STATE OF THE UNION:
PREPARING FOR THE 2024 U.S. ELECTION CYCLE

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EXECUTIVE SUMMARY

Political ad spending is expected to hit a record $12.3B this year, up 29% from the previous presidential cycle, with ad dollars flooding in as we approach the 2024 election period. Advertisers who are investing ad dollars in the second half of this year will face two main challenges as a result:
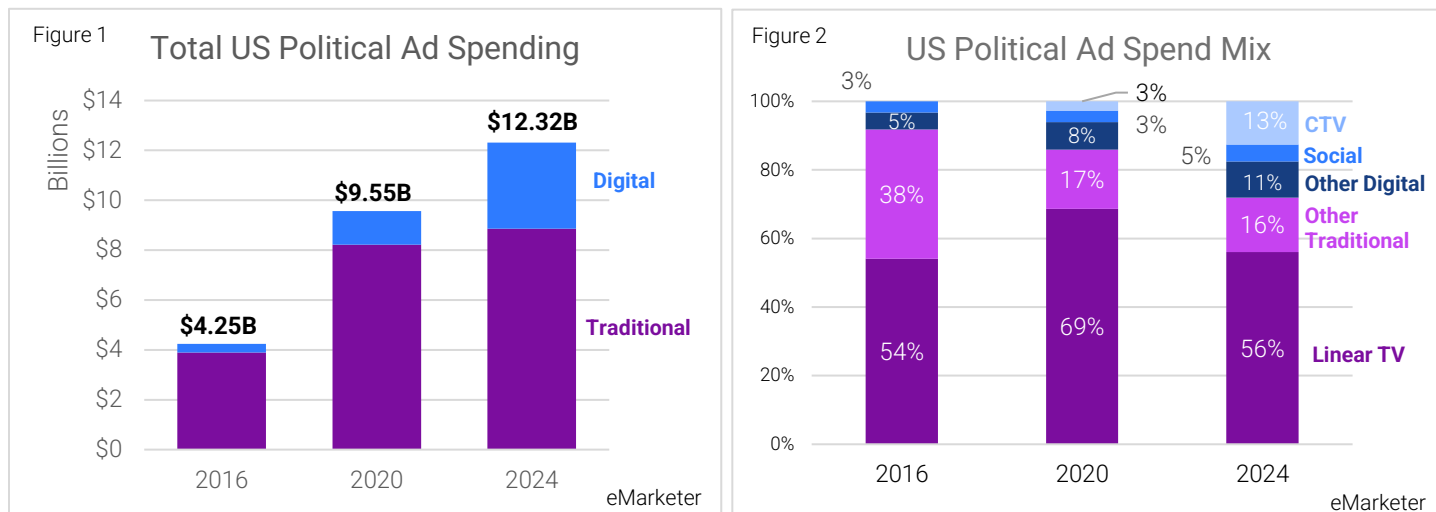
1. **Budgeting Challenges:** Given the scale of political ad spend expected to enter the market, advertisers may experience reduced inventory, increased competition, and CPM inflation, especially in battleground states. **We anticipate any potential CPM inflation to occur after Labor Day before tapering off in early November.**

2. **Brand Safety & Suitability Challenges:** Beyond evergreen brand safety concerns, an election cycle raises the prospect of additional risks such as the proliferation of mis- and disinformation, particularly as generative AI (GenAI) use skyrockets. Further, different brands are likely to have brand *suitability* requirements - different tolerance levels, concerns, and preferences - when it comes to content adjacency decisions, platform choice, and more during a politically charged period.

These challenges will affect advertisers differently depending on their vertical, media mix, and individual preferences, and they will also manifest in different ways across media channels and buying methods. OMG's recommendations and mitigation strategies will help you stay efficient and keep your brand safe in appropriate environments during this time.

| CHANNEL	CHALLENGE	ADVERTISER ACTION ITEM
Linear TV	Budgeting: Inventory Scarcity & Inflated CPMs (for local & Q4 scatter)	1. Embrace CTV and addressability 2. Prepare for pre-emptions where allowed. Allow for flexibility of spots to be made good throughout your flight and in hiatus weeks 3. Plan ahead and secure inventory as early as possible 4. Leverage local and national buying teams to mitigate specific market pressures that could lead to inflation 5. Allow for budget fluidity and adjusted pacing strategies
	Budgeting: Pre-emptions	
	Brand Safety & Suitability	To further brand safety, advertisers can leverage Do Not Air & Exclusion Lists with network partners
CTV	Budgeting: Increased Competition	1. Secure inventory early 2. Allow for budget fluidity and adjusted pacing strategies
	Brand Safety & Suitability	1. Buy in political ad-free zones 2. Consider premium streamers with trusted content environments 3. Enlist third-party verification 4. Leverage genre exclusions & contextual targeting
Programmatic	Budgeting: CPM Inflation	1. Set up PG (Programmatic Guaranteed) Deals ASAP 2. Allow for budget fluidity and adjusted pacing strategies 3. Curate advertiser inventory towards sites with lower CPM inflation 4. Be vigilant if you focus on localized strategies
	Brand Safety & Suitability	1. Leverage no-news inclusion lists and curate focused news PMPs 2. Work with verification partners to QA brand safety settings 3. Manage brand safety on YouTube with OMG's proprietary tools and best practices
Social	Budgeting: CPM Inflation	Allow for budget fluidity and adjust pacing strategies
	Brand Safety & Suitability	1. Leverage pre-bid adjacency and inventory products 2. Be vigilant when it comes to GenAI

2024 POLITICAL LANDSCAPE

As of June 27th, 2024, the 2024 US Presidential election concludes in about four months. With elections comes political advertising. Political ad spend during the 2024 election cycle (Figure 1), a 29% increase from 2020. Even as political ad spend ascends to new highs, growth is slowing, decreasing from 225% in 2020 to 129% in 2024.

Figure 1 — Total US Political Ad Spending (Billions)
- 2016: $4.25B
- 2020: $9.55B
- 2024: $12.32B
(Digital, Traditional) — eMarketer

Figure 2 — US Political Ad Spend Mix
- 2016: Linear TV 54%, Other Traditional 38%, Other Digital 5%, Social 3%
- 2020: Linear TV 69%, Other Traditional 17%, Other Digital 8%, Social 3%, CTV 3%
- 2024: Linear TV 56%, Other Traditional 16%, Other Digital 11%, Social 5%, CTV 13%
(CTV, Social, Other Digital, Other Traditional, Linear TV) — eMarketer

Digital media is increasing its share of total political ad spend. Though CTV did not play a part in 2016 political spend, it now represents the top Digital subchannel, capturing 12.6% of *total* political ad spending (Figure 2).

This election cycle is more than just a presidential race. For a couple of reasons, localized spending is likely to be meaningful. While the Presidential election constitutes 27% of total political ad spend, congressional elections (33 in the Senate alone) – which happen at the state level - take the largest share at 38% of total political ad spend. But even when considering the national presidential fight, elections are fought bitterly in battleground states, and investment will concentrate there (Figure 3).

Figure 3 — 2024 POLITICAL ELECTIONS BATTLEGROUND
- 2024 Presidential Swing States
- 2024 Senate Battleground States
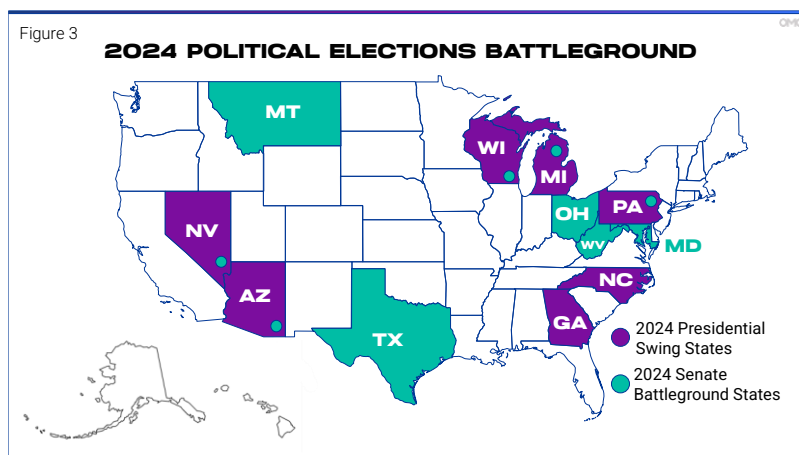
Advertisers will face several challenges in the second half of the year, with specific impact varying by advertiser, media mix, and individual preference:

1. *Budgeting Challenges* - Political ads, content, and discourse will cause direct and indirect effects on a brand's investments, even if that brand uses tools to distance itself from politics. The influx of political ad spend may cause CPM inflation in certain states/geographies and/or media channels, which could impact media efficiencies and performance. **We anticipate any potential CPM inflation to occur after Labor Day before tapering off in early November.** Brands will also have to grapple with a less flexible market overall as certain media channels may see restricted supply, such as Scatter inventory in Linear TV. Separate rules and policies per media channel will create distinct pricing dynamics.

2. ***Brand Safety and Suitability Challenges*** -Political ads and political discourse may feature content that is not deemed brand safe (e.g., discussions of gun control). While this 2024 election cycle brings safeguards and controls not seen in prior elections thanks to our CASA initiative, the advent of deceptive content such as [deepfakes (phone calls, videos, texts)](#) powered by GenAI and other advanced software introduces new challenges. Also, different channels will have distinct adjacency controls. Beyond basic safety concerns, brands must also determine which platforms, and what content, feels right for their brand to associate with.

Consumers, too, have specific feelings about advertising during a political cycle that must be considered. They are feeling the cluttered and negative environment of this year's presidential campaign, specifically regarding political ads. Case in point: according to OMG proprietary research, while a majority are generally favorable toward GenAI, only 28% have a favorable view of political ads being produced using the tech. And more than a quarter say they trust ads for products and services more than political ads. While advertisers may fear adding to the clutter, various recent OMG proprietary studies[1] revealed that during negative or dark times, consumers expect advertisers to conduct business as usual – maintaining continuity and visibility – through paid media or otherwise. Consumers are, however, quick to judge the appropriateness of where and when a brand appears. So, it becomes a balancing act of frequency, format, and media touchpoint/platform for brands who want to preserve a presence during a political campaign year.

LINEAR TV REIGNS SUPREME...ISH

State of the Channel

The digitization of media continues, and fragmentation of TV viewership is on the rise. Streaming TV is set to eclipse linear TV in ad spend, just as it has on consumer time spent. Despite these macro shifts, traditional TV continues to lead with political advertisers seeking to reach voters. And perhaps despite conventional wisdom, OMG proprietary research found that 63% of consumers still rely on TV to get their news. While rates are set at premiums for political ads, Linear TV gives political advertisers regulatory benefits as broadcast stations (local stations like WABC in NY) [cannot legally reject political advertising and must prioritize these ads by law](#). For non-political advertisers, this means that pre-emptions – the practice of bumping a regularly scheduled ad for, in this case, a political ad – are unavoidable during heavy political windows.

Among the biggest themes:
- **While TV still takes the biggest share across all media, it is giving way to CTV:** Notably, while [ad spend will increase by +7.5% vs. 2020](#), traditional TV will make up only 57% of all political spending compared to 69% in 2020, as political dollars continue to shift to CTV.
- **90% of spend is focused on Local:** While National TV buys will be prevalent given the presidential race, the lion's share of TV's political ad spend is typically concentrated in local markets, and in particular, the battleground states (AZ, GA, MI, NC, NH, NV, PA, WI).

Advertiser Challenges & Action Items

1. Budgeting Challenges: Inventory scarcity will drive up rates, predominantly in Local and Scatter, and the influx of political advertising will spur pre-emptions for non-political advertisers during the 2024 election cycle.

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[1] OMG Proprietary COVID Research, 2020; OMG Proprietary Research: Lean In, Lean Out - Advertising During Negative Times, 2022.

- **Tight supply and inflated CPMs for local and Q4 scatter:** Linear TV, unlike digital, has finite ad supply, and its organic loss of viewers to streaming platforms, compounded by a heavy political ad market, means greater supply constriction. Holiday spending, the NFL, and the MLB typically limit Q4 supply, and the election(s), debates, and Olympics will make things worse. Political ads will saturate local networks, squeezing supply. Local advertisers and national advertisers buying in Scatter, outside of the Upfront, will see the greatest risk from inventory constraints and higher CPMs as a result. The election will not disrupt advertisers who bought National TV during Upfronts due to locked-in prices.

- **Pre-emptions for non-political advertisers:** In Local TV especially, placement is unpredictable as last-minute prioritization of political ads can result in a market sell-out. Major events and high-profile programming are often targets for political advertising; however, sponsorships are non-pre-emptible.

Marketers looking to combat these issues should:

- **Embrace CTV.** Diversify the media mix with CTV, where supply is expansive and targeting capabilities are myriad. Consider digital, audience-first strategies as an effective supplement to Local TV, but if you need to geo-target then prepare to pay targeting premiums.
- **Plan ahead.** Secure inventory early via advanced planning and receiving budget authorization with a minimum 8-12 weeks' lead time to start date. OMG's Omni Video Content Plan can help clients take a holistic video approach by identifying key audience targets with specified budget allocations across Linear and CTV.
- **Prepare for pre-emptions where allowed.** Allow for flexibility of spots to be made good throughout your flight and in hiatus weeks.
- **Leverage local and national buying teams.** Explore OMG buying strategies across both Local and National markets to mitigate specific market pressures that could lead to inflation.
- **Allow for budget fluidity and adjusted pacing strategies.** Adjust flighting and quarterly budgets to account for election seasonality. If possible, shift your Q4 budgets to Q1 of the following year or frontload your budgets before October to avoid the peak election advertising period.
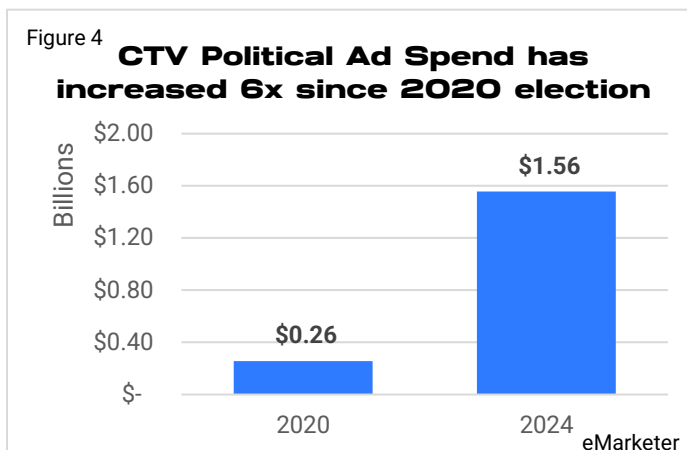
2. Brand Safety & Suitability Challenges: Relative to the brand safety risks in digital environments like social, Linear TV is considered premium brand-safe inventory. Advertisers can leverage Do Not Air and Exclusion Lists with network partners, who can also manage ad adjacencies. Further, unlike digital, Linear measurement provides program- and pod-level transparency for third-party validation of where ads ran.

CTV ENTERS CENTER STAGE

State of the Channel
CTV is set to make up 45% of this year's digital political ad spend, totaling $1.56B. This is 6x more than 2020 CTV spend (Figure 4) and will amount to more than 2x expected Social spend in this cycle.

CTV continues to gain share of time spent and viewership, resulting in more addressable supply and ad spend when compared to Linear TV. A targetable inventory surplus creates new alternatives for advertisers facing Linear supply issues caused by declining viewers and political ad saturation.

Figure 4
CTV Political Ad Spend has increased 6x since 2020 election

Billions — 2020: $0.26, 2024: $1.56

eMarketer

Unlike Linear, CTV does not prioritize political ads or require platforms to accept them, so advertisers avoid pre-emption challenges. For local advertisers confronted with Linear TV's limited avails, high premiums, and broad reach, CTV offers a viable outlet for precision targeting of advanced audiences.

Advertiser Challenges & Action Items

1. Budgeting Challenges:
While spend is growing, we don't anticipate any significant spikes in CPMs because:

- **Premium ad-supported CTV inventory is on the rise.** Prime Video became the biggest contributor to streaming inventory after automatically opting in all Prime subscribers to the launch of their ad-supported service in January 2024, joining the likes of Netflix, Disney+, Max, Peacock, and others. Streaming inventory continues to grow, given on-demand viewing and the proliferation of platforms featuring ads.

- **Most CTV is bought via fixed price.** While programmatic auctions are primarily dynamic and subject to inflation, The majority of CTV volume comes from upfronts (that are fixed price). These deals are negotiated by OMG Enterprise Partnerships, rates for this inventory are competitive, offer significant savings, and are unaffected by market conditions. That said, those advertisers buying dynamically priced CTV inventory may face potential rate increases resulting from political advertiser demand.

While we don't anticipate CPM spikes for the above reasons, we do anticipate increased competition for fixed-price CTV inventory post-Labor Day, yielding inventory challenges. Mitigation strategies include:

- **Securing inventory early**. Secure CTV buys as early as possible. Competition will increase as political ad dollars flow into the market.
- **Allowing for budget fluidity and adjusted pacing strategies**. As advised in the previous section, if possible, shift portions of Q4 budgets to Q3 or the following Q1 in tandem with front-loaded and aggressive pacing strategies in early Q4.

2. Brand Safety & Suitability Challenges:

One of the biggest challenges when buying CTV is a general lack of transparency. Unlike Linear TV, the lack of standardized measurement and data sharing from walled gardens limits third-party reporting on where ads appeared. To improve brand safety and suitability this election cycle, consider:

- **Buying in political ad-free zones:** There are streaming platforms – namely Netflix, Amazon Prime, and Disney+ — that will not permit political advertising, thus offering CTV environments with zero risk of political ad adjacencies.

- **Premium streamers with trusted content environments.** Not all CTV is created equal. With programmatic, for example, there is less control over the ad buy. Non-premium inventory may include more obscure or user-generated content as opposed to the more widely-known original programming from the major platforms. Advertisers will want to ensure their ads are shown in appropriate brand-safe and suitable environments.

- **Enlisting third-party verification providers for help.** Partner with measurement providers like IAS and DoubleVerify (DV) to help ensure ads are delivered according to brand preferences.

- **Harnessing brand safety and suitability solutions like genre exclusions and contextual targeting.** Exclude ads from news programming and/or work with streamers to target based on the content context to reduce the risk of brand association with undesirable content.

OMG invests heavily in up-leveling CTV advertising via its CASA-CTV branch, which underscores the critical need for elements like program-level reporting to be made available to all advertisers for full transparency on where their ads run (Figure 5). Some partners, such as NBCU, are directly integrated with clients' existing verification partners, such as IAS and DV, to provide this reporting as part of their standard offering. Others have partnered with IRIS.tv to enable customized contextual targeting and reporting on their inventory.

Figure 5

		Disney	NBC UNIVERSAL	Paramount	WARNER BROS. DISCOVERY	amc	FOX	NETFLIX
Inventory	**Item 1:** Bid requests should contain the detailed information of the type of content and placement of the ads	Minimal Alignment (Network, Channel, Genre)	None	Genre Only	Minimal Alignment	Most Fields Present	Network Level Only	None
	Item 2: Provide Detailed Delivery and Verification of Inventory Signals	Available Post-Buy Upon Request	Verification and Reporting Enabled	Available Post-Buy Upon Request	Not Committed	Verification and Reporting Enabled	IRIS Integration On Roadmap (TBD)	No 3P Inventory Verification

		YouTubeTV	SAMSUNG	amazon	VIZIO	ROKU	LG Ad Solutions
Inventory	**Item 1:** Bid requests should contain the detailed information of the type of content and placement of the ads	Most Fields Present	Available in Limited Pockets	Network/Genre/Series Available	Available in Limited Pockets	Limited Signals Available (Channel/App/Rating on TRC, Genre)	Fully Enabled
	Item 2: Provide Detailed Delivery and Verification of Inventory Signals	Verified (IAS/Moat/DV) MRC accredited Inactive Sessions Reporting	IRIS, IAS, DV Verified	Delivery Reporting On Roadmap No 3P Inventory Verification	IRIS Integration	No 3P Inventory Verification	DoubleVerify/IRIS_ID enabled

PROGRAMMATIC

State of the Channel
While no longer nascent, 2024 marks the first "normal" presidential election cycle where programmatic will be featured prominently: while spend was significant in 2020, the COVID pandemic had an anomalistic impact on both spend and price fluctuations in programmatic.

### *Advertiser Challenges & Action Items*

1. Budgeting Challenges:

We expect political ad spend to pick-up after Labor Day and continue accelerating through the election as donations and increased budget levels are unlocked.

To evaluate any potential post-Labor Day inflation impact, we looked at indexed 2022 CPMs surrounding the mid-term election cycle compared to indexed 2023 CPMs during the same time.

Using September as our base (index: 100), we indexed national CPMs using data from September through December (Figure 6) for both periods. We found that 2022 indexed increases outpace those seen in 2023 over the same period, supporting our hypothesis that there will be inflation in Programmatic CPMs during the upcoming election cycle. Given that 2024 also features a national election, the effects will likely be exacerbated over what was witnessed during the 2022 midterm period.

Figure 6
Programmatic CPM Index Analysis
2022 vs. 2023 National

In 2024, we specifically anticipate CPMs seeing up to ~15-30% inflation post-Labor Day. Retailers during the holiday season will compound this CPM inflation through their brand messaging investments and promotion of Black Friday/Cyber Monday deals.
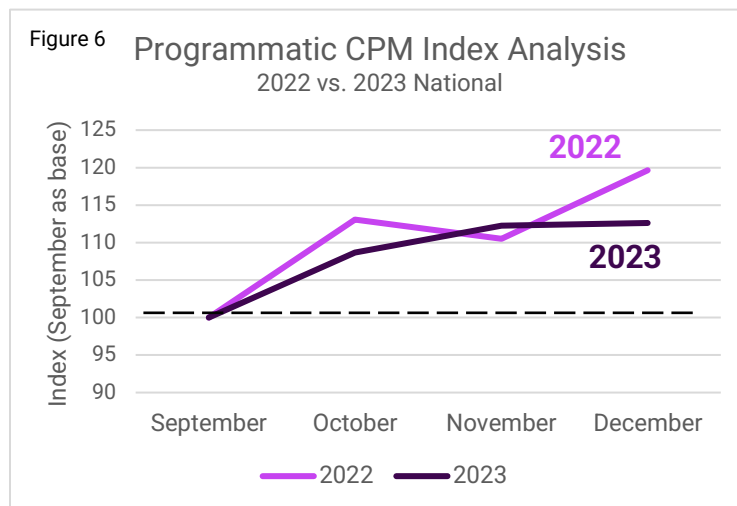
To make sure you are staying efficient with planning and activation during this time, there are several mitigation strategies you can apply:

- **Set up PG (Programmatic Guaranteed) Deals ASAP.** OMG recommends that advertisers with price inflation concerns consider setting up PG deals sooner, especially with priority publishers. With fixed prices and reserved inventory, PG deals allow brands to advertise on preferred inventory without competing with other advertisers in live auctions.

- **Allow for budget fluidity and adjusted pacing strategies.** If possible, consider reducing and redistributing investment during the election to surrounding quarters. OMG has seen 20% CPM inflation occur during the Q4 holiday season, and has data from a leading SSP suggesting 30% price efficiency may be possible in January due to delays of advertisers entering the market, unlocked inventory that was previously sold out in Q4, and an influx of new devices and subsequent inventory avails.

- **Curate advertiser inventory towards sites with lower CPM inflation.** Be sure to monitor inventory performance and efficiency closely. Political spending may be robust on News outlets and many YouTube properties. It is important to have a flexible inventory curation strategy based on where performance is being impacted.

- **Be vigilant if you focus on localized strategies.** Accounts with localized strategies should be extra vigilant when it comes to mitigating negative market effects as we anticipate magnified effects to battleground states/DMAs from political advertisers.

2. Brand Safety & Suitability Challenges:

Brand Safety and Suitability questions regarding political content can be difficult for brands to navigate. To ensure your brand is staying safe during the upcoming election, OMG recommends advertisers:

- **Leverage No-News inclusion lists and curate focused news PMPs if political content is a concern**. This can be accomplished using a temporary No-News Inclusion list. OMG has many curated inclusion lists to help brands limit messaging from appearing alongside divisive political content. Additionally,

teams wishing to continue supporting journalism can set up 1-to-1 deals with select news outlets to filter out undesirable coverage, including the election.

- **Work with verification partners to ensure all brand safety settings are properly updated.** OMG collaborates with verification partners on an ongoing basis to ensure all negative keyword lists are up to date. In preparation for the upcoming election, consider incorporating relevant keywords like 'debate,' 'presidential,' and 'election' into your negative keyword list as a short-term addition to your overall exclusion list. Additionally, regularly review and update advertiser-specific brand safety settings during the election period.

- **Actively manage Brand Safety on YouTube, given its likely role in political advertising and discourse.** OMG recommends advertisers should:

  o **Use "standard inventory" as a minimum to avoid sensitive content.** Advertisers can select inventory based on risk content.

  o **Leverage YouTube's theme exclusions for more precise targeting.** This allows you to specifically exclude your ads from political content.

  o **Leverage OMG's YouTube Curation tool.** With the prevalence of User Generated Content (UGC), OMG's YouTube curation tool helps brands create custom channel lists for YouTube, adding an extra layer of brand safety.

Finally, it is important that advertisers buy inventory through a curated and transparent supply path. OMG is at the forefront of inventory curation and transparency, helping guide brands toward a safer and more transparent marketplace. OMG launched CASA-SSP in May 2023 to tackle this challenge by collaborating with partners to provide greater control and transparency across ad inventory, audience targeting data, and ad placement. CASA-SSP aims to establish common protocols within the programmatic ecosystem. By focusing on sell-side capabilities, OMG encourages media partners to adhere to CASA's established rights and pillars, which address key areas like addressability, contextual relevance, and campaign efficiency.

SOCIAL

State of the Channel

Social political ad spend is expected to exceed 2020 spend by 187% (Figure 7). However, its relative share of all digital political ad spend is declining as emerging channels such as CTV capture more dollars (Figure 8).

Figure 7 — Social Media Political Ad Spend

Figure 8 — Digital Political Ad Spending, Social vs. Other
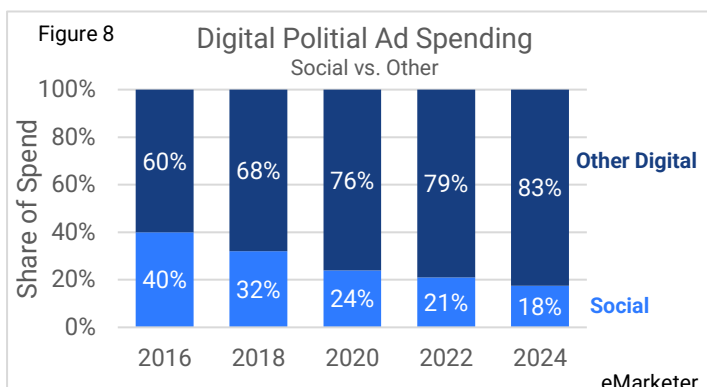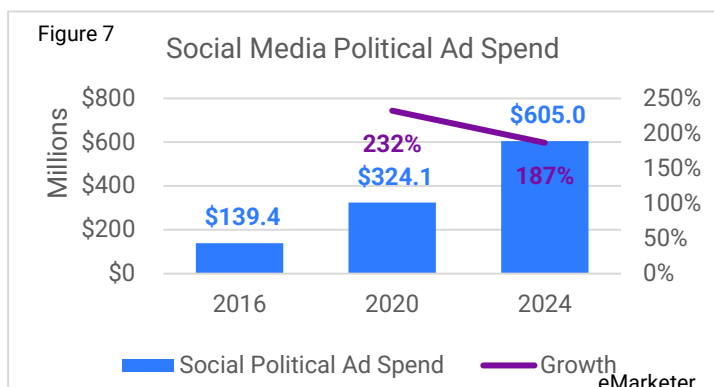
That said, the level of political discourse on social platforms is likely to be high. OMG proprietary research shows that 38% of US consumers use social media as a top source for political news—with higher numbers seen with younger consumers. And those younger consumers trust it more than older ones: 42% of Gen Zers and 35% of Millennials trust social media as a news source, while only 13% of Gen Xers and 7% of Boomers trust it.

Advertiser Challenges & Action Items:

1. Budgeting Challenges:

As with CTV, social platforms can choose whether to allow political ads or not. While TikTok and Pinterest *do not allow* political ads, Meta (Facebook & Instagram), X, Snapchat, LinkedIn, and Reddit *do allow* them. Where political ads are allowed there have been increasing restrictions and limits to remove bad actors and reduce waste. Specifically:

- Meta requires advertiser authorization via a stringent verification process for those wanting to serve political ads.
- Reddit only allows political ads at the federal level from advertisers within the US and requires comments enabled for the first 24-hours.
- Some standard guidelines also exist *across* platforms for what is disallowed, including:
    - Ads that discourage people from voting in an election
    - Ads that call into question the legitimacy of an upcoming or ongoing election
    - Ads with premature claims of election victory

CPM inflation will vary across social platforms—TikTok and Pinterest being exempt because they do not allow political ads. However, for those platforms that do, we expect CPM inflation from Labor Day through the election in November. This comes from a confluence of factors: primarily, from the influx of presidential election campaign funds after the party primaries vote; secondarily, from advertisers looking to stay top-of-mind. We anticipate a CPM index rise of 10-15 points compared to baseline earlier in the year.

To stay efficient during this time, OMG recommends advertisers:

- **Allow for budget fluidity and adjust pacing strategies**. As advised in previous sections**,** if possible, shift portions of Q4 budgets to Q3 or the following Q1 in tandem with front-loaded and aggressive pacing strategies in early Q4. Performance-oriented advertisers with strict targets will need to account for inflated CPMs on Social platforms that allow political ads, as those higher CPMs may negatively impact performance.

2. Brand Safety & Suitability Challenges:

While not all platforms allow political advertising, *all platforms allow for political discourse*.[2] According to social listening partner Infegy, politics is one of the most discussed topics on TikTok, claiming numerous spots in the

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[2] X not only allows political advertising but actively courts it. It remains one of the more popular forums, along with Reddit, for political discourse by its users.

Top 20 categories. Through our social listening dashboard, we identified over 14k posts on TikTok related to politics, which reached 1.6 billion people from March through May of 2024.

Political discourse opens the door for misinformative or partisan content that a brand may not want to associate with, even indirectly. Platforms have fact-checking tools of varying sophistication and stringency, but misinformative content still makes its way onto platforms. This helps explain why OMG proprietary research found that 62% of US consumers think social media is responsible for misinformation/fake news, and that 65% have negative sentiments about political content/discourse on Social platforms. We advise all brands to be cautious across all Social platforms for these reasons.

Additionally, 2023 and 2024 saw massive growth in GenAI's application across Social environments. GenAI content can take the form of text or images and can be created both on- and off-platform. GenAI is already being used to create political ads and content, and according to OMG Research, only 28% of consumers have a positive view of political ads produced by GenAI. It is important to point out that the platforms have just nascent abilities in detecting GenAI user-generated content today.

Advertisers wanting to stay active in Social while mitigating risk can leverage the following recommendations:

- **Brands should manage exposure based on individual tolerance and preferences.** Brands should analyze their risk appetite first and adjust strategies and tactics accordingly.
  o Cautious brands wanting to avoid political ads *and* political discourse can take some reassurances that platform policies act as a net against unsafe political ads. Thanks to CASA-Social, advertisers can also adjust their ad placements (opting out of Audience Network on Meta, avoiding the For-You-Page on TikTok, etc.) or use inventory filters based on GARM categories (high, medium, and low tolerance) to minimize their risk of being adjacent to political content.
  o Hyper-cautious brands can opt for platforms that do not allow political ads, and they can enable geo-targeting to avoid battleground states.

- **For more generalized control brands should:**
  o Leverage social platforms' pre-bid content adjacency controls and inventory filtering products.
  o Review Q1 prevalence reporting and keep an eye out for Q2 reports to be issued during Q3 to identify any concerning violation trends. These reports show how much posted content violates a platform's community standards as a percentage of all content viewed. Advertisers can pause on platforms whose content violations start exceeding a certain threshold.

- **Be vigilant when it comes to GenAI.** The advent of GenAI highlights new issues with content controls. Platforms are preparing for this influx of AI content by establishing rules and guidelines for the labeling GenAI ads and content.
  o Platforms are pitting AI against AI by using AI fact checkers to combat misinformation. This should not be seen as a departure from human fact checking but as a complement due to the high volume of political (and other) content on social media.
  o TikTok recently held its [Beyond Brand Safety](#) Summit with GenAI as a hot topic, as was political advertising/content, with advertisers eager to understand the implications of this ever-evolving technology. TikTok also announced new innovations including Category Exclusion, Vertical Sensitivity, and Verified Third-Party Results in partnership with DoubleVerify, IAS, and Zefr.

ADDITIONAL OMG MITIGATION EFFORTS & RECOMMENDATIONS

We have already discussed channel-specific recommendations and impact mitigation efforts above. In addition, we have further guidance to help advertisers navigate this political cycle:

OMnet
OMG clients can also benefit by leveraging our market-leading principal media solution OMnet, which provides a 5% advantage on the identical media as planned and selected by your AOR teams. Allowing us to buy at the same effectiveness of your AOR while providing cost savings through this double, opt-in solution, clients receive premium inventory across all formats on every dollar placed through the OMnet solution. These supply-side savings are unique to Omnicom and will act as a muting mechanism to limit any price point inflation during this time.

OMG CASA Initiative
As discussed throughout the POV, OMG's CASA initiative and various branches set clients up for success when it comes to brand safety and suitability for the 2024 election. We strongly encourage you to take the time and familiarize yourself with the CASA Initiative and all its branches. To learn more, please message CASA@omnicommediagroup.com, and stay on the lookout for our Q3 2024 CASA Update.

Omni Governance
OMG also deploys various tools and best practices on campaigns that, in addition to other benefits, ensure the best brand safety/suitability settings are applied to every line item across programmatic, CTV, Search, and Social campaigns. These QA tools and monitoring dashboards ensure site lists, 3P verification partners, contextual settings, and more are always in use for your business. Any lines with incorrect settings are immediately flagged and corrected.

CONCLUSION

Even though this year's election has been dominating the news, the expected $12.3B in political ad spending will only really ramp up post-Labor Day. Each media channel will experience CPM inflation in different ways, and we anticipate inflation in battleground states rather than nationwide. Advertisers will also need to navigate their own unique route through brand safety and brand suitability challenges, as their unique media mix defines their risk exposure. OMG is here to provide support and guidance through channel best practices and our OMnet solution, which together can mitigate CPM inflation and maintain ad performance. Additionally, our supporting initiatives, like CASA and Omni Governance, provide advertisers finer digital media controls to ensure brands are well positioned throughout this upcoming election cycle.

For further questions, feel free to contact the authors of this POV.

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