**Kantar Predicts $6B In 2019-20 Political Ad Spend**

The company says broadcast and cable television political ad spending will remain strong, with broadcast attracting $3.2 billion and cable attracting $1.2 billion. Radio ad spending is expected to total $400 million. Kantar projects a significant increase in digital ad spending in 2020, with the channel receiving 20% of total political ad spend, or $1.2 billion.

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<https://tvnewscheck.com/article/top-news/236369/kantar-predicts-6b-in-2019-20-political-ad-spend/?utm_source=Listrak&utm_medium=Email&utm_term=Kantar+Predicts+%246B+In+2019-20+Political+Ad+Spend&utm_campaign=Kantar+Predicts+%246B+In+2019-20+Political+Ad+Spend>

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