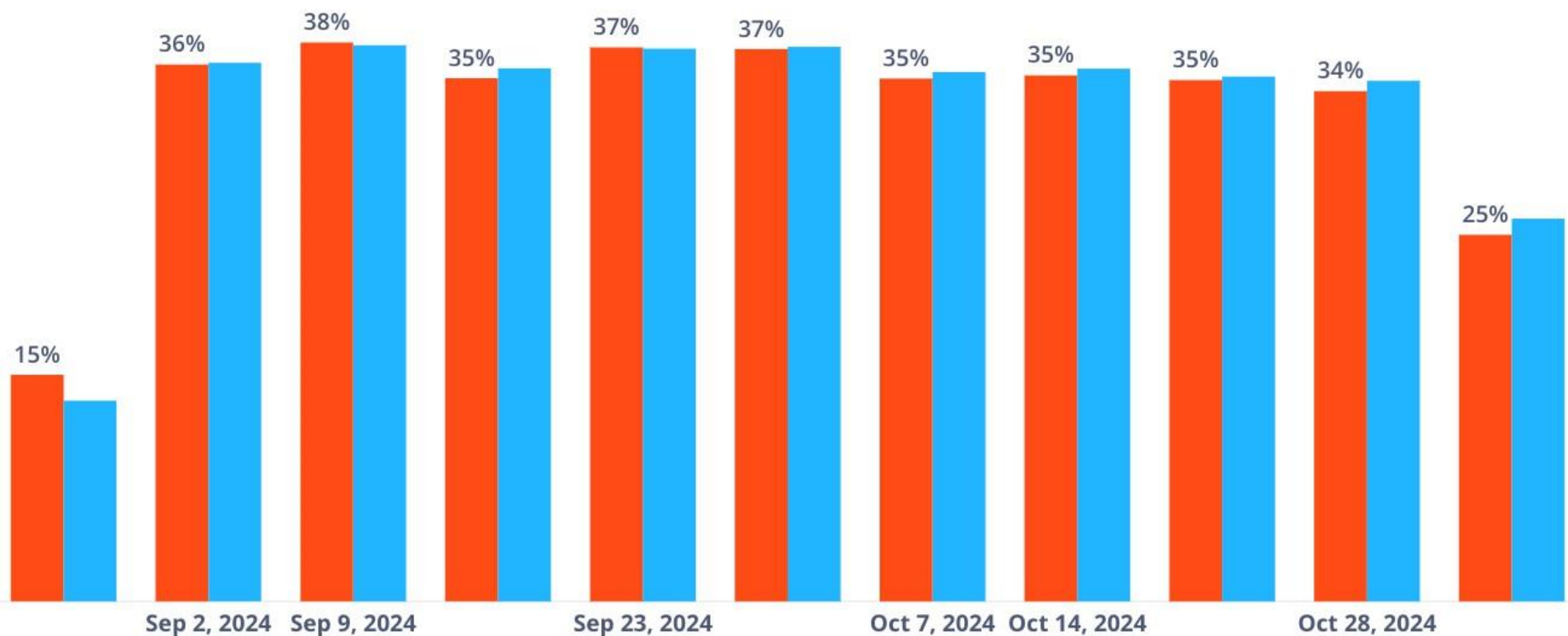
Democrat Ads

46%
Reach

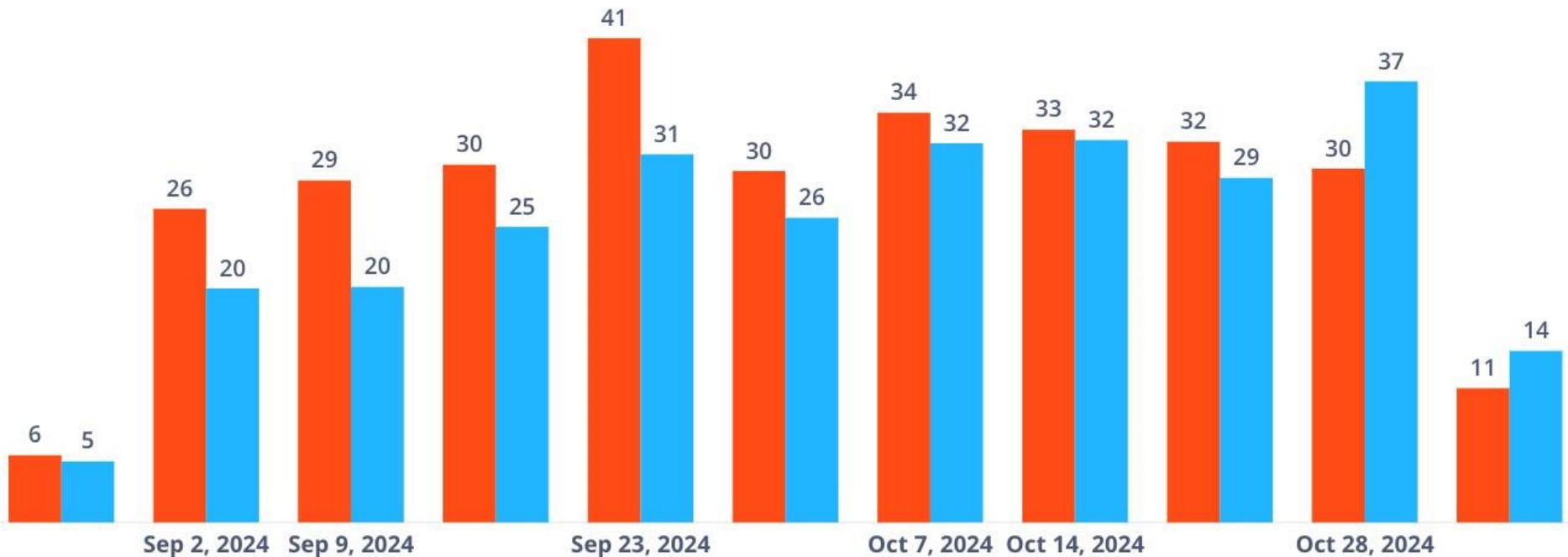
204
Frequency

29,223,184
Impressions

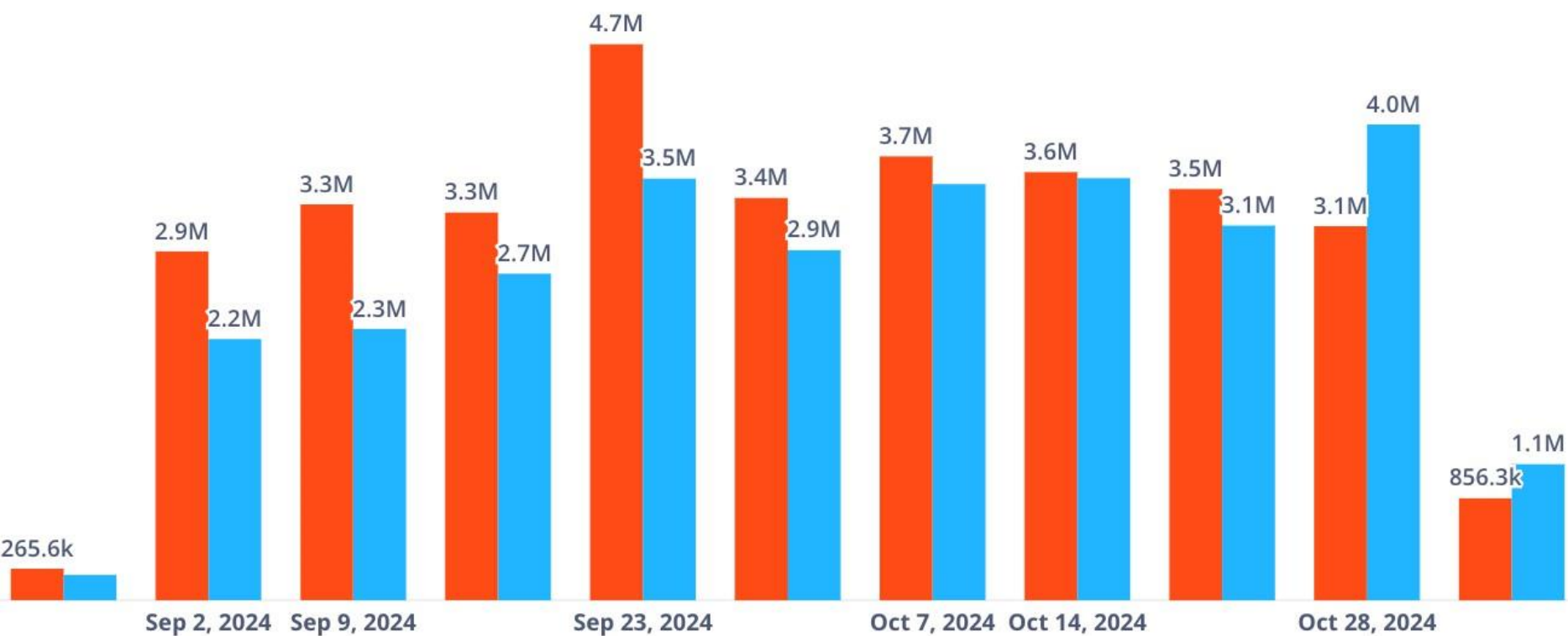
Weekly Reach
Republican Ads Democrat Ads



Weekly Frequency
Republican Ads Democrat Ads



Weekly Impressions
Republican Ads Democrat Ads



Actual vs Potential Reach
Potential Reach Actual Reach



Note: Data reflects broadcast and cable purchased by all MT Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Montana – Market TV Performance



308,535
Target Audience HHs

MT Senate 2024
Race

MT
Geography

2024 Swing Voters
Target Audience

9/1/2024 - 11/5/2024
Flight Dates

Republican Ads

46%
Reach

228
Frequency

32,589,304
Impressions

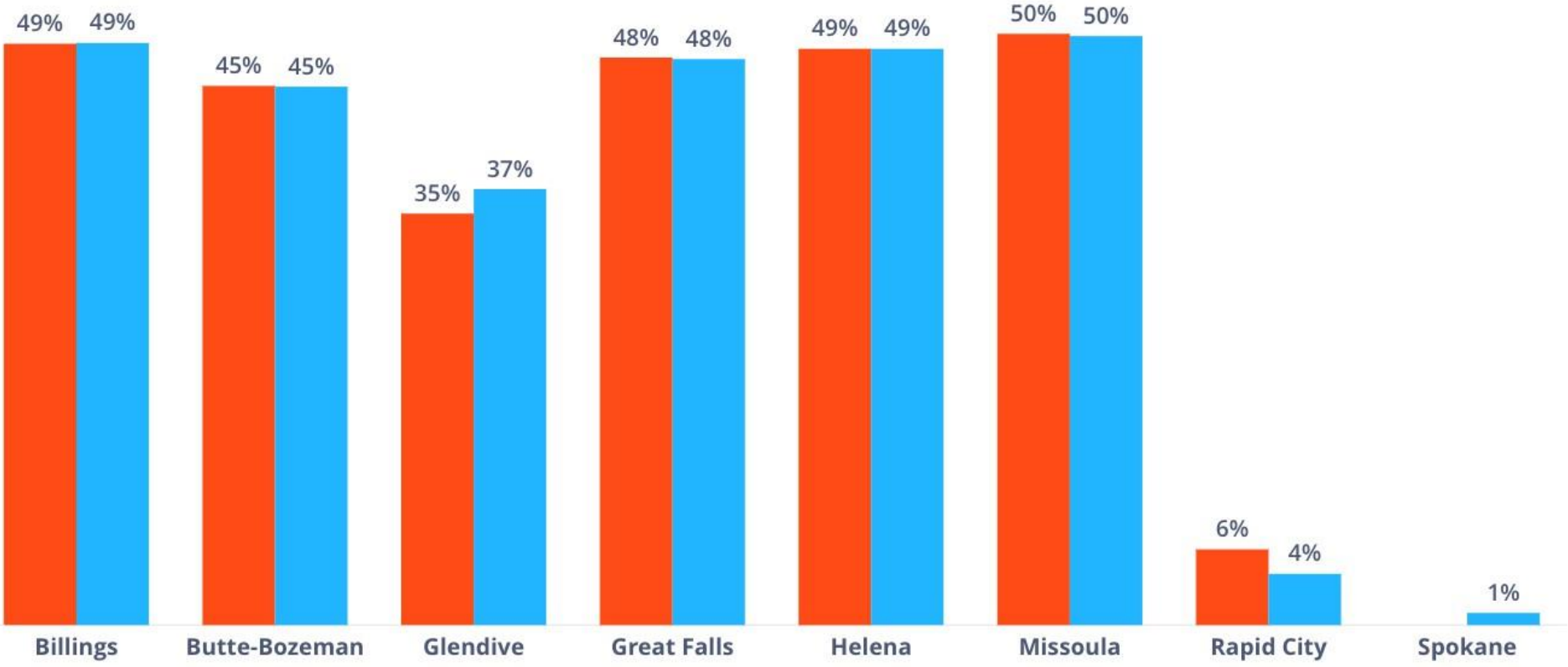
Democrat Ads

46%
Reach

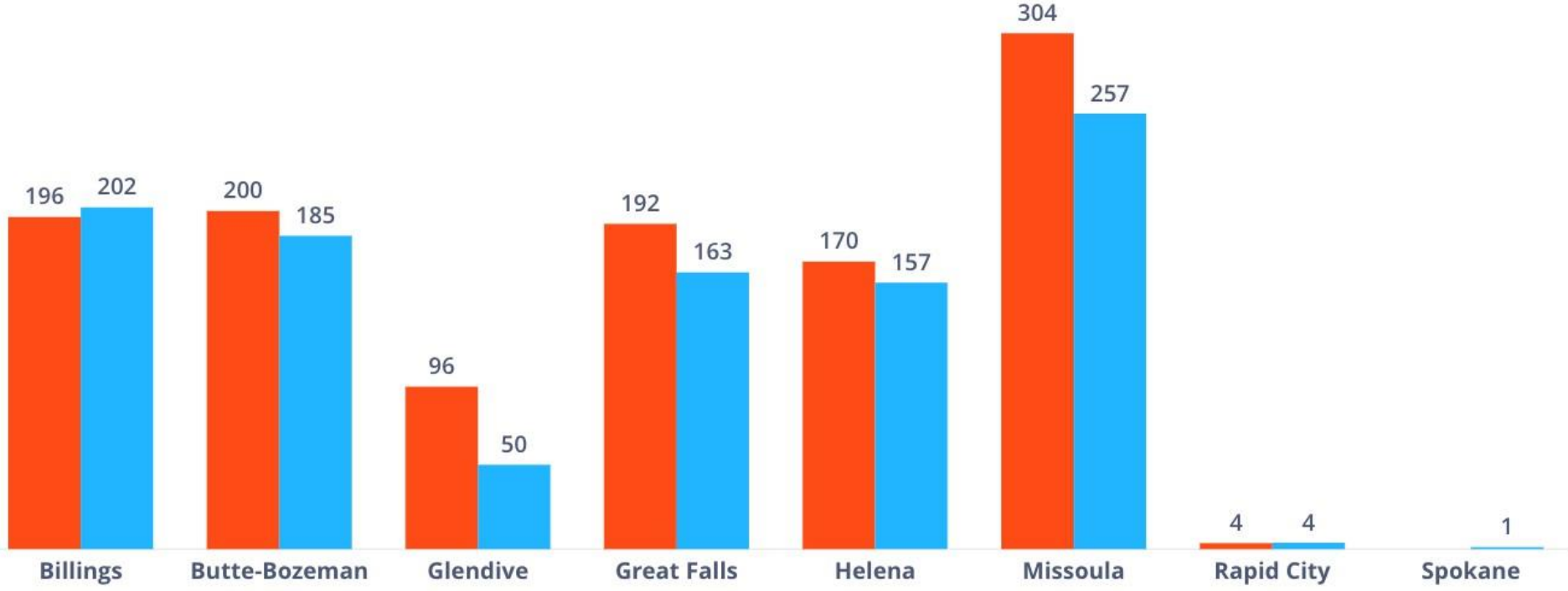
204
Frequency

29,223,184
Impressions

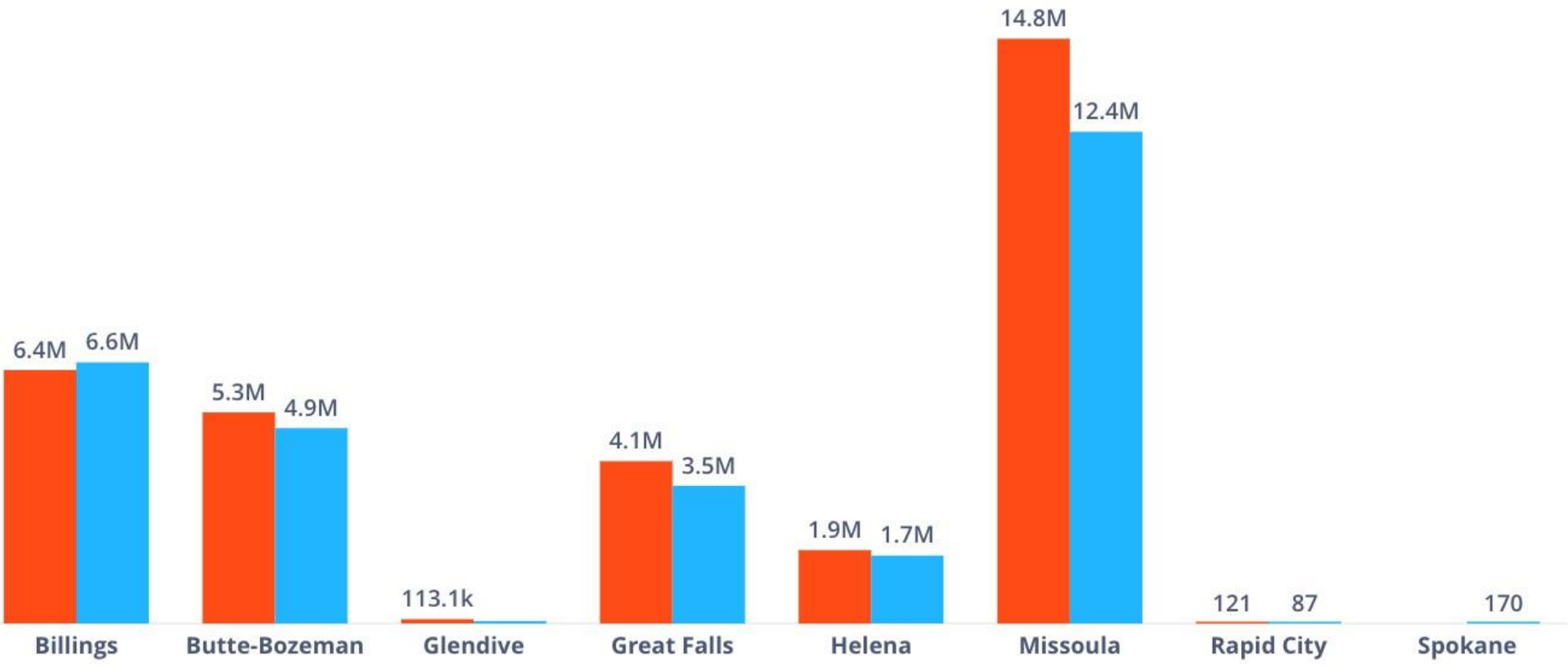
Reach by Market
● Republican Ads ● Democrat Ads



Frequency by Market
● Republican Ads ● Democrat Ads



Impressions by Market
● Republican Ads ● Democrat Ads



Note: Data reflects broadcast and cable purchased by all MT Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Nevada – Cumulative TV Performance



548,998

Target Audience HHs

NV Senate 2024

Race

NV

Geography

2024 Swing Voters

Target Audience

9/1/2024 - 11/5/2024

Flight Dates

Republican Ads

45%

Reach

163

Frequency

40,379,224

Impressions

Democrat Ads

46%

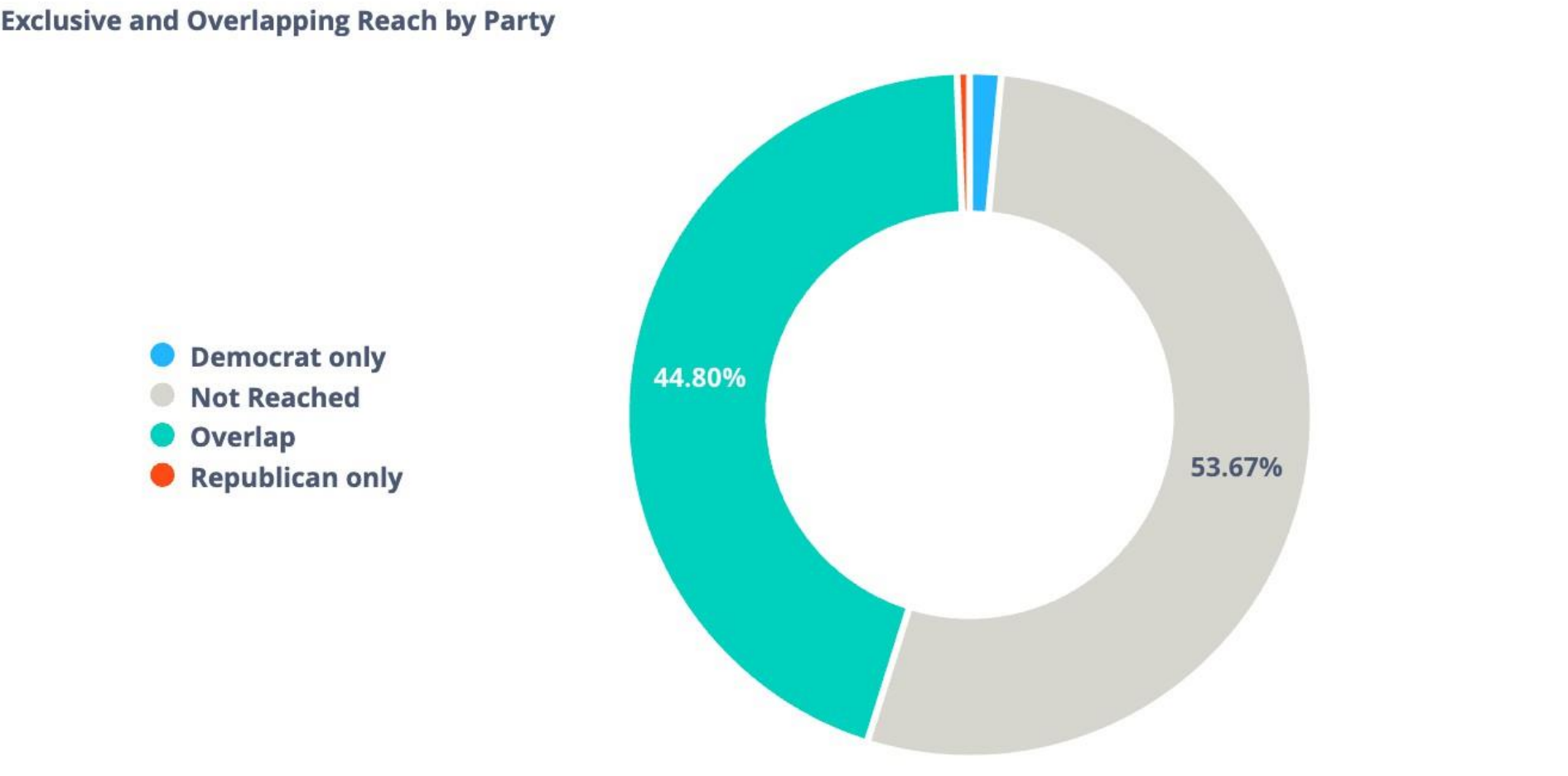
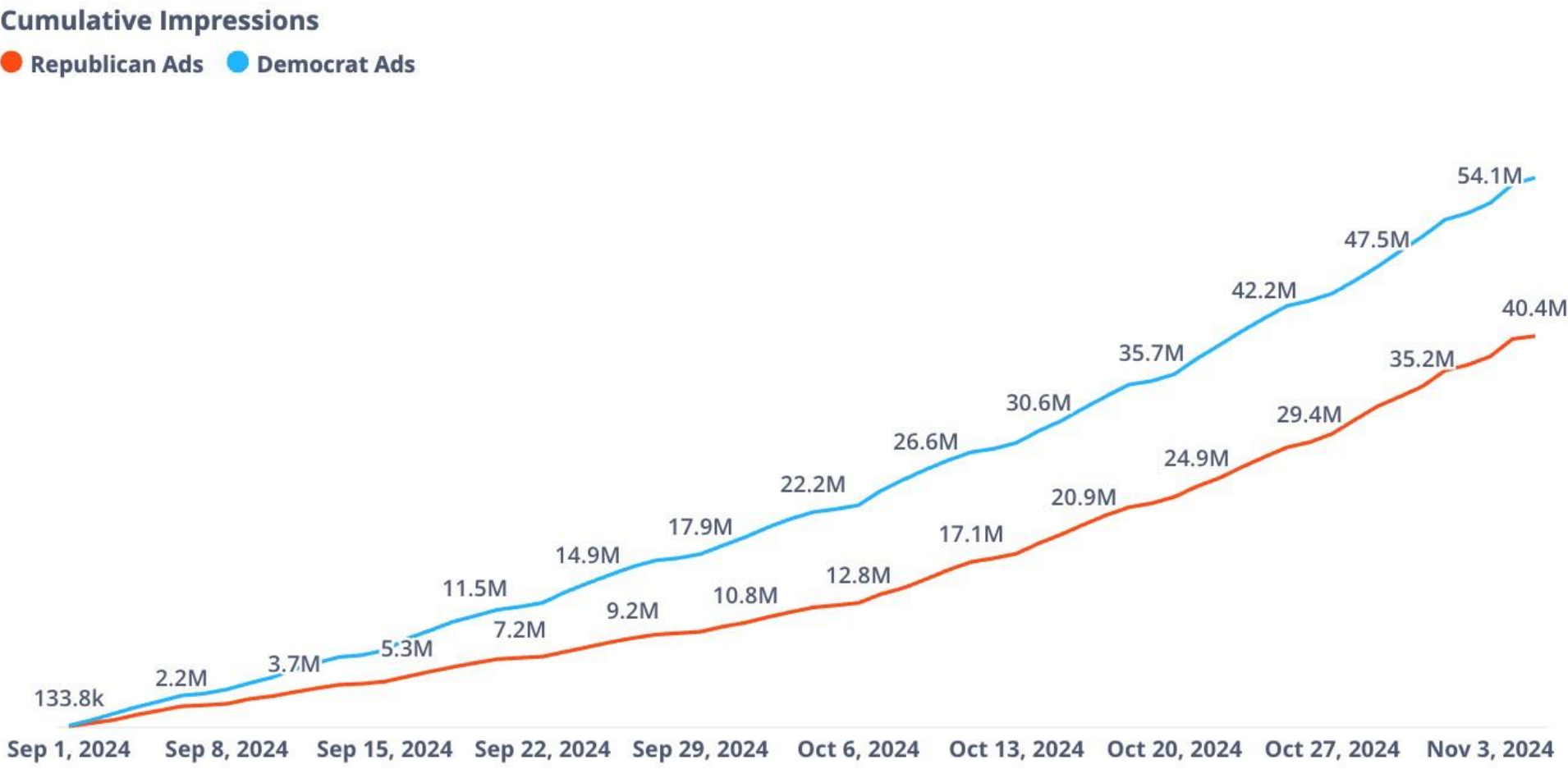
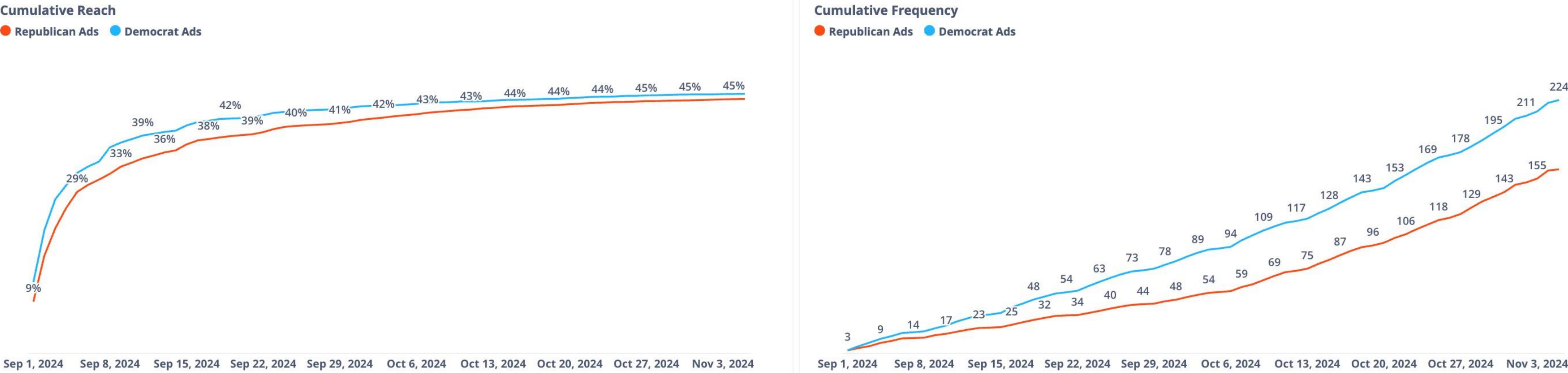
Reach

224

Frequency

56,707,244

Impressions



Note: Data reflects broadcast and cable purchased by all NV Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Nevada – Weekly TV Performance



548,998

Target Audience HHs

NV Senate 2024

Race

NV

Geography

2024 Swing Voters

Target Audience

9/1/2024 - 11/5/2024

Flight Dates

Republican Ads

45%

Reach

163

Frequency

40,379,224

Impressions

Democrat Ads

46%

Reach

224

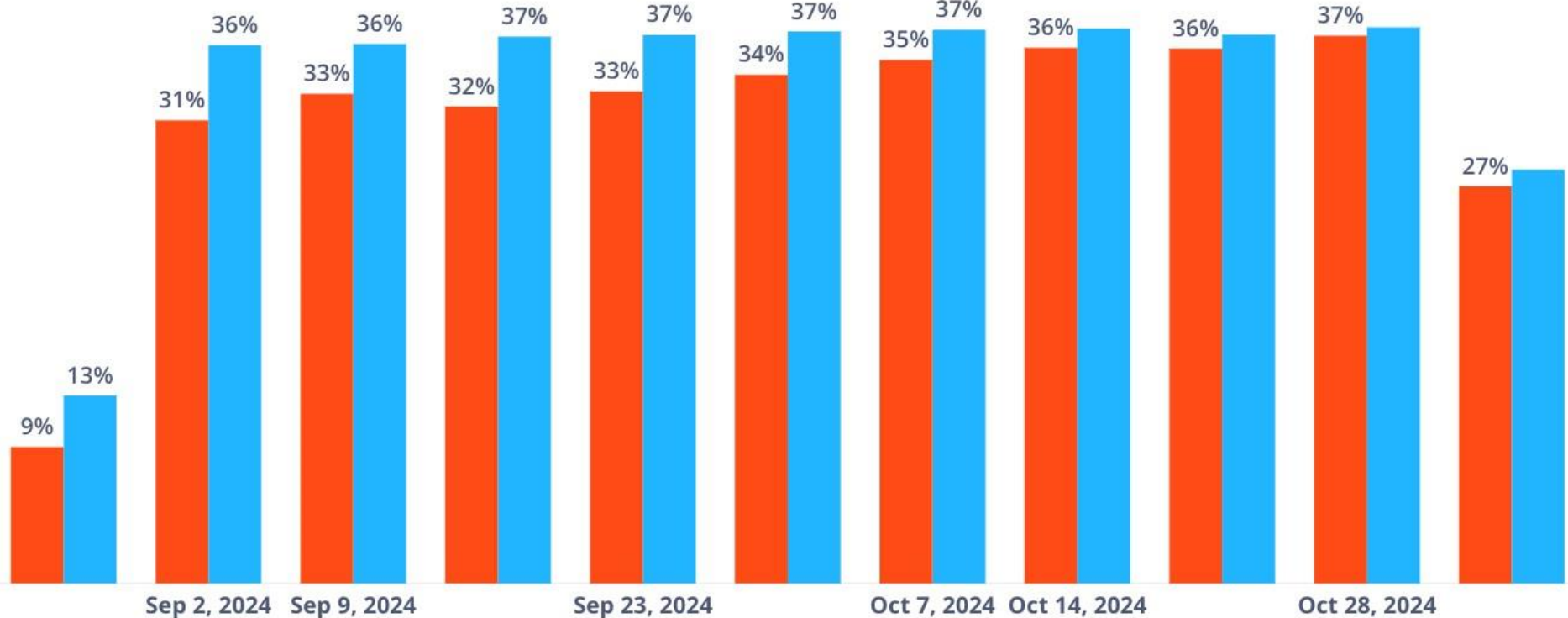
Frequency

56,707,244

Impressions

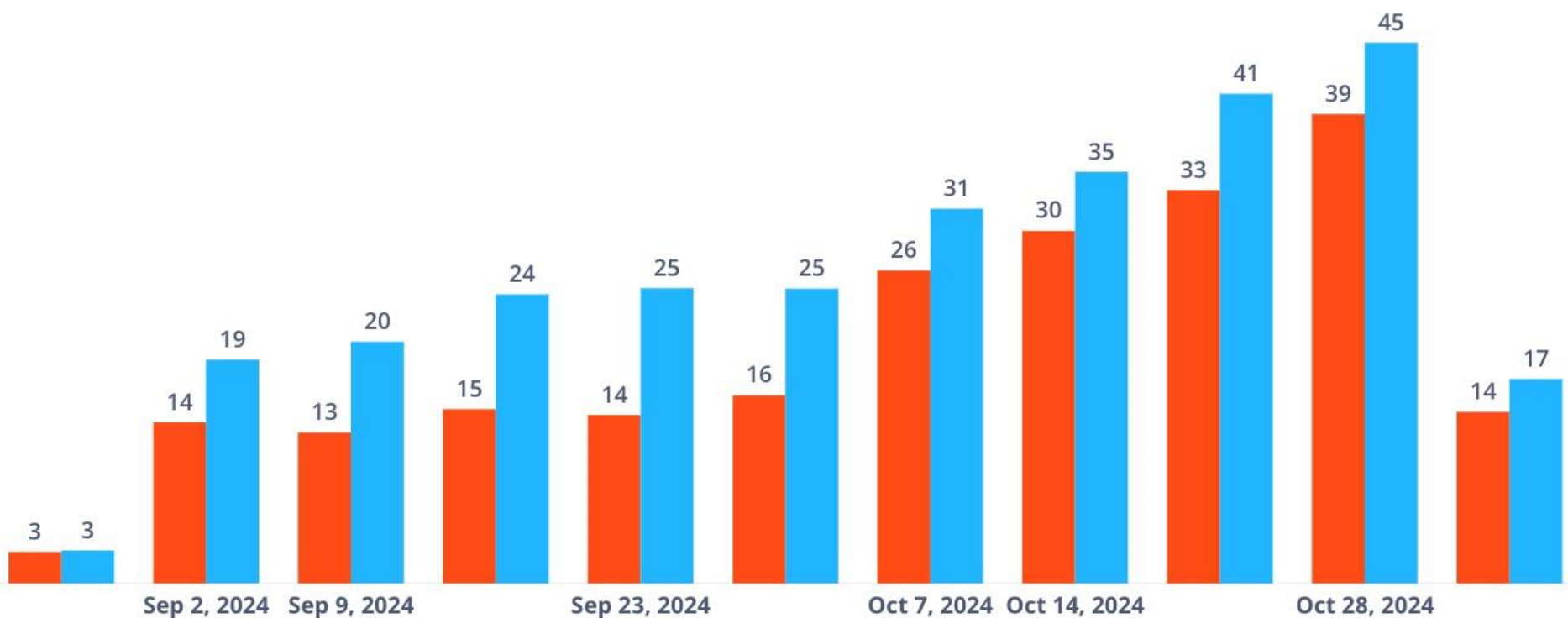
Weekly Reach

Republican Ads Democrat Ads



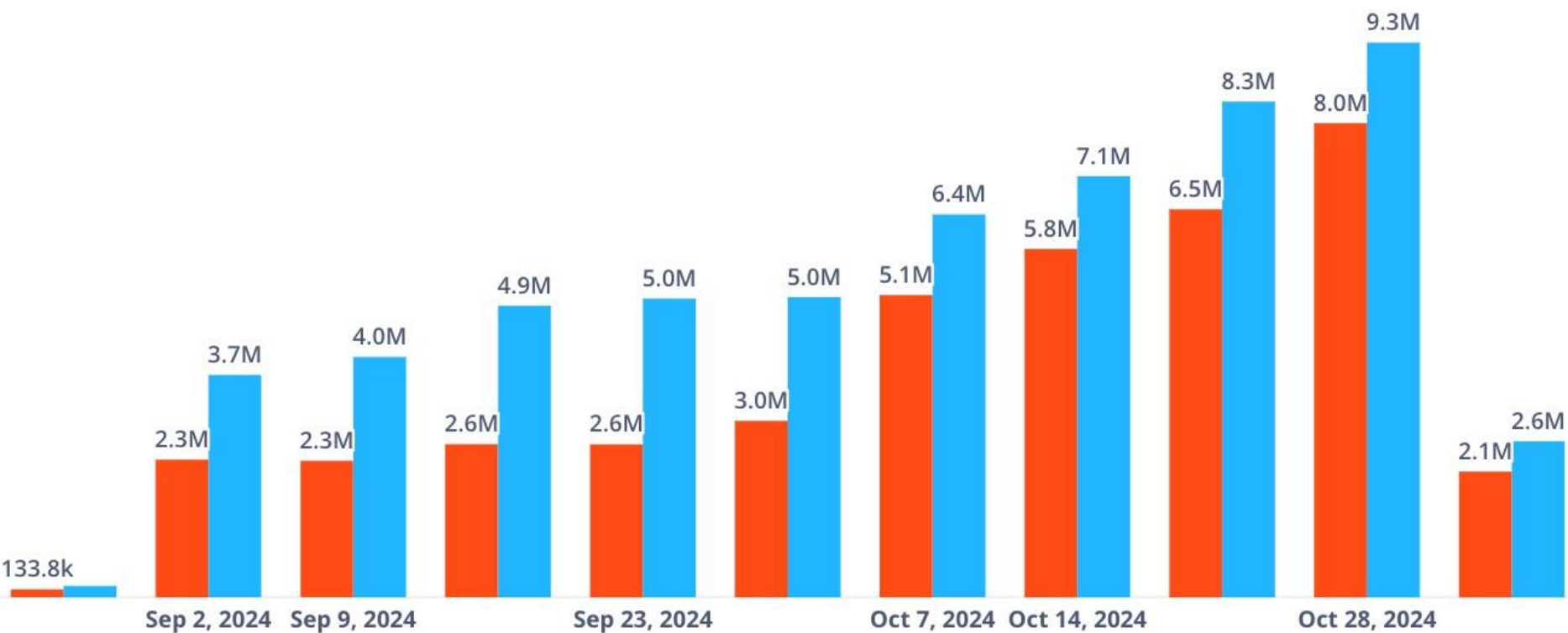
Weekly Frequency

Republican Ads Democrat Ads



Weekly Impressions

Republican Ads Democrat Ads



Actual vs Potential Reach

Potential Reach Actual Reach



Note: Data reflects broadcast and cable purchased by all NV Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Nevada – Market TV Performance



548,998

Target Audience HHs

NV Senate 2024

Race

NV

Geography

2024 Swing Voters

Target Audience

9/1/2024 - 11/5/2024

Flight Dates

Republican Ads

45%

Reach

163

Frequency

40,379,224

Impressions

Democrat Ads

46%

Reach

224

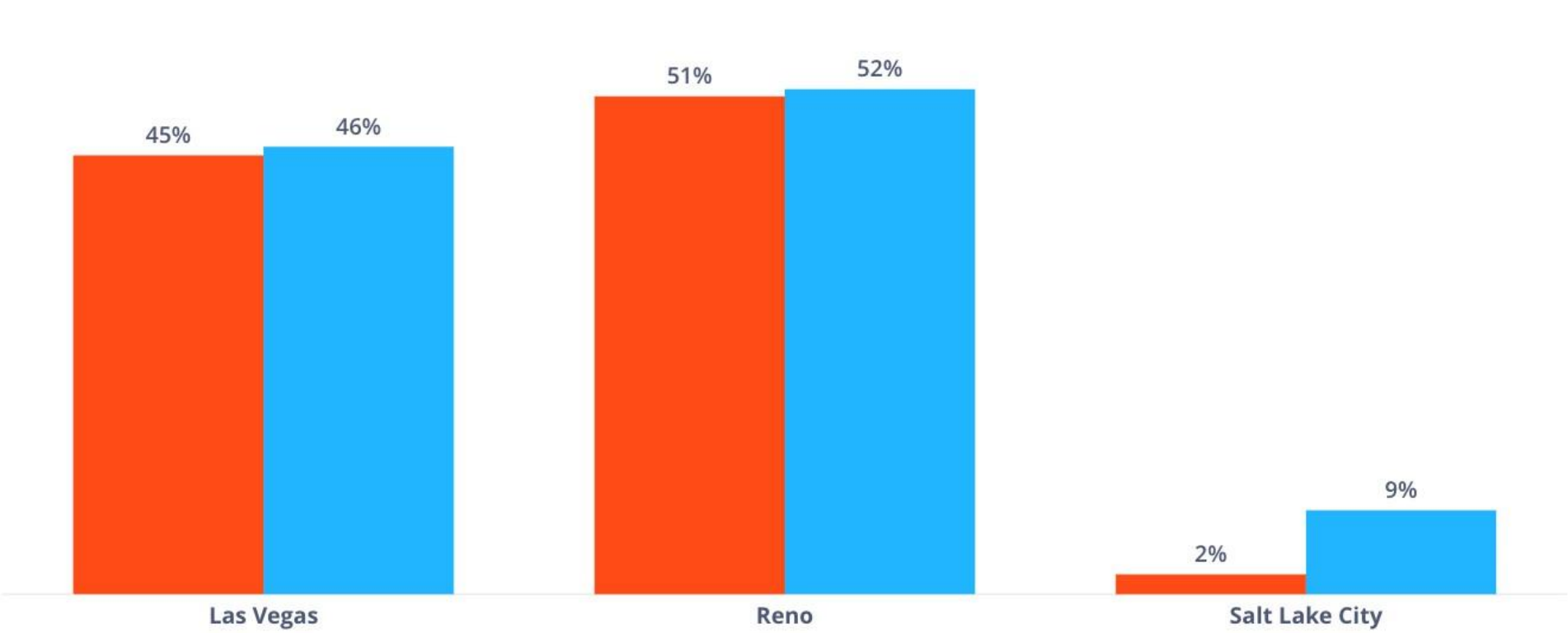
Frequency

56,707,244

Impressions

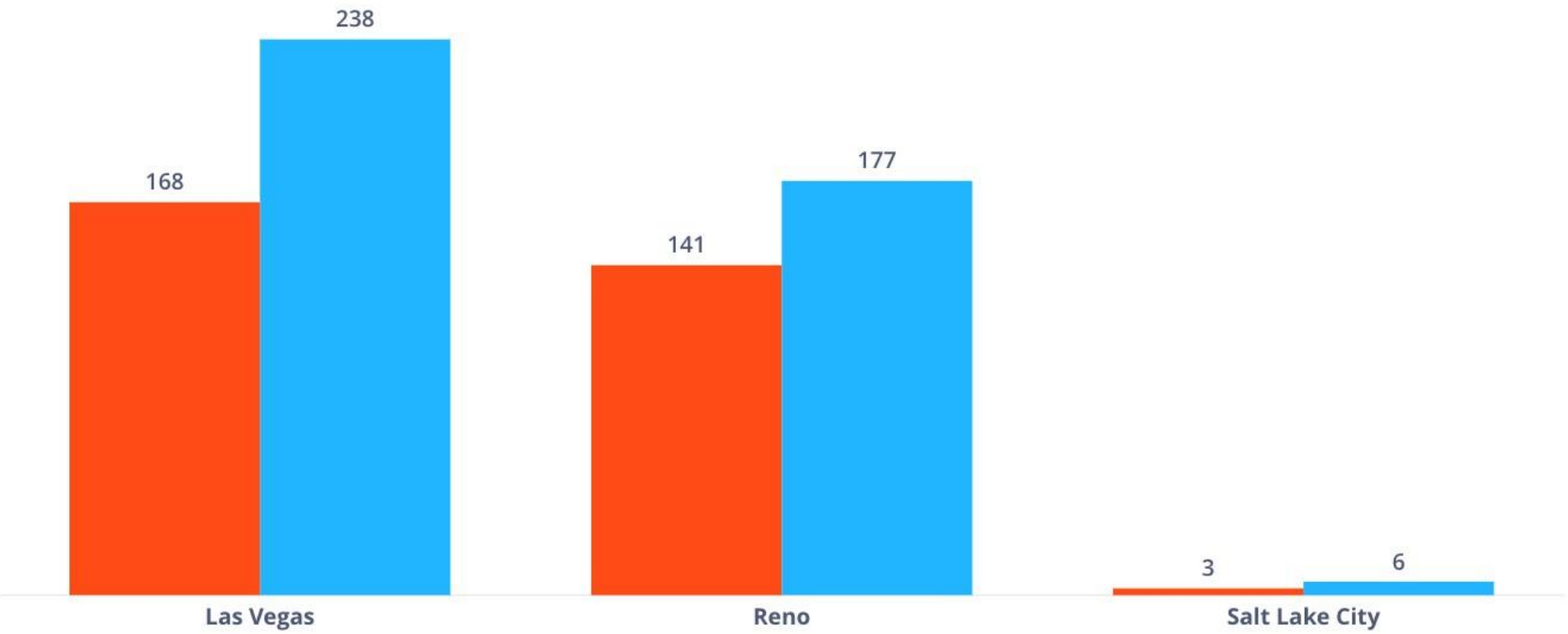
Reach by Market

Republican Ads Democrat Ads



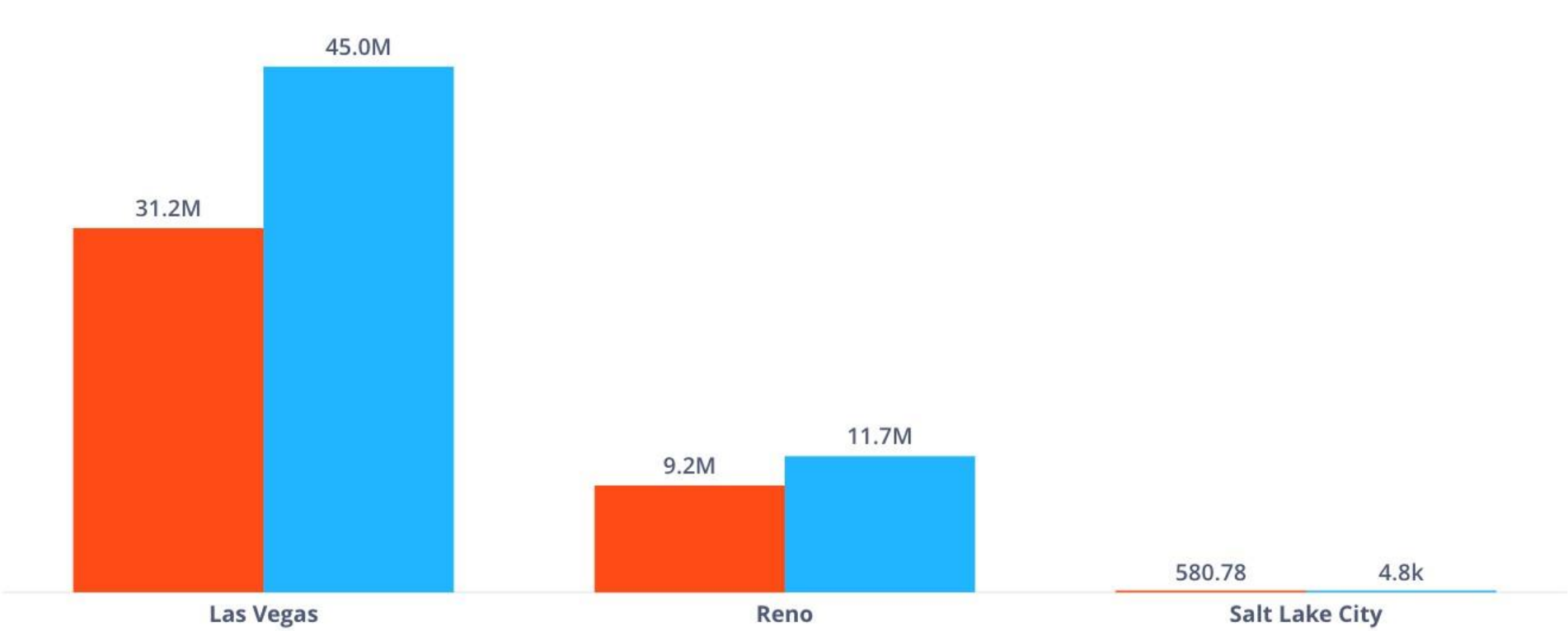
Frequency by Market

Republican Ads Democrat Ads



Impressions by Market

Republican Ads Democrat Ads



Note: Data reflects broadcast and cable purchased by all NV Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Ohio – Cumulative TV Performance



2,095,271
Target Audience HHs

OH Senate 2024
Race

OH
Geography

2024 Swing Voters
Target Audience

9/1/2024 - 11/5/2024
Flight Dates

Republican Ads

55%
Reach

324
Frequency

373,960,695
Impressions

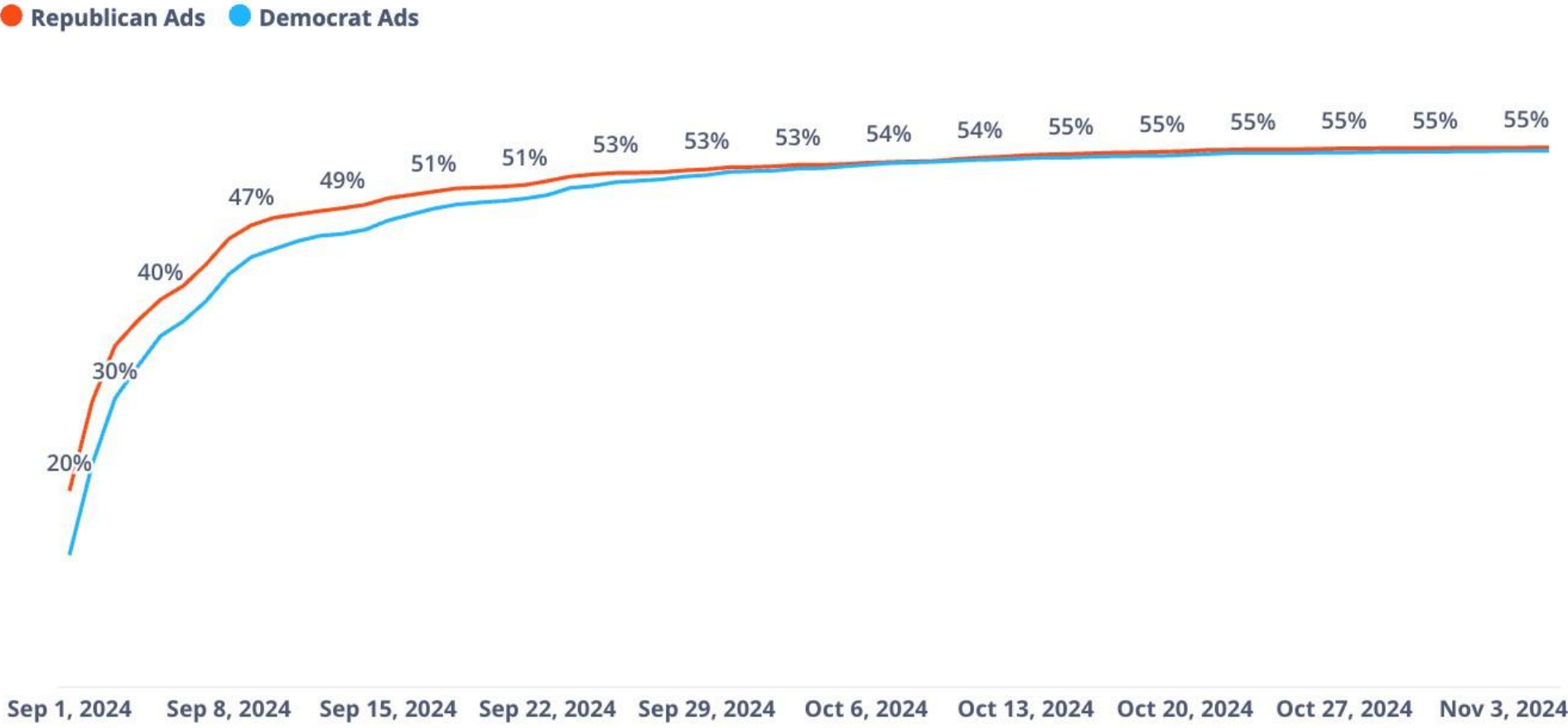
Democrat Ads

55%
Reach

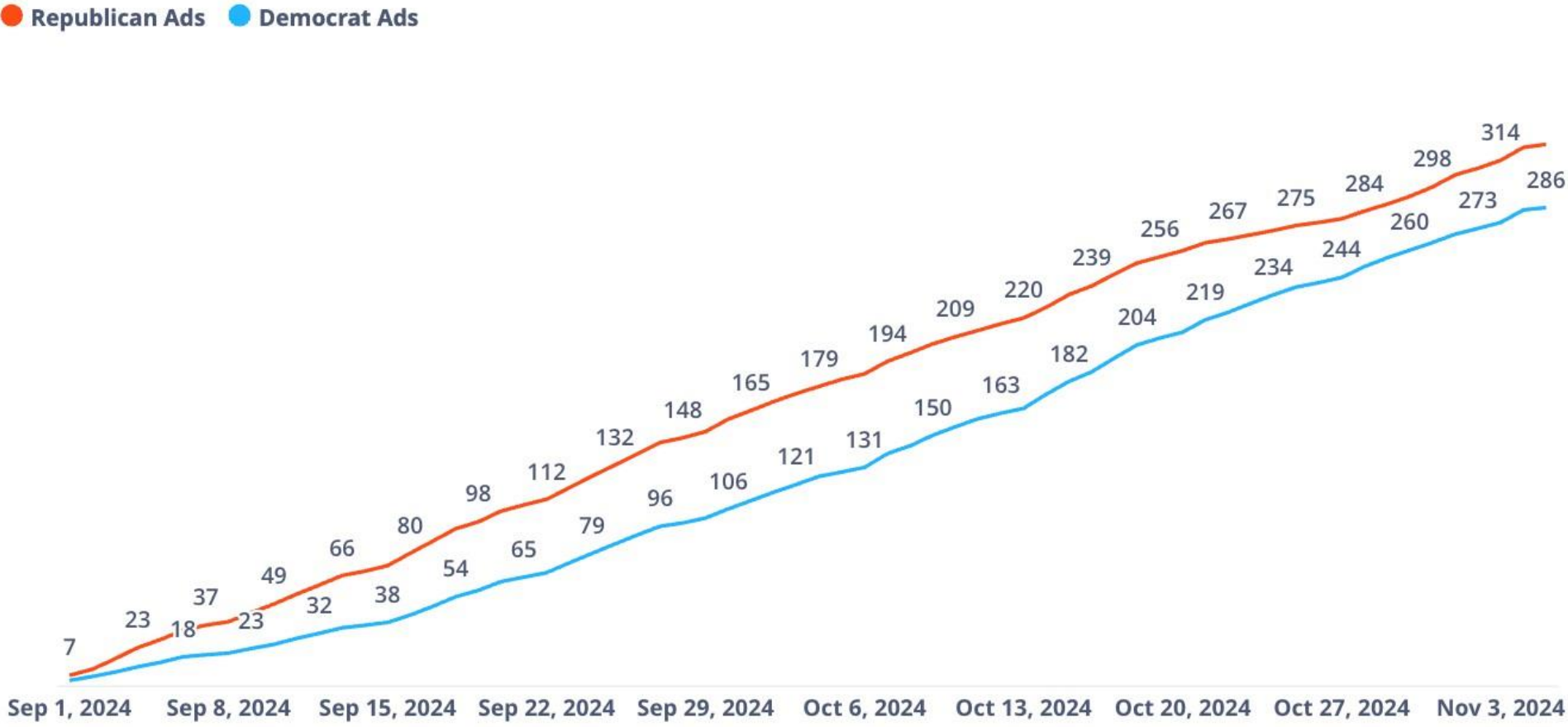
286
Frequency

328,298,445
Impressions

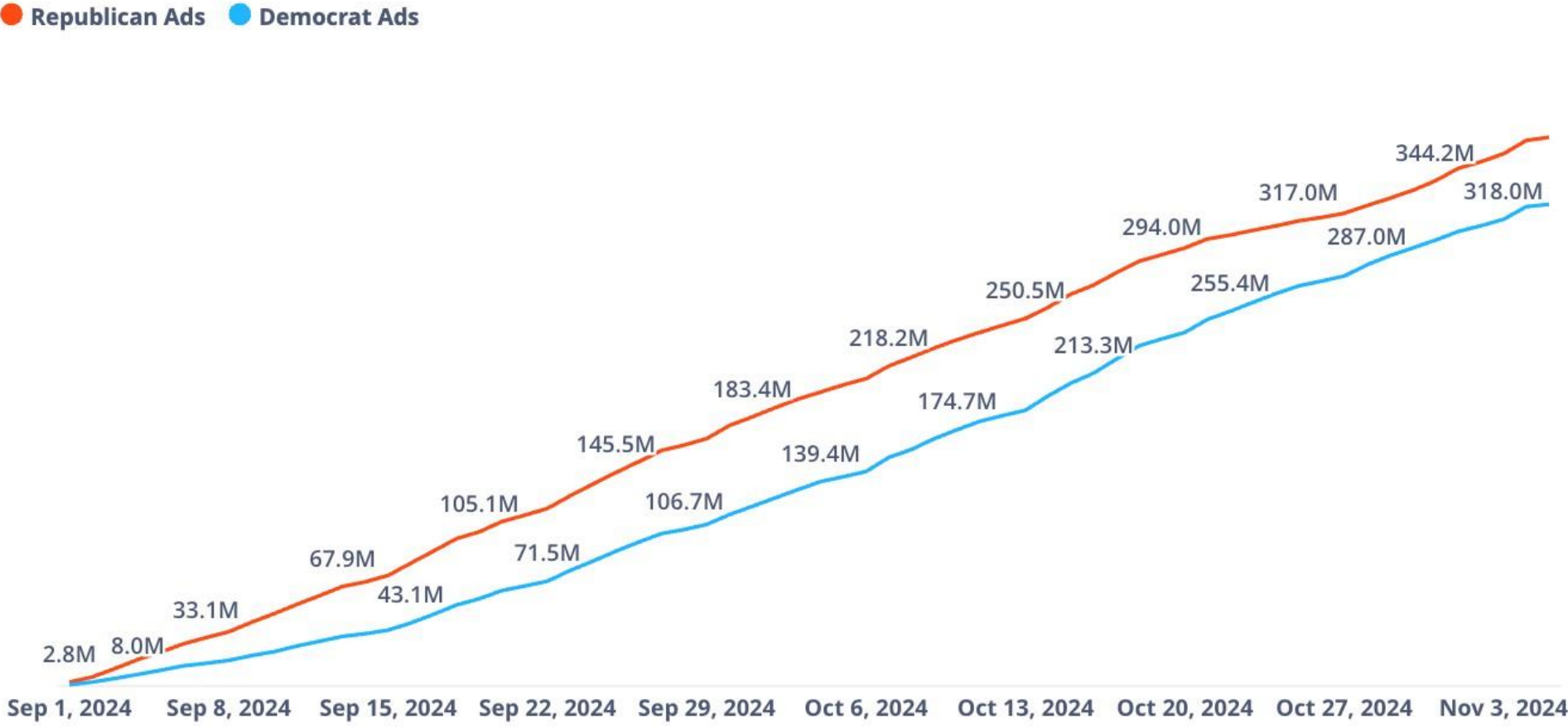
Cumulative Reach



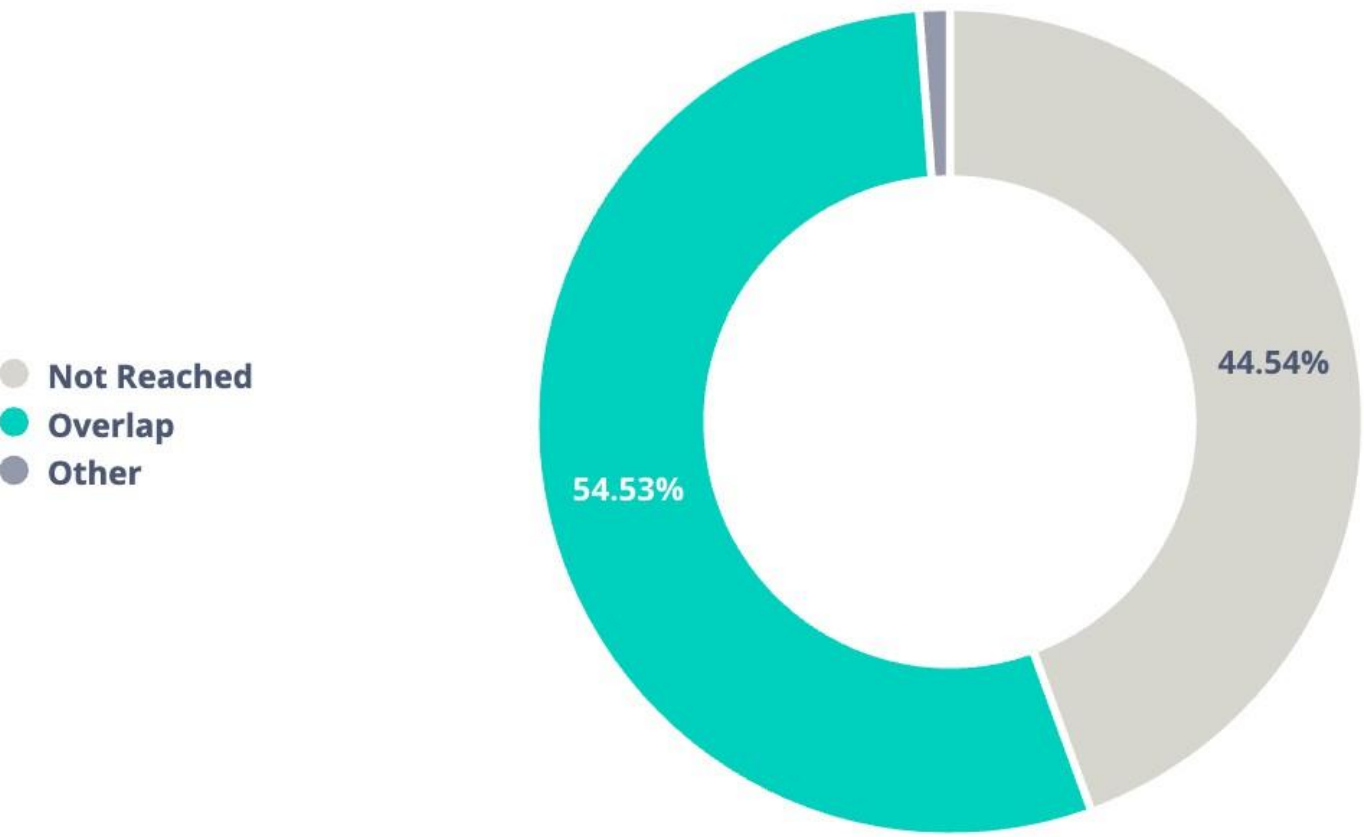
Cumulative Frequency



Cumulative Impressions



Exclusive and Overlapping Reach by Party



Note: Data reflects broadcast and cable purchased by all OH Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Ohio – Weekly TV Performance



2,095,271
Target Audience HHs

OH Senate 2024
Race

OH
Geography

2024 Swing Voters
Target Audience

9/1/2024 - 11/5/2024
Flight Dates

Republican Ads

55%
Reach

324
Frequency

373,960,695
Impressions

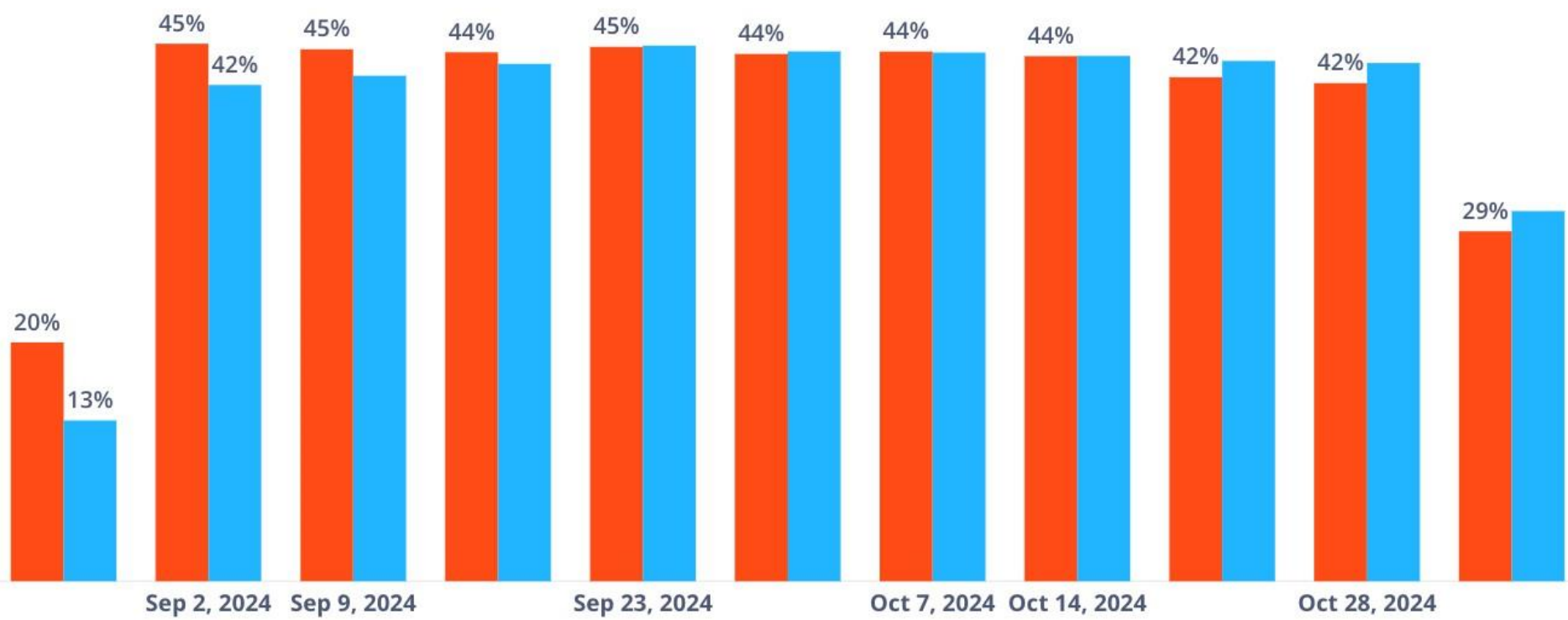
Democrat Ads

55%
Reach

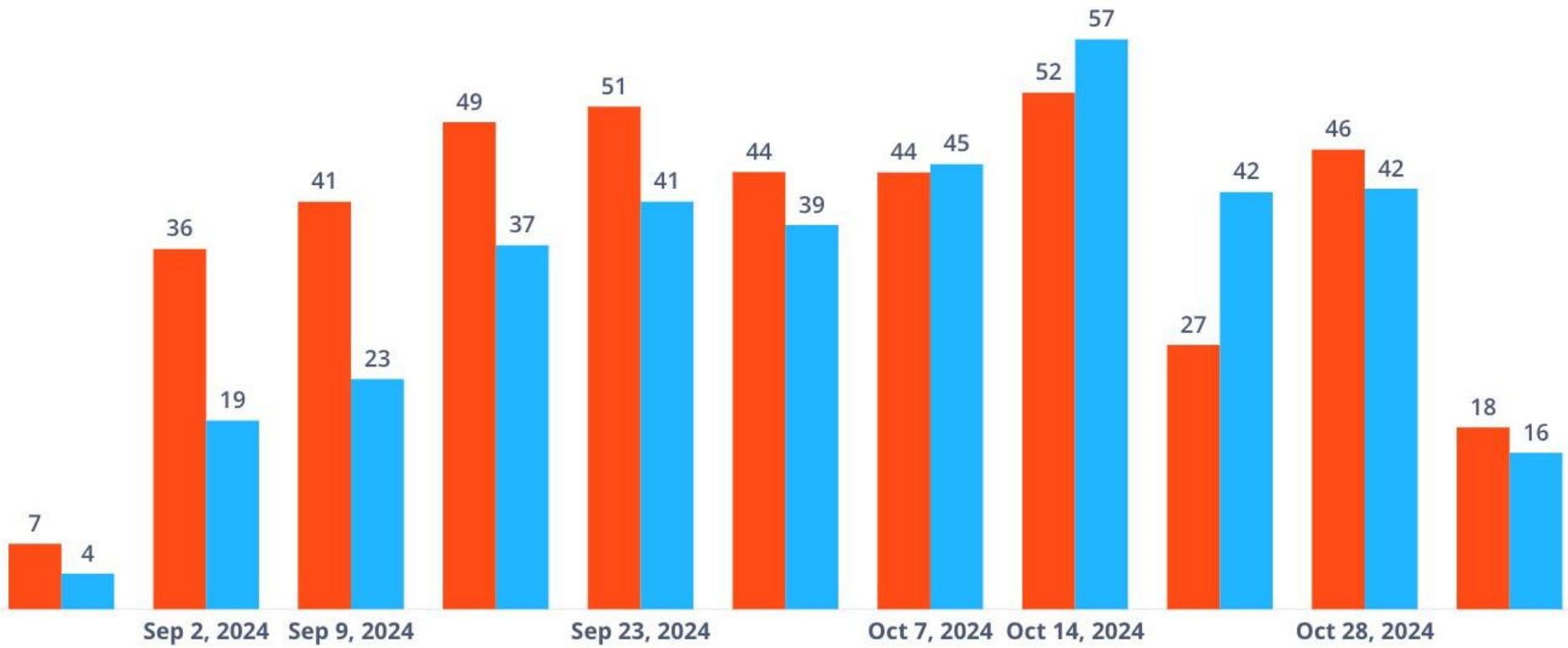
286
Frequency

328,298,445
Impressions

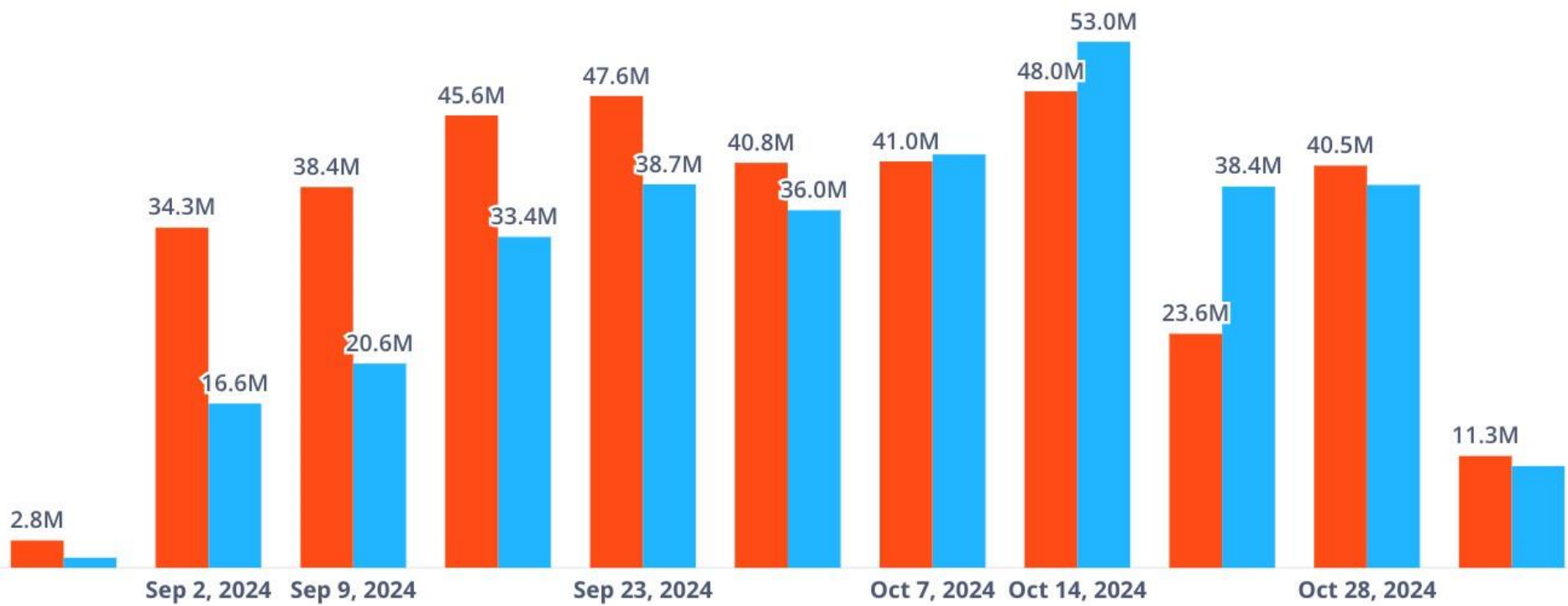
Weekly Reach
Republican Ads Democrat Ads



Weekly Frequency
Republican Ads Democrat Ads



Weekly Impressions
Republican Ads Democrat Ads



Actual vs Potential Reach
Potential Reach Actual Reach



Note: Data reflects broadcast and cable purchased by all OH Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Ohio – Market TV Performance



2,095,271
Target Audience HHs

OH Senate 2024
Race

OH
Geography

2024 Swing Voters
Target Audience

9/1/2024 - 11/5/2024
Flight Dates

Republican Ads

55%
Reach

324
Frequency

373,960,695
Impressions

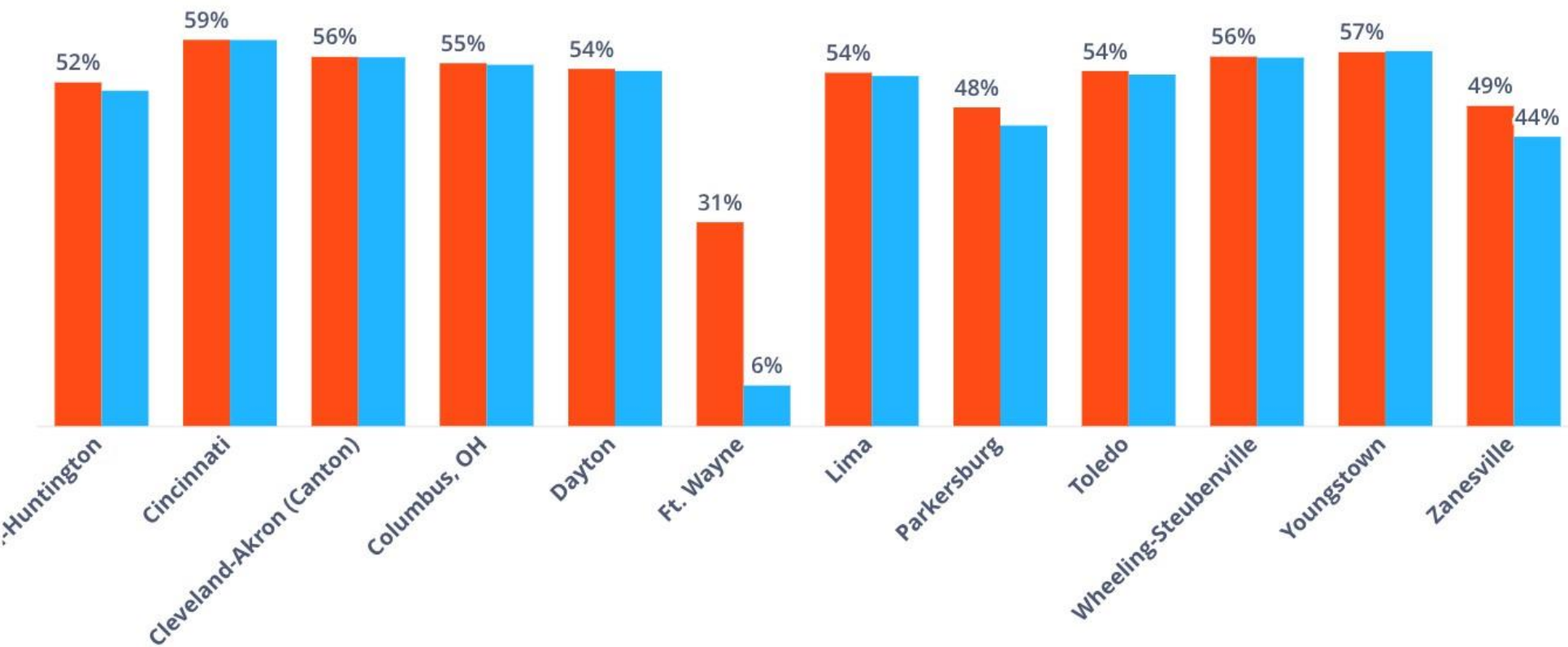
Democrat Ads

55%
Reach

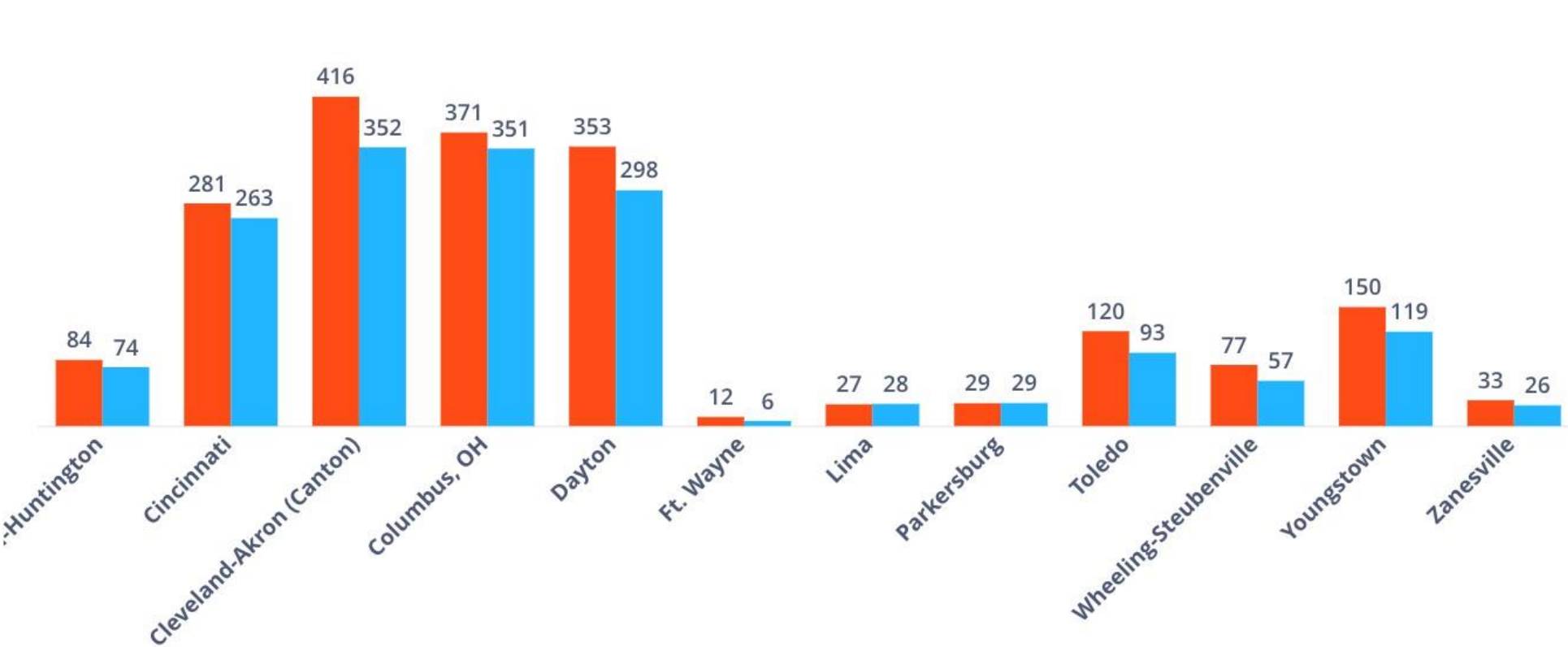
286
Frequency

328,298,445
Impressions

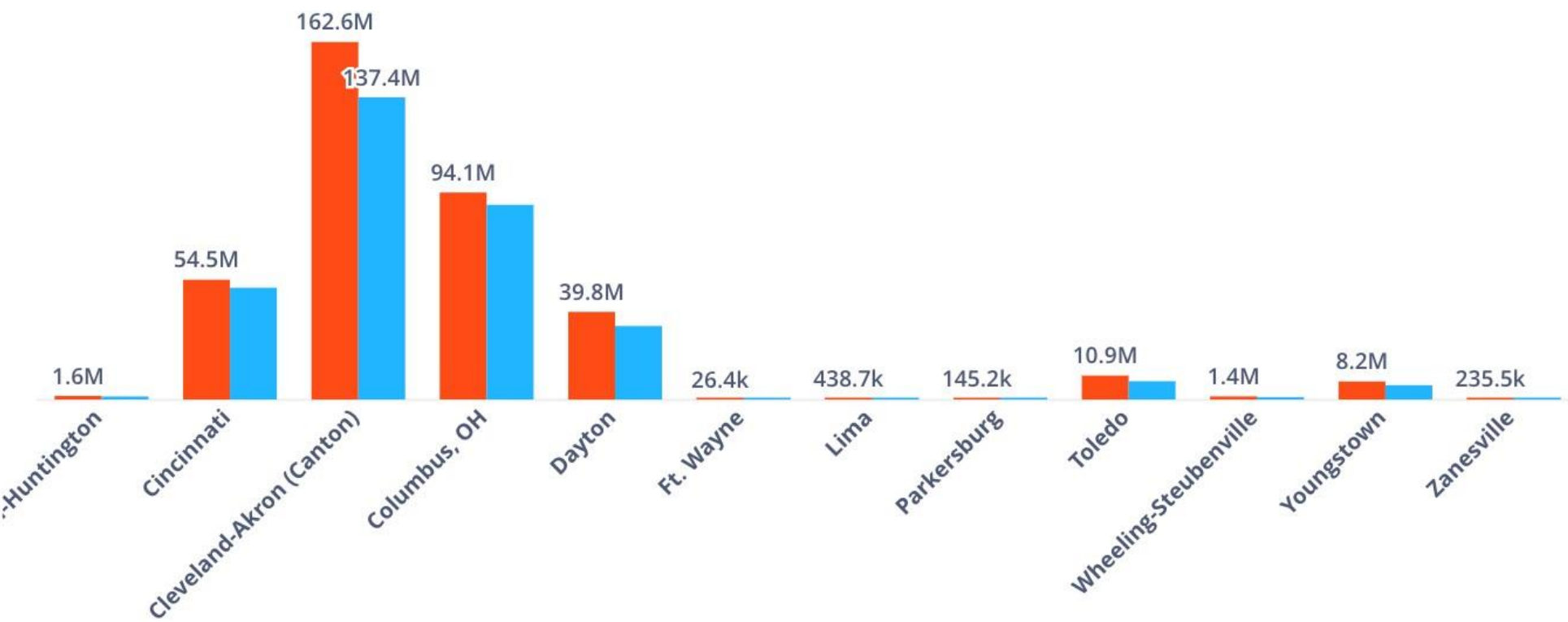
Reach by Market
Republican Ads Democrat Ads



Frequency by Market
Republican Ads Democrat Ads



Impressions by Market
Republican Ads Democrat Ads



Note: Data reflects broadcast and cable purchased by all OH Senate advertisers (candidate & PAC) between 9/1/24 - 11/5/24

Pennsylvania – Cumulative TV Performance



1,882,640
Target Audience HHs

PA Senate 2024
Race

PA
Geography

2024 Swing Voters
Target Audience

9/1/2024 - 11/5/2024
Flight Dates

Republican Ads

58%
Reach

147
Frequency

160,445,846
Impressions

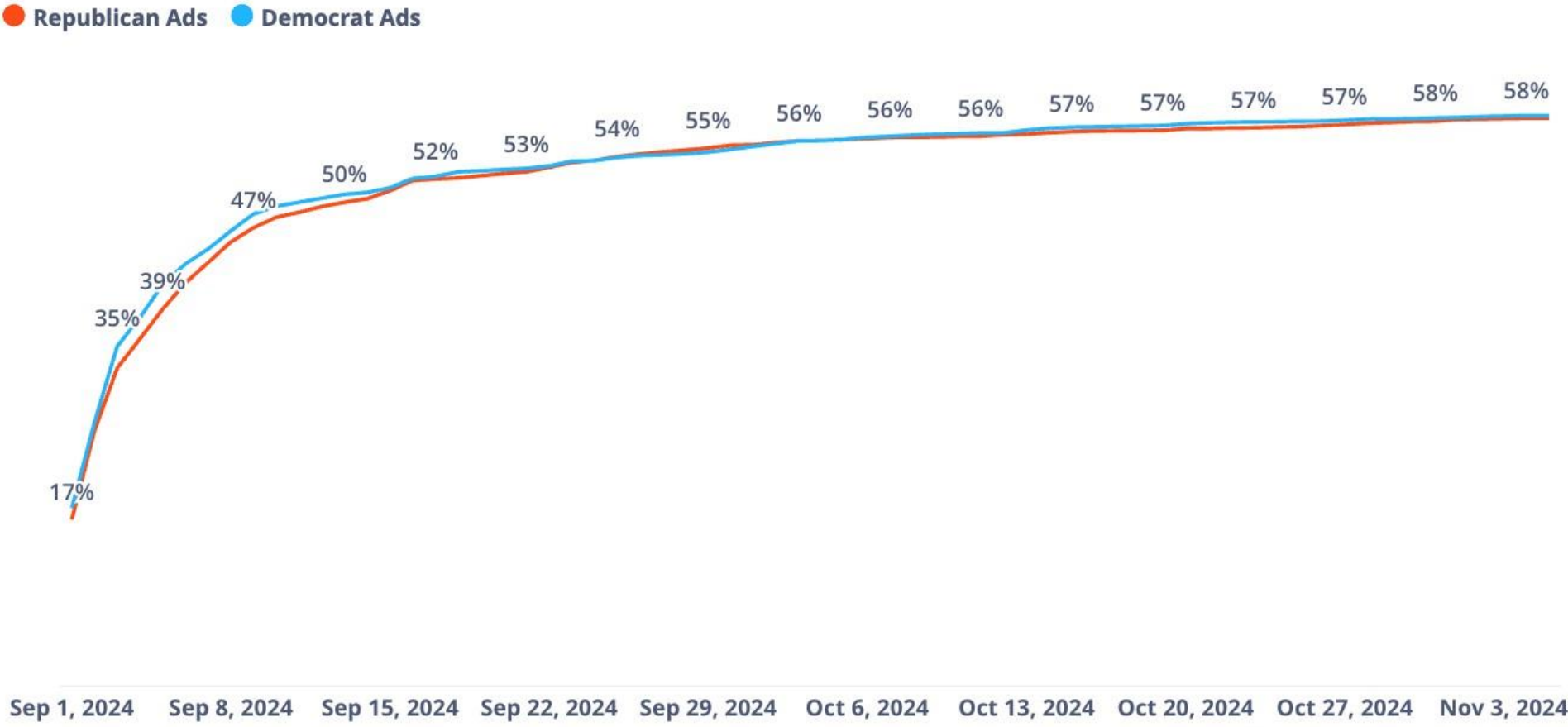
Democrat Ads

58%
Reach

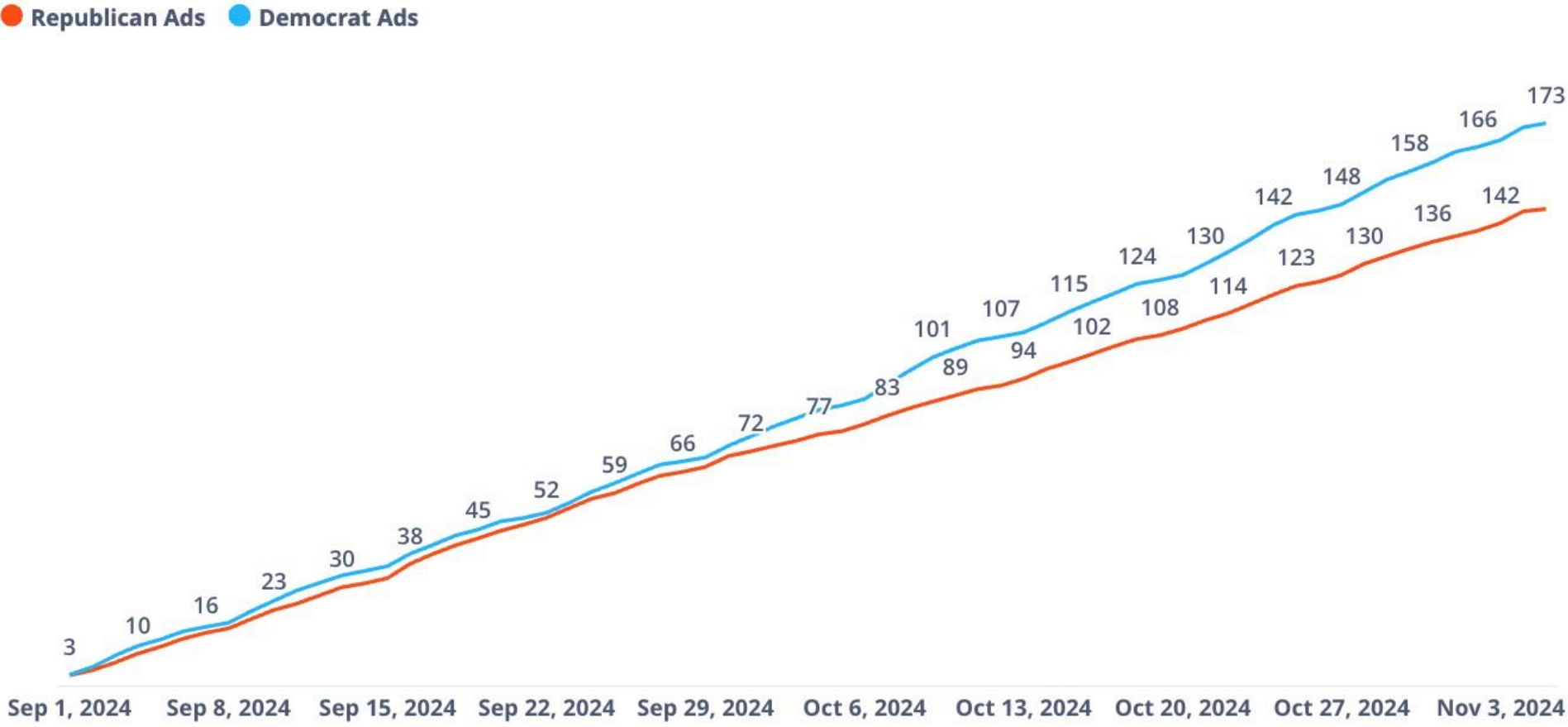
173
Frequency

190,101,681
Impressions

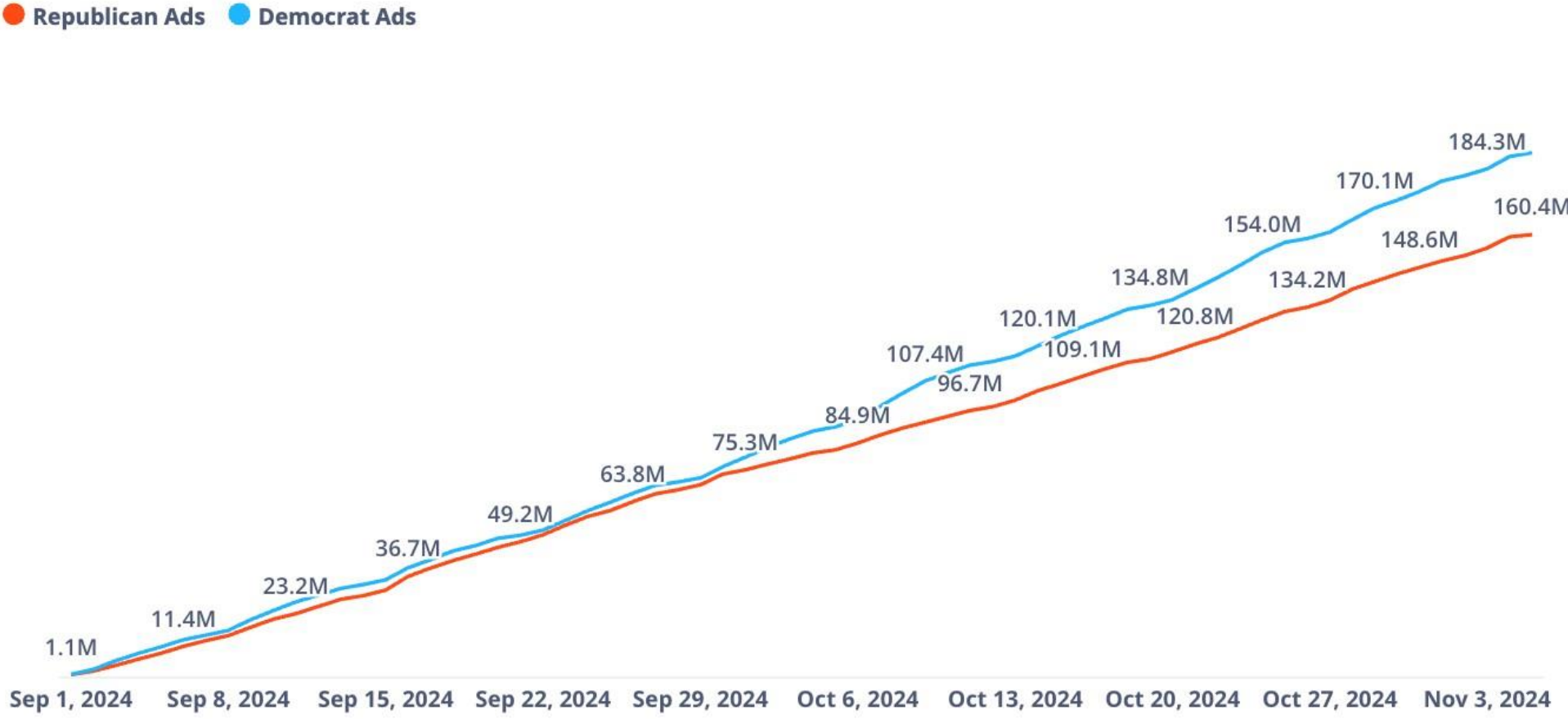
Cumulative Reach



Cumulative Frequency

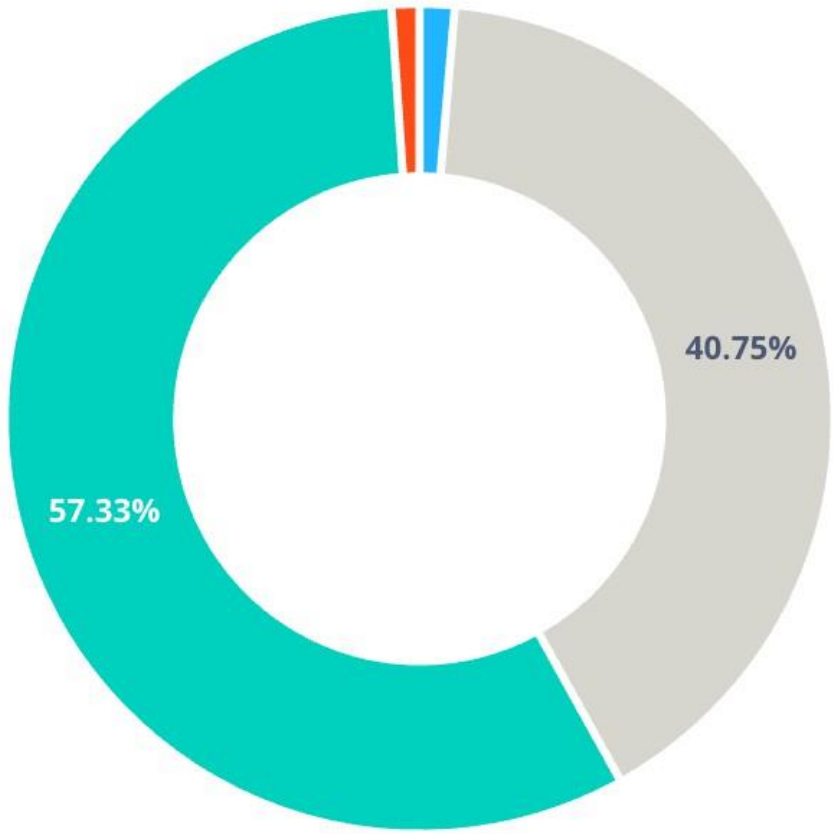


Cumulative Impressions



Exclusive and Overlapping Reach by Party

- Democrat only
- Not Reached
- Overlap
- Republican only



Note: Data reflects broadcast and cable purchased by all PA Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Pennsylvania – Weekly TV Performance



1,882,640
Target Audience HHs

PA Senate 2024
Race

PA
Geography

2024 Swing Voters
Target Audience

9/1/2024 - 11/5/2024
Flight Dates

Republican Ads

58%
Reach

147
Frequency

160,445,846
Impressions

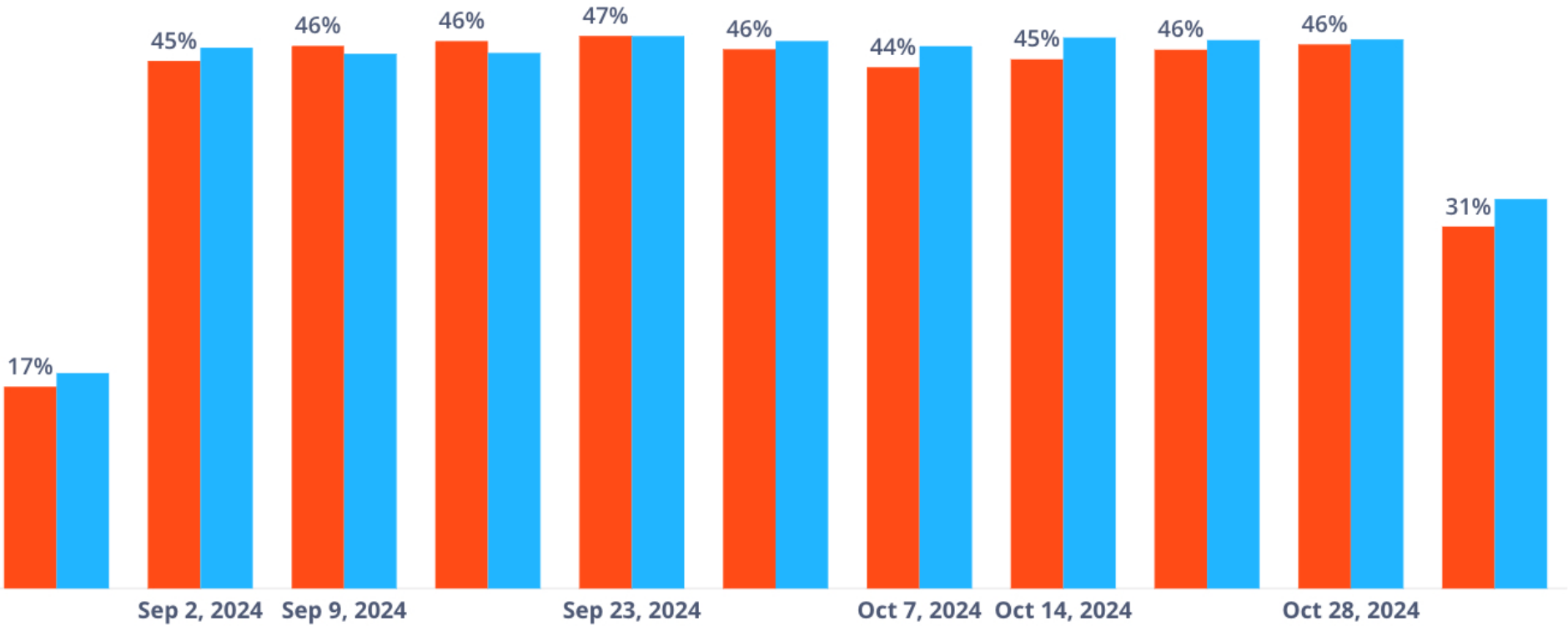
Democrat Ads

58%
Reach

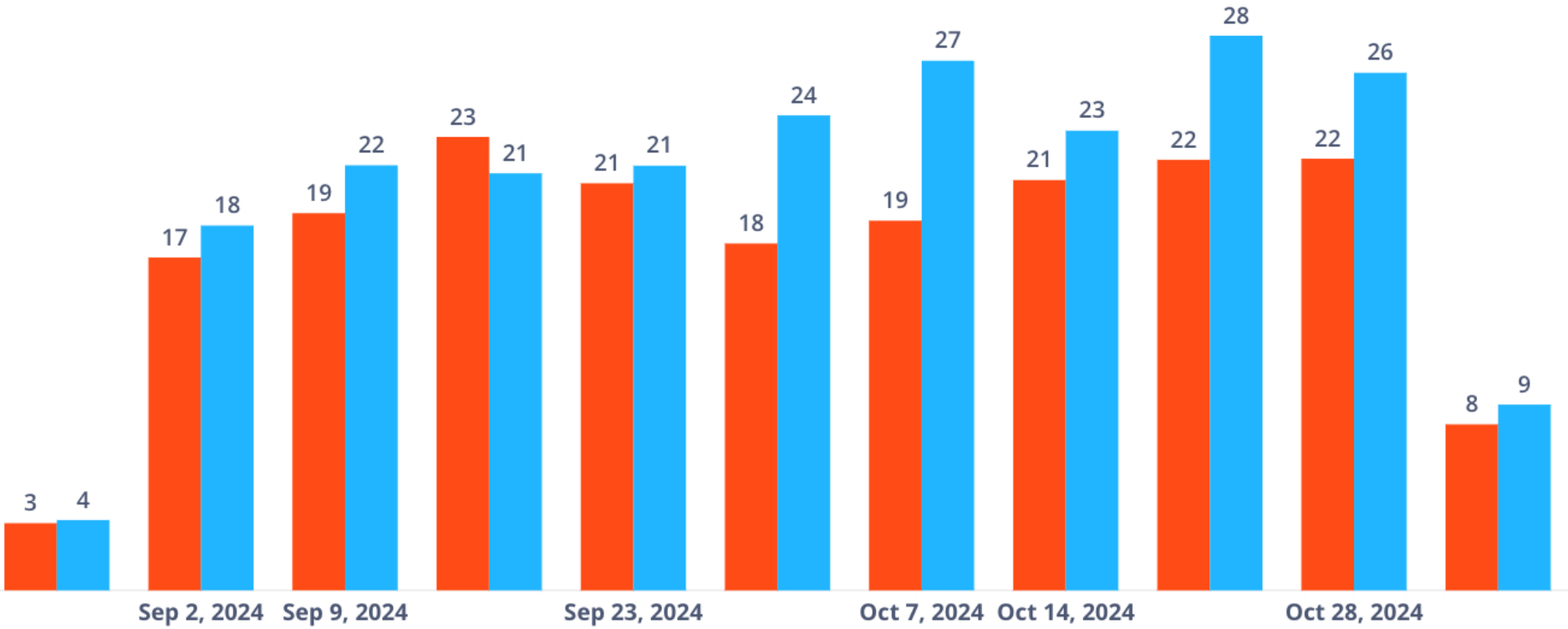
173
Frequency

190,101,681
Impressions

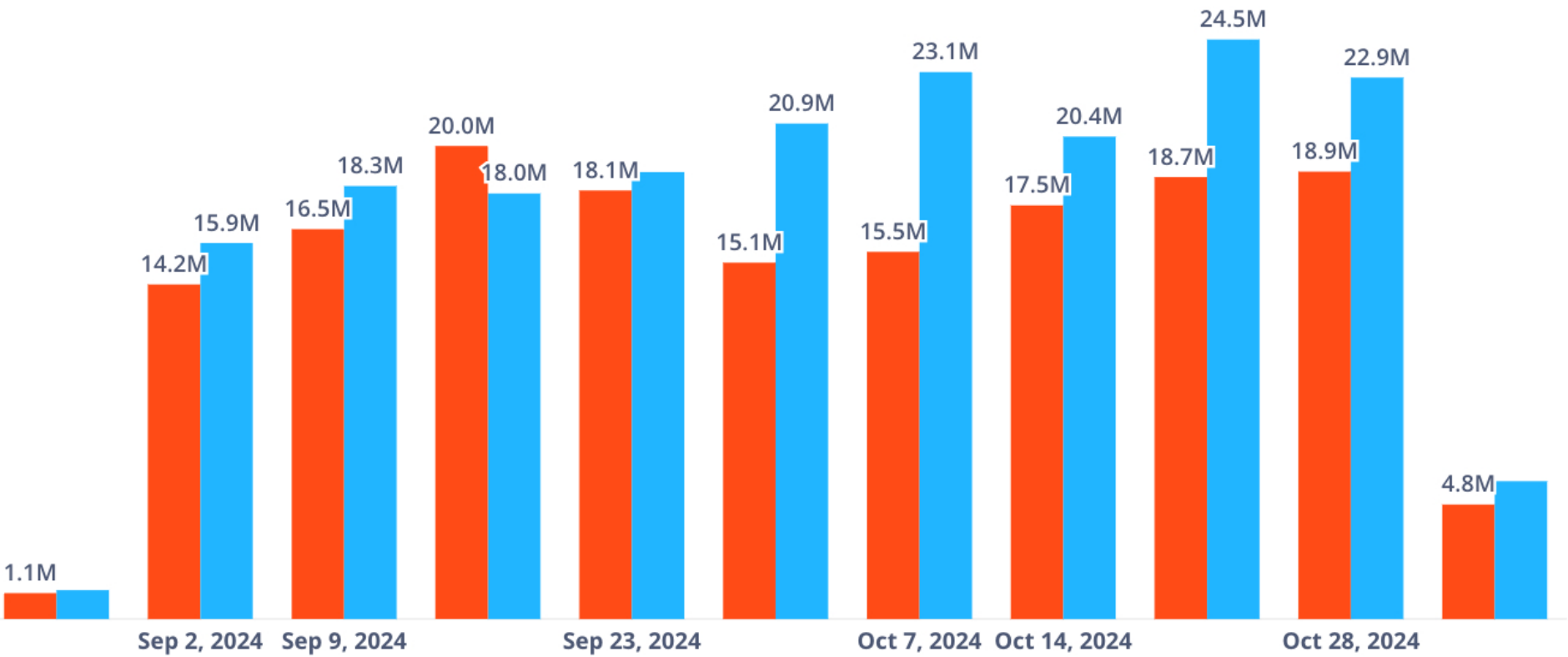
Weekly Reach
Republican Ads Democrat Ads



Weekly Frequency
Republican Ads Democrat Ads



Weekly Impressions
Republican Ads Democrat Ads



Actual vs Potential Reach
Potential Reach Actual Reach



Note: Data reflects broadcast and cable purchased by all PA Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Pennsylvania – Market TV Performance



1,882,640

Target Audience HHs

PA Senate 2024

Race

PA

Geography

2024 Swing Voters

Target Audience

9/1/2024 - 11/5/2024

Flight Dates

Republican Ads

58%

Reach

147

Frequency

160,445,846

Impressions

Democrat Ads

58%

Reach

173

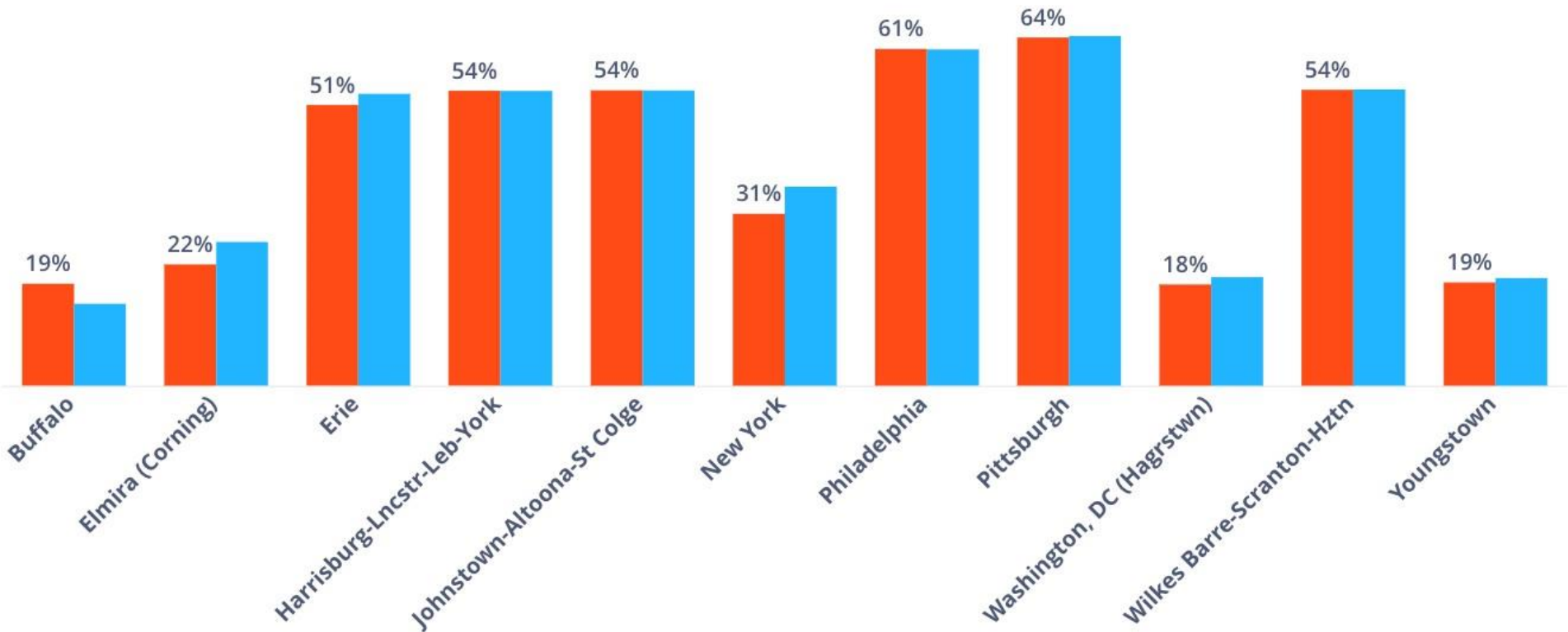
Frequency

190,101,681

Impressions

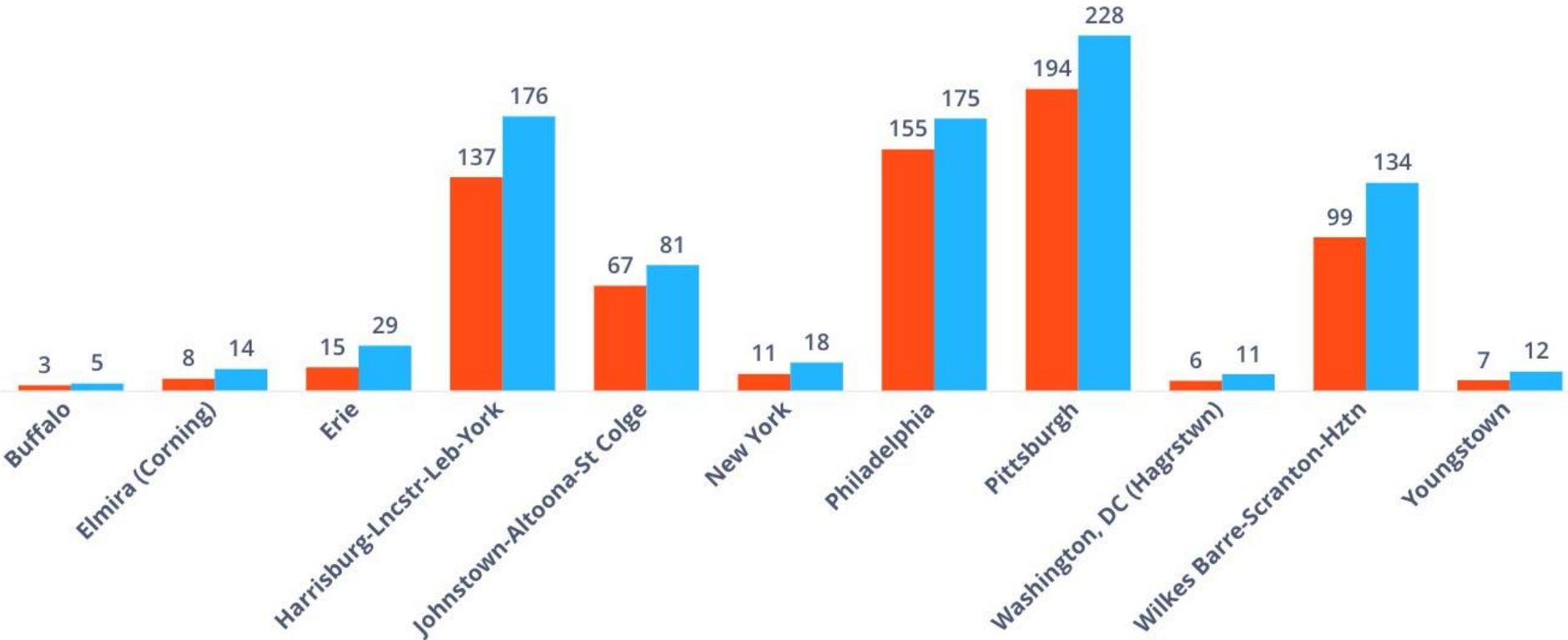
Reach by Market

Republican Ads Democrat Ads



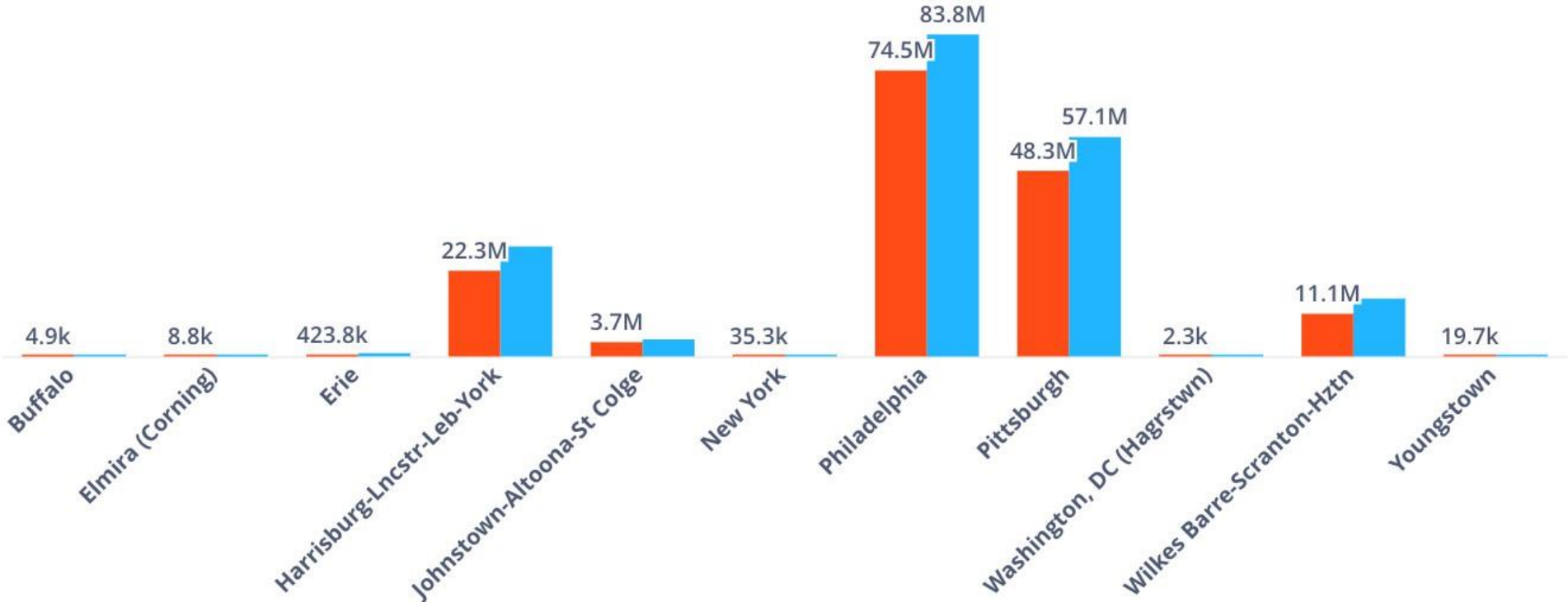
Frequency by Market

Republican Ads Democrat Ads



Impressions by Market

Republican Ads Democrat Ads



Note: Data reflects broadcast and cable purchased by all PA Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Wisconsin – Cumulative TV Performance



1,884,893
Target Audience HHs

WI Senate 2024
Race

WI
Geography

2024 Swing Voters
Target Audience

9/1/2024 - 11/5/2024
Flight Dates

Republican Ads

54%
Reach

198
Frequency

201,232,941
Impressions

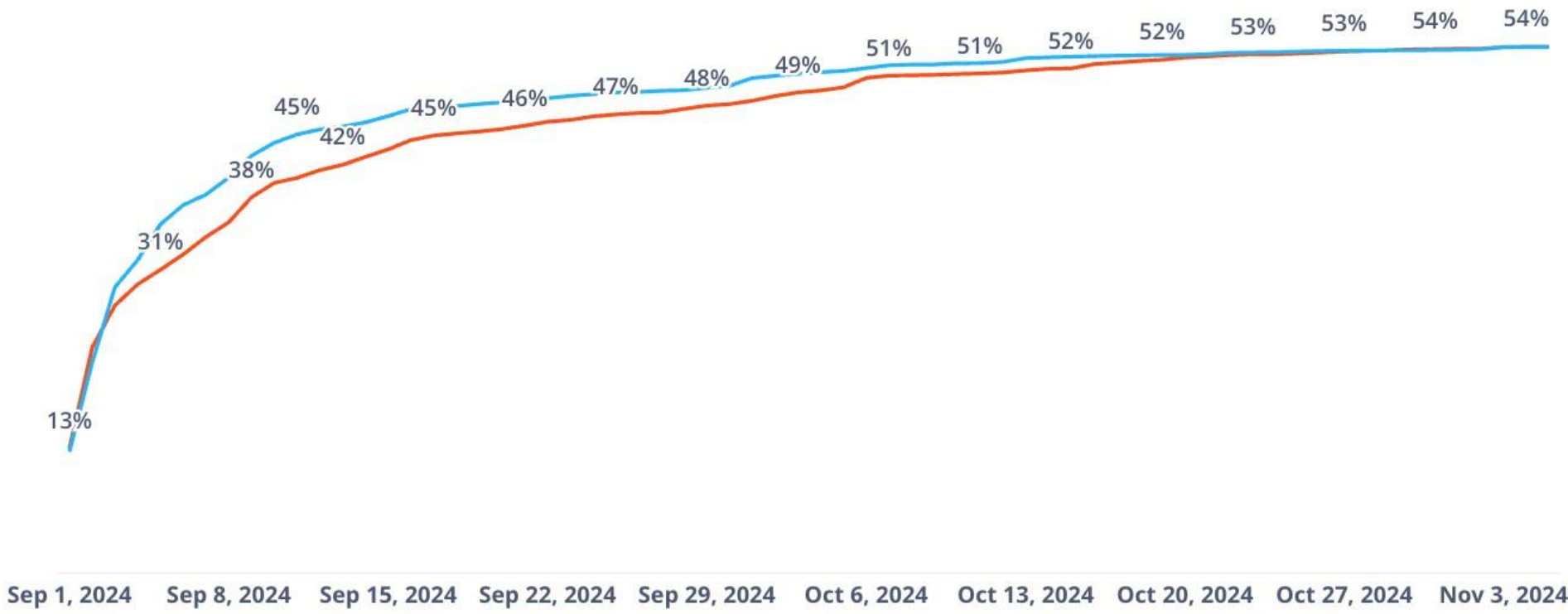
Democrat Ads

54%
Reach

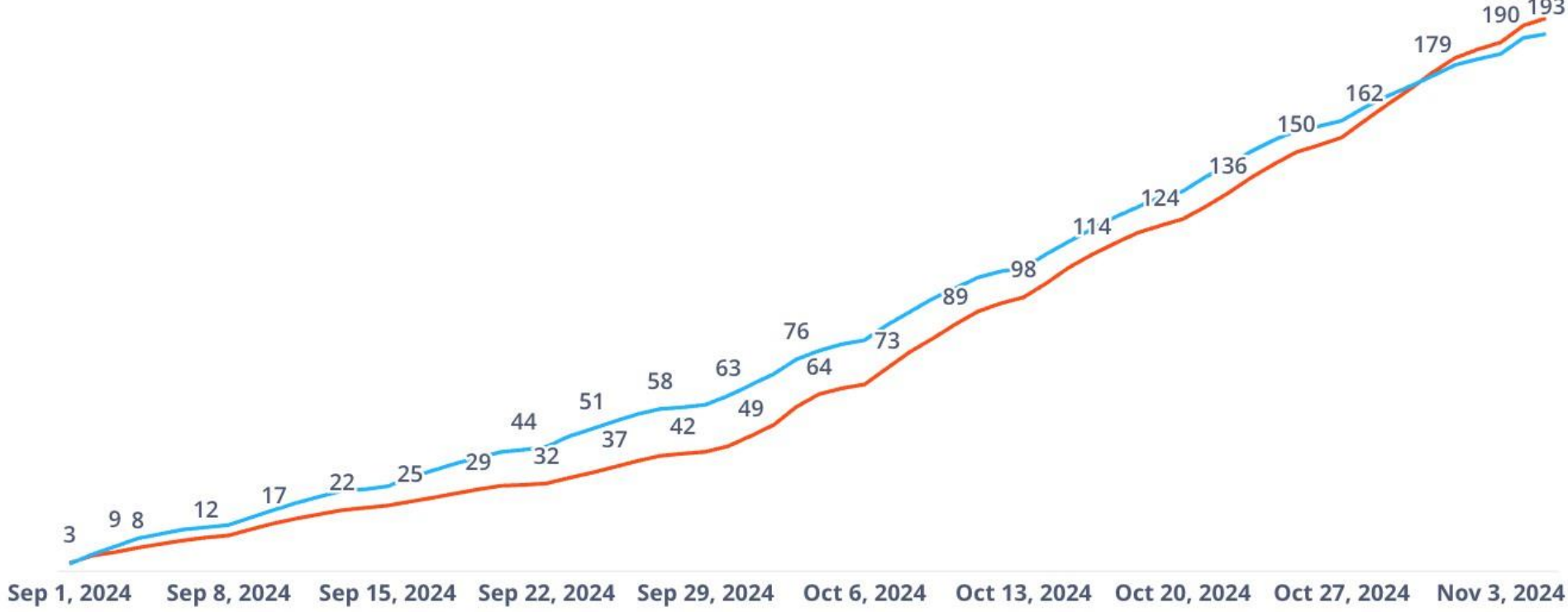
193
Frequency

195,352,022
Impressions

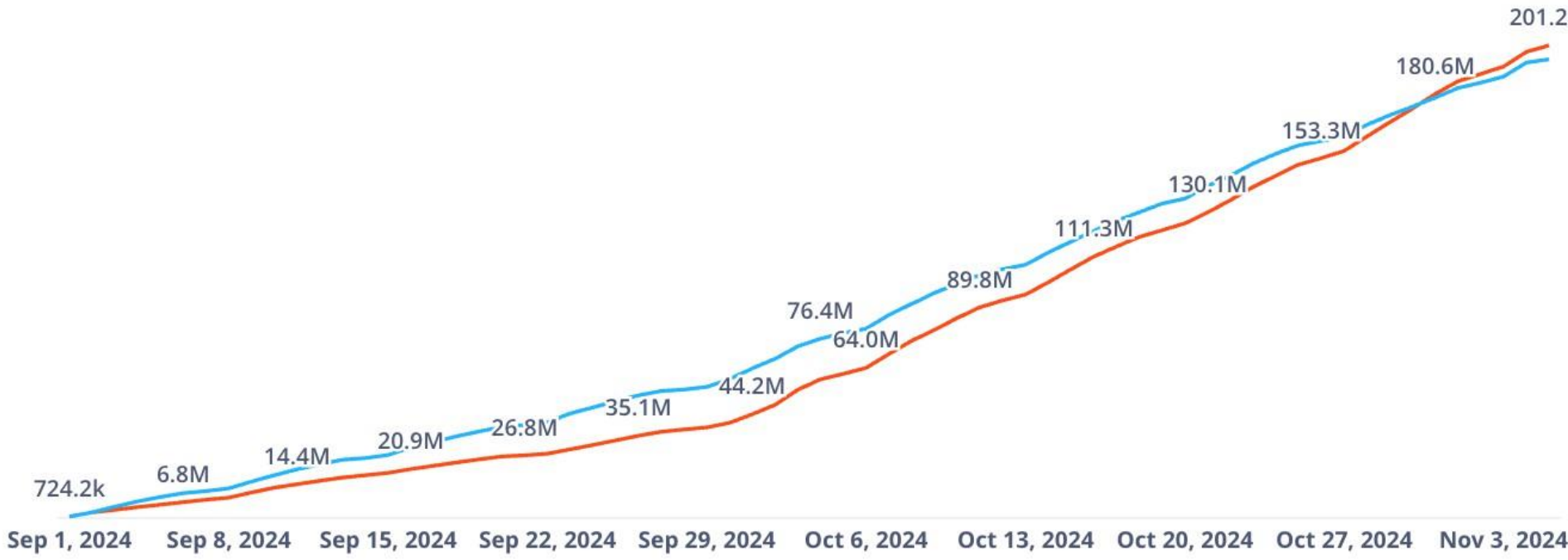
Cumulative Reach
● Republican Ads ● Democrat Ads



Cumulative Frequency
● Republican Ads ● Democrat Ads

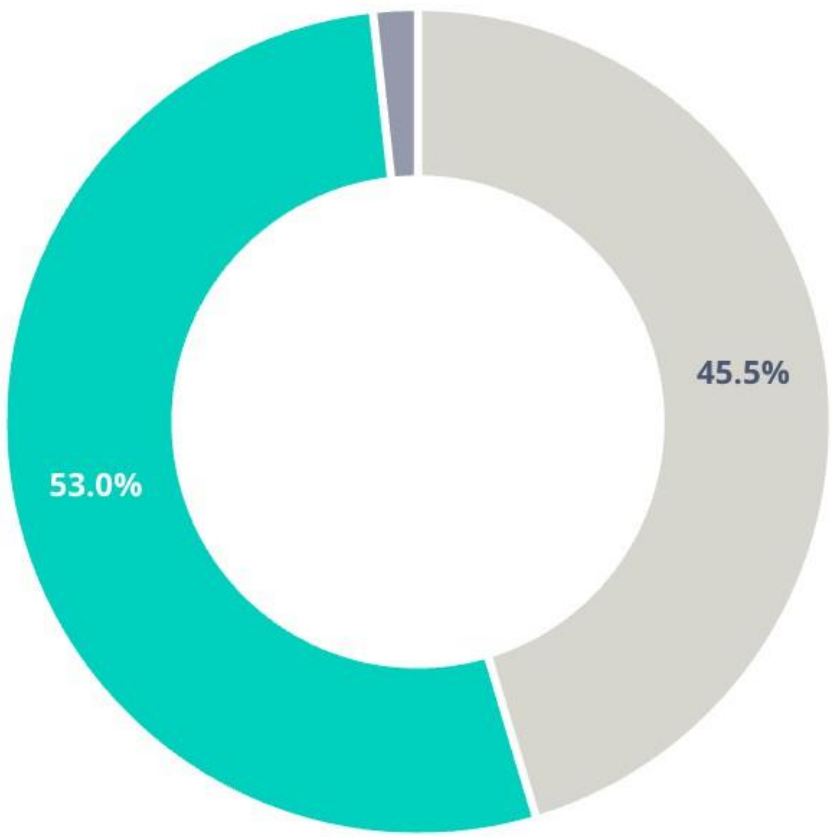


Cumulative Impressions
● Republican Ads ● Democrat Ads



Exclusive and Overlapping Reach by Party

● Not Reached
● Overlap
● Other



Note: Data reflects broadcast and cable purchased by all WI Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Wisconsin – Weekly TV Performance



1,884,893
Target Audience HHs

WI Senate 2024
Race

WI
Geography

2024 Swing Voters
Target Audience

9/1/2024 - 11/5/2024
Flight Dates

Republican Ads

54%
Reach

198
Frequency

201,232,941
Impressions

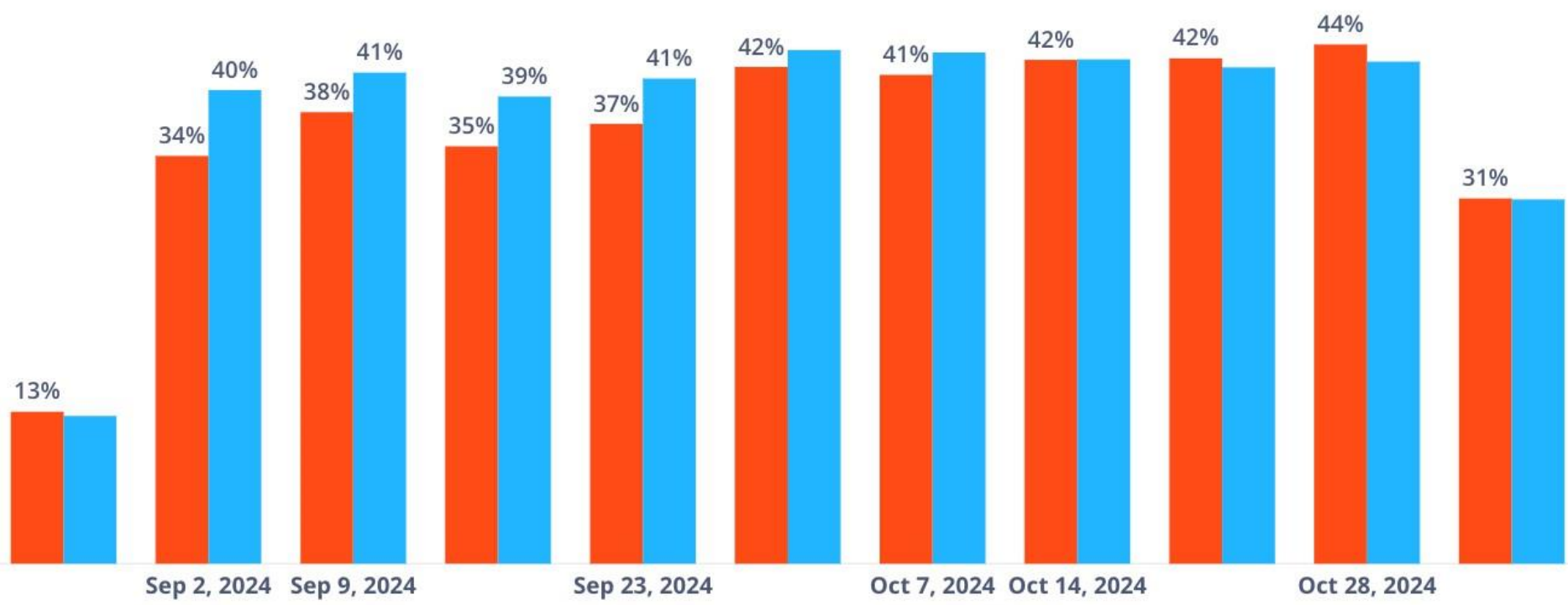
Democrat Ads

54%
Reach

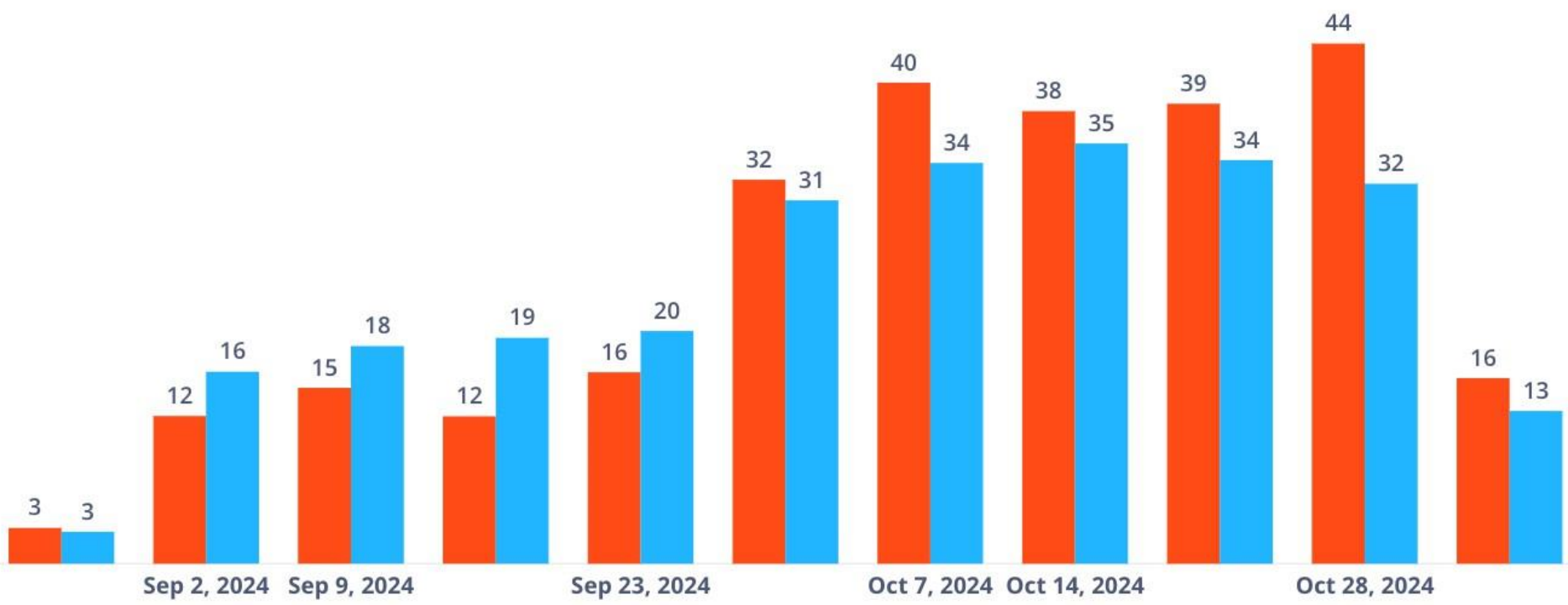
193
Frequency

195,352,022
Impressions

Weekly Reach
Republican Ads Democrat Ads



Weekly Frequency
Republican Ads Democrat Ads



Weekly Impressions
Republican Ads Democrat Ads



Actual vs Potential Reach
Potential Reach Actual Reach



Note: Data reflects broadcast and cable purchased by all WI Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24

Wisconsin – Market TV Performance



1,884,893

Target Audience HHs

WI Senate 2024

Race

WI

Geography

2024 Swing Voters

Target Audience

9/1/2024 - 11/5/2024

Flight Dates

Republican Ads

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Reach

198

Frequency

201,232,941

Impressions

Democrat Ads

54%

Reach

193

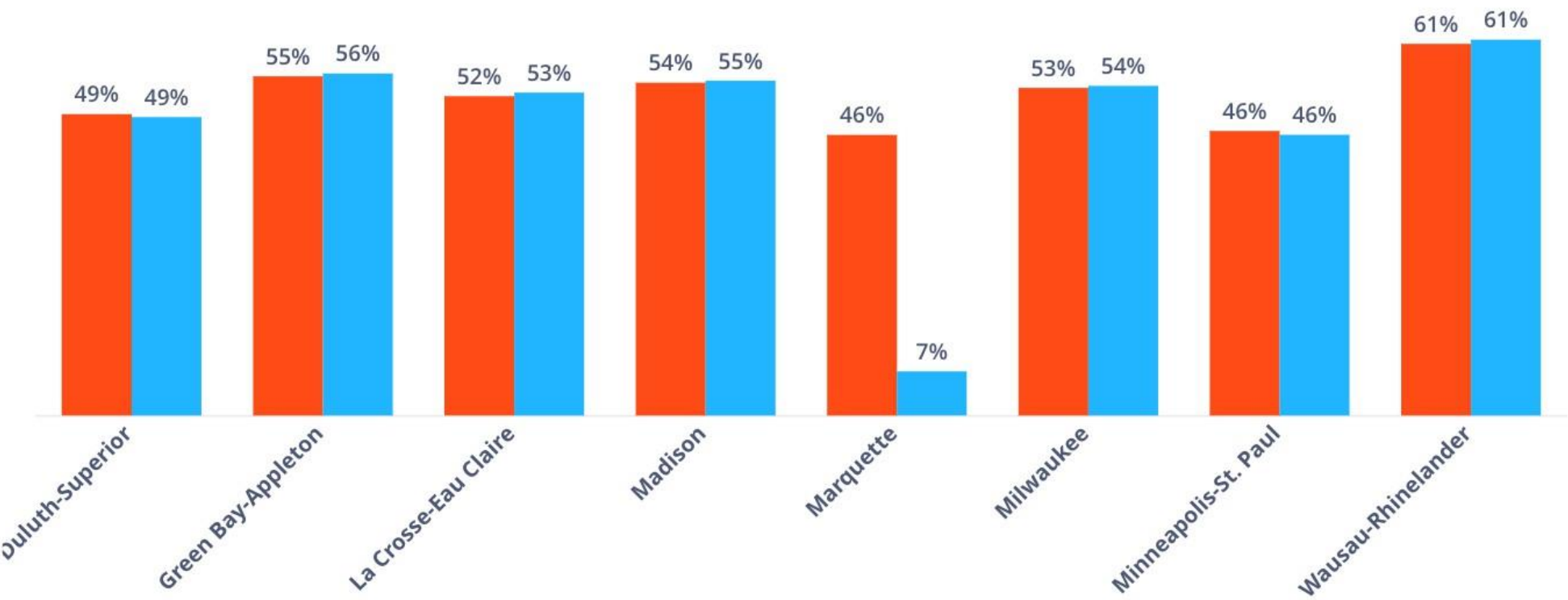
Frequency

195,352,022

Impressions

Reach by Market

Republican Ads Democrat Ads



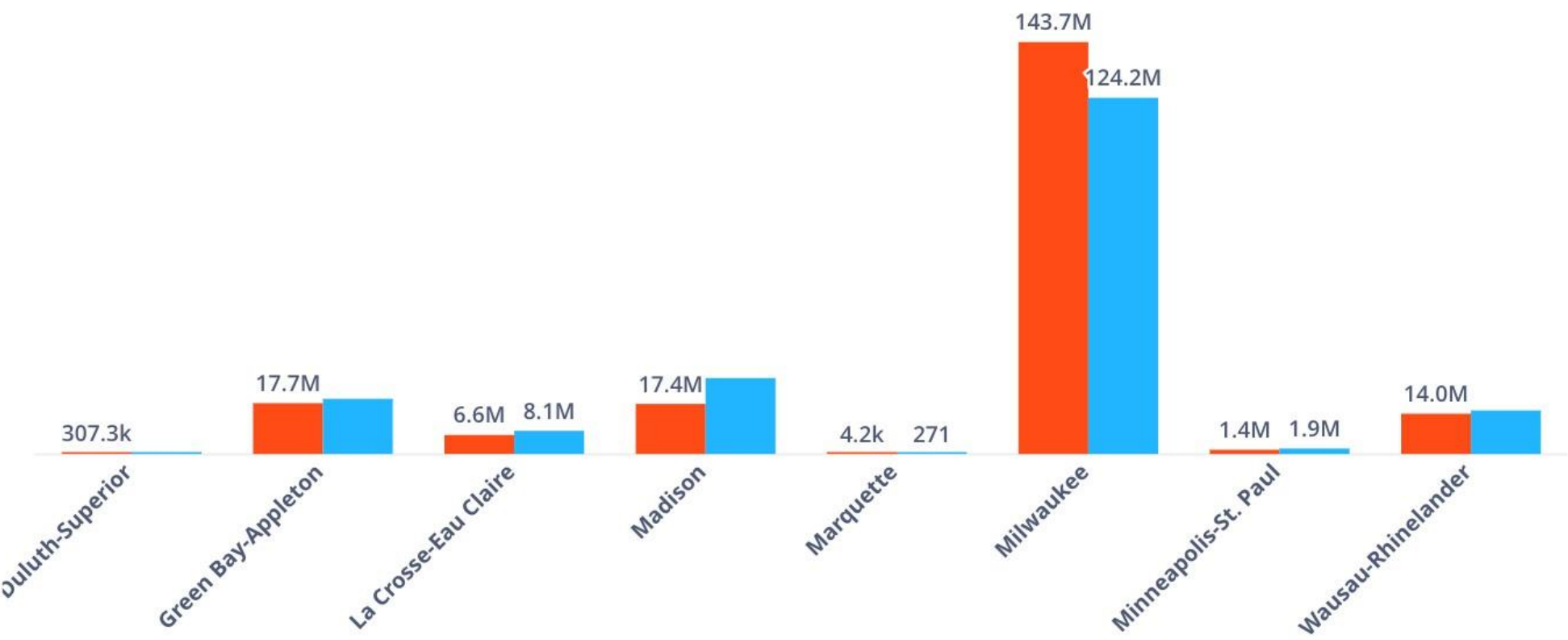
Frequency by Market

Republican Ads Democrat Ads



Impressions by Market

Republican Ads Democrat Ads



Note: Data reflects broadcast and cable purchased by all WI Senate advertisers (candidate & PAC) between 9/1/24 – 11/5/24