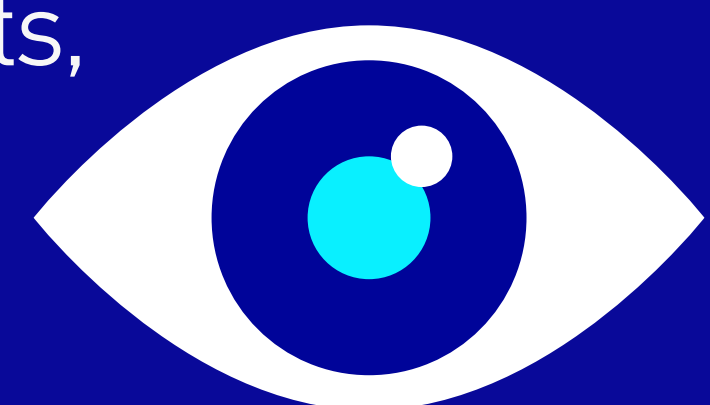
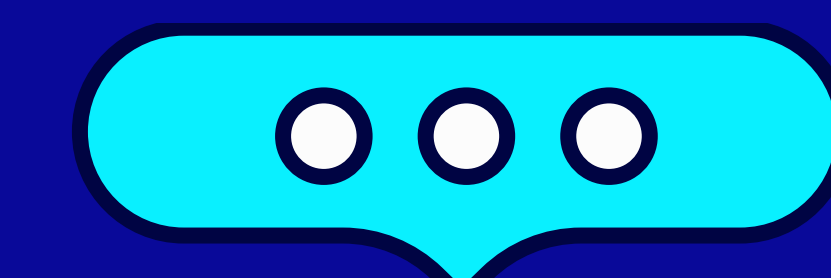


Political trust is built on the big screen.

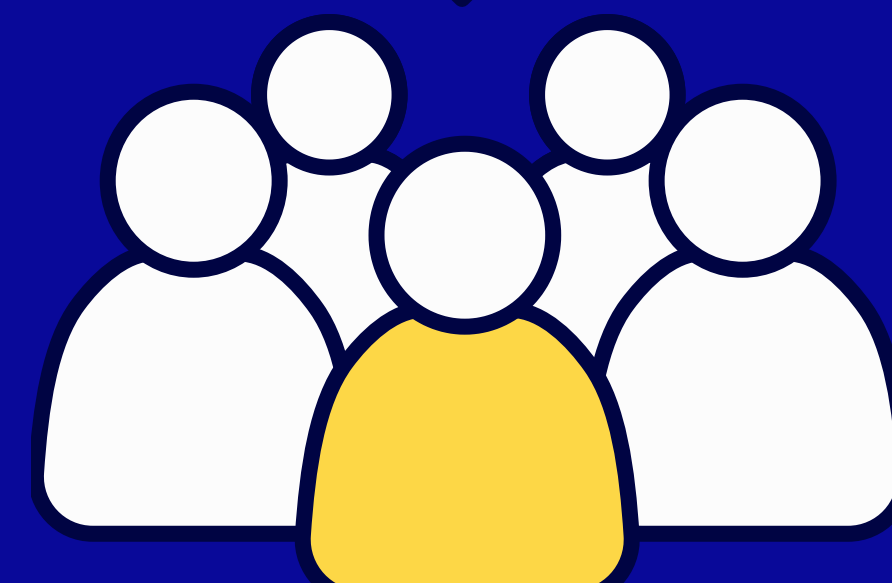
In a landscape clouded by misinformation, **TV remains the most accurate and trusted platform** where facts, not feeds, form opinions.



3 in 5 Americans trust political ads on TV

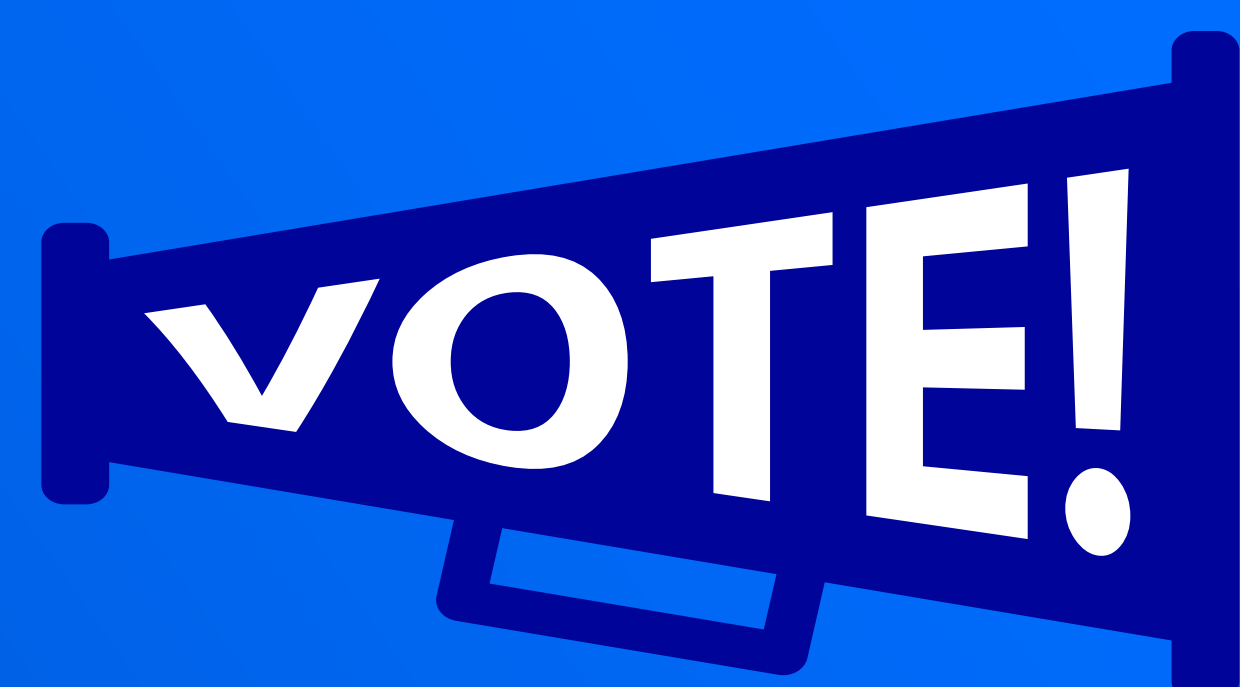


A +56% advantage over social media



Persuasion starts with presence, and TV's immersive and trusted environment fuels curiosity.

Over **50%** of voters find political ads on TV or streaming to be the **most persuasive**



Political ads don't just inform — they also inspire. The right message, in the right environment, turns passive viewers into active participants.



Exposure to political ads doesn't stop at awareness —

2 in 3 seek more information after seeing an ad

The voter journey is long — and so is the window of influence. Campaigns that maintain a credible presence across the year can shape opinions before they harden.

1 in 4 start learning about candidates at the beginning of the election year

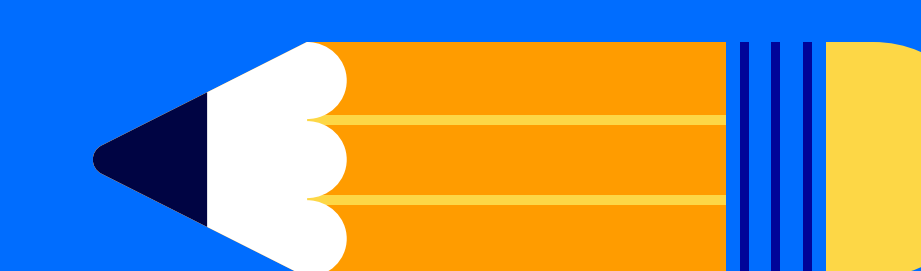
42% make final voting decisions between September and November — **aligning perfectly with late-cycle ad-spending windows**



Where voters are consuming political content:



2 in 3 consume political content at least **once a month** via TV, Facebook, free news websites And YouTube



Top considerations when developing your political messaging and media plan to increase voter attention:

- 1 Clearly outline the issue or candidate's **agenda and plan**
- 2 Ensure **relevancy** against the viewers' interests
- 3 Address **timely issues** that matter within voters' communities



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