



# Election Coverage

## Captivating and accurate election graphics and productions

There is no doubt that election coverage is one of the most challenging productions. Good election coverage not only enhances the broadcaster's prestige and generates ratings, but in many ways determines the viewer's future habits and loyalty. It is therefore not surprising that broadcasters invest great efforts to stand out from the crowd and come up with compelling and sophisticated looking election coverage.

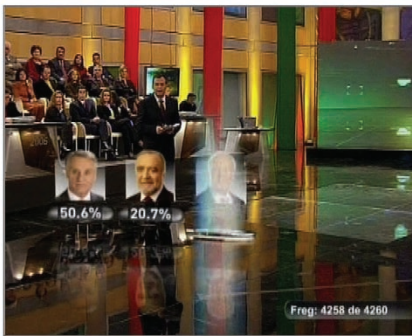
Good election coverage is a product of data visualization. Tremendous amounts of data are generated during elections. Polling data from different regions is constantly being fed to the system and up-to-the-second information needs to be graphically represented. Such data needs to be visually stunning and smartly manipulated in order to better explain its relevance.

This is exactly where Orad's elections solution comes into play, offering different, state of the art, graphic representation tools coupled with smart data management.

### Seamless integration to election databases

At the heart of the Orad's Election solution is its powerful integration to election databases. The aggregated information is pumped into graphic templates and visualized in real time. Coalition games are probably one of the more efficient tools during election coverage. They allow the commentator to demonstrate how new coalitions could be formed based on the voting data. As the Election Day arrives, new scenarios of possible coalitions are generated, allowing the commentator to analyze their possible effects and give the viewer a clear visual reference. Voting data can be visualized using bars, pie charts, maps and other graphical representations that are pumped with up to the second results, enabling commentators to easily analyze the information. Smart logic tickers have also become an integral part of election coverage, as the contextual data determines the ticker's behavior.

Naturally, the elections' rules vary from one country to the other. Orad's Election solution was designed to accommodate these differences and can be easily tailored to production's precise requirements.



Courtesy of RTP, Portugal

### Stunning interactive graphics on large screens

Orad's range of real time graphics allows broadcasters to cherry pick the relevant application for their election coverage and to ensure a stunning visual look. Interact, Orad's interactive graphics solution, is ideally suited for election coverage. With Interact, the presenter can execute graphics over touch screen devices allowing the presenter to control the show while offering a new and compelling way to illustrate the election data. PowerWall, Orad's 4k resolution solution, generates extremely sharp and high quality images that are displayed over the studio's video wall. PowerWall is based on the exact same tools and workflow that are used for conventional on air graphics and therefore generating such graphics is done with minimal efforts.

### Powerful election platform

In a typical election coverage, multiple video feeds from different locations, such as the parties' headquarters, are aggregated and need to be displayed in parallel with DVE effects, transitions and of course the relevant graphics. Orad's HDVG video rendering platform offers the perfect solution. The HDVG supports up to 6 live video feeds in HD or up to 12 in SD. Those feeds are an integral part of the graphic scene and can be freely manipulated in the 3D space, creating unlimited options for DVE effects. Regardless of the number of video inputs, the HDVG retains a constant 2 frames delay; it therefore can provide a composited image with all the different incoming videos, graphics and transitions, all fed directly to the switcher, significantly simplifying the production workflow.



Courtesy of Telefe, Argentina

### Virtual election studio

Many broadcasters choose to host their election coverage within a virtual studio environment. Orad's ProSet virtual studio system allows the integration of election data into the set with full camera motion freedom. Based on the same camera tracking technologies it is also possible to introduce complex 3D graphics into a conventional studio environment such as bars representing the voting or a visual representation of the parliament which animate up from the studio floor.

