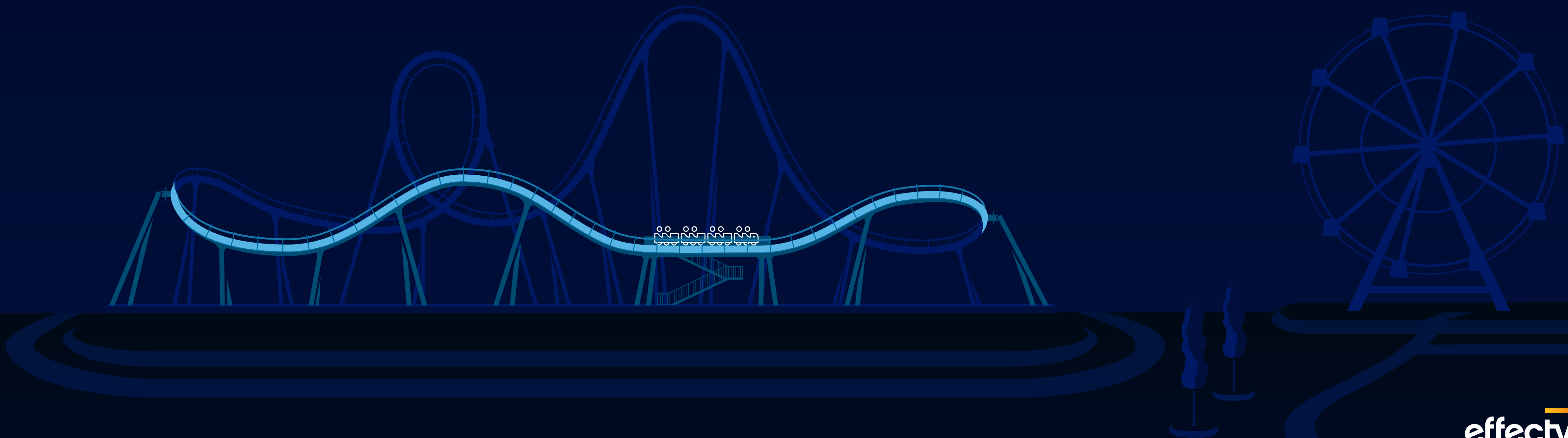


MYTHS OF TV NEWS

With the ups and downs of 2020, it's no surprise that viewers tuned into the news at record-high rates. But news is consistently some of the most popular TV content, and viewership is staying elevated through 2021. This presents an opportunity for political marketers to **use news as the main attraction of a media plan**, and then use data insights to reach those same news audiences and potential voters everywhere they spend time.

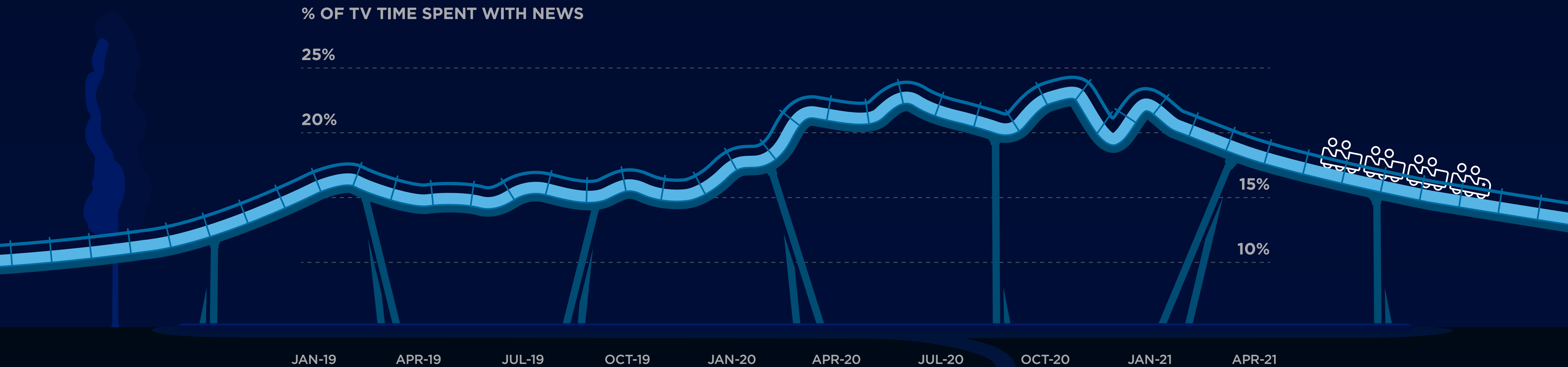


MYTH #1

TV news viewership peaked in 2020 and will quickly return to pre-pandemic levels

FACT #1

Although TV news viewership was way up in 2020, it's remaining strong throughout 2021. If the trend line were a roller coaster, it'd be a pretty boring ride



MYTH #2

Viewers prefer broadcast news

FACT #2

Viewers spend nearly twice as much time with cable news as they do with broadcast news

TV NEWS VIEWERSHIP
Q1 2021

65%
CABLE

35%
BROADCAST

MYTH #3

Viewers primarily watch during primetime

FACT #3

Viewers tune in to the news all day long, and 80% of TV news viewing occurs outside the hours of 7-11 p.m.



20%
PRIME



TV NEWS VIEWING TIME
Q1 2021

80%
NON-PRIME

MYTH #4

TV news is the only place you need to advertise

FACT #4

Like a roller coaster, news is a great main attraction. But viewers are only spending 20% of their TV time with news, and 80% of their time goes to other content. For the greatest success, political advertisers should strive to reach potential voters across content types, times of day, and devices

Ready to launch a campaign that keeps viewers interested? Contact us.

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