

Basis Elect

2026 Election Bootcamp: Winning with CTV

Today's Webinar Hosts



Jackie Huelbig McLaughlin

VP, Candidates & Causes



James Ryan

Account Lead Candidates & Causes

Award Winning Tech & Services

Powering agencies and consultants to win in politics, public affairs, and advocacy with cutting-edge political tech and expertise.

THE TEAM

Since 2006, our growing DC team of award-winning political experts have planned, bought, and executed campaigns across every digital channel: CTV, SOCIAL, AUDIO, DISPLAY

THE SERVICE

Flexible Service solutions, Raving Fan service, priority support, and client education from the industry's top thought leaders.

\$1B+

Media Spend
Managed Annually

10,000+

State & Local Campaigns
since 2006

45+

Political Media
Experts

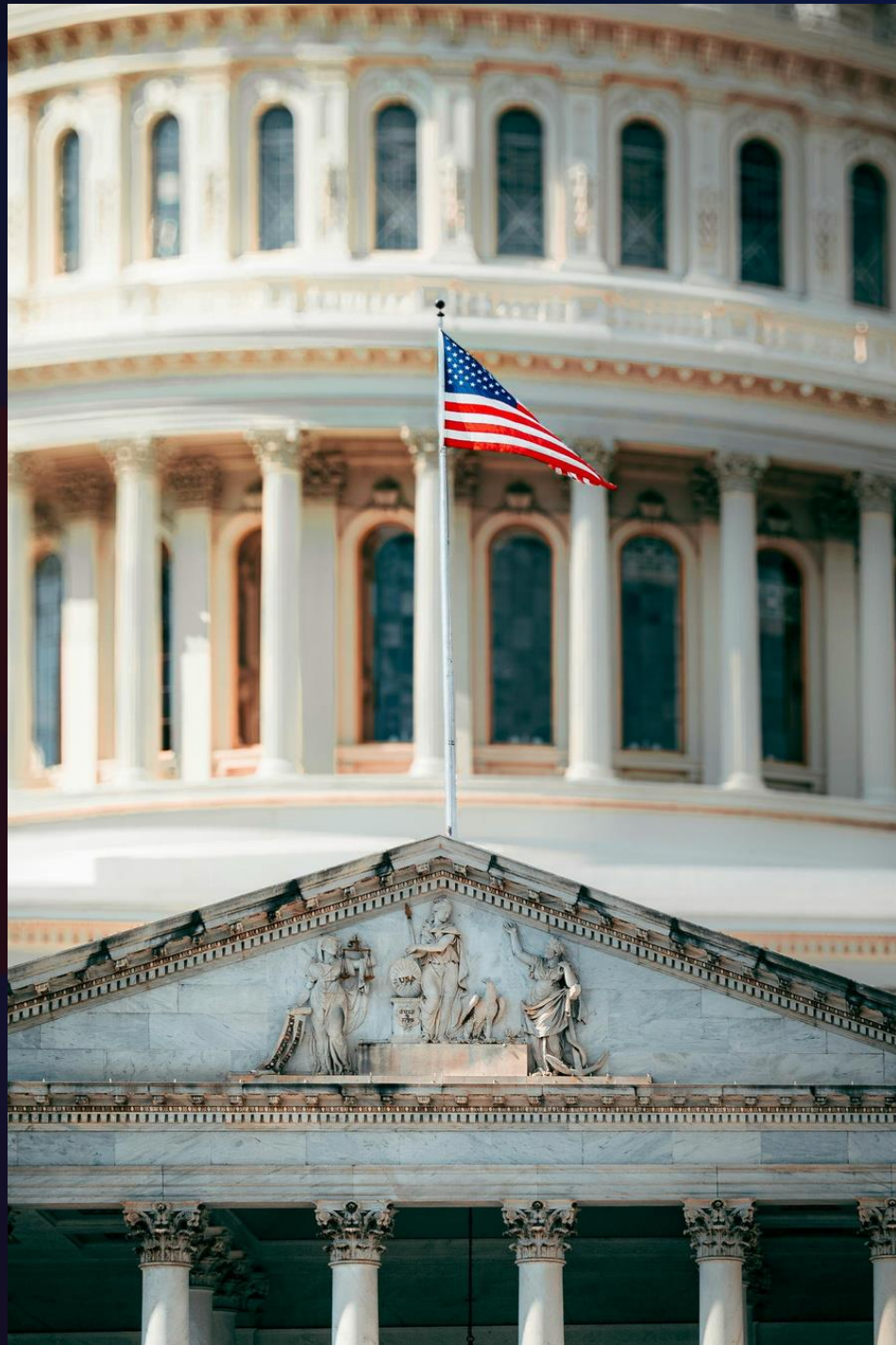
15+

Years Powering
Political Campaigns

Award Winning Tech

- 2025 Ad Week Best Buy-side DSP
- 2025 Frost & Sullivan Global Leader: Customer Value Creation

AGENDA



- Voters Living in a CTV World
- Live Sports Moments & Inventory
- CTV + Audio Winning Combo
- Ask The Experts & Best Practices
- Q&A + Closing Takeaways

SPENDING

Political ad spending in **2026** is projected to reach **\$10.8B**, making it the most expensive midterm in history.

Connected TV spending will take center stage with projections between **\$2.5B** to **\$2.9B**

We Get Your Challenges



Campaigns need **scalable** CTV channels to reach light linear viewers with speed and efficiency



Persuading those crucial undecided voter groups requires frequency



More fragmentation and increasingly complex CTV market

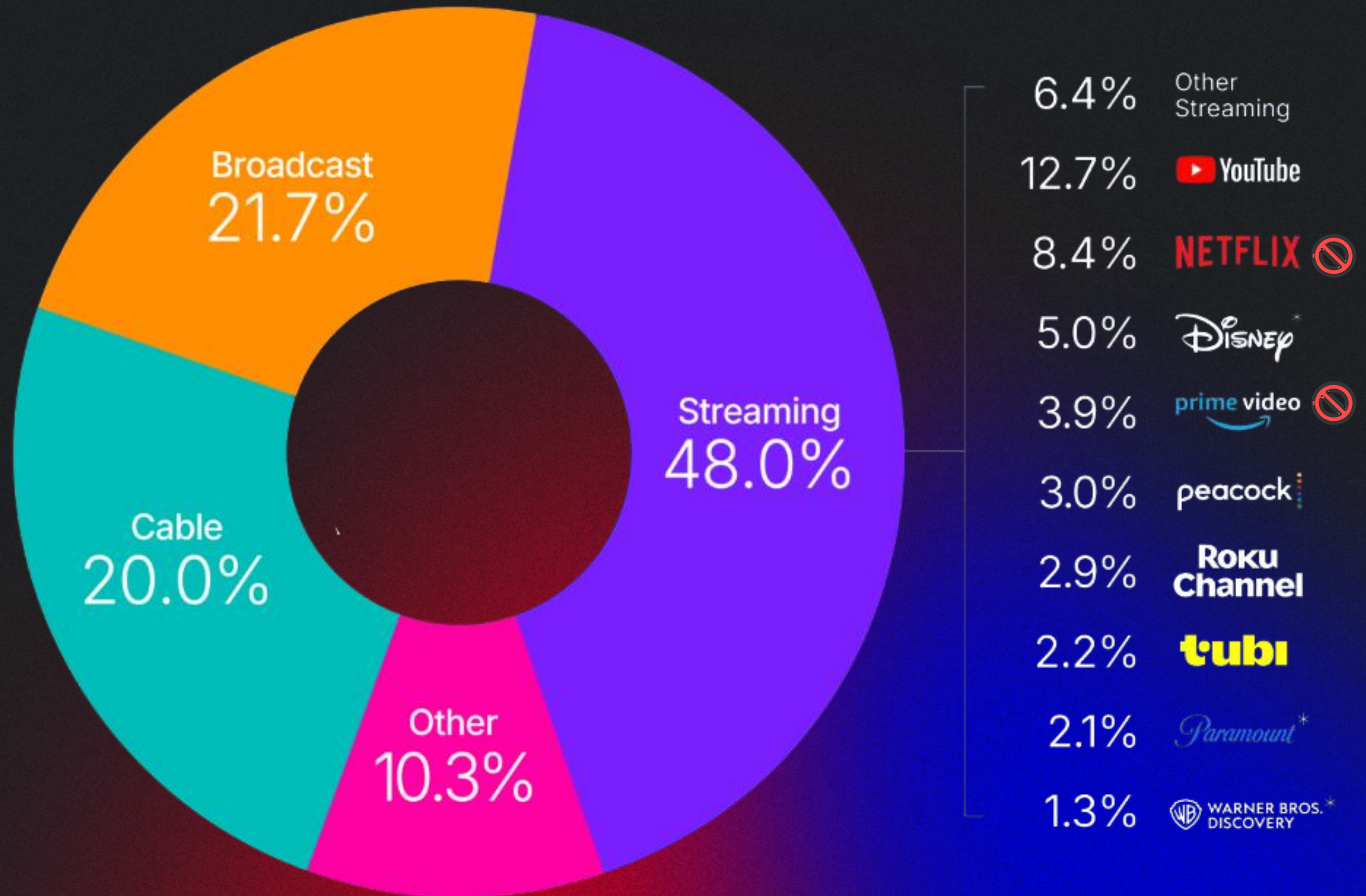


Protecting CTV budgets: IVT prevention, brand safety, and SPO.

We Are Living in a CTV World

Streaming now accounts for the largest share of U.S. TV viewing, as more consumers move away from traditional cable and broadcast.

Supported by accelerated growth of FAST + ad-supported platforms.



Note: The Gauge and Media Distributor Gauge (MDG) do not reflect Nielsen's currency TV ratings. Nielsen is working on updates to The Gauge and MDG to better reflect currency for the Fall TV season, at which time we will provide back data to assist in the transition

Voter Consumption vs Political Investment is Skewed

2024 Election Ad Spend



\$5.3B

Broadcast TV



\$2.3B

C TV



\$1.3B

Cable



69% of US Homes use streaming services exclusively.



56% of all TV viewership is now on streaming.



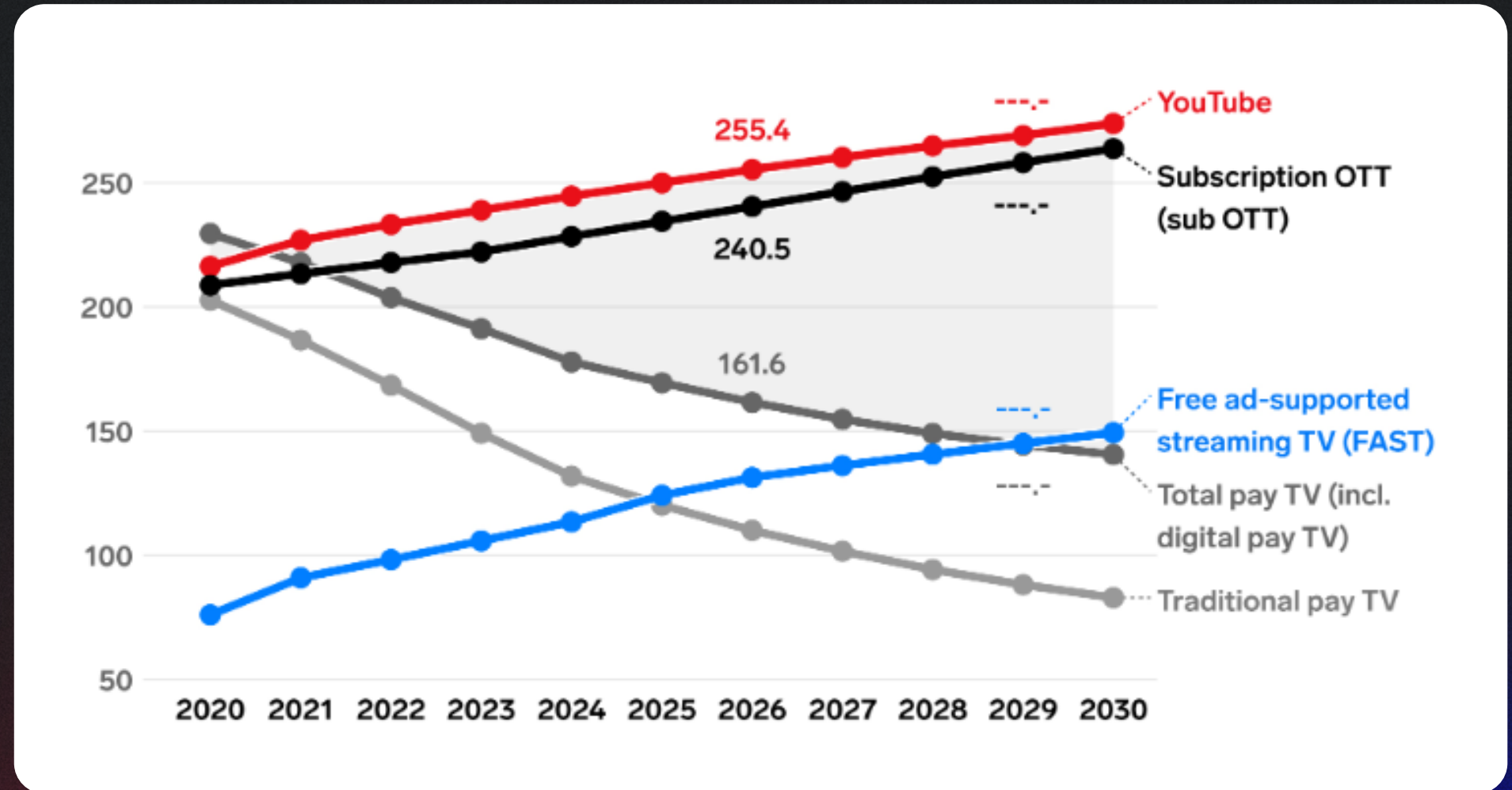
CTV share of political advertising has increased 50% in past 5 years.



Swing voters are younger and more diverse and more likely to be reached via CTV over linear TV.

Viewer Migration from Cable/Broadcast to FAST + Streaming

Advertisers must prioritize streaming platforms to maintain reach at scale across larger platforms, especially those projected to exceed 180M viewers in 2026, like YouTube.

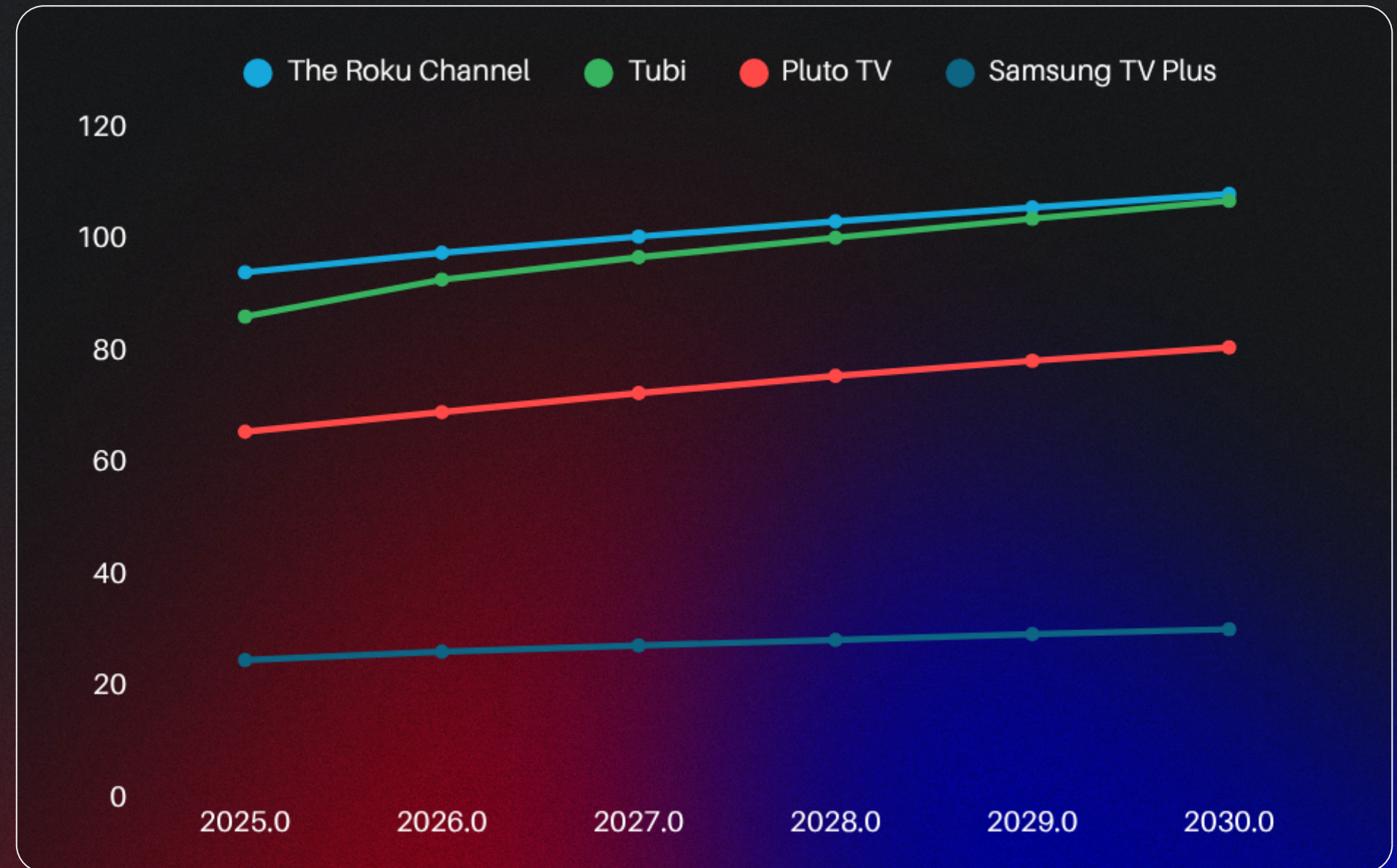


U.S. Video Viewers by Select Format/Platform (in millions)

Source: eMarketer Feb 2026

Fast Channel Projection by Major Distributor

Investing in FAST platforms will enable marketers to reach audiences where they spend more of their time beyond traditional pay TV.

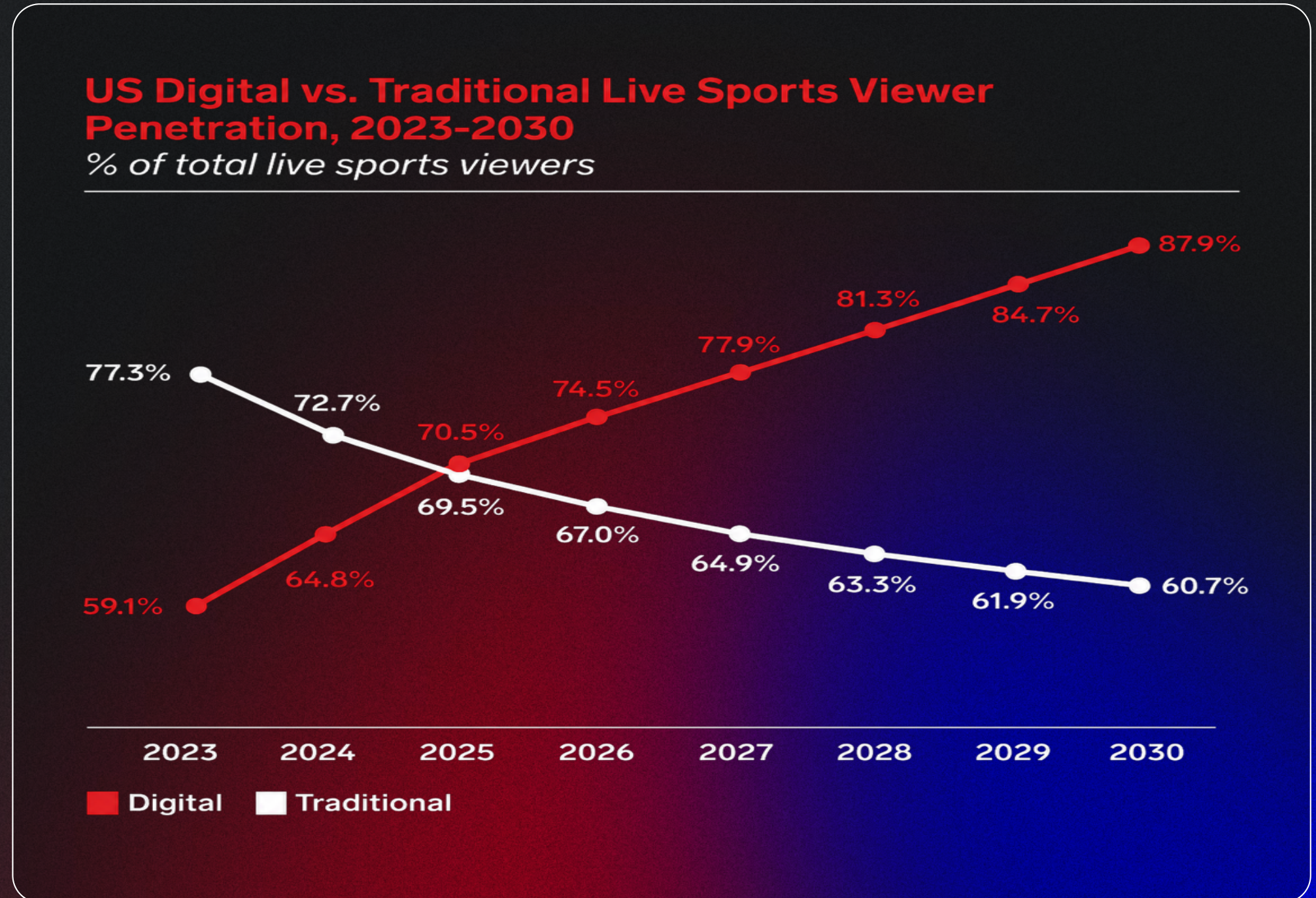


Individuals Any Age Who Watch Select FAST Providers Via App or Website at Least Once Per Month

Live Sports for US Elections

REACHING VOTERS via LIVE SPORTS

US Digital vs Traditional Live Sports Viewership
% of Total Live Viewers

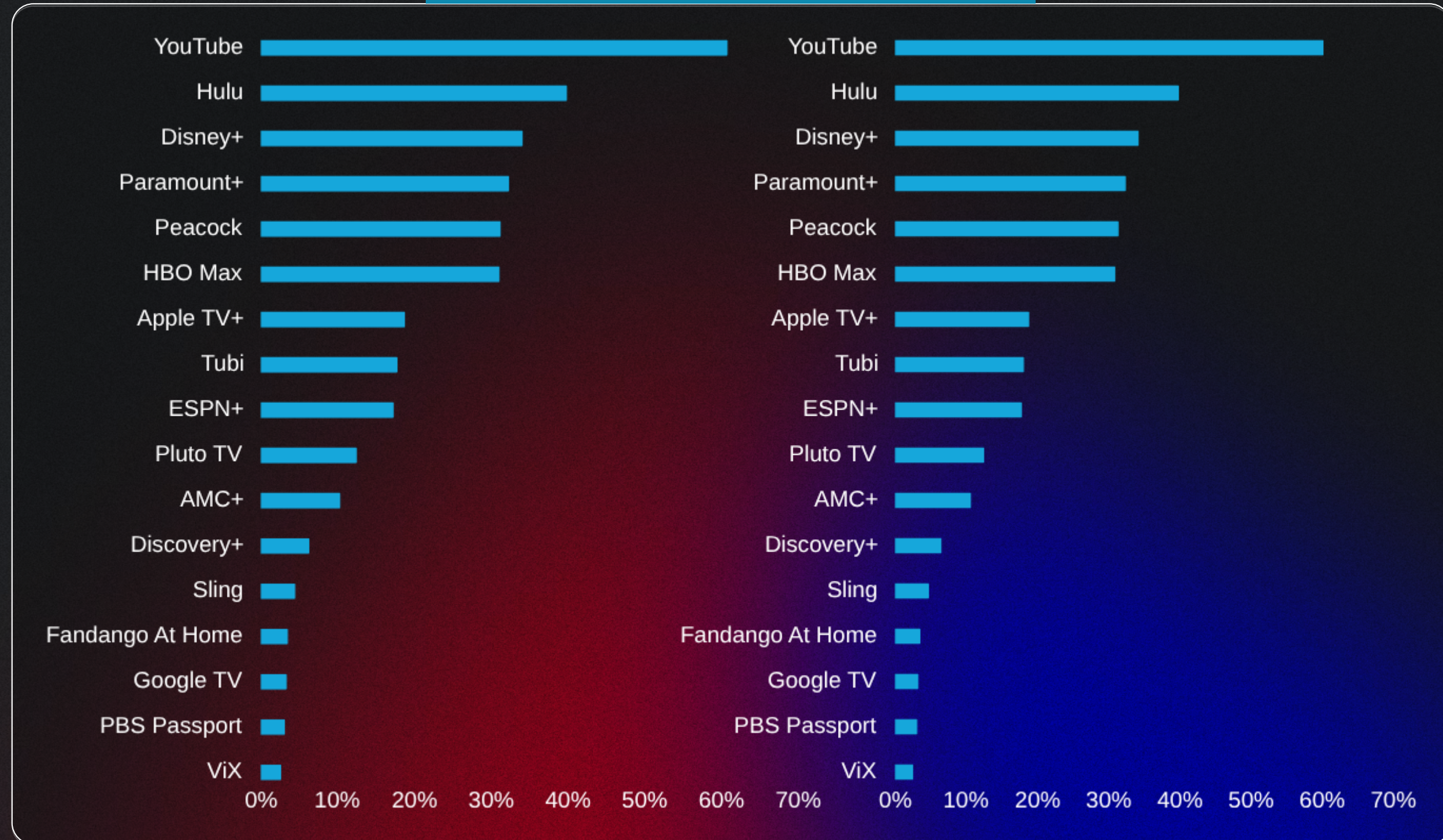


Source: eMarketer Feb 2026

REACHING VOTERS via LIVE SPORTS

Streaming platforms are key for engaging with sports fans, especially those aged 18-34 who have gone out of their way to subscribe to streaming channels for this type of content.

Sports Fans' Top Streaming Platforms Used



KEY U.S. SPORTING EVENTS: MAY – NOV 2026

MAY

- May 1–3** F1 Miami Grand Prix – Miami, FL
- May 2** Kentucky Derby – Louisville, KY
- May 14–17** PGA Championship – Newtown Square, PA
- May 16** Preakness Stakes – Laurel Park, MD
- May 24** Indianapolis 500 – Indianapolis, IN
- May 24** NASCAR Coca-Cola 600 – Charlotte, NC

JUNE

- June 7** Belmont Stakes – Saratoga, NY
- June 11 – July 19** FIFA World Cup 2026 – 11 U.S. Cities
- June 18–21** U.S. Open Golf – Shinnecock Hills, NY
- June** NBA Finals / NHL Stanley Cup Finals

JULY

- July 10–14** MLB All-Star Week – Philadelphia, PA
- July 19** FIFA World Cup Final – MetLife Stadium, NJ

AUGUST

- Aug 6** NFL Hall of Fame Game – Canton, OH
- Aug 13** MLB at Field of Dreams – Dyersville, IA
- Aug 20–23** Tour Championship Golf – Atlanta, GA
- Aug 23** MLB Little League Classic – Williamsport, PA

SEPTEMBER

- Sept 9** NFL Regular Season Kickoff
- Sept 22–27** Presidents Cup Golf – Medinah, IL

OCTOBER – NOVEMBER

- Oct 1 – Nov 1** MLB Postseason & World Series
- Oct 23–25** F1 U.S. Grand Prix – Austin, TX
- Nov 1** NASCAR Championship – Homestead, FL

FIFA WORLD CUP

NFL

MLB

NBA

NHL

F1

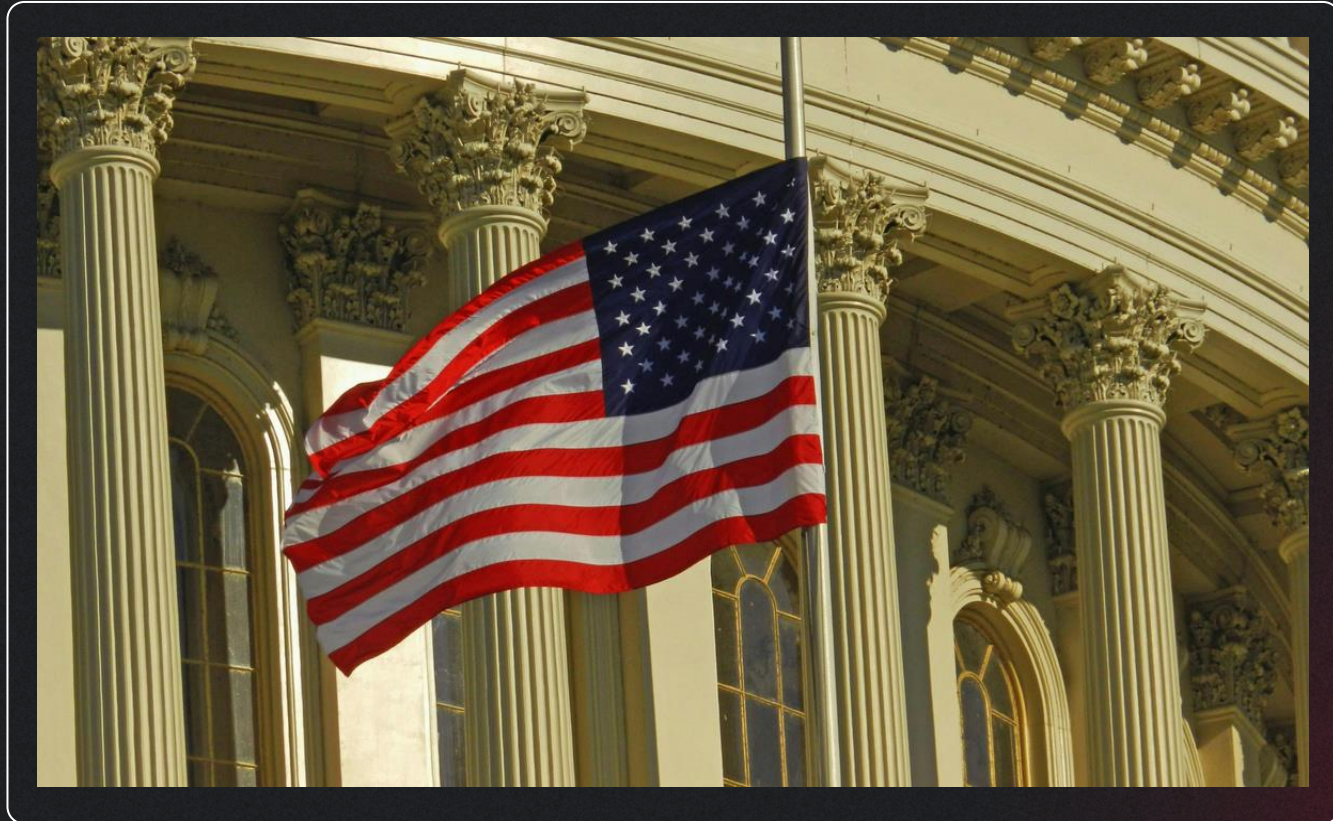
NASCAR

The 2026 FIFA World Cup alone will bring 78 matches to 11 U.S. cities – the largest sporting event ever held in the United States.

The Power of CTV + Audio

CTV + Audio: Powerful Combo

Integrating Audio and CTV strategically restores reach lost from declining linear/pay TV



91%

U.S. Adults reached by Broadcast Radio

60%

U.S. Households reached by ad-CTV

47%

U.S. Households reached by Linear/Pay TV

CTV + Audio: Powerful Combo

When combining CTV + Audio

Adding AUDIO to CTV increases reach and recall

Adds Incremental Reach to CTV by

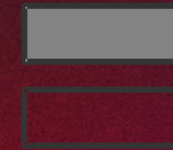
81%



Adding CTV to AUDIO lifts ROI

Increases Return on Investment by

30%



Combining AUDIO + CTV AMPLIFIES your results

Ad Recall improves by

40%

Comprehensive Protection for Your CTV Investment



Fraud Prevention

Block risky IPs, apps, and bot traffic to make sure your ads reach real people, not wasted impressions.



Real-time Protection

Pixalate's detection and outlier alerts give instant insight keeping spend efficient and campaigns secure.



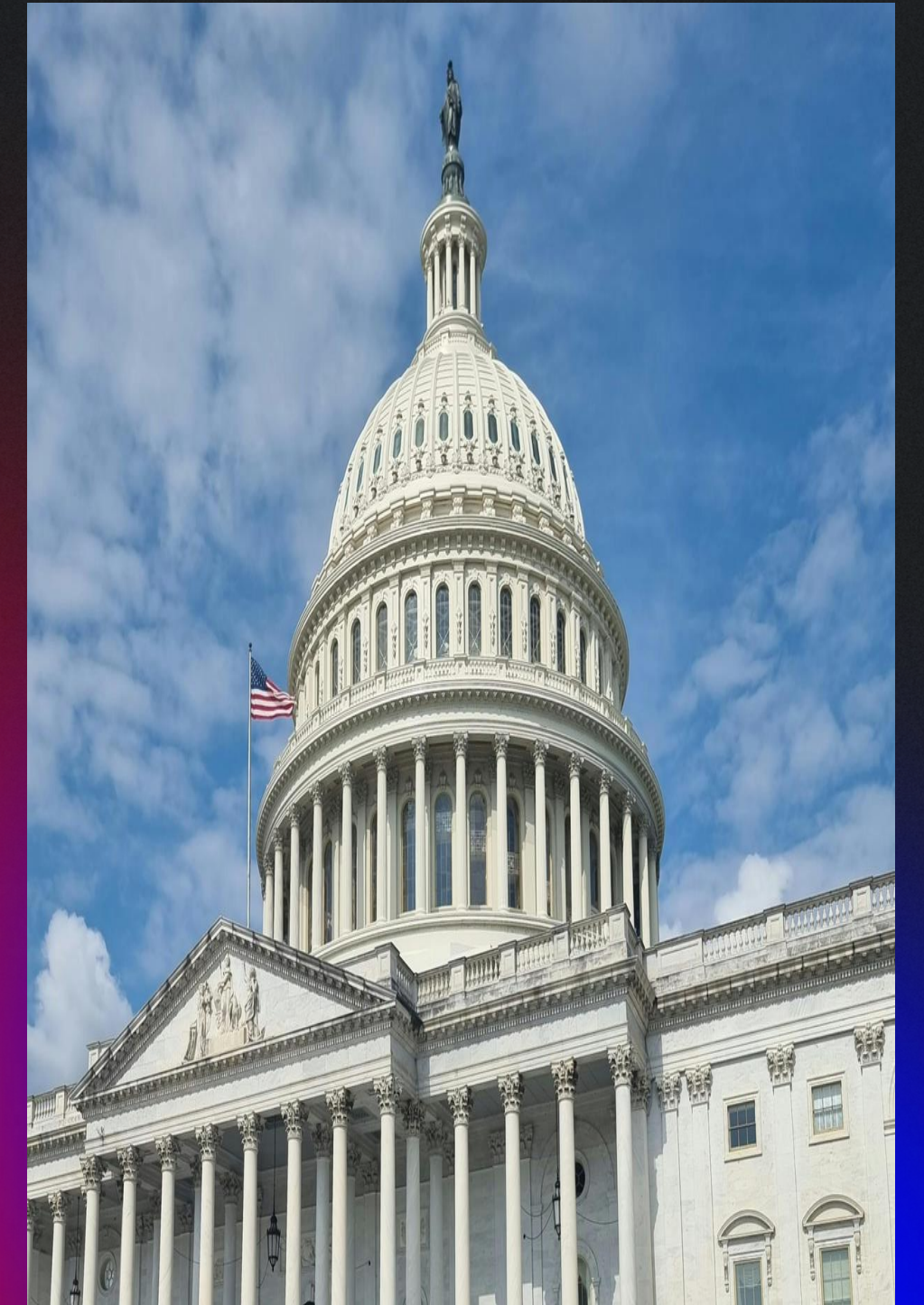
Quality Supply

SPO cuts intermediaries, prioritizes premium inventory, and filters low-quality placements for better performances and user experiences.



Continuous Monitoring

Proprietary data and post bid insights catch fraud and vet supply, ensuring every impression drives real value.



Winning with CTV

Ask the Experts



Sebastian Hamirani

Senior Media Director
Rising Tide Interactive



Michael Eyeran

Media Director
National Media

Q&A

Key Takeaways

01 **Lower Political Ad Load** compared to other channels

02 **Prioritize Races & Lock In Inventory** Early in high demand states

03 **Creative: Multiple Formats** (:15/:30/:60)

04 **Know streaming platform political ad restrictions and guidelines** (Basis can help)

How Basis Team can help you win.



**Dedicated
investment/media
buying team**



**Preferred
Pricing/Exclusive
Inventory**



Full service support



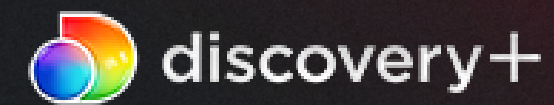
**Full election
regulation/advertisin
g compliance**

ACROSS ALL BUY TYPES: DIRECT | PROGRAMMATIC GUARANTEED | PMP | OPEN EXCHANGE

Networks. Integrations. PMP Deals.

Basis has access to every major broadcaster, distributor, and exchange. With more than 100 PMPs at your disposal in the platform, access cookie free inventory, and ensure quality impressions

SELECT BASIS TV+ PARTNERS



Thank You!

We look forward to helping you win.

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