

STRETCHING POLITICAL DOLLARS

Data shows Local Broadcast Advertising Winning as the Best Use of Political Media Dollars

Advertising Analytics and Nielsen have teamed up to combine their unique data sets to determine how to reach target voters while optimizing a budget and keeping current with market rate trends. The challenge media planners often face is the lack of reliable data to make informed and impactful decisions on their strategy. While overall advertising trends are shifting to digital media, our data has shown that broadcast television remains an incredibly efficient option for political advertisers. In this paper, Advertising Analytics and

Nielsen have collaborated to create accurate and reliable Cost Per Thousand (CPM) estimates for four Designated Market Areas (DMA)[™]. These CPM estimates are rooted in Nielsen voter ratings data and actual commercial rates from Advertising Analytics where they source currency grade commercial rates from the FCC public file. Advertising Analytics has mined and cleansed actual rate data from more than 1,100 local broadcast stations in 208 DMAs[™]. The resulting CPMs offer an unprecedented and realistic view of media efficiency.



METHODOLOGY

Advertising Analytics and Nielsen matched actual market, station, and program level rates with viewership data. The data was pulled from October 2018 which is the most recent example of rates and viewership in a month immediately preceding a major election. Advertising Analytics utilized 3,000 station contracts in the FCC public file to provide local, program-level candidate rates for ABC, CBS, FOX and NBC in these four DMAs™:

- Phoenix, AZ
- Tampa, FL
- Minneapolis, MN
- Orlando, FL

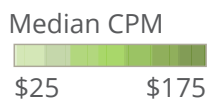
Nielsen provided viewership data for four audiences:

- Total High Frequency Voters (HFVs)
- High Frequency Democrat Voters
- High Frequency Republican Voters
- High Frequency Independent Voters

Using combined rate and viewership data, the cost-per-thousand (CPM) metric was calculated:

$$CPM = \frac{\text{Rate} \times 1000}{\text{Impressions}}$$

		Overnight	Early Morning	Morning	Daytime	Early Fringe	Early News	Prime Access	Early Prime	Late Prime	Late News	Late Fringe
Minneapolis - St. Paul, MN	ABC	\$193	\$102	\$62	\$59	\$62	\$54	\$54	\$243	\$218	\$85	\$61
	CBS	\$246	\$78	\$30	\$79	\$91	\$47	\$45	\$106	\$100	\$41	\$25
	FOX	\$213	\$127	\$126	\$360	\$70	\$102	\$436	\$98	\$108	\$57	\$283
	NBC	\$114	\$280	\$387	\$92	\$63	\$61	\$121	\$285	\$227	\$59	\$189
Orlando-Daytona Beach-Melbourne, FL	ABC	\$48	\$238	\$170	\$65	\$149	\$105	\$132	\$212	\$220		\$197
	CBS	\$230	\$151	\$143	\$176	\$172	\$124	\$258	\$109	\$108		\$209
	FOX	\$361	\$179	\$162	\$353	\$107	\$244	\$135	\$136	\$157		\$206
	NBC	\$70	\$81	\$49		\$82	\$52	\$411	\$33	\$30		\$245
Phoenix, AZ	ABC	\$69	\$57	\$74	\$61	\$79	\$56	\$67	\$176	\$151	\$84	\$145
	CBS	\$317	\$59	\$53	\$113	\$138	\$57		\$122	\$115	\$68	\$79
	FOX	\$101	\$102	\$103	\$71	\$50	\$66	\$52	\$105	\$80	\$134	\$100
	NBC	\$45	\$70	\$110	\$98	\$68	\$47	\$93	\$117	\$104	\$76	\$84
Tampa-St Petersburg-Sarasota, FL	ABC	\$31	\$155	\$135	\$52	\$81	\$70	\$357	\$81	\$113		\$139
	CBS	\$35	\$80	\$59	\$82	\$121	\$63	\$34	\$91	\$92		\$100
	FOX	\$77	\$103	\$81	\$99	\$69	\$110	\$261	\$86	\$99	\$151	\$273
	NBC	\$72	\$151	\$139	\$105	\$108	\$96	\$436	\$89	\$94		\$363





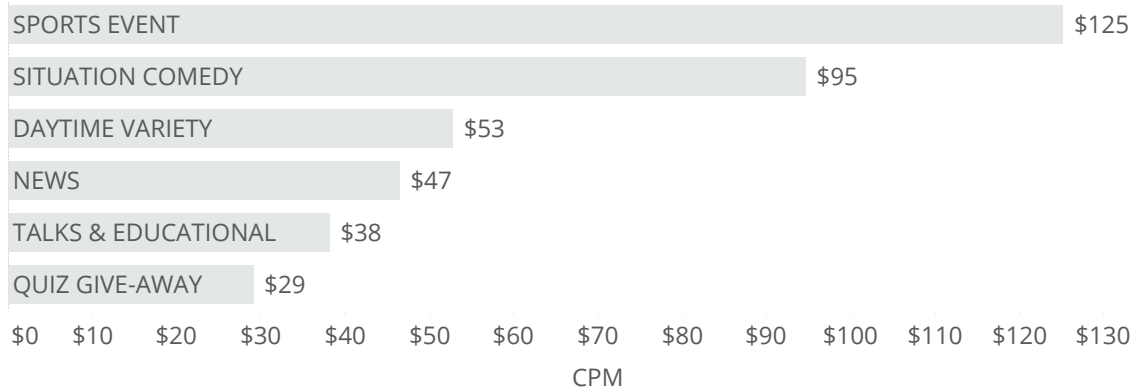
HIGH FREQUENCY VOTERS (HFVs)

Genres seem to play a significant role in reaching HFVS.

On average, targeting HFVs is most efficient during “Quiz/Giveaway” shows like *Wheel of Fortune* because CPMs for this genre have a small range of \$18-\$56, with a median cost of \$29.

However, specific “News” programs often provided the most efficient individual options. For instance, NBC’s *Early Today* in Tampa has a CPM of just \$4, the most efficient program found. Even though the News genre had a higher median CPM than Quiz/Giveaway shows, the News did not lack efficient options as it often provided the most efficient specific programs.

Median CPM by Genre



High Frequency Voter CPMs - Top 10 Programs

Minneapolis, MN

The Late Show with Stephen C..	\$11
Last Man Standing	\$14
Face the Nation	\$15
The View	\$16
Nightline	\$16
The Cool Kids	\$19
The Late Late Show with James..	\$20
The Price is Right	\$22
Saturday Night Live	\$23
New Amsterdam	\$24

Phoenix, AZ

Good Morning America Sunday	\$18
Sa Morning News	\$20
Good Morning America	\$22
Daily Blast Live	\$24
Wipeout	\$30
Dish Nation	\$31
Noon News	\$32
The Conners	\$33
Sonoran Living	\$33
Wendy Williams	\$34

Orlando, FL

The View	\$22
The Simpsons	\$23
Sa Evening News	\$24
Early Today	\$26
Noon News	\$26
Who Wants to Be a Millionaire?	\$29
Late Night with Seth Meyers	\$32
Jimmy Kimmel Live	\$33
Steve	\$35
Days of Our Lives	\$35

Tampa, FL

Early Today	\$4
The Late Late Show with James..	\$8
Bull	\$18
Blue Bloods	\$18
Nightline	\$18
Today Show with Kathie Lee & ..	\$19
Daily Blast Live	\$19
Judge Judy	\$20
The Late Show with Stephen C..	\$21
Hawaii Five-0	\$22



SPORTS PROGRAMMING - MINNEAPOLIS

Sporting events may be effective, but are not always efficient.

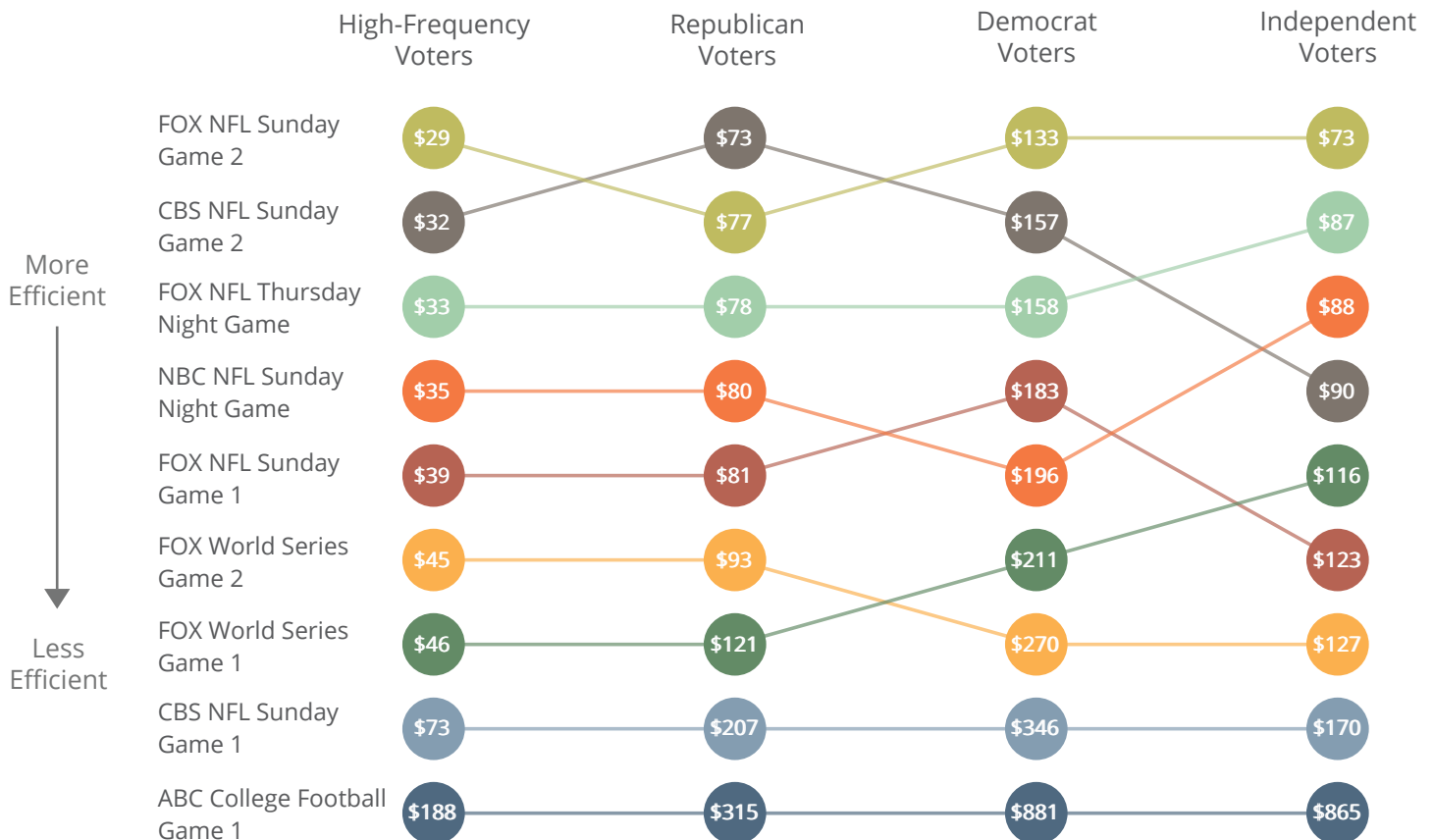
Live sports typically have some of the highest rates in broadcast advertising. As a result, the CPMs for live sports are often some of the least efficient. This isn't to say that advertising during sporting events is not *effective*, but for reaching specific audiences, it is not always the most *efficient*.

In Minneapolis, several trends emerge in the CPMs for live sports:

- CPMs for Republican and Independent voters are typically similar, suggesting that Republican advertisers can reach Independent voters too during live sports
- Across the board, Democrat voters are the least efficient audience to target during live sports
- Viewership is lowest during ABC *College Football*, yielding the most inefficient CPMs for each audience during that game
- The top five most efficient live sporting events are all NFL games

Sporting Event CPMs by Audience

This chart ranks sporting event CPMs for each voter audience.





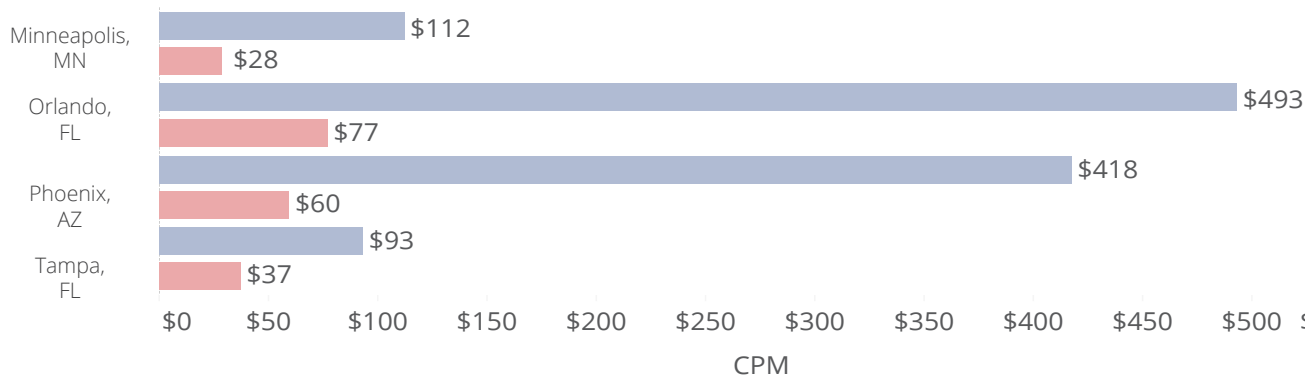
REPUBLICAN VOTERS

Targeting efficiency was higher overall for Republican voters than Democrat voters.

Targeting efficiency was higher overall for Republican voters than Democrat voters. Several programs have large differences in CPMs when targeting Republicans vs. Democrats. As suspected, the CPMs for targeting Republican vs. Democrats on *Last Man Standing* in Orlando are \$77 and \$493 respectively. Republicans are targeted more than six times more efficiently in this example.

In all four markets, *Last Man Standing* is a top ten program for Republicans, but not highly ranked for the Democrat voter audience.

Last Man Standing CPMs, Democrats vs. Republicans



Republican Voter CPMs - Top 10 Programs

Minneapolis, MN

Last Man Standing	\$28
The Late Show with Stephen Colbert	\$33
Face the Nation	\$36
Who Wants to Be a Millionaire?	\$37
The View	\$43
The Young & The Restless	\$45
Nightline	\$47
New Amsterdam	\$47
The Price is Right	\$47
The Cool Kids	\$48

Phoenix, AZ

Sa Morning News	\$26
Good Morning America Sunday	\$47
Dish Nation	\$56
Dr. Oz	\$59
Last Man Standing	\$60
Good Morning America	\$66
Wendy Williams	\$72
Noon News	\$74
New Amsterdam	\$77
911	\$79

Orlando, FL

The Simpsons	\$43
Last Call with Carson Daly	\$64
Dr. Oz	\$68
Sa Evening News	\$68
Live with Kelly & Ryan	\$72
Last Man Standing	\$77
Early Today	\$80
Jeopardy	\$80
Who Wants to Be a Millionaire?	\$85
Megyn Kelly Today	\$89

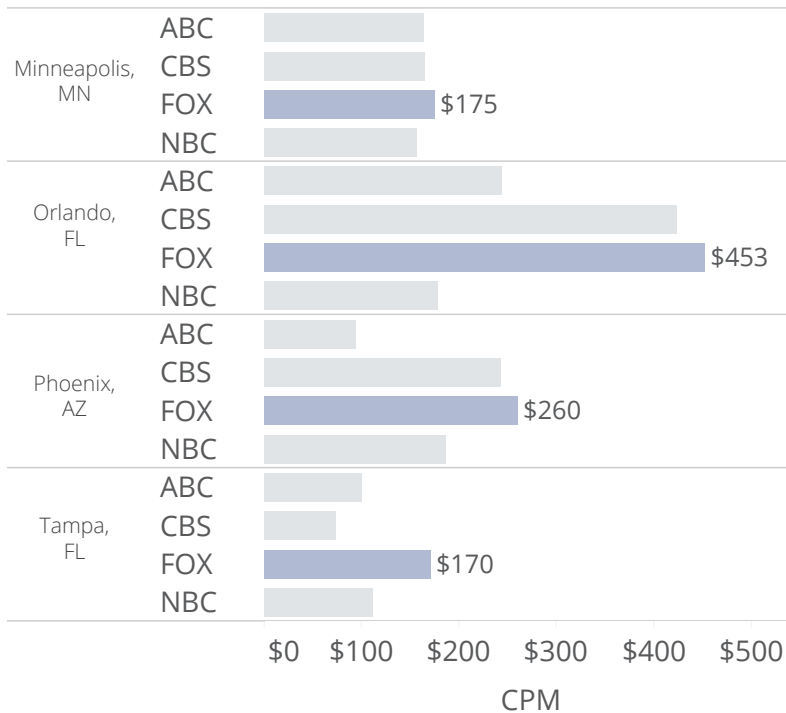
Tampa, FL

Early Today	\$11
The Late Show with James..	\$35
Bull	\$36
Blue Bloods	\$37
Last Man Standing	\$37
Hawaii Five-0	\$38
NCIS	\$54
Today Show with Kathie Lee & ..	\$54
NCIS: Los Angeles	\$55
Judge Judy	\$56



DEMOCRAT VOTERS

CPMs by Affiliate



Democrat CPMs were typically less efficient on FOX affiliated stations

In the four DMA's™ analyzed, we found that Democrat CPMs were typically less efficient on FOX affiliated stations.

The median CPM for all programs on ABC, CBS, and NBC stations is \$158 while the median CPM for all programs on FOX stations is \$219, meaning non-FOX programs are about 30% more efficient when targeting Democrat voters.

This trend held true in each of the four markets when analyzed independently.

Democrat Voter CPMs - Top 10 Programs

Minneapolis, MN

The Late Show with Stephen C..	\$22
Face the Nation	\$37
Nightline	\$39
The Late Late Show with James..	\$40
Last Call with Carson Daly	\$47
The View	\$48
Who Wants to Be a Millionaire?	\$49
Meet the Press	\$51
Jimmy Kimmel Live	\$56
Entertainment Tonight	\$57

Phoenix, AZ

Nightline	\$46
Dish Nation	\$48
Daily Blast Live	\$50
Pickler & Ben	\$53
Wipeout	\$55
The View	\$58
Good Morning America	\$58
Sonoran Living	\$62
The List	\$76
Jimmy Kimmel Live	\$77

Orlando, FL

The View	\$26
Early Today	\$37
Noon News	\$46
Who Wants to Be a Millionaire?	\$50
The Simpsons	\$58
Steve	\$59
Dr. Oz	\$68
Right This Minute	\$73
Late Night with Seth Meyers	\$75
The Real	\$84

Tampa, FL

Early Today	\$7
The Late Late Show with James..	\$10
Daily Blast Live	\$22
The Late Show with Stephen C..	\$24
Nightline	\$27
Today Show with Kathie Lee & ..	\$32
Pickler & Ben	\$36
The Young & The Restless	\$39
Face the Nation	\$44
The Real	\$46



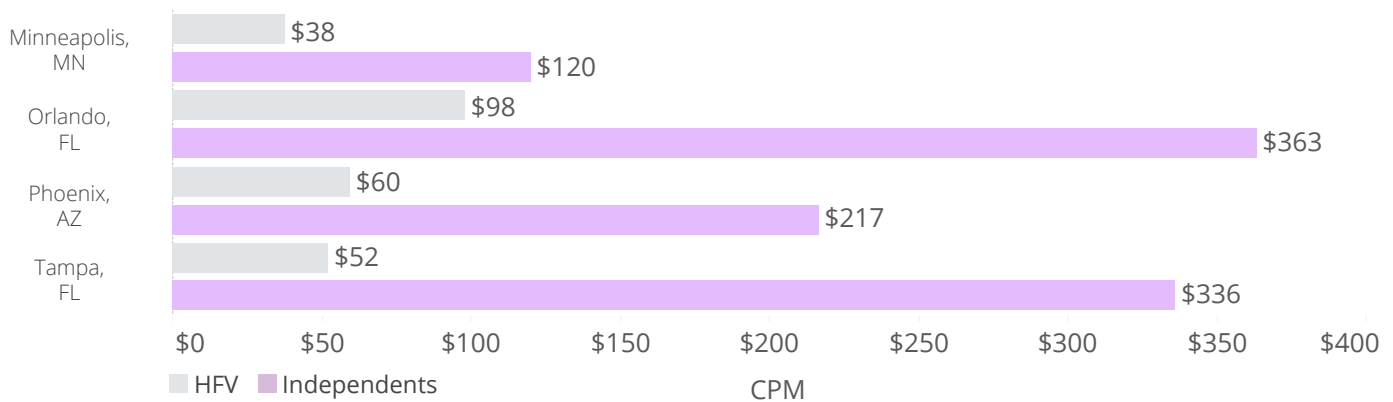
INDEPENDENT VOTERS

Independent voters are more expensive to target.

Independents outprice every other voter audience in every market except Minneapolis where it is more expensive to target Democrats. Although more expensive, independent voters are obviously not aligned with a party and can be swayed.

There is significant variation in efficient programming for independents. For example, in Tampa, the most efficient programs span CPMs from \$14 to \$146. This means that there are limited numbers of objectively cheap options for targeting independent voters. Only five programs have CPMs less than \$30.

CPM Distribution, HFVs vs. Independents



Independent Voter CPMs - Top 10 Programs

Minneapolis, MN

Nightline	\$38
Last Man Standing	\$38
Last Call with Carson Daly	\$40
The Cool Kids	\$44
The Late Show with Stephen C..	\$52
The View	\$53
Judge Judy	\$54
The Price is Right	\$57
Daily Blast Live	\$60
Sa Morning News	\$64

Orlando, FL

The Simpsons	\$26
Early Today	\$50
Late Night with Seth Meyers	\$59
Last Call with Carson Daly	\$68
Nightline	\$84
The Real	\$84
Sa Evening News	\$91
Jimmy Kimmel Live	\$93
Dr. Oz	\$113
Tmz Live!	\$114

Phoenix, AZ

Good Morning America Sunday	\$46
Daily Blast Live	\$48
Wipeout	\$52
Nightline	\$69
Good Morning America	\$77
Today Show with Kathie Lee & ..	\$81
The Real	\$83
Sonoran Living	\$83
Sa Morning News	\$89
Morning News	\$93

Tampa, FL

Early Today	\$13
The Late Late Show with James..	\$38
Daily Blast Live	\$52
Good Morning America Weeke..	\$66
Nightline	\$79
Pickler & Ben	\$80
General Hospital	\$86
Right This Minute	\$96
The Abc Actn	\$121
Judge Judy	\$146



CONCLUSION

Broadcast television continues to offer unique opportunities to achieve high reach at low cost.

Various mediums within campaign ad spend budgets continue to compliment and amplify one another and understanding the appropriate media mix for a campaign ad spend is more important than ever. Knowing how these pieces fit together has long been a challenge for media planners. The datasets available from Nielsen and Advertising Analytics can now solve a major piece of this puzzle.

A primary conclusion of this analysis is how efficient broadcast television advertising remains, even as digital platform media buying increases. Local broadcast continues to offers unique opportunities to achieve high reach at low cost. For example, a digital publisher with the same advertising parameters yielded a typical digital CPM of \$32. There are plenty of TV programs that also offer CPMs at or below \$32. So it is still true that TV offers many very efficient options, not only when comparing within the media but also when comparing to major digital platforms.

This analysis was tackled by Advertising Analytics and Nielsen with the intention of producing high quality CMP estimates based on actual publicly sourced contract level rates and viewership data. As the industry evolves, CPMs will become an important analytic and pricing metric for political advertisers. Advertising Analytics and Nielsen combined their unique datasets, trusted industry-wide, to provide media buyers and planners with the appropriate context and guidance for success in political media.



Advertising Analytics provides clients with sophisticated, real-time media intelligence. Our product suite provides actionable data about ad spends, airings, ratings, and creative details on both traditional and digital platforms.

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