

Cable TV Ads Impact Election Outcomes



Spend

Cable TV Percentage of Total TV Ad Spend



Winners Led by **+35%**



Reach

Percentage of Households Reached

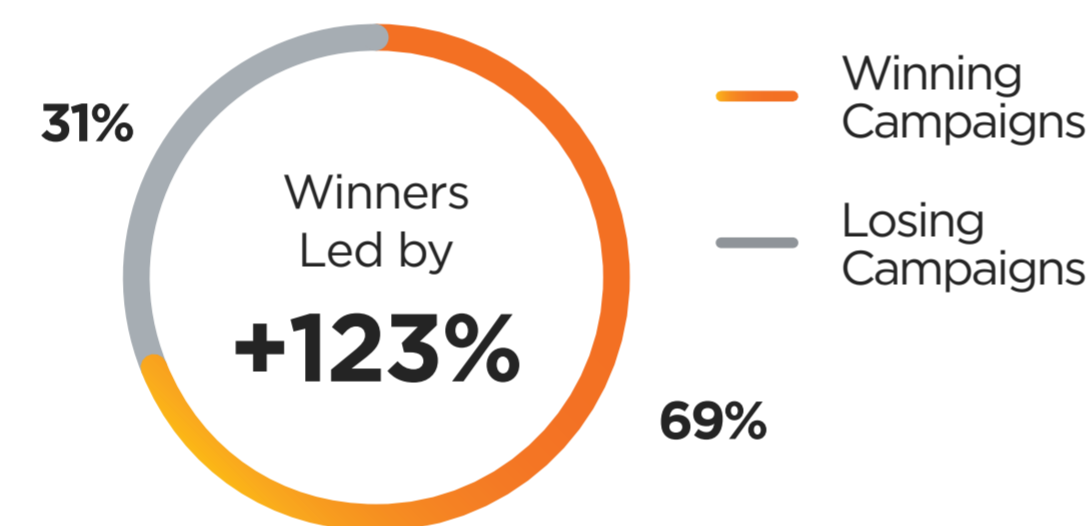


Winners Led by **+36%**



Network Prominence

Share of Voice Within Cable



Number of Cable Networks Campaign Aired



Frequency

Total Number of Days Campaign Aired

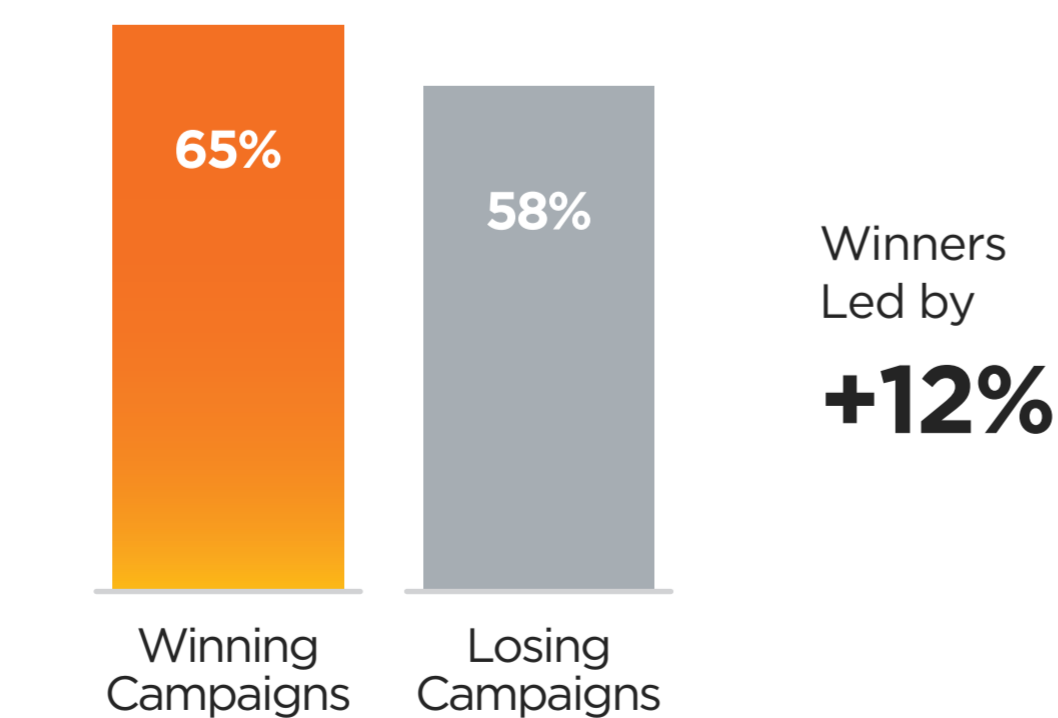


Number of Days per Month Campaign Aired



Network and Creative Variety

Share of Impressions From Non-News Networks



Different Creative Spots (Average Number)

