

Digital Task Force



2019-2020: \$6B total political media spending

(Advertising Analytics/Cross Screen Media)

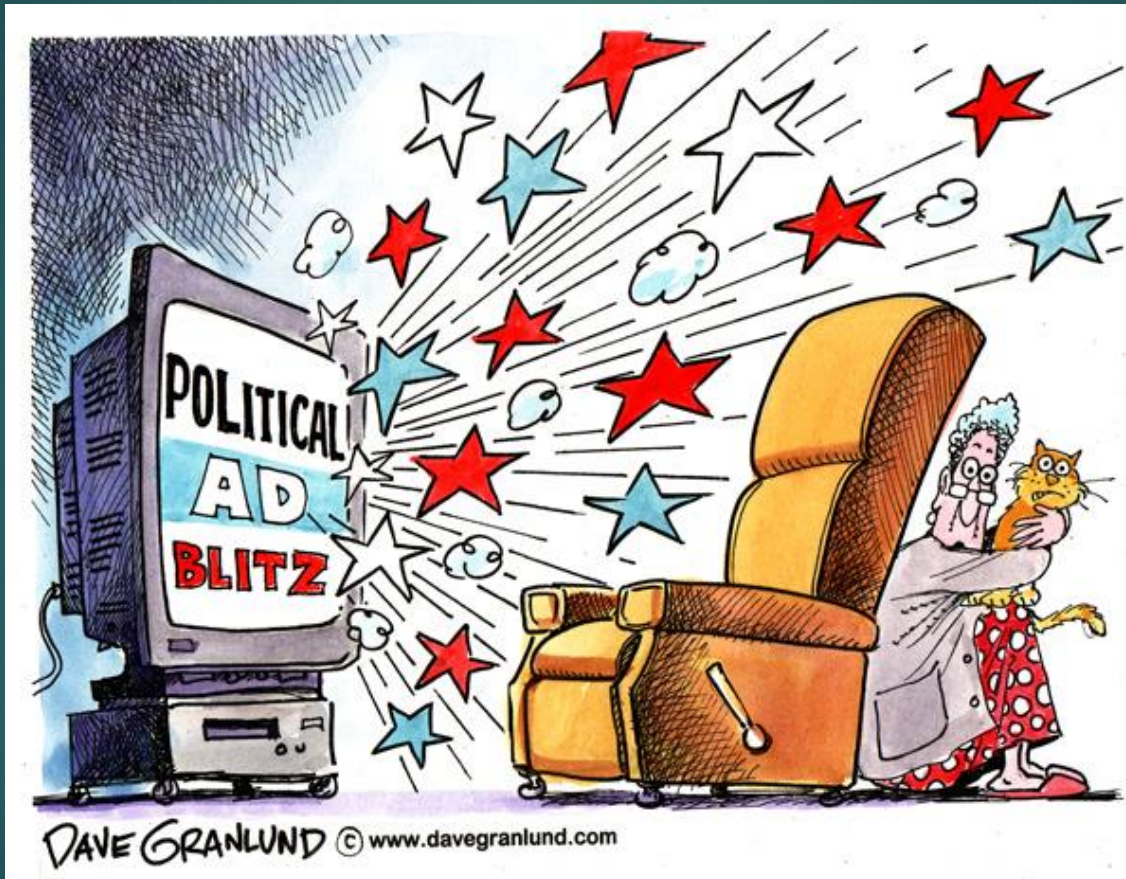
2



\$4.4B traditional media (tv, radio, cable)

(Advertising Analytics/Cross Screen Media)

3



2020 Presidential race \$1B and counting...

4

The screenshot shows a web browser displaying a CNN news article. At the top, there is a navigation bar with the CNN logo and various menu items like 'politics', '45', 'SCOTUS', 'Congress', 'Facts First', and 'Election Center'. A banner for '20% OFF SAN JORDI'S FARES' is visible. The main headline reads 'Ad spending barrels past \$1 billion mark as Mike Bloomberg overwhelms airwaves'. Below the headline is a photo of Mike Bloomberg speaking at a podium. The article text discusses the record-breaking advertising spending in the 2020 presidential race, driven by Bloomberg's commercials. It mentions that Bloomberg has spent over \$501 million, surpassing Barack Obama's 2012 record of \$306.6 million. The article also includes quotes from Erika Franklin Fowler of the Wesleyan Media Project and a 'PAID CONTENT' section with a small image of a person.

Ad spending barrels past \$1 billion mark as Mike Bloomberg overwhelms airwaves

By Fredrika Schouten, CNN
Updated 3:33 PM ET, Fri February 28, 2020

[CNN] — Advertising spending in the 2020 presidential race just barreled past the \$1 billion mark, driven by Michael Bloomberg's relentless rounds of commercials promoting himself as the alternative to President Donald Trump.

Bloomberg, who is seeking the Democratic presidential nomination, accounts for more than half of all the spending, as he has plowed more than \$501 million into television, radio and digital advertising since entering the race four months ago, according to data from Kantar Media's Campaign Media Analysis Group. That eclipses the \$306.6 million President Barack Obama spent on advertising during the full two-year cycle leading up to the 2012 election.

"It's just an astonishing number of ads," said Erika Franklin Fowler, who co-directs the Wesleyan Media Project, which tracks political advertising. "We've never seen anything like this before -- not just the scale but in such a short window."

"Citizens always say they get sick of the presidential election by Election Day," she added. "But they can't escape it now, and it's just February."

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PAID CONTENT

Advertisement

2018: \$0.74B in digital spending

(Advertising Analytics/Cross Screen Media)

5



2020: \$1.6B in digital spending

(Advertising Analytics/Cross Screen Media)

6

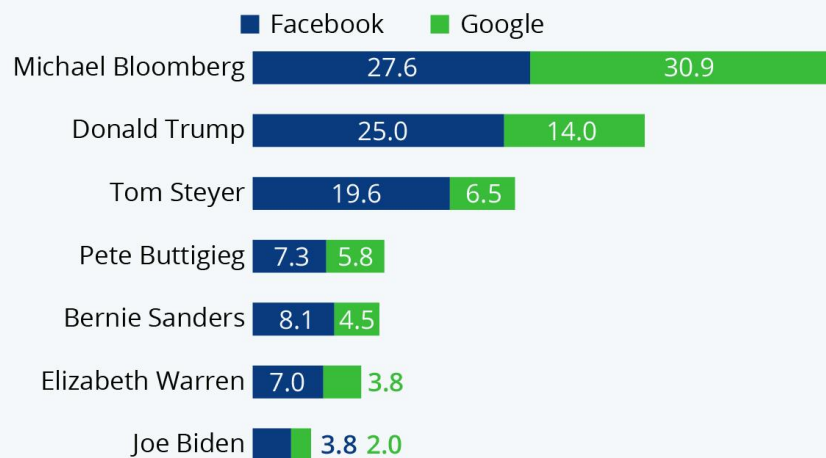


Digital Political Advertising trend:

- ▶ 2008 Digital: \$22.25M (Borrell Associates report “2015-2016 Political Advertising Outlook”)
- ▶ 2012 Digital: \$159M (Borrell Associates report “The Final Analysis: What Happened to Political Advertising in 2016 and Forever”)
- ▶ 2014 Digital: \$71M (Borrell Associates report)
- ▶ 2016 Digital: \$1.4B (Borrell Associates report)

Which 2020 Candidates Spend the Most on Digital Ads?

Digital ad spending by 2020 presidential and presidential primary candidates (in million U.S. dollars)*



* Jan 5, 2019 - Feb 1, 2020

Source: 2020CampaignTracker.com by Bully Pulpit



Who are the influencers? What should they disclose?

The screenshot shows a web browser window displaying a Business Insider article. At the top, there is a navigation bar with the Business Insider logo and a search icon. Below the navigation bar is a yellow banner for 'GRID OF THE FUTURE' with the text 'to make way for more electric vehicles.' and the Southern California Edison logo. The main headline of the article is 'Billionaire Mike Bloomberg is looking to pay micro-influencers to make sponsored content for his presidential campaign'. The author is listed as Hanna Lustig, dated Feb 7, 2020, 2:45 PM. Below the headline is a large photograph of Mike Bloomberg, looking thoughtful with his hand to his chin. At the bottom of the article, there is a small blue box with the text: 'Billionaire Democrat Mike Bloomberg is doubling his campaign's advertising budget amid the fallout from this week's disastrous'. The browser's address bar shows the URL 'businessinsider.com/bloomberg-presidential-campaign-looking-to-pay-influencers-for-support-2020-2?r=US&IR=T'. The Windows taskbar is visible at the bottom of the screen.

BI Bloomberg presidential campai... x FPFC Intranet x | +

businessinsider.com/bloomberg-presidential-campaign-looking-to-pay-influencers-for-support-2020-2?r=US&IR=T

BUSINESS INSIDER

GRID OF THE FUTURE
to make way for more electric vehicles.
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Billionaire Mike Bloomberg is looking to pay micro-influencers to make sponsored content for his presidential campaign

Hanna Lustig Feb 7, 2020, 2:45 PM

Mike Bloomberg. Peter Morrison/AP

Billionaire Democrat Mike Bloomberg is doubling his campaign's advertising budget amid the fallout from this week's disastrous

smart phone.png

Show all

2:33 PM 3/2/2020

What to and how to regulate streaming services?

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Hulu, Spotify Competing for Bigger Share of Political Ad Spending

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The Information

Facebook | Policy | Media/Telecom

By Christopher Stern and Jessica Toonkel May 21, 2019 7:01 AM PDT

As the 2020 election cycle shifts into high gear, streaming video and audio companies such as Hulu and Spotify are looking to capture a bigger part of the expanding digital political advertising market, which Facebook and Google dominate.

Hoping to cash in on Americans' growing appetite for news and entertainment delivered via streaming services, the companies are hiring executives, building sales teams and using data-reliant approaches to set themselves apart from traditional TV advertising and better compete with Facebook, Google, Twitter and Snap. Streaming companies are also positioning themselves to win business from political groups looking for alternatives to Facebook because of worries about how users view it and other platforms in the wake of recent data and privacy-related scandals.

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“The FEC has internet regulations that date from the flip-phone era and the actual law dates back to the era of teletype. Bloomberg presents a particularly challenging situation. How should you regulate an influencer?”

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Daniel Weiner, former senior counsel to the top FEC commissioner



“We are heading into Super Tuesday during the most expensive election cycle in history with one of the main supposed guardians of our political process MIA,” Weiner added later in a tweetstorm posted Sunday. “Not Good.”

Politico, March 2, 2020 by LAURA BARRÓN-LÓPEZ



FEC.gov

- ▶ Technology rapidly changes...
- ▶ More money... and then more...
- ▶ Federal oversight questionable...
- ▶ Myriad of state rules... or lack thereof...
- ▶ CA FPPC Digital Task Force...

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Jay Alan Wierenga

FPPC Communications Director

jwierenga@fpcc.ca.gov