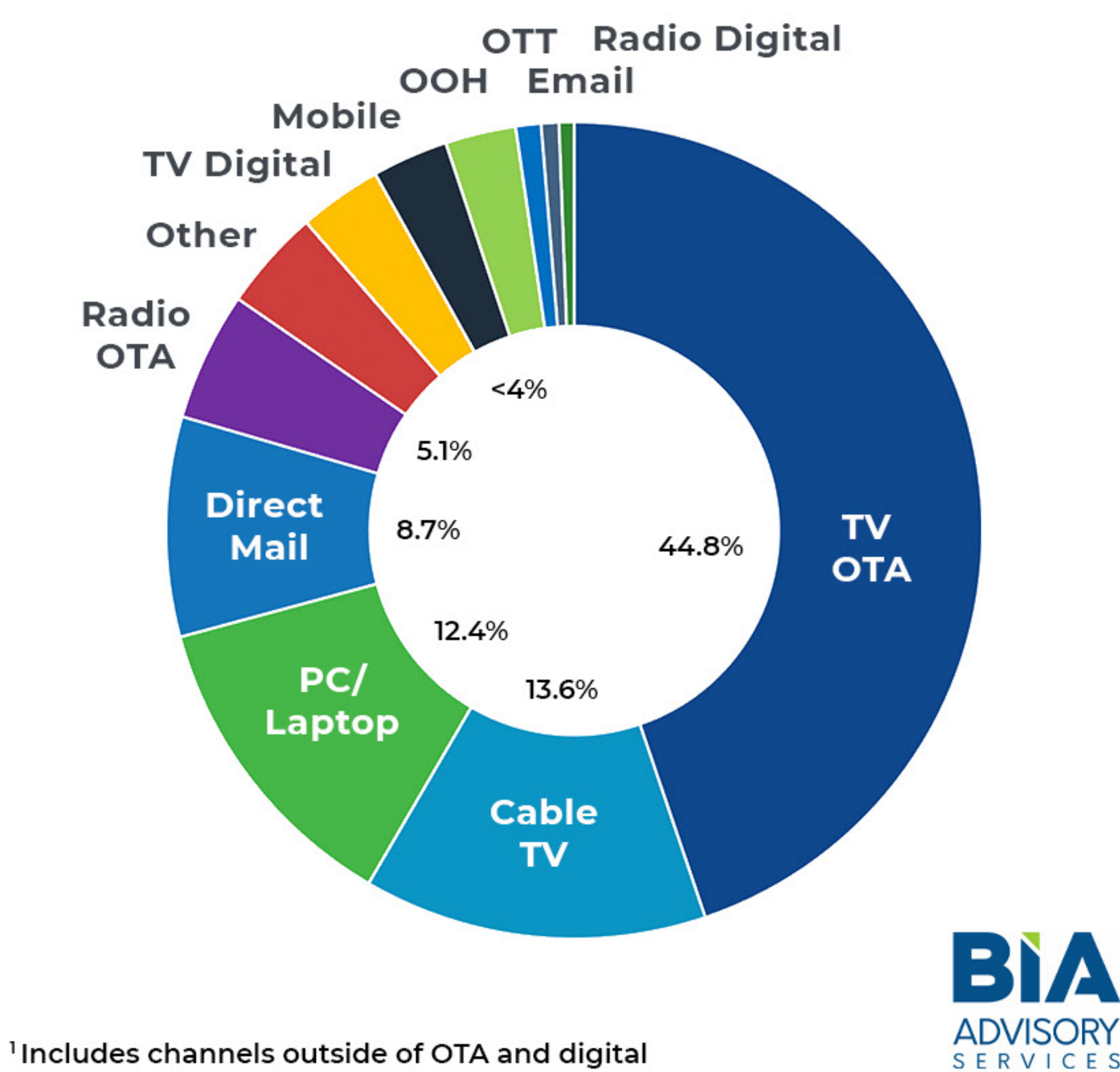


How Broadcast Sellers Can Optimize Political Advertising Revenue

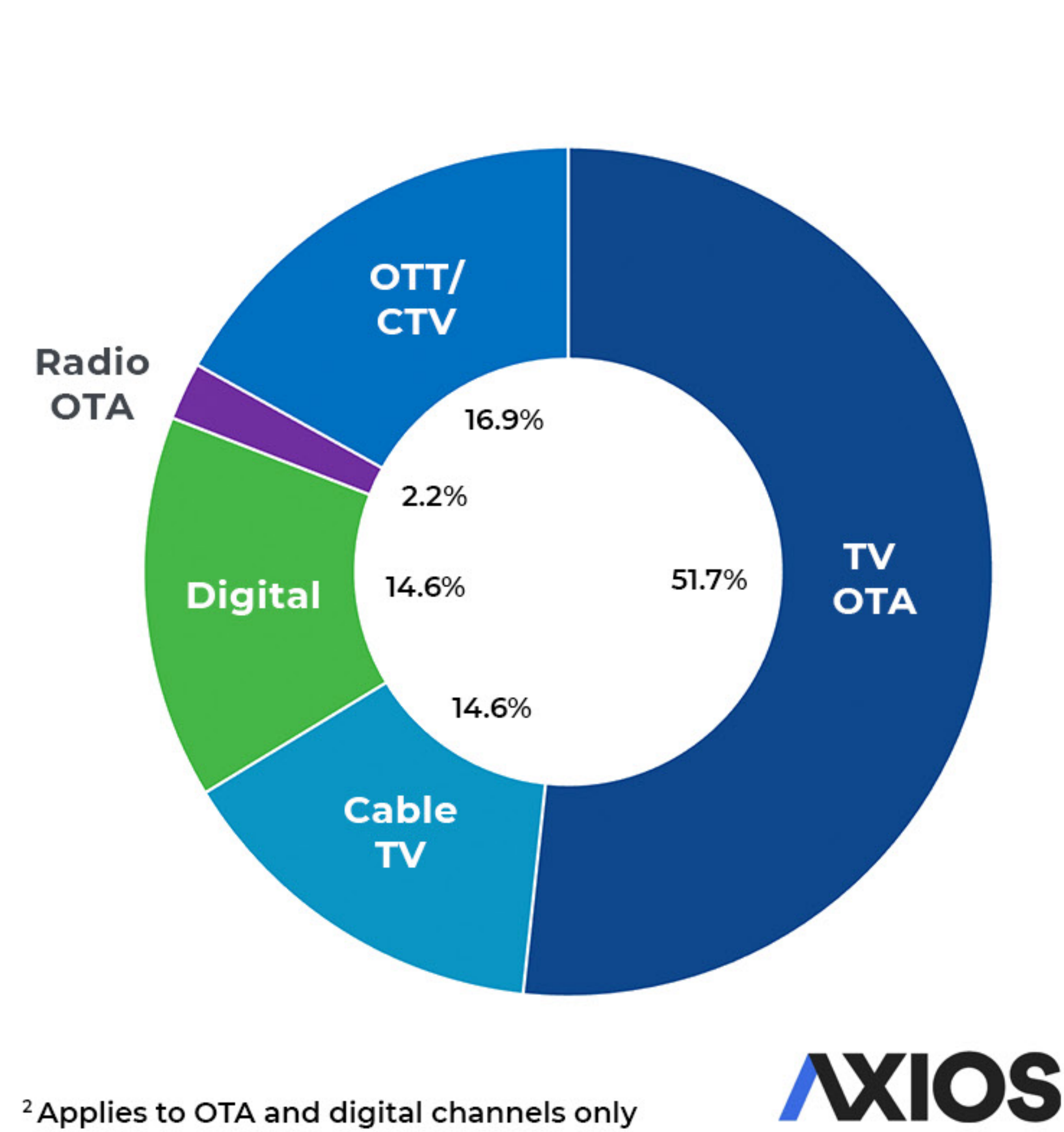


The Political Ad Revenue Pie

BIA Projection: \$8.4 Billion¹



Axios Projection: \$8.9 Billion²



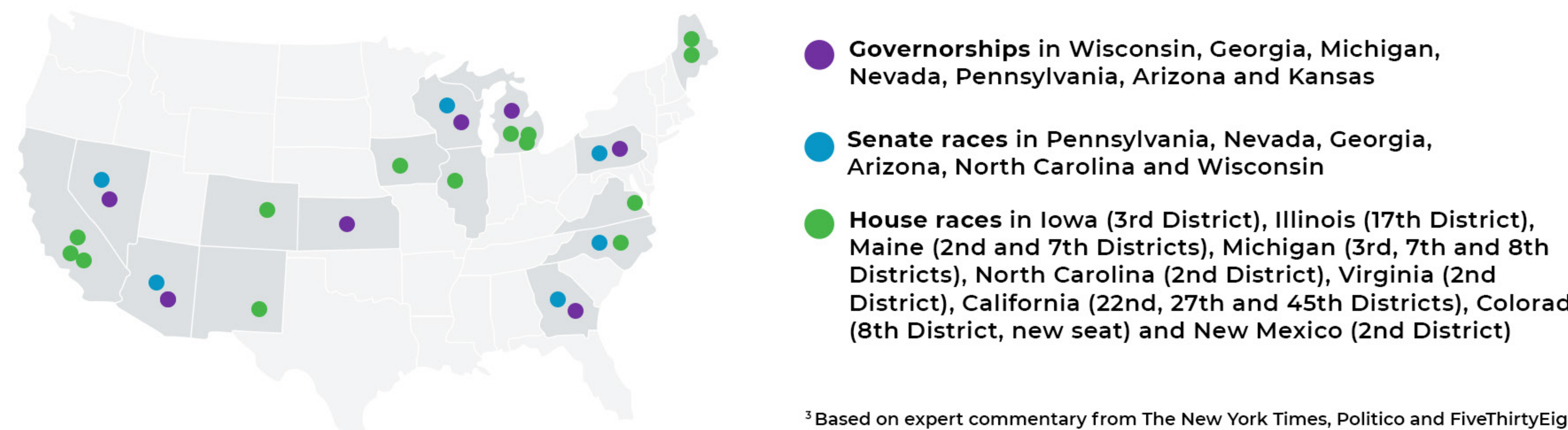
2022 Midterm Election Races

34 U.S. Senate seats	435 U.S. House seats	36 governorships	27 secretaries of state	27 state treasurers	34 attorneys general
Legislative in all states except Louisiana, Mississippi, New Jersey and Virginia			Mayoral, including major cities Charlotte, N.C.; Little Rock, Ark.; Newark, N.J.; Oklahoma City, Okla.; Austin, Texas; Los Angeles, Calif.; Washington, D.C.; and Tallahassee, Fla.		

Various county elections throughout the country	FL & CA Also, Florida and California will have special elections.
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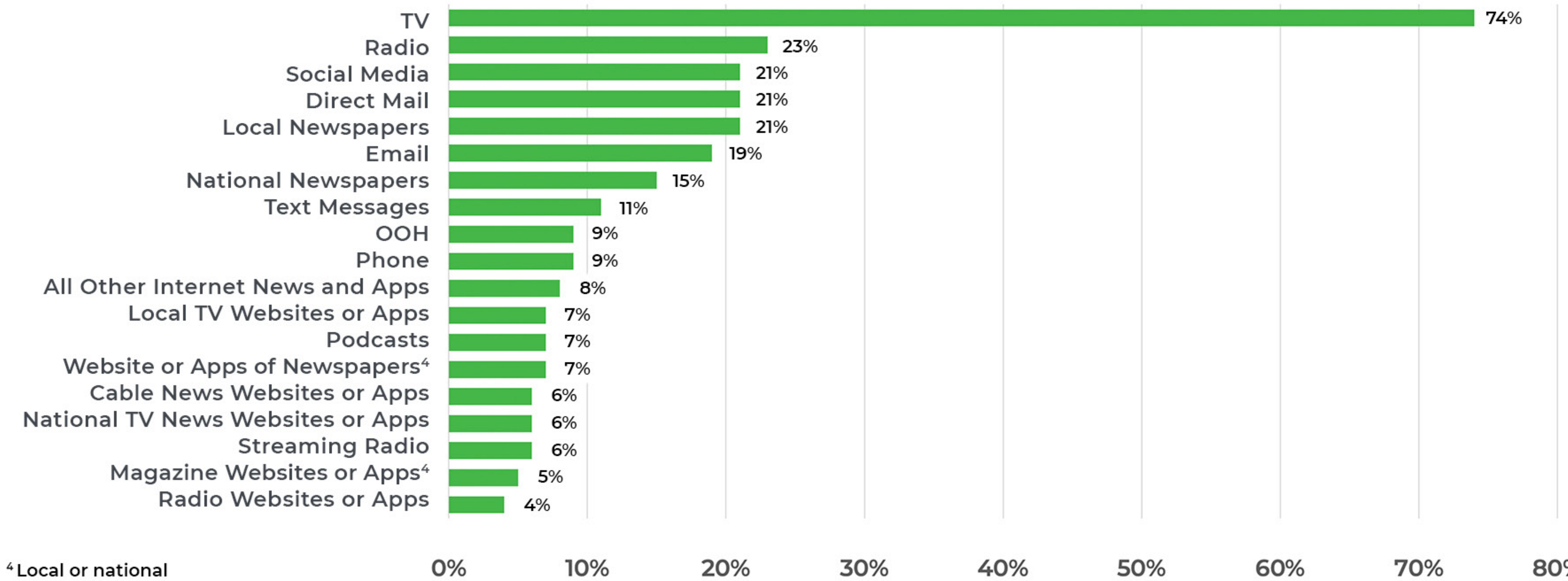
The Most Competitive Races

Analysts and experts have noted the following to be some of the most competitive and crucial:³

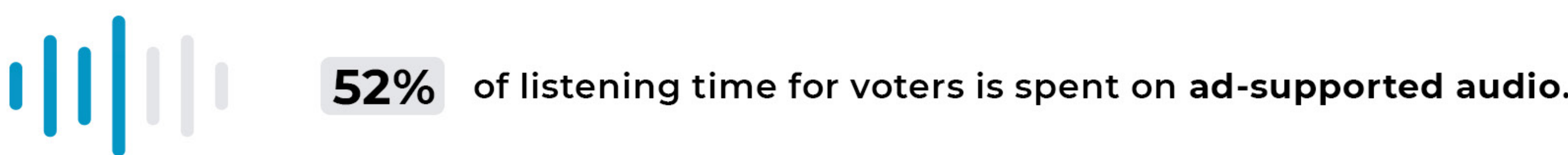


What Channels Have the Most Influence in Motivating Voters to Vote?

Based on a poll of registered voters, these channels were rated as having the most motivating factor in voting. Respondents could choose more than one medium.



Registered Voter Listening Habits



How That Breaks Down for Registered Voters

	AM/FM Radio	Podcasts	Pandora ⁵	SiriusXM ⁵	Spotify ⁵
All Registered Voters	75%	11%	6%	4%	3%
Democrats	73%	13%	7%	4%	3%
Independents	74%	12%	6%	3%	4%
Republicans	78%	7%	7%	5%	2%

⁵ Ad-supported

Media Formats Americans Trust



What Are the Opportunities Based on the Data, Races and Preferences?

