

# Digital Task Force



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

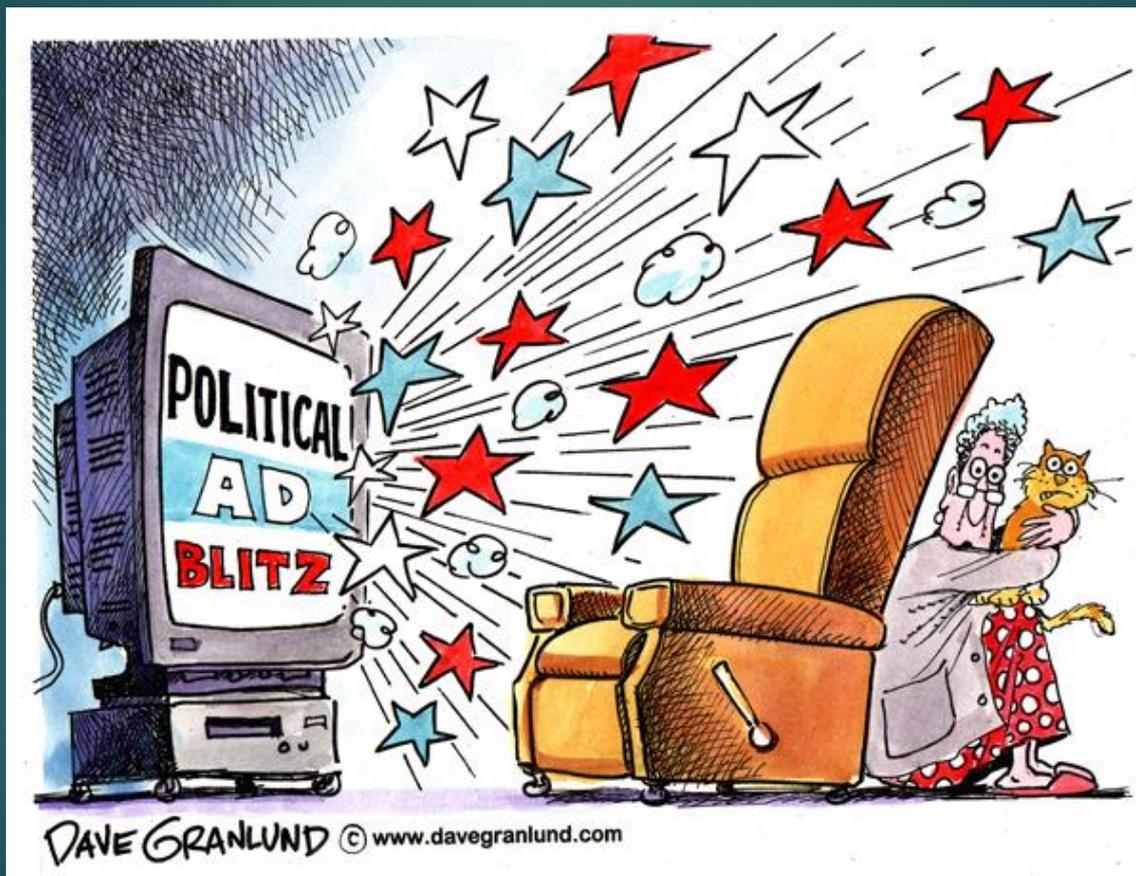
(Advertising Analytics/Cross Screen Media)

2



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

(Advertising Analytics/Cross Screen Media)



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

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The screenshot shows a web browser window 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 prominent banner at the top right advertises '20% OFF SAN JORDQUINS FARES' with a 'BOOK NOW' button. The main headline of the article is 'Ad spending barrels past \$1 billion mark as Mike Bloomberg overwhelms airwaves', written by Fredrika Schreier for CNN, updated on February 28, 2020. The article features a large photo of Mike Bloomberg speaking at a podium. The text discusses the massive scale of advertising spending in the 2020 presidential race, particularly from Bloomberg, and compares it to the 2012 election. A sidebar on the right contains 'MORE FROM CNN' with links to other news stories, a 'Sponsored Video' placeholder, and 'NEWS & BUZZ' items. The bottom of the browser window shows the Windows taskbar with the time 1:08 PM on 1/2/2020.

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

By Fredrika Schreier, 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."

**MORE FROM CNN**

- Vanessa Bryant 'devastated' by allegations that crash photos...
- California university fired 54 grad students who were striking...

**NEWS & BUZZ**

- Amy Klobuchar to end 2020 presidential campaign and endorse Joe...
- How ordinary citizens are helping out millions of dollars...

**PAID CONTENT**

Advertisement

# 2018: \$0.74B in digital spending

(Advertising Analytics/Cross Screen Media)

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# 2020: \$1.6B in digital spending

(Advertising Analytics/Cross Screen Media)

6

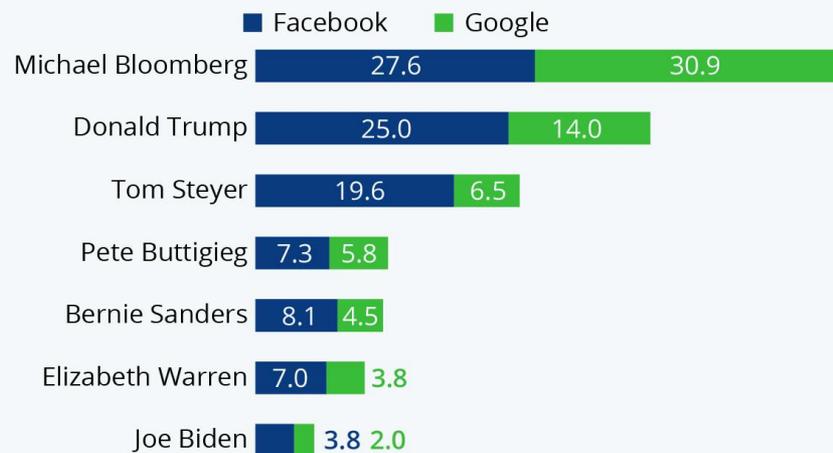


# Digital Political Advertising trend:

- ▶ 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)\*

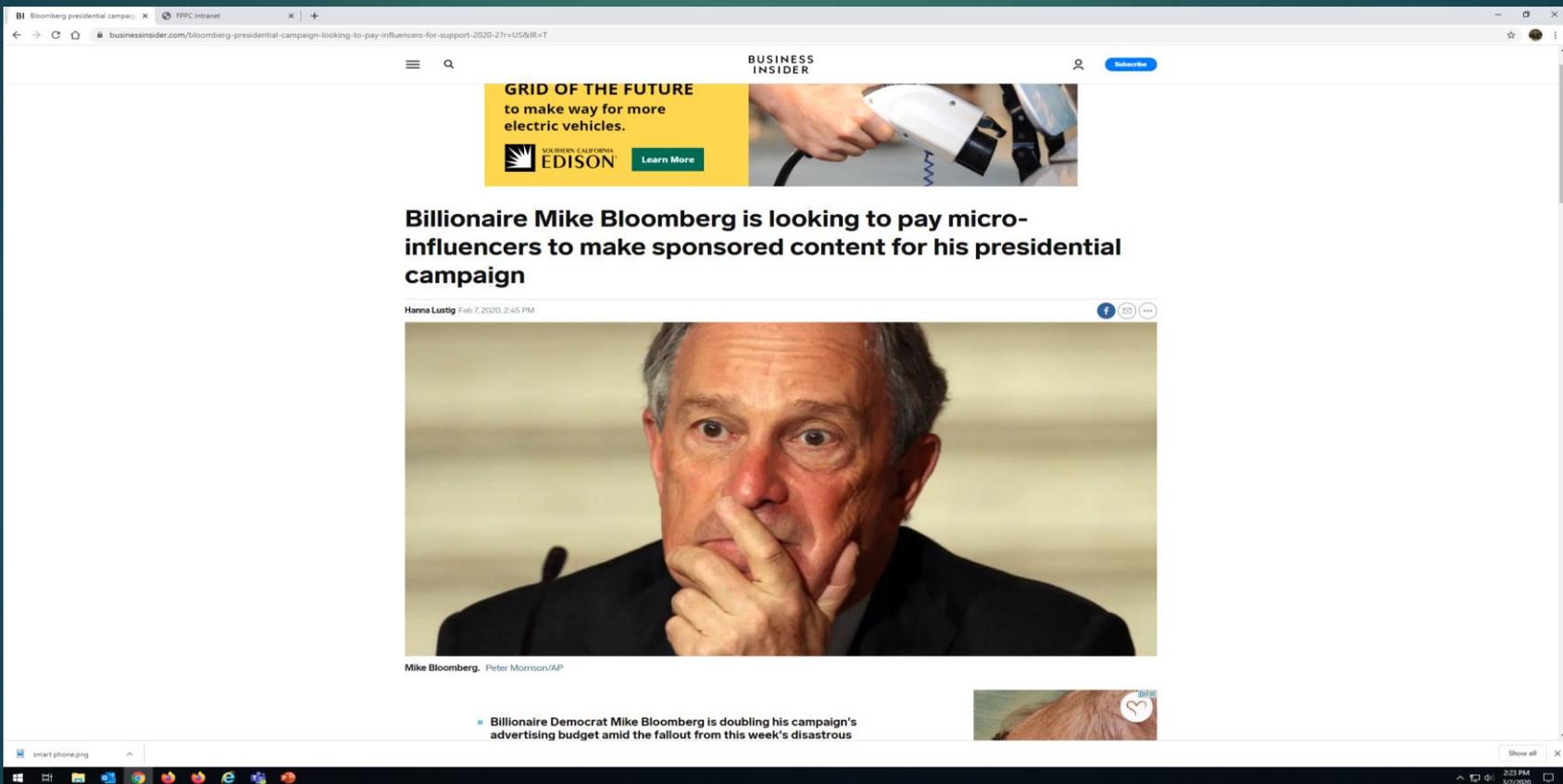


\* Jan 5, 2019 - Feb 1, 2020

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. 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](https://www.businessinsider.com/bloomberg-presidential-campaign-looking-to-pay-influencers-for-support-2020-2?r=US&IR=T). The Business Insider logo is visible in the top right corner of the page. Below the logo is a navigation bar with a search icon, a menu icon, and a 'Subscribe' button. A yellow banner advertisement for Southern California Edison (SCE) is positioned above the article, with the text 'GRID OF THE FUTURE to make way for more electric vehicles.' and a 'Learn More' button. The main article headline reads: 'Billionaire Mike Bloomberg is looking to pay micro-influencers to make sponsored content for his presidential campaign'. The byline is 'Hanna Lustig Feb 7, 2020, 2:45 PM'. Below the headline is a large photograph of Mike Bloomberg, looking thoughtful with his hand to his chin. A small caption below the photo reads 'Mike Bloomberg. Peter Morrison/AP'. At the bottom of the article, a blue box contains a quote: 'Billionaire Democrat Mike Bloomberg is doubling his campaign's advertising budget amid the fallout from this week's disastrous'. The browser's taskbar at the bottom shows various application icons and the system clock indicating 2:33 PM on 3/2/2020.

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

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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 2:33 PM 3/2/2020

# What to and how to regulate streaming services?

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# Next frontier...

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The screenshot shows a web browser window with the URL [theinformation.com/articles/hulu-spotify-competing-for-bigger-share-of-political-ad-spending](https://theinformation.com/articles/hulu-spotify-competing-for-bigger-share-of-political-ad-spending). The page features a navigation bar with 'The Information' logo, 'About Us', 'Pricing', and 'NEW Corporate Sales'. Below the navigation, there are links for 'ORG CHARTS', 'PROJECTS', 'COURSES', 'VIDEO', 'COMMUNITY', and 'EVENTS'. The main article title is 'Hulu, Spotify Competing for Bigger Share of Political Ad Spending' by Christopher Stern and Jessica Toonkel, dated May 21, 2019. The article text discusses the 2020 election cycle and the competition between streaming services and traditional political advertising. A 'Subscribe now' button is visible. Below the article, there is a dark box with the text 'Read this article for free' and a form to enter an email or sign in with Google. The browser's taskbar at the bottom shows various application icons and the system clock indicating 12:08 PM on 3/6/2020.

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## Hulu, Spotify Competing for Bigger Share of Political Ad Spending

By Christopher Stern and Jessica Toonkel May 21, 2019 7:01 AM PDT [Subscribe now](#)

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.

Illustration by Mike Sullivan

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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...

# Thank You!

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