POLITICS

Reach the Right Voters — Start Your Winning Strategy Today.

As the #1 multiscreen media partner in our markets, we connect campaigns with their target voters anywhere, on every screen—with unduplicated reach. And we make it easy for you to transact with us however you prefer, whether that's through managed service, programmatically, or a combination of both.

Get Started

INVENTORY

We dominate in ad-supported share.

With the **largest inventory of ad-supported premium video**, and more authenticated viewers than almost all other measured platforms, we help you connect with up to 98% of consumers in the US.[2] Reach engaged voters on a national to a hyper-local level—across all screens, and even beyond our footprint.

52% share of premium ad-supported streaming TV viewership in our markets.[3]

100% ad-supported, premium video.

Unskippable ads and verified reach.

REACH AT SCALE

Be seen with the #1 most-viewed streaming provider.

Spectrum Reach employs inventory across a vast portfolio of direct-to-consumer and third-party apps to build reach for political campaigns. This includes our Spectrum TV App, which is the **#1 most viewed streaming service in the U.S.** on an hours-per-household basis, with un-skippable ads and verified reach.[4]

PRECISE TARGETING

Target voters with precision using our addressable segments.

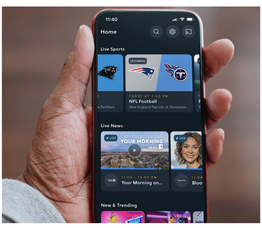
Data is inherent to the way we do business. Our proprietary aggregated and de-identified first-party data from over **30 million households** and premium third-party data from **70+ partners** are our differentiators. We have the largest addressable video footprint, to accurately target your voters across all screens, anywhere—with **L2 data** and segments like voter registration and voter history.[5]

Get Started

PREMIUM CONTENT

Get access to live premium content.

Entertainment, news, and sports networks are a must-buy to reach live audiences, at scale, in local markets. With Spectrum Reach, you can reach voters across **450+ traditional and streaming TV networks and publishers** and leverage guaranteed access to the **Spectrum TV App**, where 95% of content is viewed live.[6] Also, top-rated **Spectrum News** is unbiased, live, and local, with news, politics, sports, and weather 24/7. It's the #1 news network in our markets, offering broad national scale with deep local connections.[7]



TRUST

Advertise confidently with Spectrum Reach.

With premium curated inventory, trusted supply paths, and verification safeguards, political buyers can trust Spectrum Reach to ensure their ads are seen by real voters—not bots. Our brand safety and supply integrity practices exceed industry standards. We are TAG Platinum certified, for proven fraud protection and supply transparency. And we provide the transparent data and measurement needed to show where and how ads are served.

CONNECT WITH US

Ready to get your political campaign on every screen?

Fill out this short form, and our team will be in touch soon to help you craft your winning strategy.

Sources:

(1) From page opening: #1 Multiscreen video partner claim based on SR share of premium ad-supported streaming TV against competitors in SR markets (Nielsen Q1 2025) - and traditional TV share against broadcast competitors in SR markets (Nielsen Q1 2025). #1 TV App source: Comscore CTV Intelligence Report 2022 through January 2025 U.S. Statement based on measurement of Average Hours Per HH per Month for Spectrum TV App vs. top streaming providers as measured on connected TVs, gaming consoles and streaming devices.
(2) Market/Release: Scarborough USA+ 2025 Release 1 Total, Base: Spectrum Reach Markets, Target Households, access internet OR owns smartphone OR subscribes to cable or telco or satellite service. Up to 99% in the SR Footprint and 98% in the total US.
(3) Nielsen local streaming ratings Q1 2025 analysis - Share based off Average Audience. Viewing Shares specific to Premium Ad-Supported Impressions. Apps with both Ad-Free and Ad-Supported tiers have had Impressions factored by % of streaming service users who see ads in the app - Scarborough, Streaming Insights (USA+) 2023 Release 2 Total, Base:22 Market Rollup, Rows: Video Streaming Services Where See Advertising and Video Streaming Services Used Past 30 Days. SR Streaming TV includes Spectrum, Amazon, Crunchyroll, DTV Stream, ESPN App, Fubo, Paramount+ (access to inventory beginning in Q4'24), Philo, Pluto, Sling, and Tubi (list is reflective of services Nielsen measures and is not comprehensive)
(4) Comscore CTV Intelligence Report 2022 through June 2025 U.S. Statement based on measurement of Average Hours Per HH per Month for Spectrum TV App vs. top streaming providers as measured on connected TVs, gaming consoles and streaming devices.
(5) Charter and Comcast Q1 2024 Earnings reports. Note - #1 claim based on total Domestic Video Subs (Charter vs. Comcast) reported as of Q1 2024.
(6) Nielsen NNTV Imps, Jan-Dec 2024. Reflects Total Day HH impressions for Live AND Live + Same Day viewership, as compared to Live +7 in Charter/Spectrum Households.
(7) Comscore Total Home Panel (5/14/24). #1 on an Hours per Household basis. Hours per household are average number of hours in a month each household spends watching each service on a CTV device.
(8) Market/Release: Scarborough USA+ 2025 Release 1 Total, Base: Spectrum Reach Markets, Target Households, access internet OR owns smartphone OR subscribes to cable or telco or satellite service. Up to 99% in the SR Footprint and 98% in the total US.

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