**Kantar: Political Spend to Hit $2.4B**

Political spending in 2018 is expected to hit $2.4 billion, up 14% from 2014, according to Kantar estimates. Cable will account for a 22% share, while digital will bring in a 16% share, according to the company's estimates.

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<http://www.tvnewscheck.com/article/107524/kantar-stations-to-see-24b-political-in-18>

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