

2026 Political Advertising Forecast

August 2026 update · first issued April 2026

\$10.4B

Projected 2026 political advertising spending across broadcast, cable, radio, and streaming & digital — all 210 U.S. media markets.

COVERAGE OF KPI FIGURES:
CAMPAIGNS & ELECTIONS · AXIOS ·
INSIDE RADIO

APRIL ISSUE → AUGUST UPDATE

+\$0.4B SINCE APRIL

April 2026 issue: \$10.0B (marked) · August 2026: \$10.4B — revised upward on posted orders and forward reservations through August 30, 2026.

\$1.2B

FORWARD RESERVATIONS ALREADY ON FILE

1.5M

AD OCCURRENCES MONITORED PER DAY

303

RACES WITH POSTED OR DETECTED MONEY

40M

HOUSEHOLDS MEASURING STREAMING ON THE GLASS

HOW THIS NUMBER IS BUILT

The forecast rides the same dataset as the KPI platform: posted station orders and public FCC filings priced at real costs, radio orders joined to television's race and advertiser records, and streaming detected where it runs — on the TV screen, in 40 million measured households, weighted to census. Modeled shares print as estimates, dated, and are never blended into posted totals.

WHAT MOVED SINCE APRIL

Three things carried the revision: **\$1.2 billion in forward reservations** posted to the books earlier than any prior cycle; competitive money arriving ahead of schedule — 17 competitive Senate primaries already carried real spending by August; and streaming political dollars, measured on the TV glass in 40 million households, growing as a share of every new order week. No channel split prints here that the posted record cannot carry: modeled shares are dated estimates, never blended into posted totals.

Race-level and market-level detail runs on the platform, where every read exports with its through-date — the number on this page moves as the orders post, and anyone quoting it can watch it update.