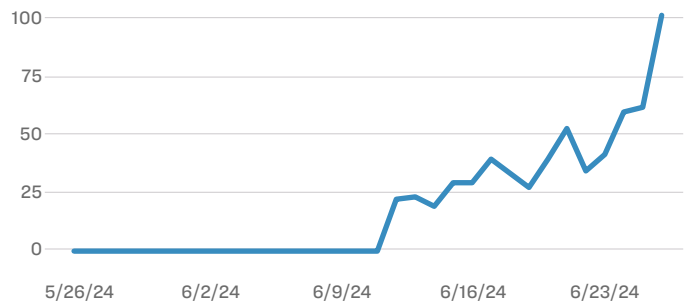




# Viewers Flock to YouTube for Live Election Coverage and Debates

Given it is an election year, political content is set to be larger than ever on YouTube in the second half of 2024. Looking at historical data from previous election years we see that political views and engagements increase on YouTube during debate and election months. Not only are users consuming political content, but they are also watching the debates and election coverage LIVE on the YouTube platform. See how your brand can tap into the increased traffic in the political space.

**YouTube Search interest for presidential debates increase ahead of first debate on June 27<sup>th</sup>, 2024**



## THE POLITICAL SPACE IS MASSIVE AND GROWING ON YOUTUBE

The political space is massive with

# 1.3T views

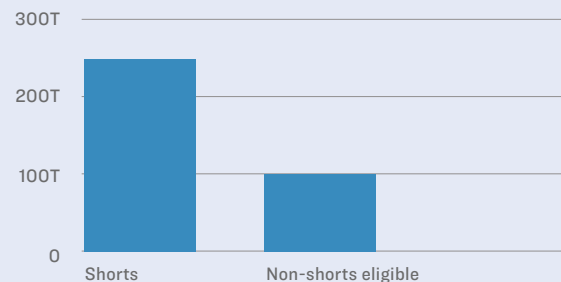
in 2023 and grew

# 63% YoY

 (2022-2023).

So far in 2024 (Jan-June 25th) the political space has earned **more views than sports** (357B political views vs 347B in sports). These views are set to increase significantly with presidential election events occurring in H2.

Political content views are switching to Shorts. **71%** of political content in 2024 is from videos eligible to be a Short (Vertical and under 60 seconds). Talk to your Pixability account manager about how you can run your ads on Shorts.



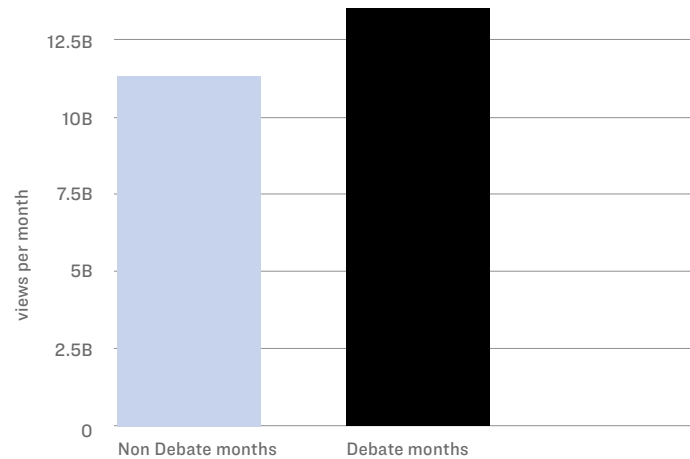
**Contact us** for a customized political package and unlock the full potential of YouTube advertising this election year!

Keep reading 

## THERE IS INCREASED ACTIVITY ON YOUTUBE DURING DEBATE MONTHS

There were **18.5% more** political views from videos published during debate months (October/November - 12.4B views per month), compared to non-debate months (Jan-September - 10.4B views per month).

Engagement rates on videos published during debate months were 15% higher (2.87%), compared to non-debate months (2.49%).



### Top presidential candidate channel



**Donald Trump Channel - 404M views from August - December 2020**

### Top talk show channel



**The Daily Show - 382M views in August 2020 - December 2020**

### Top news channels



**Fox News 131.9M views in Aug.-Dec. 2020**



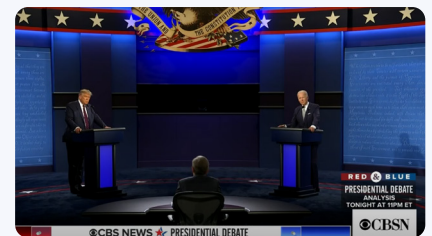
**CBS news 55M views in Aug.-Dec. 2020**

## CONSUMERS ARE SKIPPING TV TO WATCH DEBATES AND ELECTION TRACKING LIVE FROM YOUTUBE

Top political videos during the last election year (2020) were presidential candidate promotion videos Livestreams of the election and debates, and political talk shows discussing current and future political events. In regards to livestreams, election tracking and results ranked first, followed by streams of the debates.



**Election results LiveStream example - 21.6M views**



**President debate Livestream example 10.7M views**

Top political channels were a combination of **presidential candidate channels**, **talk shows discussing current political events**, and **news channels**. 5 of the top 10 political channels from August - December 2020 were talk show channels. This indicates viewers go to YouTube to get a re-cap and hear opinions from political commentators on future current political events.

## VIEWERS ARE HEADING TO YOUTUBE TO WATCH PRESIDENTIAL DEBATES AS ‘PRESIDENTIAL DEBATE’ RELATED VIEWS ARE 3X HIGHER DURING DEBATE MONTHS

‘Presidential debate’ related views on YouTube increased during debate months in 2020. There were **3x** more debate-related views during debate/election months (October/November), than non-debate/election months (1.1M views per day vs 369K). This means people are going to YouTube to watch this content.

Livestreams of the debates earned the most views of any video type as 6 of the top 10 most viewed presidential debate videos in 2020 were Livestreams. These were published by various news channels.

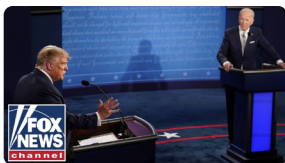


CBS had the top earning livestream with **10.7M views**

during the first debate.



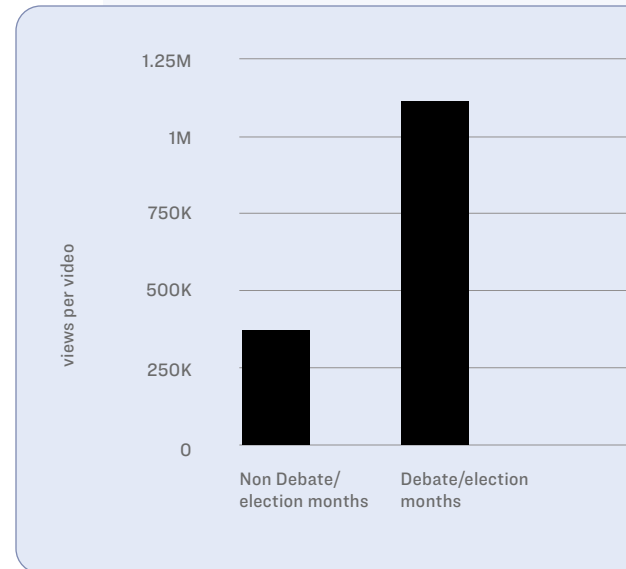
ABC had the second most viewed debate livestream at **9M views**



followed by Fox at **7.8M views**

## 7 of the top 10 channels

with the most presidential debate views were **news** channels. This differs from the overall political space where political talk shows had the majority of top channels.



Recap and reaction videos to the debates from political talk show channels were the second most viewed video type. For example, Trevor Noah’s reaction video earned **5M views** in 2020.

