THE VERDICT

The Lok-Sabha Elections are the Olympics for News Broadcasters. It is the largest democratic exercise anywhere in the world with 900 million population eligible to vote to elect their representative of choice. At CNN-NEWS18, we wanted to provide our viewers something they had never seen before. In an environment where attention span is forever reducing, we wanted our audience to sit up and take notice.

THE USPs

CNN-News18 introduced new models of election analysis yet to be successfully executed anywhere in the world. The creative minds deliberated and designed three unique selling propositions for our viewers which together provided a compelling cocktail that greatly enhanced the viewing experience and infused life and energy into the coverage of election results

1. LIVE RESULT HUB

News18 Network had deployed its vast network of reporters at each counting centre who captured every trend in each round of counting. In a matter of seconds, each trend was reported to our control room - LIVE RESULT HUB – manned by 150 analysts who accounted, authenticated and tabulated every trend into the real-time result matrix which powered all our election graphics. It was a mammoth logistical exercise backed by cutting-edge technology.

THE IMPACT

No other channel had the ability to display results real-time, so they artificially inflated the trends to catch viewer attention. Only News18 was able to provide authentic results owing to our unbeatable, fail-safe data gathering process with added technological prowess which gave us a huge edge over competition.

2. MAGIC WALL

For the first time on Indian Television, CNN-News18 introduced Artificial Intelligence to Election Analytics. The indigenously built and customised Magic Wall allowed our anchor to drill down the result to the constituency level. As a result, not only was CNN-News18 able to track how the 2019 election result differed from the past, we were also able to explain the WHERE, HOW & WHY behind each result to the viewer. No other channel had the tool to do this in real time.

THE IMPACT

CNN-NEWS18 successfully used artificial intelligence (AI) to power its story-telling on election result day. Executive Editor Zakka Jacob was able to provide rich insights to the viewer as results were trickling in. The Magic Wall had turned into an encyclopedia in real-time and helped the viewer to make sense of the election results and understand how, where and what was happening. The success of the Magic Wall forced some of our competitors to create their own version but it ended up being a poor imitation.

3. ELEX-A (ELECTION ANALYTICS)

CNN-News18's ELEX-A (Election Analytics) Presenter Anand Narasimhan used a quadcopter to fly out from the LIVE studio to present the viewers a bird's eye view of the election results plotted over the map of India as AR Graphics. In addition, we also designed a virtual elevator that transported our presenter to the inside of Indian parliament where the election results were mapped on the Lok Sabha benches providing a very appealing and impressive impact.

THE IMPACT

With ELEXA, CNN-News18 was able to build a very effective and efficient hybrid zone using Augmented Reality (AR) graphics stitched with Virtual set turning the small studio floor into a rich theatre. The high

quality 3D design and precision entailed in execution of the never seen before AR embedded VR effect mesmerised the viewer. The political and social guests of high esteem sitting in the studio awed live, as they saw themselves to be part of real and virtual world of creativity.

THE RESULT

The combined effect of all three innovations surprised our viewer and added excitement to the whole experience of watching election coverage both on TV and on our digital destination *news18.com*. CNN-NEWS18 was able to provide a compelling viewing experience while making sense of election polls, predictions, history data and finally – election results. We were able to make our automated election graphics more engaging by giving them an elevated experience. It gave us an edge over competition who were still using traditional and predictable graphic formats to present election data.

CNN-NEWS18 was able to create a talking point across TV news watchers with its innovative election graphics presentation. In a highly competitive television news market, being noticed and talked-about keeps you ahead in the battle for perception.