

# USA PRESIDENTIAL ELECTION



THE STRATEGIC  
USE OF SOCIAL  
MEDIA BY NEWS  
BROADCASTERS



WILDMOKA

## Preamble

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# How did news broadcasters use social media during the 2020 US Elections?

Analysis of nine leading broadcasters' strategies to win audiences and engage viewers with video over digital OTT and social media during the US Elections.

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## Introduction and Executive Summary

The time when news broadcasters used social media as a 'nice-to-have' publishing platform has well and truly passed. Digital OTT and social media platforms are now mainstream and are the front line in the battle for audiences.

This report analyzes the social media strategies adopted by the following nine major news broadcasters during the week of the 2020 US Elections: NBC News, MSNBC, CNBC, Fox News, ABC News, CBS News, CNN, as well as two leading European broadcasters, Sky News (UK) and Altice BFMTV (France).

The aim of this research is to understand how different news broadcasters use video on social media during major events. The findings from the study can inform us about what strategies are most effective, what impact different approaches will have, and can inspire further innovation from broadcasters who plan to cover major events of this kind.

This document concludes with an overview of how Wildmoka was used by most of these leading news broadcasters to produce and publish near-live clips, highlight reels and live streams to digital OTT and social media. The Wildmoka cloud-based digital media factory is the platform of choice for Tier-1 news broadcasters because it is proven to scale to the largest events (US Elections, Olympic Games), it guarantees linear TV broadcaster SLAs (it does not fall) and it lets news providers be the fastest to publish any form of content to any digital destinations.

### Why the focus on social media?

A recent study by the Pew Research Center ([News Use Across Social Media Platforms in 2020](#), Jan 12<sup>th</sup> 2021) reports that "about half of U.S. adults (53%) say they get news from social media "often" or "sometimes". This finding was certainly corroborated by our research. With more than **1 billion views and thousands of videos** posted on Facebook, YouTube and Twitter in **just 3.5 days** (i.e. from 7pm on Nov. 3<sup>rd</sup> to 1pm on Nov. 7<sup>th</sup>), these three leading social media platforms played a key role in keeping the population connected with the counting status, via news broadcasters' social channels.

### What types of content were analyzed?

The focus of our research was on the use of **video** on social media (as opposed to text or photos).

- **Live streaming:** Live streaming to social media saw significantly higher use in this US Election than in previous ones. It was common to see more than one live stream occurring simultaneously on Facebook on the same news broadcaster account. News broadcasters no longer hesitate to create live streams on social media as pop-up channels to cover live events as they happen. They also don't hesitate to produce very long emissions (such as this one Fox News broadcast on YouTube which lasted **135 hours!**).

Overall, live streams received more views than short and mid form videos and Facebook was the platform most used for live.

- **Short form video (clips/reels):** Thousands of clips, highlights, reels were edited together and shared on social media during this week of election. This "snackable" form of content is easy to consume, highly shareable and engaging.

At the 2020 US Elections we observed a phenomenon that often occurs during major sports competitions. That is to say, the videos which received more views were those which came with real emotional weight. With **48 million** views for an eight second clip, the MSNBC/ Kamala Harris video with Kamala announcing the victory to Joe Biden set a new record for a viral US Elections clip.

### **What about monetization?**

Monetizing content on social platforms with ads was not a major focus during the election week. Outside of pre-rolls heavily used on YouTube, most news broadcasters (but not all) didn't use monetization on Facebook and Twitter at all. However, as described in this document, several broadcasters used social media videos and/or thumbnails as teasers to encourage viewers to jump to their OTT portal where ads were present (in the form of pre-rolls and banners) or where viewers were encouraged to take a subscription.

### **Principles of news on social**

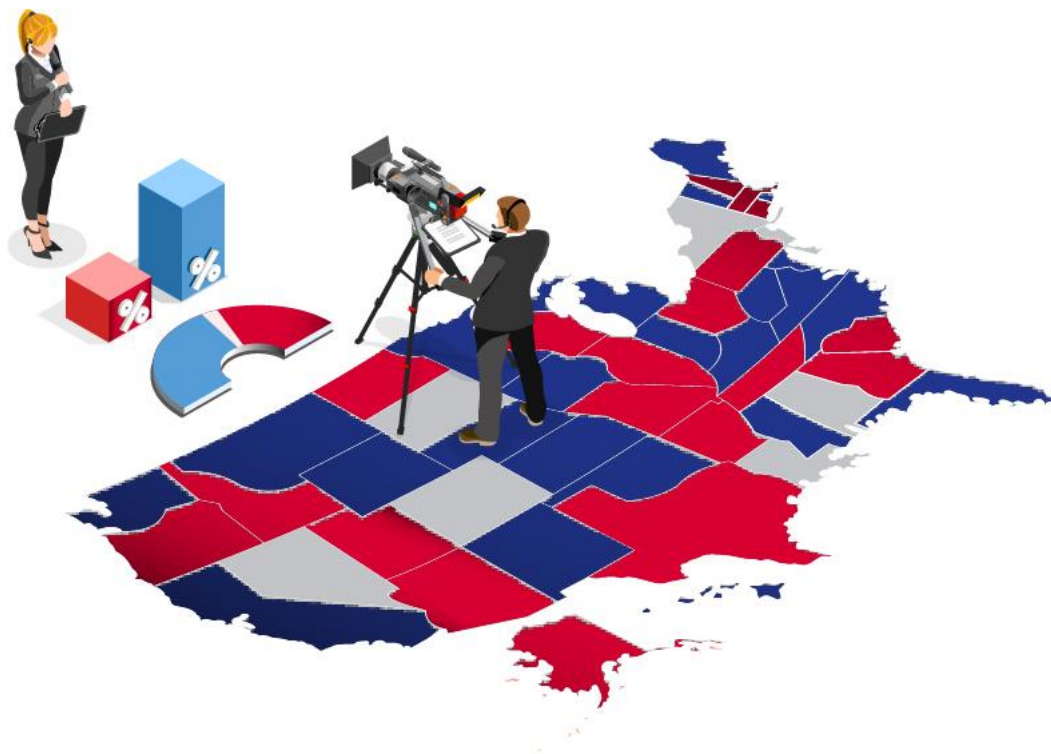
The importance of news on social media is continually increasing and news can quickly go viral. Drawing on our research, there are a number of best practices 'principles' that broadcasters can implement:

- A. **Being first.** News broadcasters need to be the fastest to publish news because the algorithms used by social media platforms are designed in a way that means videos which start to create a buzz are given further prominence (i.e. the snowball effect). Being first to publish is therefore crucial and requires an optimized end-to-end production and distribution workflow.
- B. **Being everywhere.** As this report confirms, the majority of the top news broadcasters published videos on all three major social media platforms (but not all).
- C. **Being diversified.** It is important to offer a rich choice of content: a) very short form clips (10 to 30 secs) for people who don't have much time and just want to get the relevant info; b) longer form highlight videos such as interviews or press conference summaries (typically one to five mins) for people who have time and/or interest to go deeper; and c) live streams for people who want to follow a particular moment live.
- D. **Producing a large volume of content.** Producing a lot of content allows people to stay connected with what's happening and keeps them engaged. It also increases the chance of some videos going 'viral'.
- E. **Being innovative and differentiating.** Compared to sports, where broadcasters may have exclusivity rights for content, news broadcasters share a lot of content in common (e.g. a press conference with Joe Biden). As a result, it is not always easy to innovate and differentiate. This, however, is what BFMTV achieved by broadcasting all its live content simultaneously on linear TV 16:9 format and in vertical 9:16 format which is more suitable to deliver a mobile-first experience.

## About the data

The following chapters describe how nine news broadcasters covered the 2020 US Elections on social media. While two thirds of the news broadcasters included in this report used Wildmoka digital media factory behind the scenes, all the information contained in this report is public information, independent of Wildmoka data. The data is based on the number of views as indicated by the different social media platforms. Should you have any doubt about a particular statistic, please contact Wildmoka ([contact@wildmoka.com](mailto:contact@wildmoka.com)).

*In the next chapter, we begin our analysis of the strategies that broadcasters implemented with an overview of key performance indicators that matter. We then delve into deeper analysis of specific content types.*



## Analysis of digital content strategies

### How did broadcasters use video on social media?

In this chapter we look at why video is such an important form of content to publish on social media. We then begin analyzing some of the 'headline' findings.

For news broadcasters, publishing video on social media brings several business benefits. These include:

- Increasing brand recognition,
- Reaching new customers by facilitating content discovery,
- Improving existing subscriber-base engagement by allowing reactions and sharing,
- Introducing alternative content monetization avenues,
- Maximizing investments in the video they have already produced for linear TV.

Furthermore, reaching viewers who are engaged on social media lets broadcasters draw them onto their internal OTT platforms (web portal and apps) and linear TV channels. This encourages them to consume more news on broadcaster's internal platforms.

A key KPI to measure performance on social media is, of course, the **number of views**. Broadcasters in this study put in place different strategies to increase their number of views, focusing on:

- **Volume:** Publishing as much content as possible,
- **Speed:** Publishing first,
- **Content diversity:** Publishing different forms and lengths of content such as short form clips (key moments), longer form highlight summaries (e.g. interview recap, poll results analysis and forecasts) or live streams (speeches, news shows),
- **Omnipresence:** Being present on all major channels, possibly with more than one channels on a given social media platform (e.g. having dedicated channels for specific TV shows).

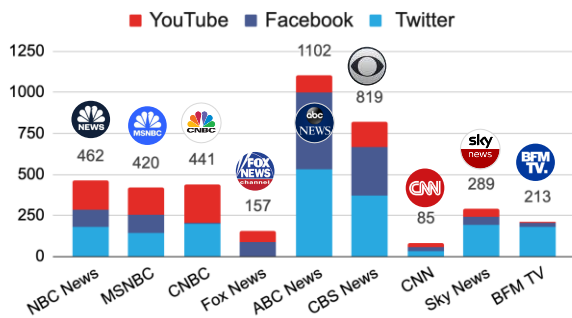
*So, what strategies did the different broadcasters follow?*

### An unprecedented quantity of video posted on social for an election

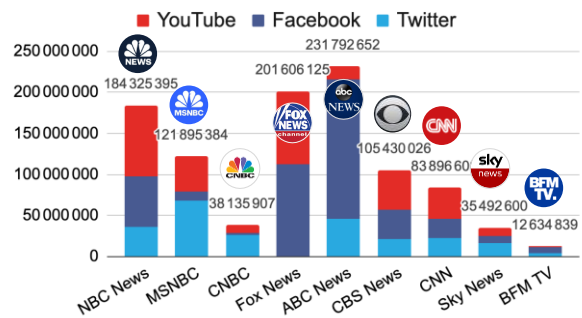
Looking at the total number of videos published during the election week (between 7pm on November 3<sup>rd</sup> to 1pm on November 7<sup>th</sup>, 2020), ABC News (including all sub-channels included) published the highest number of videos and achieved the highest number of views (considering clips/highlights and live all together). NBC News was also in the top three for both the number of published videos (3<sup>rd</sup> position) and the number of views (3<sup>rd</sup> position). CBS News was the second most prolific producer of videos but ranked in fifth position for the number of views. Meanwhile Fox News had an impressive ratio of videos posted versus number of views achieved.



### Number of published videos



### Total number of views

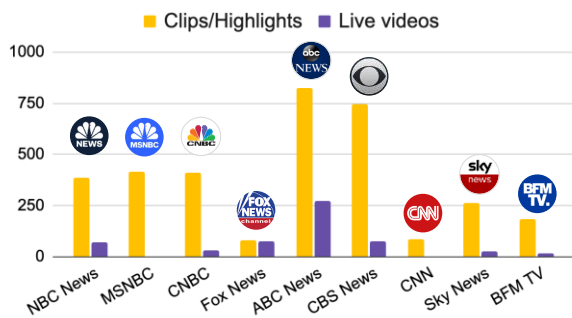


As a general rule we can say that the more videos produced and published, the higher the chance of increasing the total number of views.

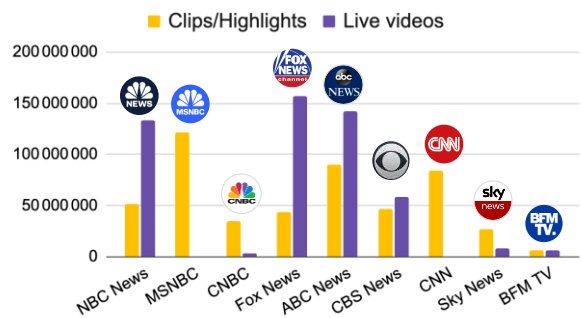
Note that, as always, there are exceptions. For example, Fox News and CNN published a relatively limited number of videos on social (respectively in 8th and 9th position) but reached very good view scores (respectively 2nd and 6th positions).

To better understand how publication volume impacts the total number of views, let's look at the next level of detail and separate edited video clips from live streams (all social media platforms included).

### Number of published Clips vs Live



### Number of views for Clips vs Live videos



### Video clips

Ranking	1st	2nd	3rd	4th	5th	6th	7th	8th	9th
# of Videos	ABC NEWS	CBS NEWS	NBC NEWS	CNBC	MSNBC	SKY NEWS	BFM TV	FOX NEWS CHANNEL	CNN
# of Views	ABC NEWS	FOX NEWS CHANNEL	NBC NEWS	MSNBC	CBS NEWS	CNN	CNBC	SKY NEWS	BFM TV

ABC News and MSNBC are in the top three for both the volume of published clips and the number of views - they are perfect examples of broadcasters producing in mass to generate more views. (Note that ABC News' main accounts (i.e. without its sub-channels) has less # of clips than CNBC alone).

Surprisingly, CNN came in third position for number of views while they stand in last-but-one position for the number of clips produced. One possible explanation for this is the fact that the CNN brand is recognized internationally, while top US news channels such as NBC News, ABC News, CBS News and Fox News mostly receive a North American audience. Therefore, CNN's social accounts are likely to collect views from an important number of non-US based audiences while also benefiting from inbound traffic on the national territory (that is to say: people outside of the US who want to know the latest about the election would connect to CNN). This strong branding position may however be challenged over the years if CNN remains behind other major brands in terms of volume of digital content posted and accessible through social media channels.

The power of the brand  
CNN made the 3rd largest #of views  
despite low # of posts

Fox News was very active with posting short form videos on its OTT platform but not so much on social media and as a result, scored relatively few views for clips/highlights on social. However, because they received so many views for their live stream videos, they ultimately achieved the second highest score of views (all types of video included). Also, Fox News chose not to publish short form videos at all on Twitter, instead opting for thumbnail teasers redirecting viewers to their web portal.

Speed remains key to  
create the buzz and  
score views

CBS News' scoring for views is disappointing in comparison with their second-place position for the number of posts. One explanation might be that they took longer to publish compared to other broadcasters, which meant they missed the 'buzz' effect of short form videos.

There is evidence of this in at least two key moments of the election: first, the announcement of Biden's victory, and Kamala Harris's call ("We did it, Joe"). In both instances, CBS published significantly later than its competitors and, as a result, received a much lower number of views.

*In this section we have explored broadcasters' strategies around volume of content. Another approach is to publish content on multiple "sub-accounts/sister-accounts" to win more views.*

## The multi-accounts strategy

Another strategy that we observed for increasing the number of views consists in widening the visibility of the TV channel, thus increasing the potential viewer base. Broadcasters created multiple sub-channels on one or more social media platforms.

News broadcasters that leveraged this strategy include NBC News, CNBC, ABC News and CBS News. CNBC and CBS News were particularly successful in generating additional views by multiplying their social media accounts.

## CNBC example

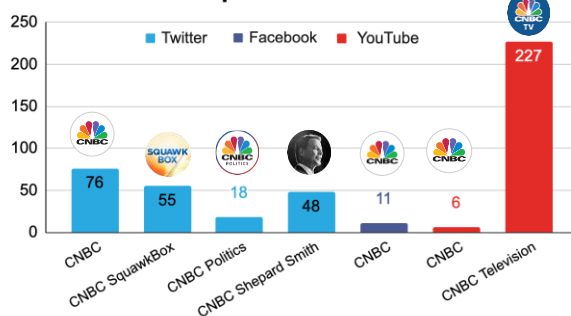
CNBC used this strategy on Twitter, publishing videos (mostly clips) on the following four Twitter account names:

- **CNBC:** Main Twitter account for the channel, with 3.8M followers,
- **CNBC Squawk Box:** Twitter account named after the business news television program that airs from 6am to 9am eastern time on CNBC,
- **CNBC Politics:** Twitter account dedicated to political topics,
- **The News with Shepard Smith:** Newly created Twitter publisher channel, named after CNBC’s daily evening newscast launched on September 30<sup>th</sup>, 2020.

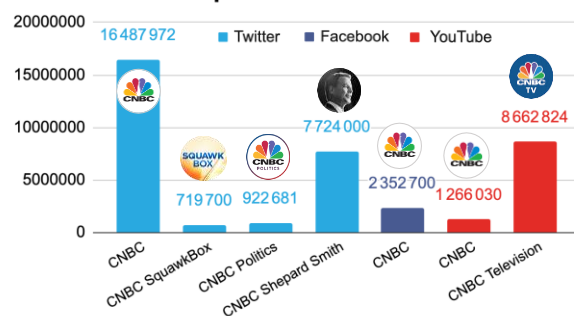
On YouTube, aside from CNBC’s main account, the broadcaster maintains several other targeted publisher accounts. **CNBC Television (CNBC TV)** is their YouTube account focusing on news.



**Number of videos per Publisher channel**



**Number of views per Publisher channel**



From the two graphs above, we can see that CNBC’s three Twitter sister accounts together contributed some 36% of CNBC’s total views on Twitter – and most of this achievement was due to “The News with Shepard Smith” Twitter account (30% of CNBC’s Twitter total views) despite its relatively low number of followers (57.1K followers as of early November) and its very recent launch last summer 2020.

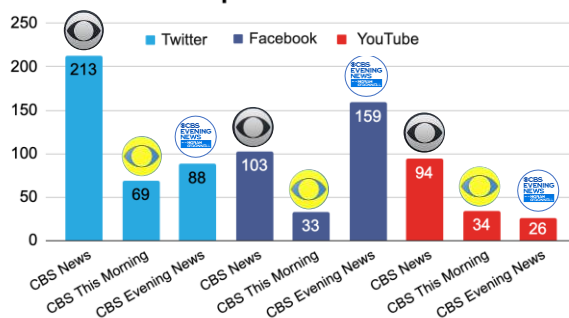
## CBS News example

CBS News also uses several sister accounts but, unlike CNBC, who use this strategy mainly on Twitter, CBS News' sister accounts publish on all three social media.

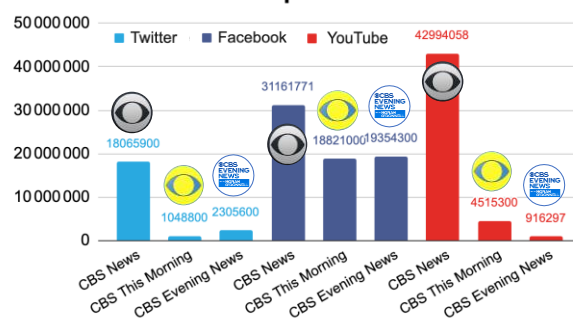
- **CBS News:** Main social account for the news channel (Twitter: 7.9M followers, Facebook: 6.7M followers, YouTube: 3.3M followers)
- **CBS This Morning:** Social account named after CBS News' weekday early morning news program (Twitter: 420K followers, Facebook: 1.9M followers, YouTube: 1.7M followers)
- **CBS Evening News with Norah O'Donnell:** Social account named after CBS News' daily evening broadcast featuring news reports, feature stories and interviews by CBS News correspondents and reporters covering events across world (Twitter: 325K followers, Facebook: 1.2M followers, YouTube: 1.1M followers)



Number of videos per Publisher channel



Number of video views per Publisher channel



We can see from the two graphs above that even though all accounts published on three social media platforms, sister accounts were most successful on Facebook. On this media platform, the two Facebook sister accounts altogether collected 55% of CBS' total views on Facebook. On other social media, the CBS News main account collected 89,5% of Twitter views and 89% of YouTube views.

## ABC News example

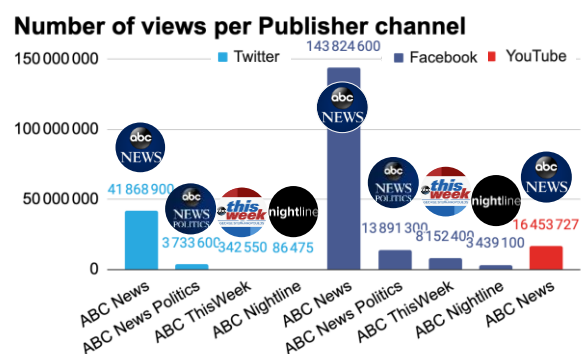
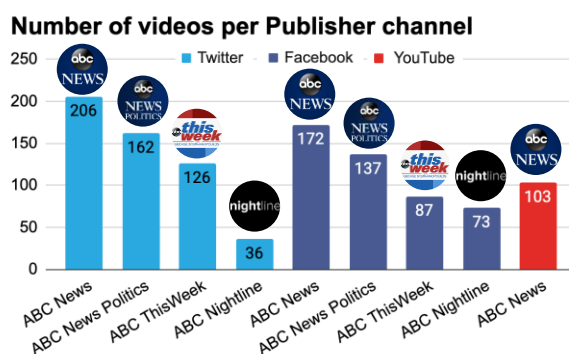
ABC News is an example of multi-account publishing that didn't translate into significantly growing the amount of views.

During the US Elections 2020, ABC News published video content on the following social accounts:

- **ABC News:** Main account for the channel on Twitter (16.2M followers), Facebook (16.3M followers) and YouTube (10.5M followers)
- **ABC News Politics:** Account dedicated to political topics on Twitter (956K followers) and Facebook (1.6M followers)
- **ABC News Nightline:** Account named after the ABC News' late-night television news program and publishing on Twitter (1.1M followers) and Facebook (1.1M followers)
- **ABC This Week:** Account named after ABC News' Sunday morning political affairs program, and publishing on Twitter (206K followers) and Facebook (355K followers)



Note: ABC News uses other social accounts not listed here, but those accounts didn't publish a significant number of videos related to the US Elections 2020 during the period of the study so were not included in this report.



We can see from the two graphs above that, even though all publisher channels did produce video content in significant volume on both Twitter and Facebook, the main view contributor remained ABC News' main account on both Twitter (91% of total video views) and Facebook (85% of total video views).

How could we explain this low volume of views generated by ABC News’ sister accounts compared to the ABC News main account? Here are four hypotheses:

- A. Low number of followers compared to the main publisher account?  
**Yes** – ABC News’ main Twitter account has about 15 times more followers than ABC News Politics and Nightline, and 80 times more than ABC This Week.
- B. Predominant volume of clips (short form) versus live videos for sister accounts compared to the main account?  
**No** – While it’s true that on Twitter the only account publishing live videos was the ABC News main publisher account, we can see that even video clips published on the main account received many more views (from 10 to 30 times more) than other sister accounts.
- C. Later timing of publication for sister accounts compared to the main account?  
**No** – In the vast majority of cases, video clips and live videos were published at the exact same time on all channels.
- D. Lack of content differentiation compared to the main account?  
**Yes** – The table below is an extract of ABC News videos published on social media late in the evening on November 3<sup>rd</sup>. The exact same video clips are published in parallel to the four Twitter channels, and accompanied with the same introduction text. The same goes for live videos which were published on the four Facebook publisher channels in parallel. Looking at the last column, it appears that for the same Tweets the numbers of views were always much higher when the tweet was published from the main publisher channel.

Full Time Stamp (in US EST)	Publisher	URL	Social Media	Description	Content type	Content Duration	N° of views
11/3/20 19:23	ABC News	https://twitter.com/ABC/status/13237	Twitter	.@NateSilver538 breaks down where the	Clip	0:00:40	107 100
11/3/20 19:23	ABC News Politics	https://twitter.com/i/status/13237828	Twitter	.@NateSilver538 breaks down where the	Clip	0:00:40	6 500
11/3/20 19:23	ABC ThisWeek	https://twitter.com/i/status/13237836	Twitter	.@NateSilver538 breaks down where the	Clip	0:00:40	1 300
11/3/20 19:24	ABC News	https://www.facebook.com/86680728	Facebook	Nate Silver breaks down 538's election fo	Clip	0:00:40	108 000
11/3/20 19:26	ABC News	https://twitter.com/ABC/status/13237	Twitter	Kate Bedingfield, Biden deputy campaign	Clip	0:01:55	41 800
11/3/20 19:26	ABC News Politics	https://twitter.com/i/status/13237835	Twitter	Kate Bedingfield, Biden deputy campaign	Clip	0:01:55	3 900
11/3/20 19:26	ABC ThisWeek	https://twitter.com/i/status/13237880	Twitter	Kate Bedingfield, Biden deputy campaign	Clip	0:01:55	1 600
11/3/20 19:28	ABC Nightline	https://twitter.com/i/status/13237841	Twitter	Kate Bedingfield, Biden deputy campaign	Clip	0:01:55	1 100
11/3/20 19:43	ABC News	https://twitter.com/ABC/status/13237	Twitter	Stacey Abrams on Georgia: "I'm not going	Clip	0:05:31	39 300
11/3/20 19:43	ABC News Politics	https://twitter.com/i/status/13237880	Twitter	Stacey Abrams on Georgia: "I'm not going	Clip	0:01:27	4 200
11/3/20 19:43	ABC ThisWeek	https://twitter.com/i/status/13237885	Twitter	Stacey Abrams on Georgia: "I'm not going	Clip	0:01:27	1 400
11/3/20 19:45	ABC News	https://twitter.com/ABC/status/13237	Twitter	Rahm Emanuel says Florida tends to be c	Clip	0:00:41	75 600
11/3/20 19:45	ABC News Politics	https://twitter.com/i/status/13237885	Twitter	Rahm Emanuel says Florida tends to be c	Clip	0:00:41	8 600
11/3/20 19:45	ABC ThisWeek	https://twitter.com/i/status/13237901	Twitter	Rahm Emanuel says Florida tends to be c	Clip	0:00:41	5 400
11/3/20 19:49	ABC Nightline	https://twitter.com/i/status/13237893	Twitter	Rahm Emanuel says Florida tends to be c	Clip	0:00:41	5 200
11/3/20 19:50	ABC News	https://www.facebook.com/86680728	Facebook	NEW: Kellyanne Conway tells ABC News,	Clip	0:01:04	400 600
11/3/20 19:52	ABC News	https://twitter.com/ABC/status/13237	Twitter	NEW: Kellyanne Conway tells @GStephar	Clip	0:01:03	681 000
11/3/20 19:52	ABC News Politics	https://twitter.com/i/status/13237901	Twitter	NEW: Kellyanne Conway tells @GStephar	Clip	0:01:03	7 400
11/3/20 19:52	ABC ThisWeek	https://twitter.com/i/status/13237933	Twitter	NEW: Kellyanne Conway tells @GStephar	Clip	0:01:03	1 900

Multiple channels strategy is more efficient with differentiated content per channel

A lesson learnt is that when the exact same news content is sent to multiple destinations, one of the channels will score most of the views.

The creation of multiple sub-accounts appears to be an effective strategy for increasing the number of views, although it is most successful when each sub-account has unique content. In the next section we explore the strategy of live streaming on social media.

### The reward of live streaming to social

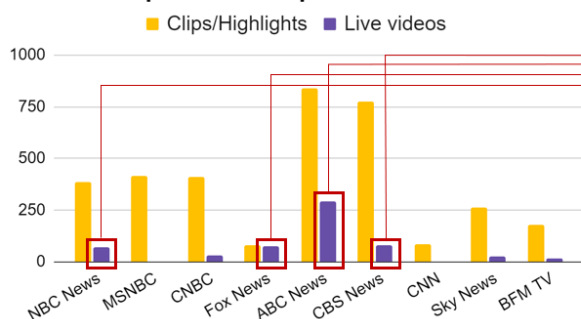
Live broadcasting is no longer exclusive to linear TV, and is now very well established on social media. Seven out of the nine TV news broadcasters we studied published live streams on social media during the study period.

Ranking	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>
# of Lives								-	-
# of Live Views								-	-

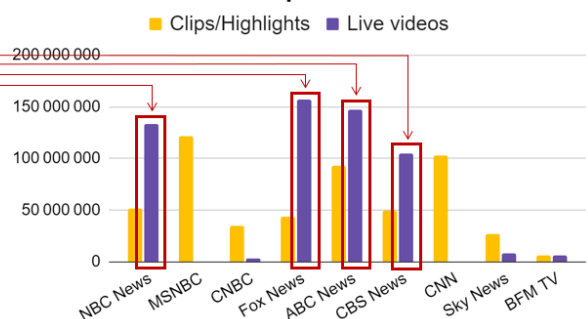
Note: MSNBC and CNN didn't publish any live video during the period under study

For the majority, the reward was worth it since live streams accounted for most of their views.

Number of published Clips vs Live



Number of views for Clips vs Live videos



Sky News' live streams didn't receive the same results as other live stream publishers, but we can explain this lower performance by the fact that live interviews occurred during the night for British audiences.

As a side note, it is surprising that MSNBC and CNN didn't publish live streams on social media. Given they were already ranked #1 and #3 for video clip views, they may well have achieved even more impressive performance numbers with live streams.

## Targeting the right social platforms

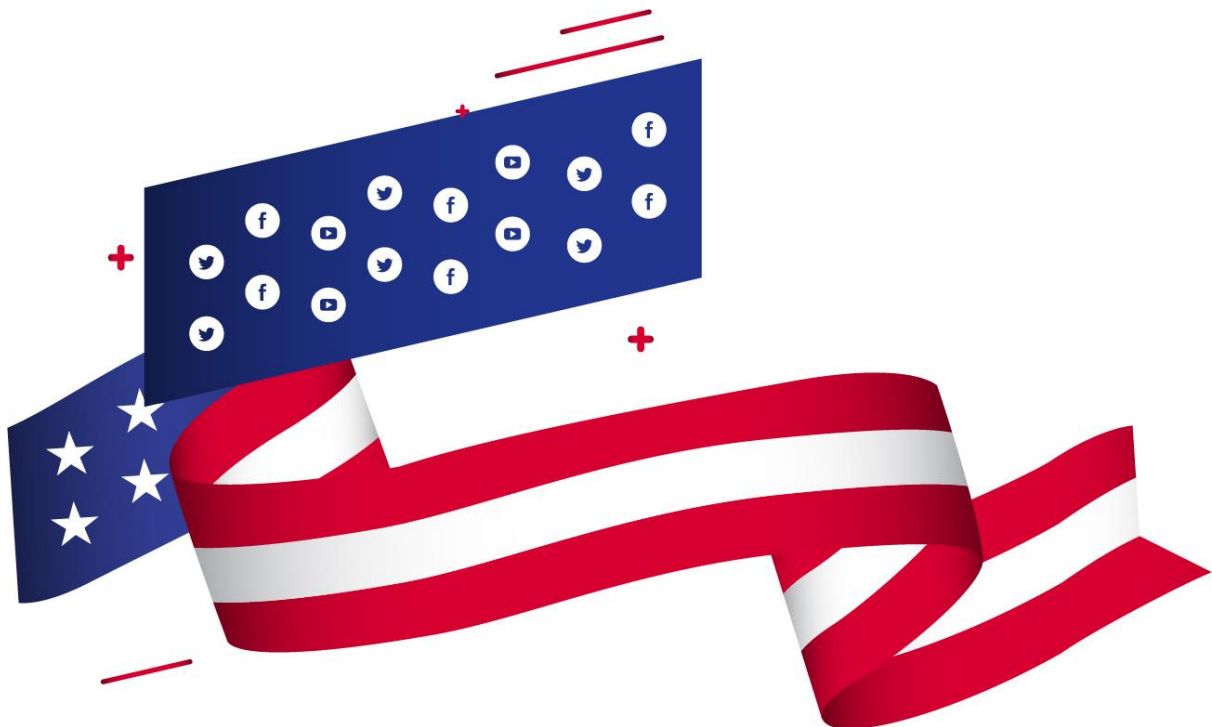
All news broadcasters in this study published videos on more than one social media platform – but that did not necessarily mean that they broadcast the same video content on all social media. In fact, each social media has its own technical or commercial properties and its specific audience, which, when combined, may impact the amount of views received. This is why some broadcasters have built strategies for sending specific types of content to specific social destinations.

Twitter was the preferred platform for short form content, and especially video clips. Twitter was also the preferred platform for business audience-oriented channels, such as CNBC or BFM TV.

YouTube was the preferred platform for long form content - both video clips and live streams.

Facebook was the most versatile platform, used by generalist TV news channels for all types of content and duration, and was also the preferred platform for very short live streams.

*In the next chapter we provide in-depth analysis of how broadcasters used short form videos to win audiences.*





## Focus on short form videos

All news channels in this study extensively published short form video highlights on social media during the week of the US Elections. Short form videos include extracts of news TV shows, breaking news reports from on-site journalists, or extracts of speeches from newly elected political figures. It covers edited videos from a few seconds to a few minutes in length which are not live.

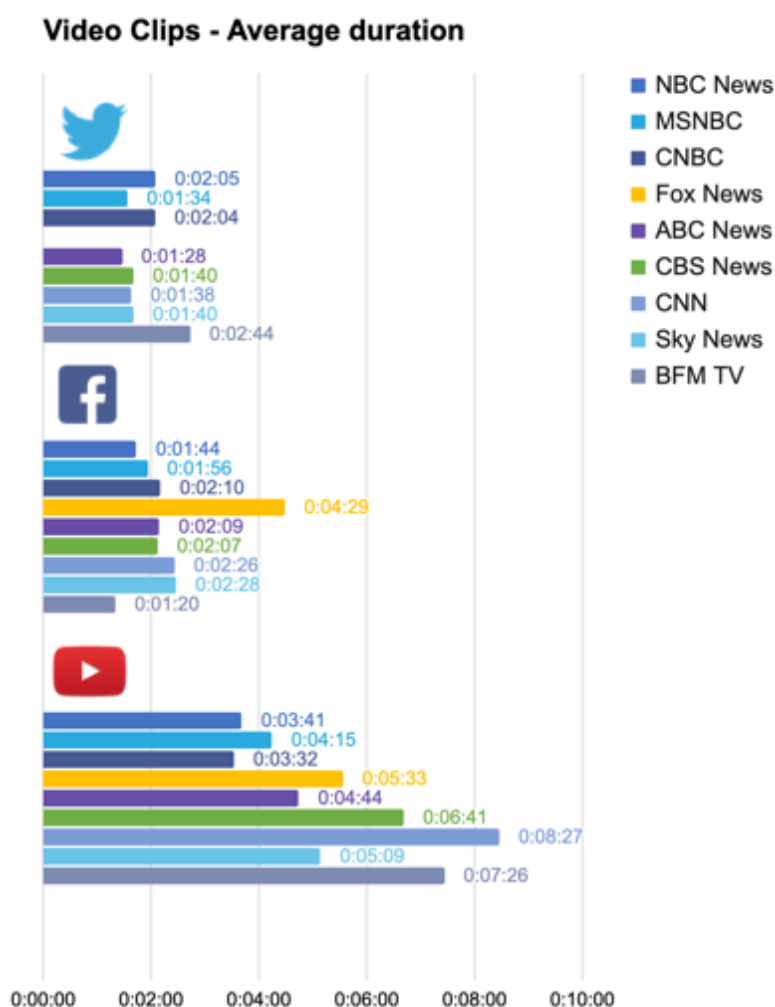
Broadcasters had different strategies in terms of the type of content produced and the social media destination on which it was posted.

## Short form video duration analysis

The figure on the right shows the average length of video clips (not live streams) per news broadcasters, for Twitter, Facebook and YouTube.

It is not a surprise to see Twitter being used to publish shorter form videos and YouTube longer content, but it is interesting to put a figure on this difference and see how it changes from one news broadcaster to another.

Usually, videos posted on Facebook are on average longer than those on Twitter (this is due to the fact that Facebook encourages longer-form videos of more than three minutes in order to insert mid-roll ads and, as such, to improve associated monetization possibilities). For this US Elections, monetization of Facebook by news broadcasters was almost nonexistent and, as a result, the average duration of short forms on Facebook is very close to that on Twitter. Noticeably, **we see for Twitter and Facebook a uniform profile across broadcasters** with a video clip length average standing between 1.5 minutes and 3 minutes.



The clear difference of content duration for short forms resides with YouTube. **Video clips published on YouTube were on average 50% to 300% longer** than those published on Twitter and/or Facebook. YouTube is increasingly becoming a media consumption platform while Facebook and especially Twitter remain primarily social networking sites.

There is a big disparity of average video length on YouTube with a third of the broadcasters having an average clip duration between 3.5 minutes and 4.15 minutes (CNBC, NBC News, MSNBC), another third between 4.75 and 5.5 minutes (ABC News, Sky News, Fox News), and the remaining broadcasters with average clip durations from 6.5 to 8.5 minutes (CBS News, BFM TV and CNN).

























In conclusion this graph confirms that Twitter and Facebook are preferred by broadcasters for short content videos, such as breaking news, on-site reports, extracts of political speeches, extracts of interviews, and all types of content for which speed to publish is more critical than completeness of the subject coverage. On the other hand, YouTube is the preferred platform for longer content, such as detailed political analysis, political speeches in full length, long interviews, or a complete section of a news show.

*In the next section we analyze what **types** of short form video perform best.*

## Top performing video clips of the election week

What types of clips performed best?

The table below shows the top 20 video clips that performed best in terms of number of views.

Ranking	Publisher	Media	Description	Duration	Views	Type
1			VP-elect Harris posts video of call with President-elect Biden: "We did it, Joe."	0:00:08	47 700 000	 Emotional
2			CNN's Van Jones: "This is vindication for a lot of people who have really suffered."	0:02:02	9 900 000	 Emotional
3			"It's easier to be a parent this morning. It's easier to be a dad. It's easier to tell your kids character matters. It matters. Tell them the truth matters."	0:02:01	7 800 000	 Emotional
4			"It's easier to be a parent this morning. It's easier to be a dad. It's easier to tell your kids character matters. It matters. Tell them the truth matters."	0:00:23	7 500 000	 Political
5			President Trump just spoke at the White House, as key states continue to count votes. Shep has the facts: "What the President of the United States is saying, in large part, is absolutely untrue"	0:05:05	5 000 000	 Controversial
6			Van Jones fights back tears: Result shows character matters	0:05:46	4 800 000	 Emotional
7			BREAKING: JOE BIDEN WINS	0:00:10	3 800 000	 Political
8			Watch Biden's speech as he closes in on 270 electoral votes	0:10:33	3 400 000	 Speech

9			NBC Nightly News Broadcast (Full) - November 2nd, 2020	0:21:04	3 200 000		Political
10			WATCH: "OK, Here we are again in the unusual position of not only interrupting the president of the United States, but correcting the president of the United States..."	0:01:27	3 100 000		Controversial
11			BREAKING: @jacobsboroff demands evidence from Ric Grenell, Trump adviser and former acting director of national intelligence to back up his assertions about votes in Nevada.	0:01:54	3 000 000		Controversial
12			John King: If Trump loses here, he's done	0:06:46	2 800 000		Political
13			Biden pulls ahead in Pennsylvania and Georgia	0:06:17	2 600 000		Political
14			Kellyanne Conway breaks down what went wrong with election polls	0:12:36	2 400 000		Political
15			Trump delivers remarks as vote count continues	0:16:47	2 400 000		Speech
16			NBC News Special Report: Joe Biden will be President-Elect	0:00:39	2 400 000		Political
17			Joe Biden to become the 46th president of the United States, CNN projects	0:01:00	2 200 000		Political
18			ABC News' special 2020 election coverage continues Wednesday at 10 ET	0:00:16	2 100 000		Political
19			CBS News has learned that President Trump does not plan to concede even if Joe Biden declares victory in the coming days, @wejwie reports	0:01:36	2 100 000		Controversial
20			NBC Nightly News Broadcast (Full) - November 6th, 2020	0:21:26	2 100 000		Political

We can see that the short form videos which generated the highest number of views on social media were those carrying the highest emotional load. This is a phenomenon that we also observe in sports competitions where the most viewed videos are often not related to the sporting activity itself but more to an emotional or funny moment involving a player or their relatives (wife, parents, coach etc.). Nowadays, broadcasters need to be ready to capture emotion wherever it is happening (sometimes this can be achieved by sending a fleet of younger journalists equipped with UHD portable cameras or even recent smartphones with reliable mobile internet connection (5G).

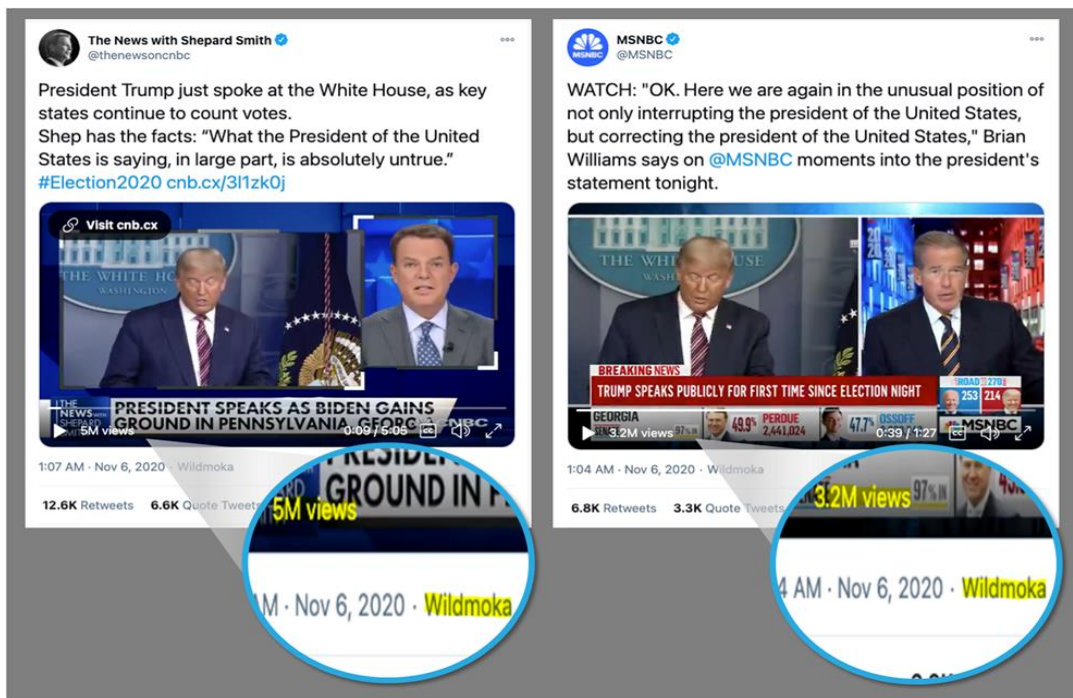
During the US Elections week, there were two highly emotional videos that performed extremely well:

1. The Vice-President-elect Kamala Harris interrupting her jogging to call Joe Biden and announce victory (MSNBC& Kamala Harris on Twitter received an amazing **48M** views for an eight-second-long video)
2. Obama’s former counselor Van Jones commenting on the end of Trump’s presidency and literally breaking into tears during the interview. That video scored highest on all CNN social media: Facebook (9.9M views), Twitter (7.8M views) and YouTube (4.8M views), which gives a total of nearly **23M** views.



Regarding political content, the clips that worked best were those related to unusual political and/or media content such as the president not trusting the electoral process and denying poll results, and media channels interrupting the broadcast of Trump's speech:

- Journalist Shepard Smith (CNBC/@thenewsoncnbc) interrupted Trump’s statement on November 5th: “What the President of the United States is saying, in large part, is absolutely untrue” (Twitter, 5M views: <https://twitter.com/i/status/1324503704930832388> )
- Journalist Brian Williams (MSNBC) also interrupted Trump’s statement on November 5th: "OK. Here we are again in the unusual position of not only interrupting the president of the United States, but correcting the president of the United States" (Twitter, 3.1M views: <https://twitter.com/MSNBC/status/1324502930456825856> )
- Journalist Jacob Soboroff (MSNBC) running after a Trump adviser asking for evidence of fraud (Twitter, 3M views: <https://twitter.com/MSNBC/status/1324397605246390272> )
- CBS News about Trump’s decision to not concede (Twitter, 2.1M views - CBS’ only video post in the Top-20: <https://twitter.com/i/status/1324549627421609987> )



Finally, traditional political content such as election result announcements or political speeches won relatively few places in the top 20 best scoring clips:

- Announcement of election winners only came in position #7 (CNN on Twitter: 3.8M views), but interim results on the election night got an even better rank: #5 (CNBC on Twitter: 7.5M views)
- There were only two videos of candidate speeches in the top-20: Biden’s speech of Nov 7th (CNN on YouTube: 3.4M views) and Trump’s speech of Nov 6th (Fox News on YouTube: 2.4M views)



Winning clip of the week: "We did it, Joe."

Out of the ~3,500 clips published on social media during the election week, the best scoring clip was a tweet from MSNBC and Kamala Harris published on November 7<sup>th</sup> at 12:28pm showing a very short video of Kamala Harris calling Joe Biden on her mobile phone to announce victory. That clip alone received an astonishing **48** million views (which actually represents 24% of all Twitter clip views from the nine broadcasters in this study).

Why was this clip so successful?

A. **Content is king**, and this video content checks all the success criteria boxes:

- **Emotional:** Harris spoke as if there were no camera, with a mix of emotion, joy and laughing
- **Historic:** Beyond the confirmation of the victory, this video also put under the spotlight the first ever woman and the first ever person of Black and Asian heritage elected as Vice President of the United States.
- **Informal:** This video is informal in many dimensions, as we can see a Vice President Elect dressed in sportswear, making a call in the middle of her morning jog on a roadside, in a private and personal discussion during which her hands can't refrain from rearranging her hair. This is far from the usual formal spectacle of official media announcements (capturing a private moment).
- **Short:** Only 8 seconds for nearly 50m views! From all tweets and Facebook posts published by broadcasters around this scene, the MSNBC clip was the shortest by far, and the most effective too.
- **Timely:** After waiting for almost five days, the scene perhaps broke the tension that many were feeling while they waited in limbo to learn who their next president would be.



B. **Speed remains crucial.** The same content was published by other broadcasters on Twitter and Facebook, but none of them achieved the same levels of views. MSNBC, by being the first to simply share the Kamala Harris tweet, got associated with the amazing 48M cumulative views made by this video. MSNBC published it at 12:28pm EST. The next broadcaster, ABC News,

published the same content 12 minutes later at 12:40pm EST - too late to generate the same buzz effect.

Time	Publisher	Social media	Duration	Views
12:28	MSNBC/Kamala H.	Twitter	8 sec	48M
12:40	ABC News	Facebook	17 sec	1.8M
12:44	CBS Evening News	Facebook	41 sec	29k
12:44	CBS Evening News	Twitter	40 sec	1k
12:45	CBS News	Facebook	13 sec	356k
12:47	CBS News	Twitter	12 sec	83k
12:51	CBS This Morning	Twitter	12 sec	3k
12:52	CBS This Morning	Facebook	13 sec	357k
12:56	ABC News Politics	Facebook	17 sec	206k
12:56	ABC This Week	Facebook	17 sec	15k
12:56	ABC Nightline	Twitter	17 sec	2k
14:13	CNN Politics	Facebook	12 sec	1.7M

*In this section we've seen how different content types perform. Next, we explore how the different platforms are positioned to **generate 'buzz'**.*

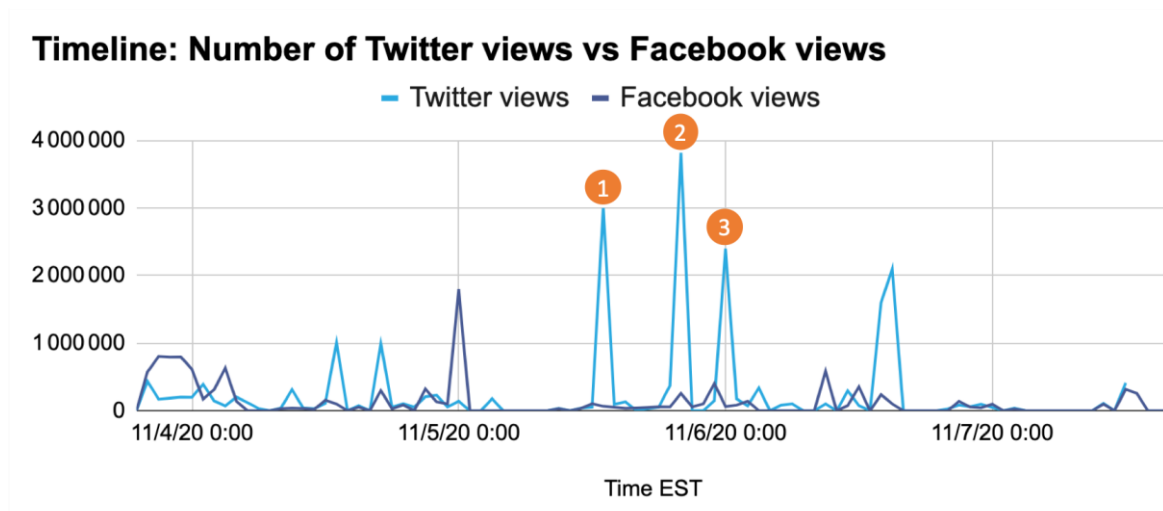
### Twitter was the place to create the buzz with clips

From the previous example of "We did it, Joe", we can see that clips which make the biggest buzz typically come from Twitter and Facebook, but not YouTube. Why is this?

- **Clip alerts:** Twitter and Facebook notifications make sure the audience is made aware of new content in real-time, while YouTube notifications are much less popular.
- **Sharing/reposting:** It is very easy to share content across Twitter and Facebook so that the news gets propagated to individuals' networks.
- **Content type:** YouTube is better suited to long video content, while the buzz effect of breaking news often requires very short content.

That said, we also note that Twitter and Facebook, don't necessarily create the same amplification/buzz effect.

A good example is shown below with content posted by MSNBC:



The three peaks of Twitter views shown on the graph above include three high scoring clips of respectively 3M, 3.1M and 2.4M views. Notably, the exact same clips were posted to Facebook at the same time but scored respectively only 65K, 204K and 61K views. This confirms the buzz multiplier effect that Twitter can offer and how news can be spread extremely quickly across this social network.


*This chapter has focused on the way edited short form clips were used as part of social strategies by broadcasters. In the next section we turn the spotlight to live streaming.*



## Focus on live streaming to social

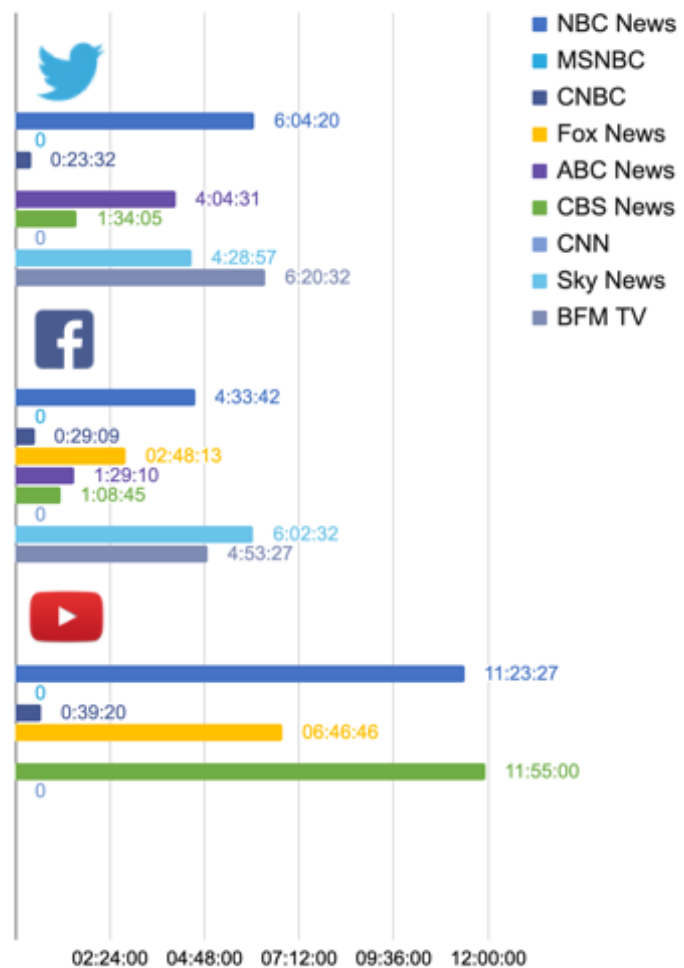
For an important event such as the presidential election, it's key for news broadcasters to bring breaking news and event updates to their subscriber base as fast as possible, and nothing is faster than live streaming it.

### Live streams duration analysis

Live streams can be of any length, from a few seconds to hundreds of hours. What strategies did the broadcasters take?

For all broadcasters in this study, live streams published on Twitter and Facebook were on average shorter than those published on YouTube, even though there is much less uniformity across broadcasters than with video clip average durations.

Live Videos - Average duration



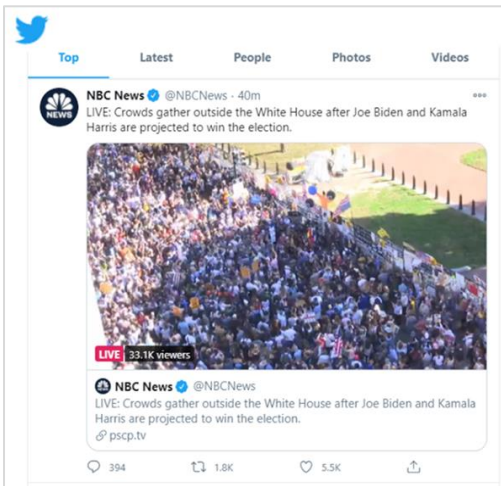
YouTube was also the platform on which the longest live stream of the US Elections took place. Fox News produced an astonishing streaming session of nearly **135 hours!** (or 5 days and 15 hours), starting on the evening of November 3rd. This extra-long [live streaming session](#) received an amazing **46 Million views**.



### Live 2020 Election Results: Joe Biden beats Donald Trump ...

YouTube · Fox News  
Il y a 2 semaines

Note: such a long video is too big for VOD and the URL on Fox News' YouTube page now redirects to a void video.



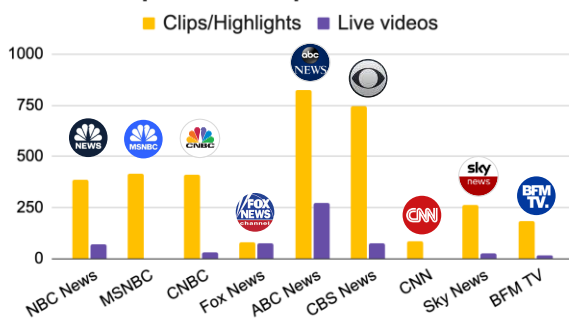
As a side note, the number of live streams to **Twitter/Periscope** was higher than expected and comparable to the amount of live streams made on YouTube.

### Live streaming generates more views per instance than clips

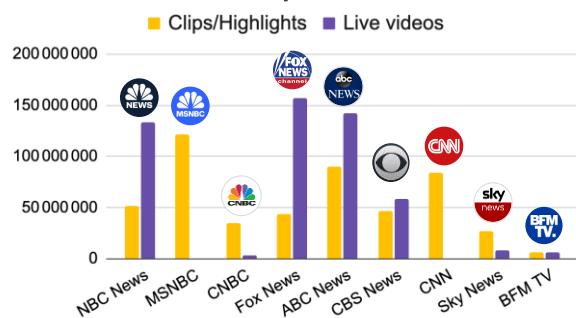
As mentioned earlier in this report, if you compare on one hand the number of published video clips and live streams, and on the other hand the number of views generated by those video clips and live streams, you immediately see that in most cases live videos generate many more views than video clips even though broadcasters published more clips/highlights than live videos.

Live streaming on social has been heavily used

**Number of published Clips vs Live**



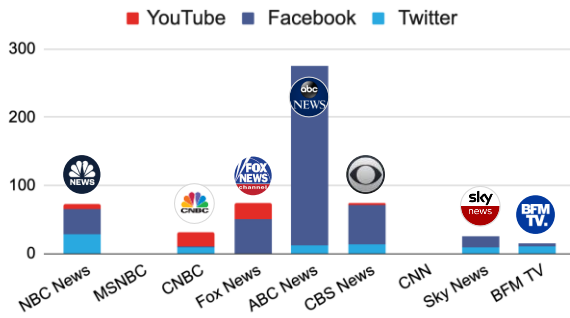
**Number of views for Clips vs Live videos**



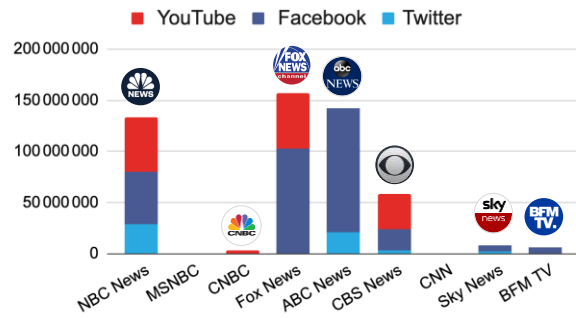
### Facebook was the place for live streaming

For almost all news broadcasters that chose to do live streaming on social, Facebook was by far the most used platform. The only two exceptions were CNBC and BFM TV; CNBC selected Twitter/Periscope and YouTube for live videos as Facebook Live is still not widely adopted by their business audience.

### Number of published live videos



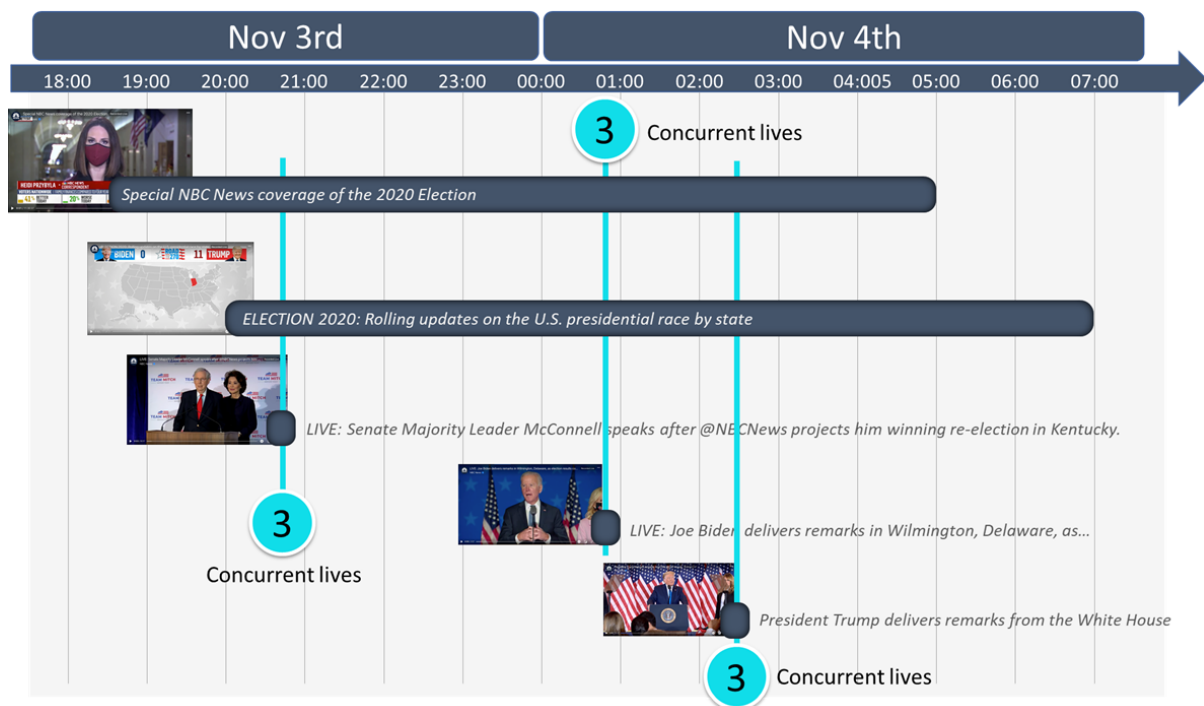
### Number of Live views



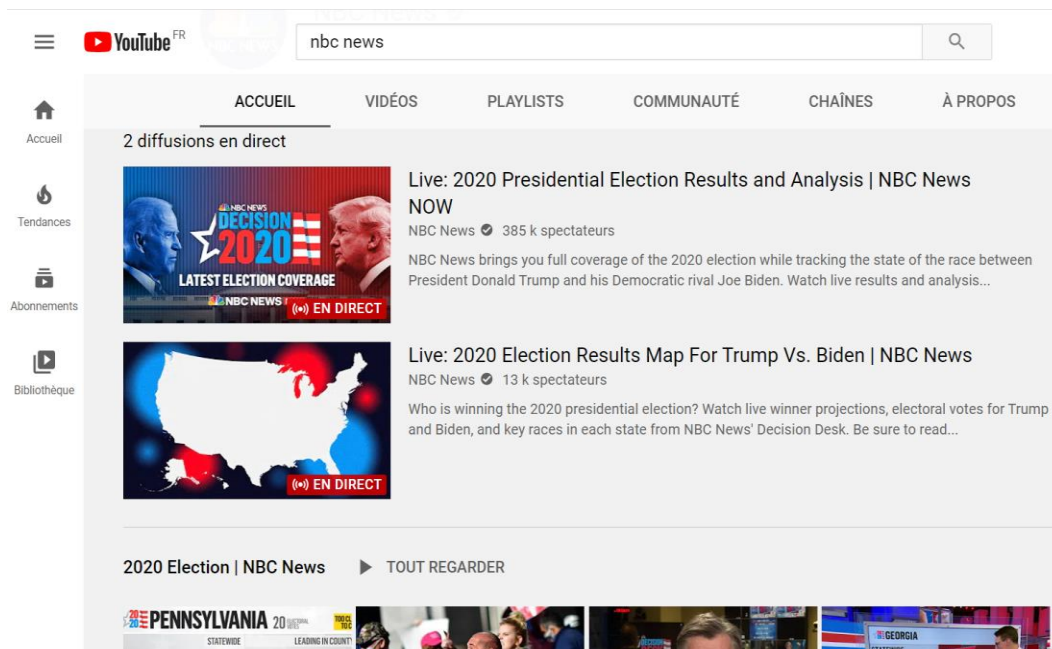
Live streaming generates more views. But what about when two events are happening simultaneously?

### Simultaneous live publishing: Hand over editing role to the viewer

Due to the speed at which election polls and results in each US state arrived in the newsroom, NBC News were publishing multiple live events in parallel to the same social destination (i.e. NBC News' Facebook account). There were multiple occurrences during the 3.5 days of this study, but below are three examples during the first election night around 8:45pm, 12:45am and 1:30am. In each instance, NBC audiences could choose among three simultaneous live videos published on Facebook.



As a result, when reaching the NBC News Facebook page, users could select between different live programs as shown below (French "2 diffusions en direct" means "2 Live streams"):



The heavy usage of live streams published to digital and social platforms in particular was a real innovation in this election. This growing trend is something that Wildmoka expects to see more and more in the news broadcasting industry due to the fact that major events (such as breaking news), do not happen in a linear manner in real life. They just happen, when they happen. As a result, the **LINEAR TV** model in which information/content is delivered sequentially, one after the others is not necessarily suitable. It means that a program needs to be interrupted to jump to another emission and if you have several events happening in parallel, this quickly becomes unmanageable. Digital streaming channels have the unique benefit of letting broadcasters create pop-up channels as needed.

There is no limit to the number of concurrent live channels that can be instantly created if you are using a cloud-based technology such as Wildmoka. During the US election night, it was common to have representatives from different states announcing live results for their jurisdiction and this in parallel. As a result, some news broadcasters were creating temporary pop-up live channels on digital, just to cover individual press conferences.

Creating live pop-up channels on digital is becoming increasingly relevant

Now, creating pop-up live channels and delivering the raw content to the end-viewer doesn't prevent professional journalists/editors from extracting the main information from those press conferences in order to create clips of the key moments or highlight summaries of the entire press conference. This means that end-viewers who wouldn't have the time to watch the entire live conference (or who do not feel like becoming their own editor) can still have access to the most important information.

*Simultaneous streaming was clearly a sophisticated way of generating more content and keeping viewers interested. In the next section we look at how broadcasters introduced innovative solutions to further engage, connect with and improve the viewer's experience.*

## Modernizing the live streaming experience on digital

During the week of the elections, the large audience observed on social live streaming shows that people wanted to stay informed and permanently connected with what was happening live. The best way to do so nowadays is through mobile smartphones. These devices became over the last couple of years, a "portable TV" that people always have with them and as a result, a mainstream channel to consume news programs, whether live or video extracts.

As a consequence, it is crucial for news broadcasters to deliver their video content in a way that is suitable/optimized for mobile phones. Many studies show that people do not turn their phone while watching video on mobile, so it is very important to deliver it in a vertical format - i.e. in a vertical portrait mode (9:16) rather than a horizontal linear TV landscape mode (16:9).

BFM TV from Altice France Group introduced last summer, a world-first innovation powered by Wildmoka that allows them to transform in real-time their traditional 16:9 linear TV live programs into a vertical 9:16 format more suitable for mobiles. This is done without the need to invest in a new content production chain and doesn't require any additional editorial resource. The [Wildmoka Auto ReZone](#) solution has received three industry awards in Q4 2020 respectively by CSI Magazine, the Broadcast Tech Innovation Awards and TVBEurope.

The following screenshots illustrate how BFMTV were transforming their 16:9 frames into 9:16 format using Auto ReZone for their 24/7 live programs, including the US Elections coverage. We encourage the reader to download the free BFM TV Apps in order to experience it for yourself.

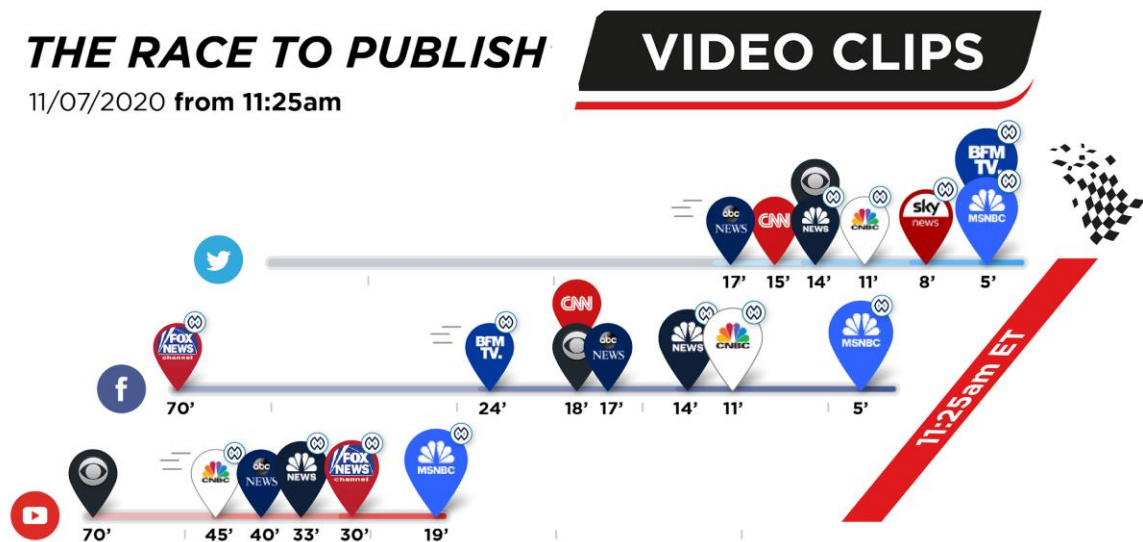


Auto ReZone is not a vertical automated cropping of horizontal frames. Instead, the AI/ML recognizes the various zones of interest and extracts them, then resizes them to fit into a vertical format. The way the vertical format should appear is an editorial choice of the news broadcaster. To watch the example above in action, please [click here](#).

*In the next chapter we explore a key aspect of social media strategy - speed to publish.*

## Speed to publish

As discussed earlier, speed to publish is key for generating more views and capturing audiences. In this chapter we look at which TV news channels were first to publish videos announcing Biden's victory (note: for representation clarity, we included only the main social media accounts of the news broadcasters and not their sub-accounts like the ones branded with their TV shows).



## Speed across social media platforms

The social media channels where clips were published first were Twitter and Facebook, with a slight advantage to Twitter – while YouTube comes significantly after (19 min after the first live announcement which happened at 11:25am ET so 14min after the first clips published on Twitter and Facebook).

The figure above represents the speed to publish a clip announcing Biden's victory, but we see the exact same ordering sequence for the second-best performing clip of our top 20 (Van Jones on CNN).

## Live is (by definition) faster than highlights

Several news broadcasters also announced the US Elections forecasted winner on social media via live videos: within five minutes after the initial event, NBC News, ABC News, Sky News, BFM TV and CBS News had a live stream on both Twitter and Facebook, and those live videos were made available to social viewers earlier than video clips – up to four minutes earlier.

Most of the broadcasters who started with publishing a live video then published a video clip 10 to 15 minutes later.

Another interesting application of this finding could be seen at NBC News during the first night of the US Elections, where - for the sake of speed - NBC News was posting a series of very short live streams instead of video clips every time they got new election results or newly elected senator's statement. This requires a workflow that allows to very quickly instantiate a pop-up live channel on multiple social media destinations.

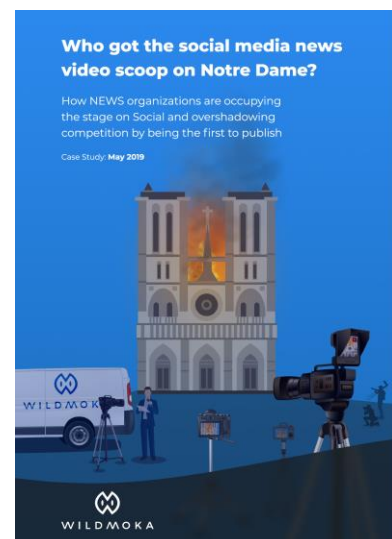
## Wildmoka customers were first to publish!

Wildmoka customers were the quickest to publish on all three major social media - with an excellent performance from NBC News, MSNBC, and CNBC on all platforms, as well as Sky News and BFMTV on Twitter, and Fox News and BFMTV on YouTube. SPEED is one of the key reasons the largest news and sports broadcasters decide to adopt the Wildmoka digital media factory. Additional major reasons being VOLUME of content, ROBUSTNESS and SCALABILITY - all of which are crucial to Tier-1 news broadcasters in order to cover major events.

## Leading European news broadcasters performed well too

Non-US broadcasters Sky News (UK) and BFMTV (France) also demonstrated an amazing time-to-publish performance - they were among the very first to publish video clips, animated GIFs and live videos of the event – ahead of some major US news broadcasters.

*Note: speed is always a crucial parameter when publishing breaking news on social media - read more about it with our case study ['Who got the social media news video scoop on Notre Dame?'](#)*



*Advertising and subscriptions let broadcasters generate revenue. In the next section we explore what monetization strategies they used during the US Elections.*



## Monetization strategies

During the 2020 US Elections, we saw different news broadcasters implement different monetization strategies, sometimes based on social media native monetization features, other times essentially relying on their existing OTT portal to monetize content.

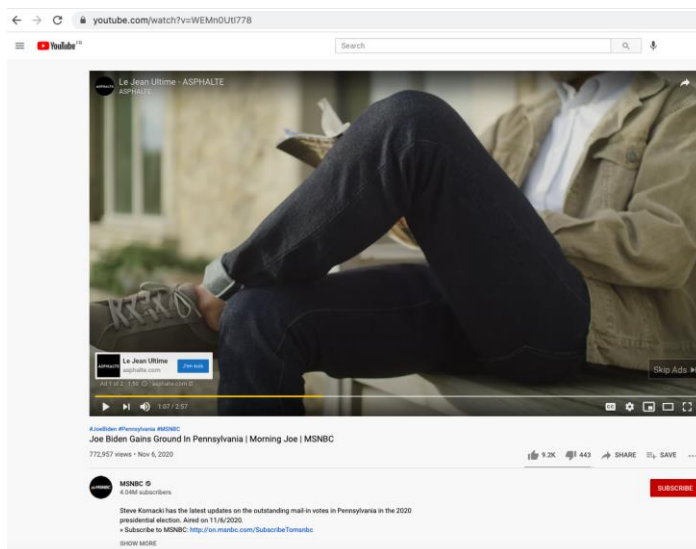
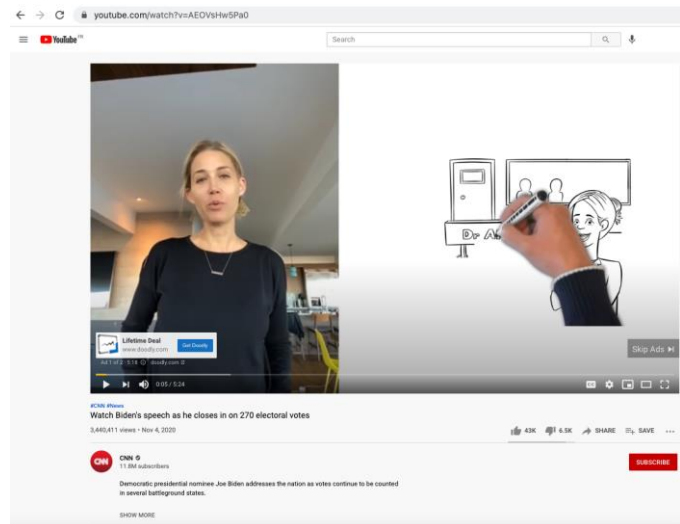
### Direct monetization with social media native tools

All three social media platforms (Twitter, Facebook and YouTube) offer native monetization functionalities, however the leading news broadcasters in this study appear not to have heavily prioritized monetization on social media for their content. They essentially used native monetization for YouTube and a handful also leveraged Twitter's functionality.

### YouTube pre-roll ads and sponsored banners

Eight out of nine news broadcasters in this study enabled YouTube monetization with pre-roll ads and/or sponsored banners. The exception was Fox News.

CNN example: non-localized pre-roll ads  
A US-based (non localized) ad pre-roll is played before the CNN video.



MSNBC example: Localized pre-roll ads

In this clip, two ads for French products (ads localized to France) are played before MSNBC's election summary and political commentaries of the night.

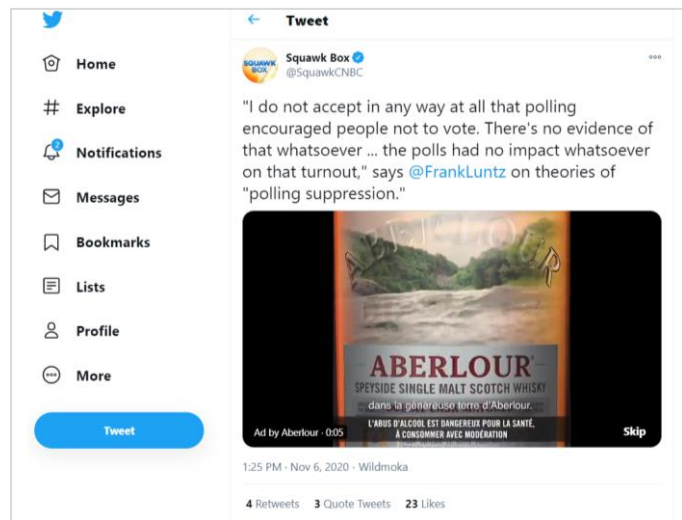


ABC News example: Sponsored banners

In this clip, a localized sponsored banner for a French product (when played from France) is displayed on top of an ABC News video.

## Twitter pre-rolls ads

Twitter pre-roll ads were used much less frequently than YouTube pre-roll ads, but some broadcasters still used it. Here, as an example, you see a pre-roll ad on the Squawk Box Twitter channel.



## No monetization on Facebook

Surprisingly, while monetization was widely adopted on YouTube by almost all broadcasters (and less frequently on Twitter), we didn't notice any examples of Facebook monetization on any of the nine news broadcasters' social media accounts during those 3.5 days.

## Indirect monetization using social to redirect to internal platform

The other monetization strategy used during the US Elections consisted in redirecting viewers to the news broadcaster's web portals or apps. Once the viewer lands on the OTT portal, then monetization can happen in various ways:

- Ad banners included in the pages of the portal
- Ad banners and ad pre-rolls attached to the videos played on the portal
- Invitations to subscribe to the news broadcaster's service (if applicable)

News broadcasters may implement one method or combine several of those strategies. Let's see two different examples from CNBC and Fox News.

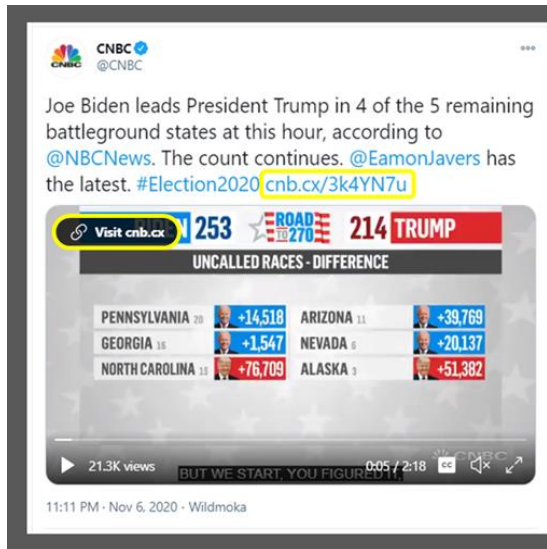
### CNBC's rich monetization strategy on Twitter

CNBC is a good case study when exploring monetization options on Twitter.

- For some of the videos posted on Twitter (but not all), CNBC leveraged the native Twitter monetization capabilities and a non-skippable ad was played as pre-roll before the CNBC video.

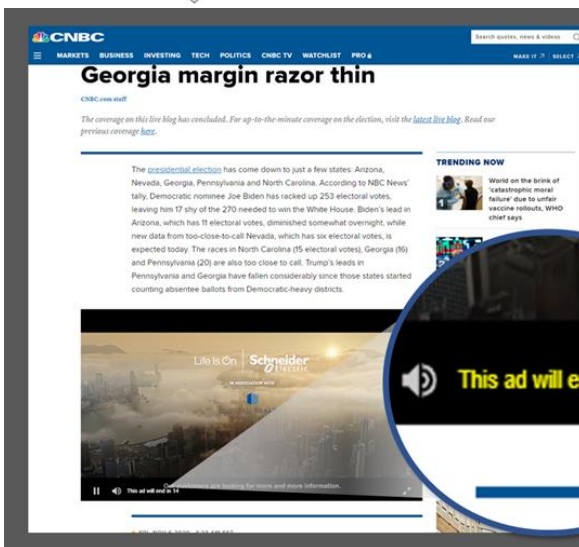
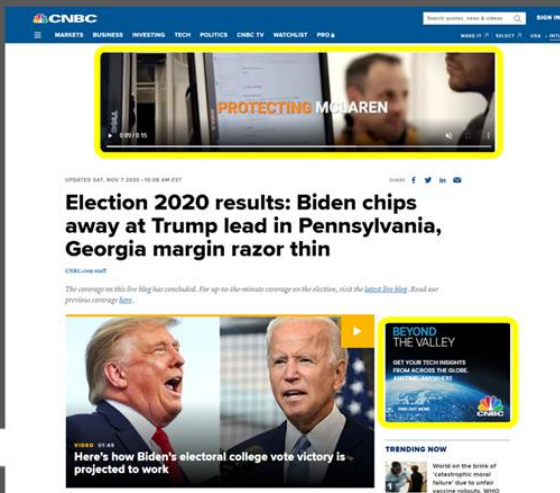


- However, the core of the monetization strategy on digital was happening on the CNBC internal platform (web portal described below). The initial videos published on Twitter were a bait for attracting the viewer to CNBC's own environment on which different forms of monetization are implemented - both based on advertising (this section) but also encouraging new subscriptions (section C below)



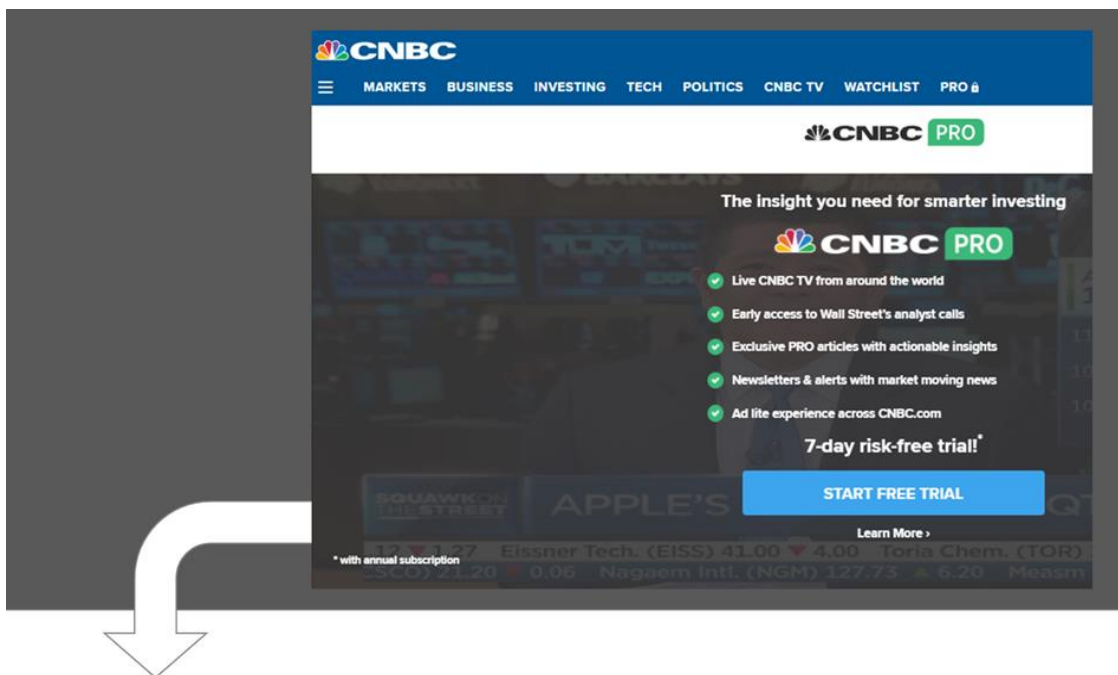
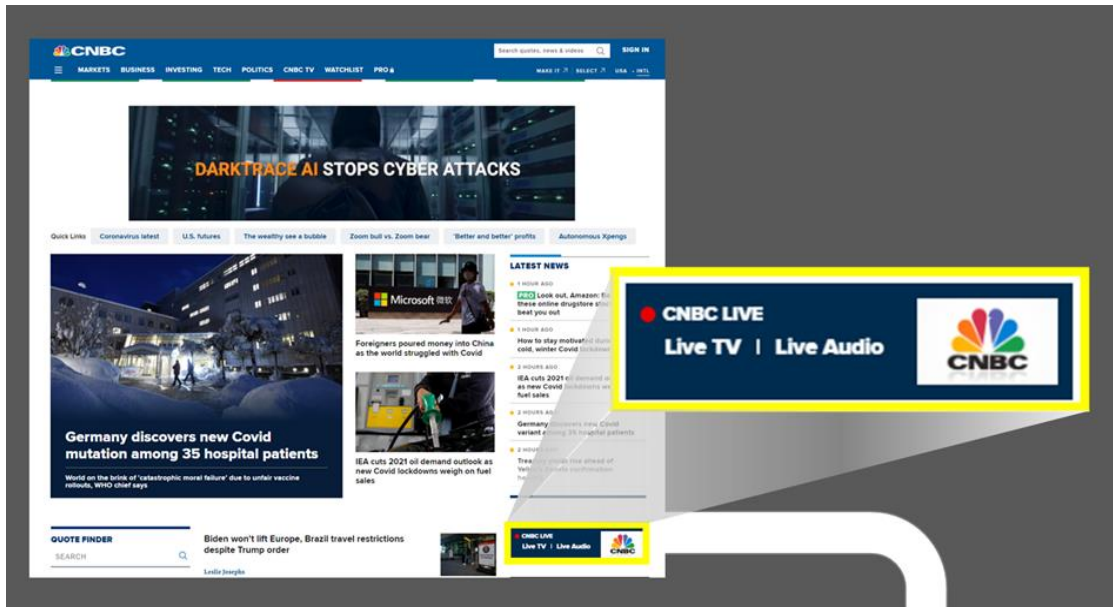
Video tweets from CNBC include links (call-to-action) to encourage viewers to visit and read more on CNBC's own platform.

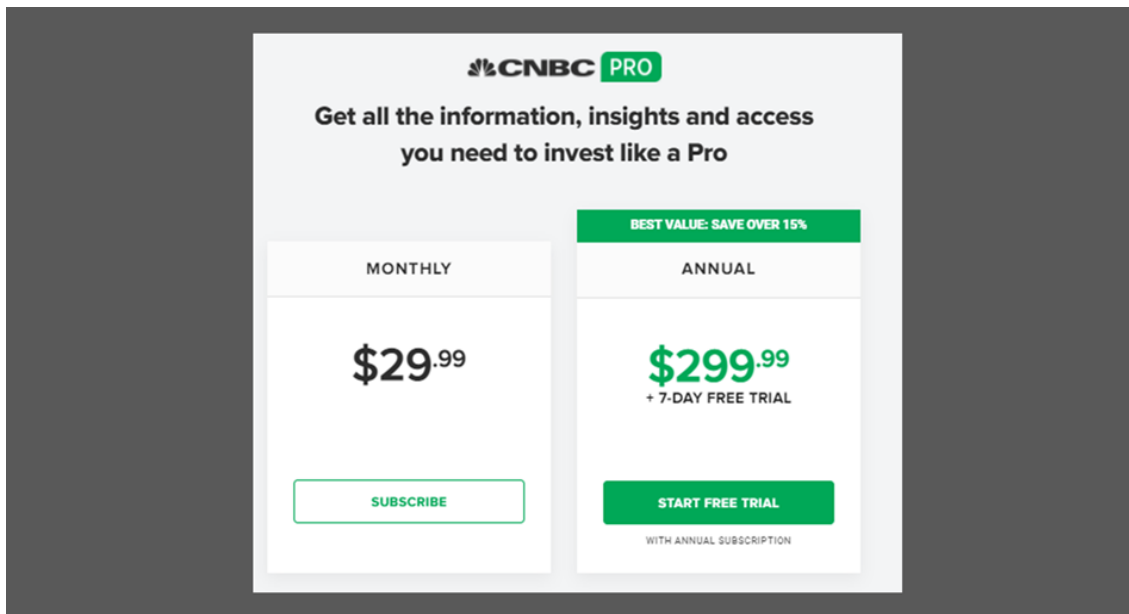
On the CNBC portal, viewers are exposed to Ad banners in the form of video in auto-play and clickable images when browsing the content.



And when playing a video, a non-skippable Ad is played before the actual CNBC video.

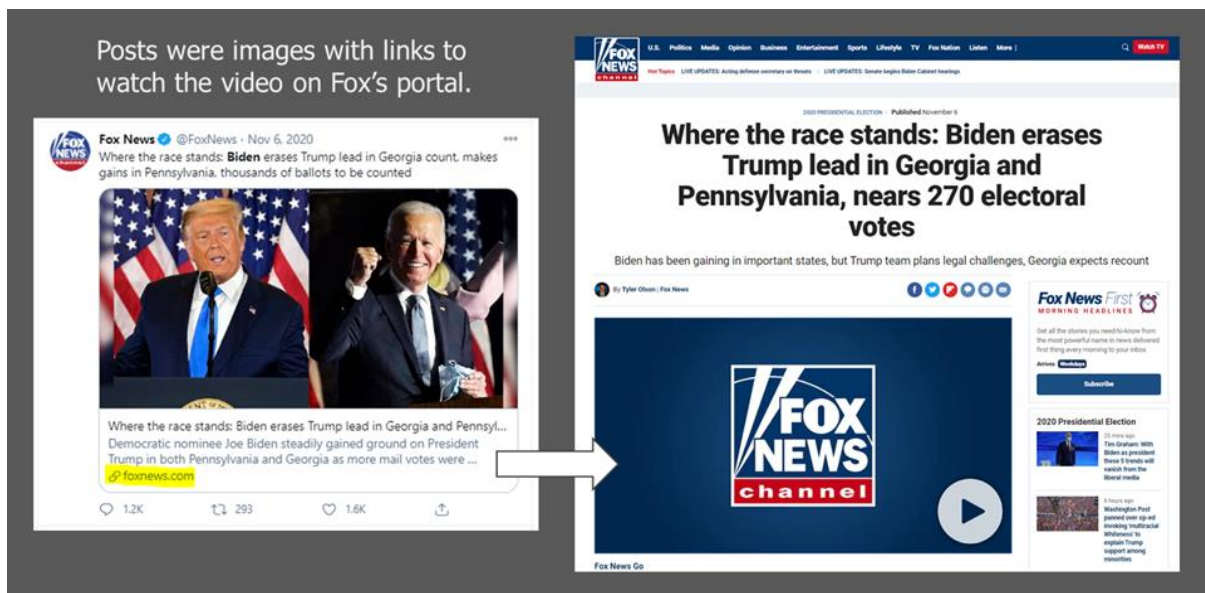
- C. Finally, beyond the ad-based monetization strategy, the web portal is also used to encourage occasional free viewers to subscribe to the CNBC Pro service. On the CNBC portal the available video content is in the form of recorded clips. In addition, a "Live TV" button is displayed in various places on these pages. After clicking on the button, the visitor is presented with different options to subscribe to the service.





## Fox News' unique strategy on Twitter

From the nine leading news broadcasters analyzed in this report, Fox News was the only one not posting videos on Twitter! Instead, they used Twitter to publish only thumbnail images of videos that were available exclusively on their Fox News web portal/app. Each tweet had a link to play the video in Fox's environment.



Short form videos on the Fox News portal are available without subscription and without a pre-roll ad for a limited time. After that, viewers need to use their pay TV subscription in order to watch them. Accessing live programs on the Fox News OTT platform always requires the viewer to have a TV subscription.

**Where the race stands: Biden erases Trump lead in Georgia and Pennsylvania, nears 270 electoral votes**

Biden has been gaining in important states, but Trump team plans legal challenges, Georgia expects recount

By Tyler Olson | Fox News

**Choose your provider**

AT&T U-verse | optimum | xfinity | COX | dish | DIRECTV | Spectrum | verizon

**Watch TV**

Viewers need to select their Pay TV provider.

And if not already subscribed, it is possible to follow the process to create an account.

**Welcome!**

As an AT&T U-verse TV member, you can watch live channels and on-demand shows on your device at no additional charge by logging in with your U-verse TV Email/User ID and Password. Remember, this channel must be part of your active U-verse TV subscription package.

Enjoy!

**Sign in now!**

ID/Email  
 Forget Email/User ID? [?](#)

Password  
 Forget Password? [?](#)

Keep me signed in for 2 weeks unless I sign out. [?](#) (Uncheck if on a shared computer.)

**Sign In**

[Create AT&T Account](#)

**AT&T**

Create a free email account here

Get the email address you've always wanted with Currently, from AT&T.

Trusted by millions of customers for nearly two decades, AT&T Mail now provides you with a choice between @currently.com and @att.net.

To get started, enter your wireless number and zip code to receive a confirmation code that you will need on the next page. Security is our top priority, and this step helps us protect your identity.

\*Wireless Number

\*ZIP Code

You can use your wireless phone number to reset your password via a text message. By entering your wireless number, you consent to receive service-related voice and text messages from AT&T.

Text message rates and other charges may apply. [View AT&T Policy](#)

\*Required.

**Cancel** **Continue**

*In the next chapter, we look at some of the underlying technology that let broadcasters implement their strategies.*

## Wildmoka at the heart of US Election media coverage

The majority of the news broadcasters mentioned in this report use Wildmoka cloud-based media factory to create and publish video content to their digital OTT platforms and social media channels. Many local stations in the US also use Wildmoka but this report focuses essentially on national broadcasters.





NBC News  
Philadelphia Mayor Jim Kenney: "While some, the president, continue to spew baseless claims of – claims for which his team has not produced one iota of evidence – what we have seen here in Philadelphia is democracy, pure and simple."



PHILADELPHIA ELECTION OFFICIALS PROVIDE UPDATE  
PENNSYLVANIA  
7:10 PM Nov 6, 2020 Wildmoka



WATCH: "OK. Here we are again in the unusual of not only interrupting the president of the United States, but correcting the president of the United States," Brian Williams says on @MSNBC moments into the president's statement tonight.



TRUMP SPEAKS PUBLICLY FOR FIRST TIME SINCE ELECTION NIGHT  
1:04 AM Nov 6, 2020 Wildmoka



Here's where things stand on the Road to 270. Trump is currently projected to win 220 electoral votes and Biden is expected to win 213, according to @NBCNews . #Election2020 cnb.cx/362fHi3



BIDEN 220 ROAD TO 270 213 TRUMP  
0:14 1.7M views THE ROUTE TO 270, HERE'S HOW  
7:40 AM Nov 4, 2020 Wildmoka



Former National Security Adviser to President John Bolton says Donald Trump's comments that he had won the election whilst votes were still being counted were 'the most irresponsible comments a president has ever made' and adds 'it's a disgrace'.

trib.al/zCA3tVE



FLORIDA  
51.2% TRUMP  
47.6% BIDEN  
12:15 PM Nov 4, 2020 Wildmoka



Fox News Projects Biden Elected 46th President  
PENNSYLVANIA  
49.7% JOE BIDEN  
49.2% DONALD TRUMP  
FOX NEWS PROJECTS BIDEN WINS PA AND NV, HAS ELECTORAL VOTES TO WIN PRESIDENCY  
10:37 AM Nov 5, 2020 Wildmoka



Présidentielle américaine: le clan Trump en appel désormais à Dieu - @bengallery



MICHIGAN  
LE CLAN TRUMP EN APPELLE À DIEU  
10:37 AM Nov 5, 2020 Wildmoka



Several **thousand** videos (highlights and live) were created and published on Wildmoka during the **half week** of the election (7pm on Nov 3rd to 1pm on Nov 7th, 2020). These videos represent more than **600 million** views on social media alone (Twitter, Facebook and YouTube).

## On Wildmoka

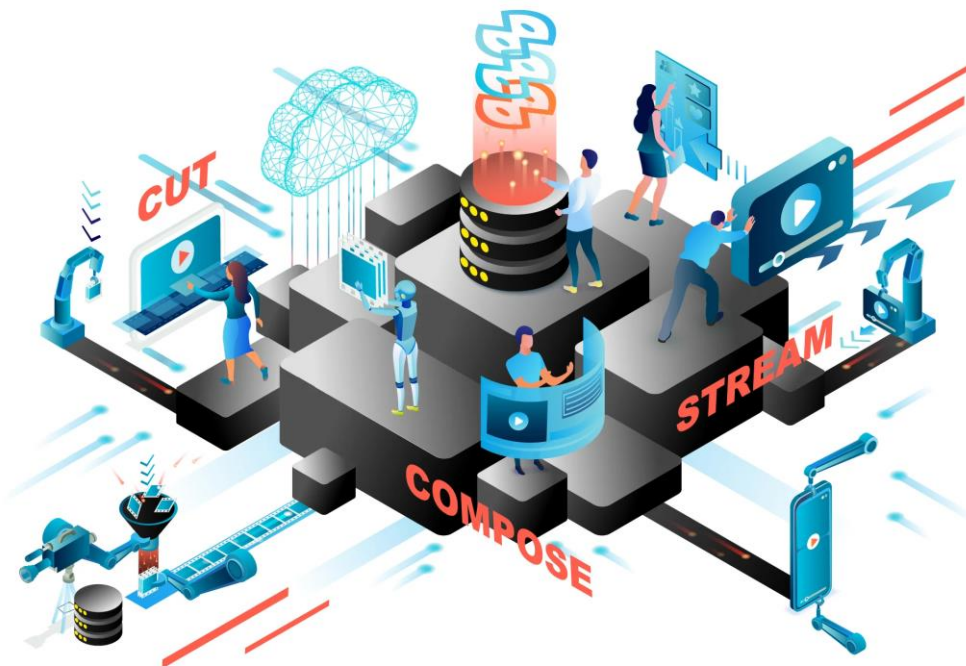
- during **3.5 days** of election week
- **1000's** of content created & published
- **> 600M** views on social

This is why the Wildmoka solution is described as a **digital media factory**. Major events such as sports competitions (e.g. Olympic Games) or major elections require a digital platform that:

- **Does not fail** (a mission-critical broadcaster-grade reliability/SLA is a must),
- Allows broadcasters to be the **fastest** to publish to all digital destinations (OTT & social media). This can only be achieved with a fully optimized end-to-end workflow where the cloud-based media platform is tightly integrated with the linear TV production chain,
- Enables **digital content creation diversity** (live, clips, reels, GIFs) from the same tool,
- Enables **large volumes of content** to be produced during a short timeframe. This may require an unlimited number of editor seats, remote production capabilities, collaboration/validation mechanisms, the use of templates and more.

## The Wildmoka Digital Media Factory

The Wildmoka solution is 100% cloud native. Editors simply need a web browser and an internet connection (even simple home ADSL) in order to start creating and publishing videos in seconds.



The types of content created and published through the Wildmoka media factory conform to different stages in the content supply chain:

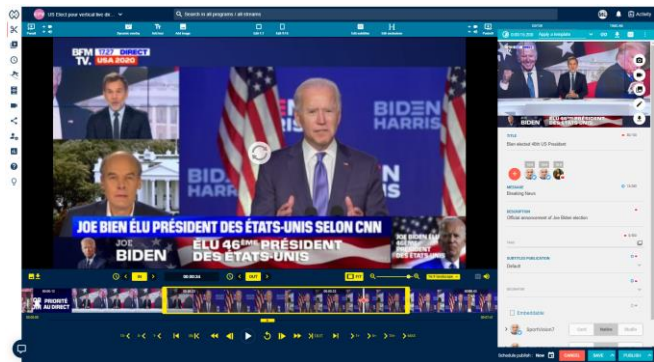
- The **CUT** stage of the supply chain: To extract a video sequence by setting the IN and the OUT from a live stream ingested in real-time in Wildmoka or from a video file stored in Wildmoka or remotely accessible by Wildmoka from a source such as AWS S3, the broadcaster's PAM/MAM, or an FTP server
- The **COMPOSE** stage: To create reels such as a political debate summary
- The **STREAM** stage: To push live streams to any digital destinations in parallel

All the supply chain stages described above and the associated types of content created and published are achieved through a unique all-in-one User Interface (UI). These three types of content creation are included with Wildmoka licenses and are managed from a unique, all-in-one editing tool as represented below:



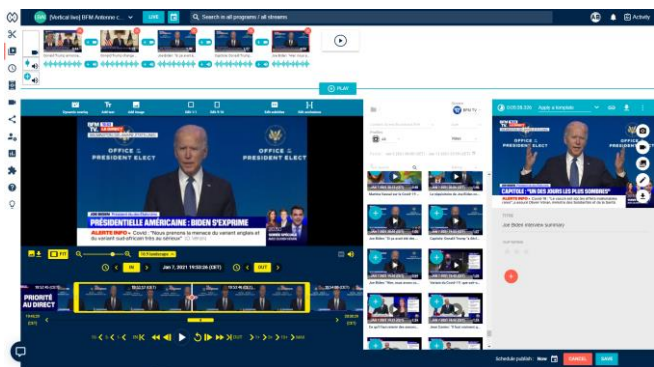
## The CUT production chain (for clips and live2VOD)

The Wildmoka solution includes a fully featured clipping, editing and publishing tool that allows non-technical editors from news broadcasters to create clips/highlights and to make them available on all digital platforms in seconds. Access to the source feeds or videos can be restricted by user profile and templates are usually created to further speed up the content production process.



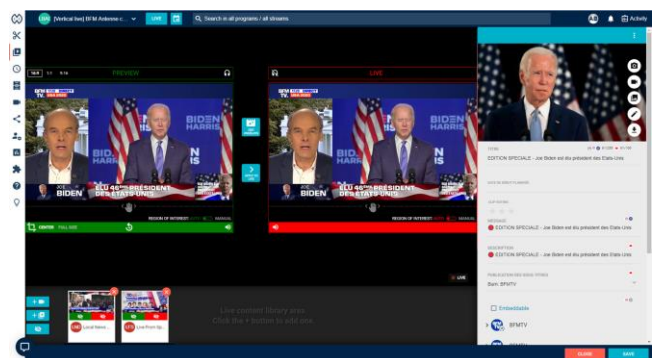
## The COMPOSE production chain (for reels, mashups)

For more complex content creation and composition, Wildmoka customers can also count on the reels/mashup editor. It is especially useful when creating political debate or interview summaries. Reels are made by simply dragging and dropping the videos that can come from Wildmoka content management system or from external sources linked to Wildmoka. It is also a fully featured editor that permits the insertion of pre/mid/post-rolls, graphics, transitions, audio tracks, closed captioning and more.



## The STREAM production chain (for live output streams)

Another important functionality in the Wildmoka media factory is the ability to output live stream news programs to multiple concurrent destinations on social media and OVP destinations – each with different characteristics.



Advanced modes also allow editors to transform horizontal linear TV 16:9 live emissions into a vertical 9:16 format that is more friendly to mobile. This is done in real-time by the [Wildmoka Auto ReZone](#) feature that won no less than three industry awards at the end of 2020.



## Conclusion: Principles for a strategy on digital

News coverage on digital OTT and social media keeps growing and is becoming central to many leading news broadcasters' strategies. It is now crucial for these organizations to put in place an efficient digital content production and distribution workflow which will let them reach more audiences through various digital channels.

Looking at the data collected for this study, we can start to extract some key principles for a successful strategy:

- A. **Publish a lot of content:** Broadcasters need to publish large amounts of content. This not only helps them accumulate views, but also increases the chance that some of those posts will 'go viral';
- B. **Be the fastest to post:** In the news industry, being first to publish is crucial. Being able to quickly break news will generate views and makes it more likely your content will be shared widely;
- C. **Target all social media platforms:** Each social media has its own audience, and different types of content fit best on specific platforms. Broadcasters should produce content for each platform and tailor it to each audience. An indicative example is sports broadcasters, who we have seen adopting different editorial styles depending on the targeted social media platform (read our report on [France Televisions' media coverage of the Tour-de-France](#)). In news broadcasting, content adaptation to the destination platform remains limited to duration and types of content (highlights, reels, live streams). The raw content remains essentially the same as the linear TV news production chain and as a result, editorial style remains identical across platforms. This will certainly change in the future since each social media platform addresses different audiences;
- D. **Capture emotions:** Emotional content receives most views and generates the greatest buzz
- E. **Post from multiple social accounts:** Publishing in parallel to multiple accounts (per show, per topic, per analyst, etc.) allows broadcasters to reach a wider audience, strengthen their presence on social media and receive more views;
- F. **Diversify the type of content distributed:** Produce a range of content (short form, long form, highlights, live streams), because there are audiences for each form, and different news content requires different forms;
- G. **Leverage all forms of monetization:** In addition to direct monetization via sponsored pre-rolls and banners, social media can be used to strengthen the monetization of news broadcasters' digital OTT portals and apps via calls to action and redirections.

To win the battle for audiences, news broadcasters are leveraging **cloud-based digital media factory solutions** like Wildmoka to:

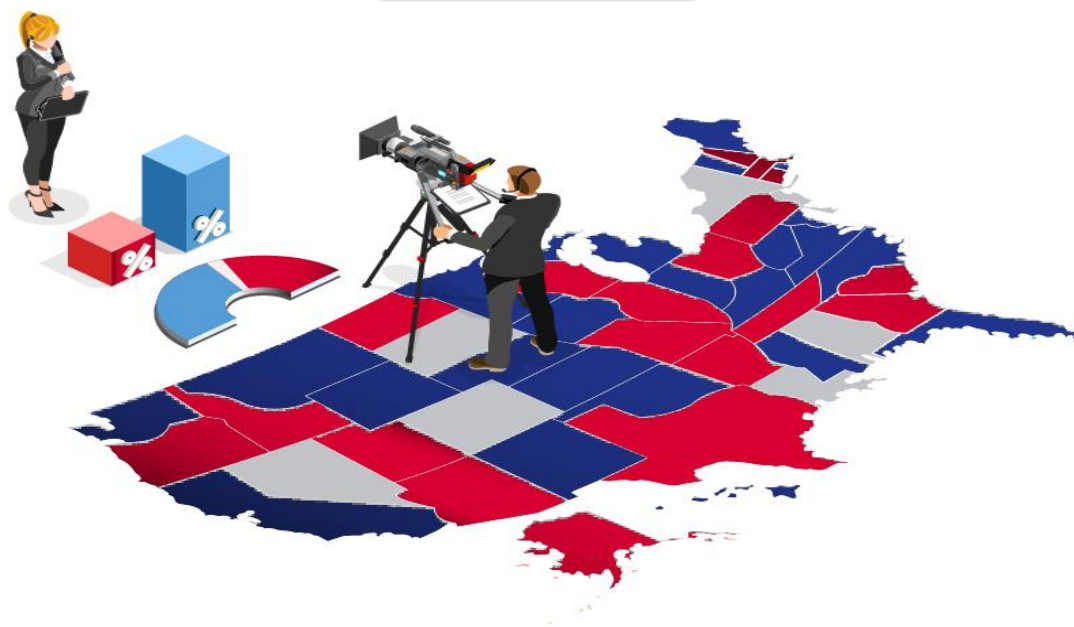
- A. Harmonize editing and distribution to **all leading social media platforms** in a uniform and transparent way for editors;

- B. **Optimize end to end workflows and improve speed** via workflow-oriented user interfaces, editing and publishing templates, rapid remote access and sharing of content available in the cloud library without time consuming upload/download of videos;
- C. Enable **remote / work-from-home editing** that ensures business continuity during lock-down periods and allows the flexible onboarding/removal of editor seats on demand while controlling what each editor can and cannot do;
- D. **Scale on-demand**, from small to very big whether it consists of ingesting more feeds in one click, connecting more editors or instantiating additional live pop-up channels;
- E. Rely on a **highly available** and **reliable** solution that meets Tier-1 linear TV broadcasters' SLAs;
- F. **Integrate with your existing linear TV and IP infrastructure** because each broadcaster's technical environment and workflows are unique;
- G. **Constantly innovate** and support news broadcasters' market evolution with **differentiating features**. Because all competitors in the news industry get access to the same news content, leading the market is all about providing the best experience at the highest speed. A great example is Altice BFMTV's coverage of the US Elections for mobile viewers which used Wildmoka's vertical live [Auto-ReZone](#) solution for a unique and mobile-first experience.

Wildmoka is proud to be the market leading digital media factory, a proven cloud-native solution adopted and trusted by more than 100 broadcasters and rights holders around the globe.

**News broadcasting on digital OTT and social is evolving rapidly.  
Find out how your organization can capitalize on the social revolution.**

Contact Wildmoka Today !



## Annex A - News broadcasters' US Elections individual report-Id-cards

### What social media data did we use?

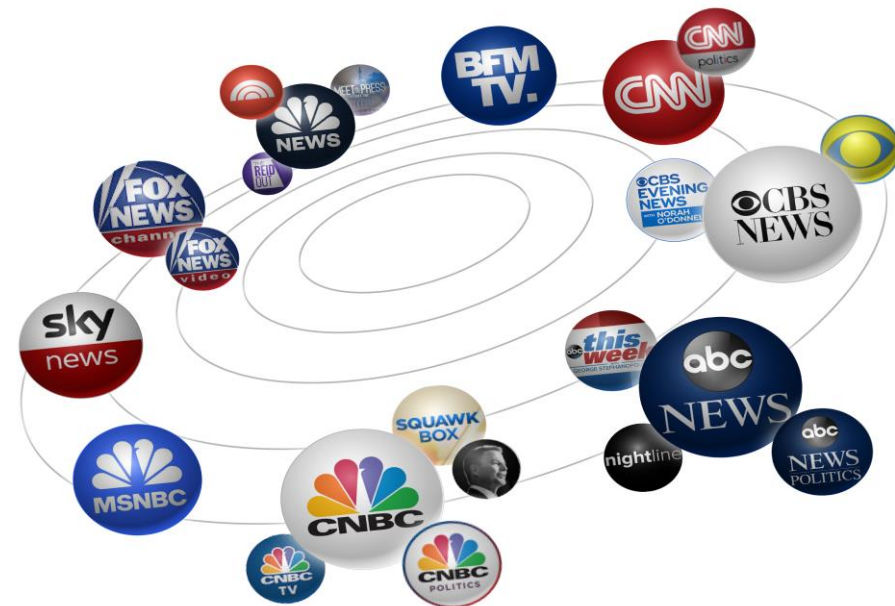
For this study Wildmoka analyzed nine leading news broadcasters, 14 sister publisher channels, and 51 social media accounts.

We focused our study on the period starting with the availability of the first poll results on November 3<sup>rd</sup> around 7pm EST until a few hours after the announcement of the President Elect on November 7<sup>th</sup> around 1pm EST. We counted all posts including a video, whether they were short form clips or live streaming sessions. Videos may be extracts of the linear TV or graphical animations or in some cases a re-posting of another source.

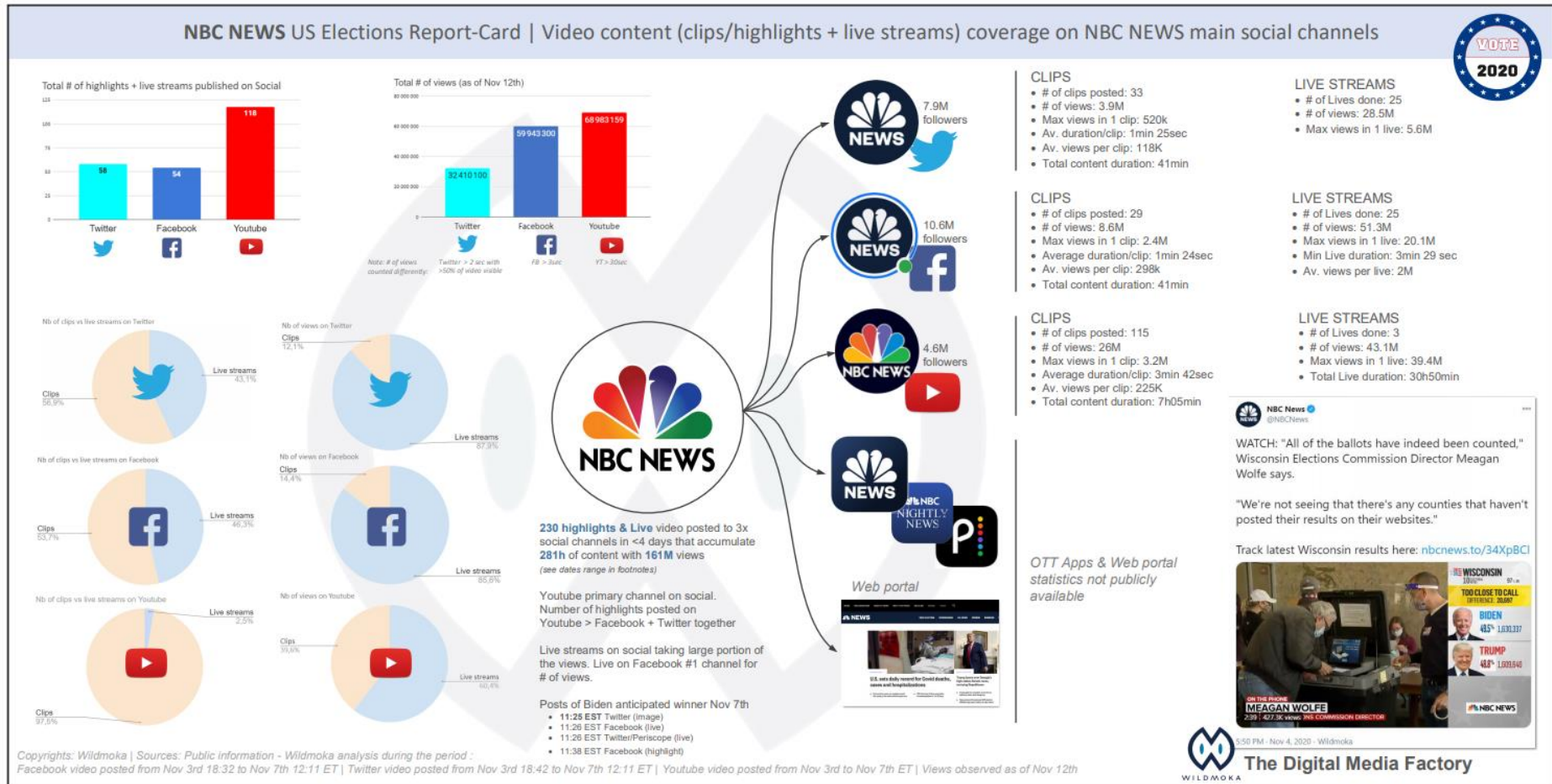
For each video, we recorded the timestamp of publication, the post URL, the post title and description, the type of video (clip, live stream or animated GIF), the video length and the number of views collected between Nov 10<sup>th</sup> and 15<sup>th</sup>.

Note: view counts have the following meaning according to each social media counting algorithm

<b>Twitter</b>	A view is counted if the viewer spent more than two seconds watching the video with at least 50% of the video frame being visible
<b>Facebook</b>	A view is counted if the viewer spent more than three seconds watching the video
<b>YouTube</b>	A view is counted if the viewer spent more than 30 seconds watching the video

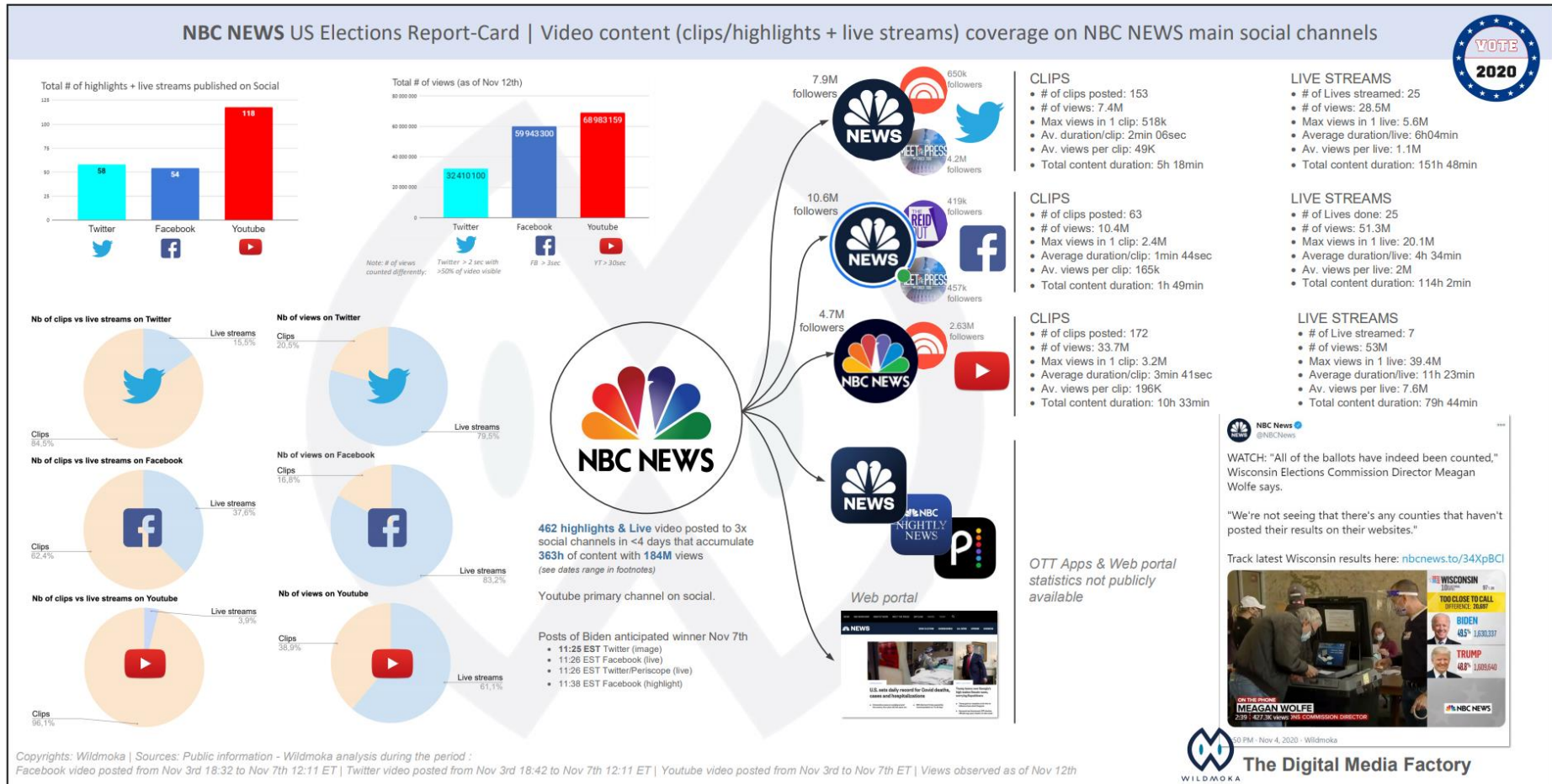


# NBC News Report-ID-Card (without sister channels)

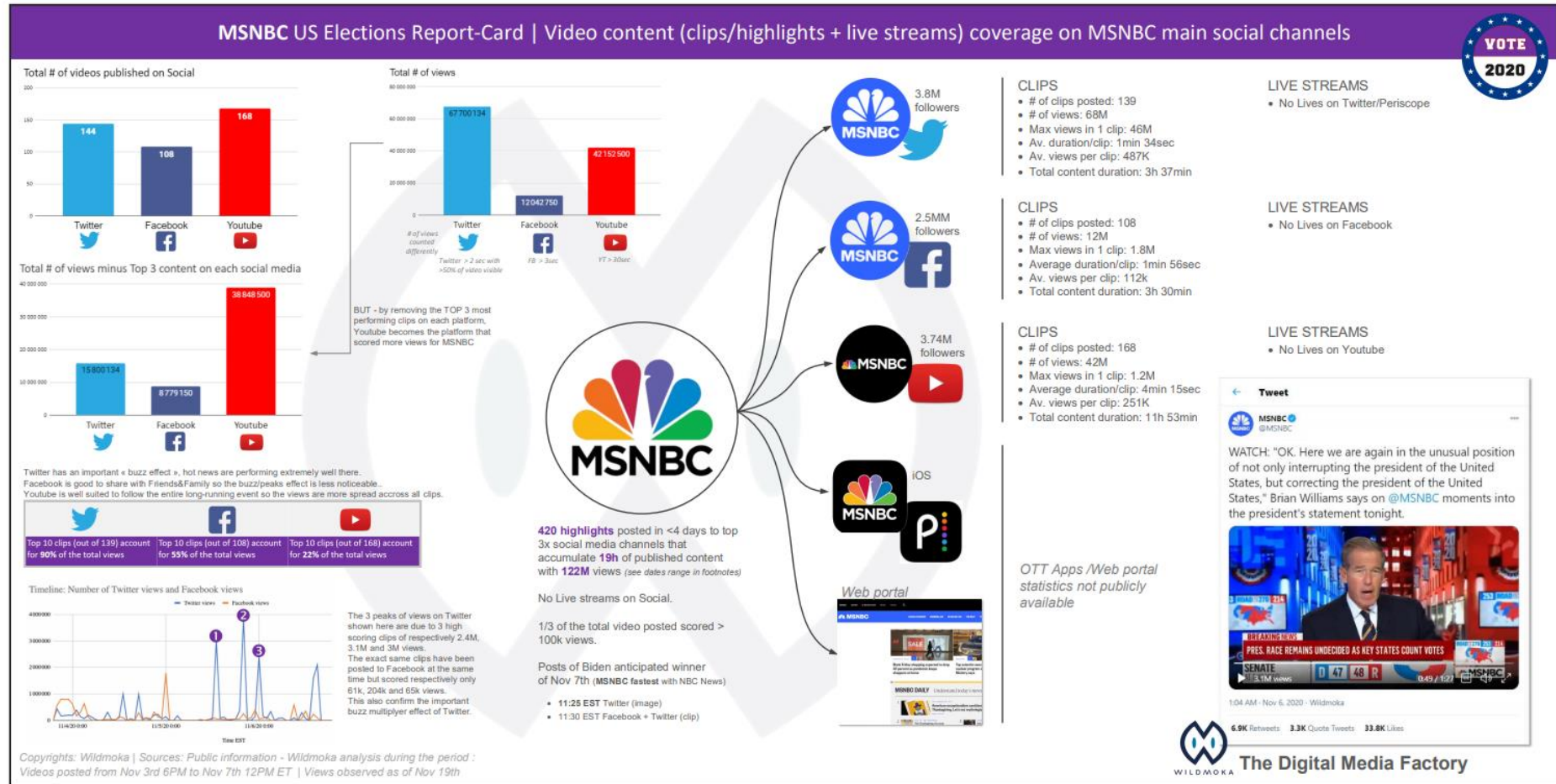




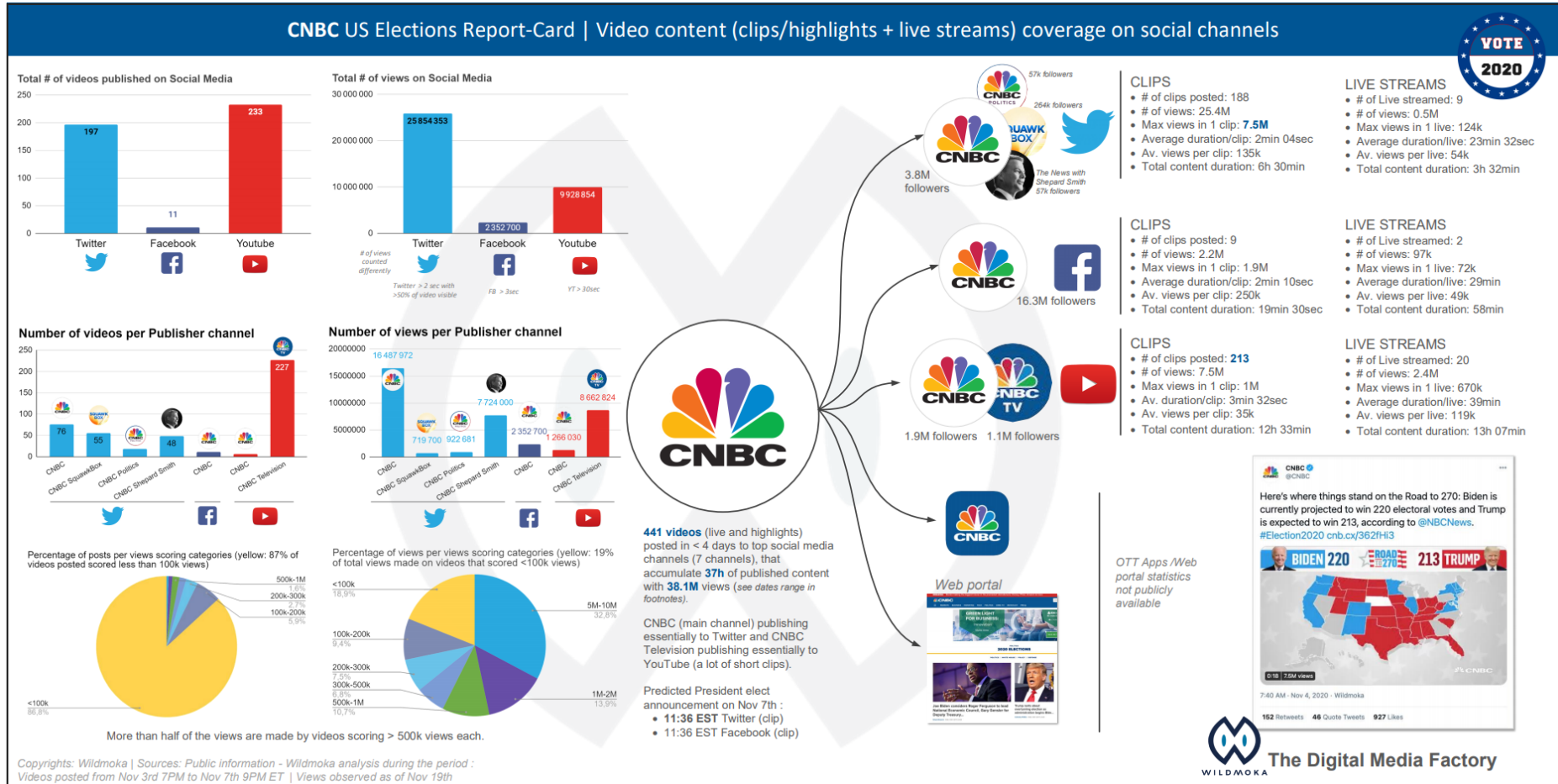
# NBC News Report-ID-Card (with sister channels)



# MSNBC Report-ID-Card




# CNBC Report-ID-Card



# Fox News Report-ID-Card

## FOX NEWS US Elections Report-Card | Video content (clips/highlights + live streams) coverage on FOX NEWS main social channels



**Total # of Videos (clips and live)**

Platform	Total # of Videos
Twitter	0
Facebook	88
Youtube	69

**Total # of Views (clips and live)**

Platform	Total # of Views
Twitter	0
Facebook	112,603,900
Youtube	89,002,625

*Note: # of views counted differently: Twitter > 2 sec with >50% of video visible; FB > 3sec; YT > 30sec*

No video clips nor live streams were published to Twitter! Instead, text/image tweets were including links to the Fox News OTT portal.

Globally FB was slightly more used than YT, but YT was more used for clips vs FB more used for live streams.

**CLIPS**

- No video clips published on Twitter (links to see videos on Fox platform)

**LIVE STREAMS**


- No live stream published on Twitter/Periscope

**Number of Clips (light) versus Live (dark)**

Platform	Clips	Live
Twitter	0	0
Facebook	37	51
Youtube	46	23

**Number of Views for Clips (light) versus Live (dark)**

Platform	Clips Views	Live Views
Twitter	0	0
Facebook	10,119,800	102,483,700
Youtube	34,056,300	54,945,259



**# of published Video Clips per Range of views**

View Range	Facebook	YouTube
>10M	0	0
5M-10M	0	0
3M-5M	0	0
2M-3M	0	0
1M-2M	0	0
500K-1M	1	1
300K-500K	1	1
200K-300K	1	1
100K-200K	1	1
<100K	1	1

**# of published Live Streams per Range of views**


View Range	Facebook	YouTube
>10M	0	0
5M-10M	0	0
3M-5M	0	0
2M-3M	0	0
1M-2M	0	0
500K-1M	1	1
300K-500K	1	1
200K-300K	1	1
100K-200K	1	1
<100K	1	1

**157 highlights & Live video posted to 3x social channels in <4 days that accumulate 306h of Published content with 202M views (see dates range in footnotes)**


Posts of Biden anticipated winner Nov 7th

- 11:44 EST Facebook (image)
- 11:45 EST Twitter (image)
- 12:20 EST Facebook (live)
- 12:35 EST Facebook (clip)

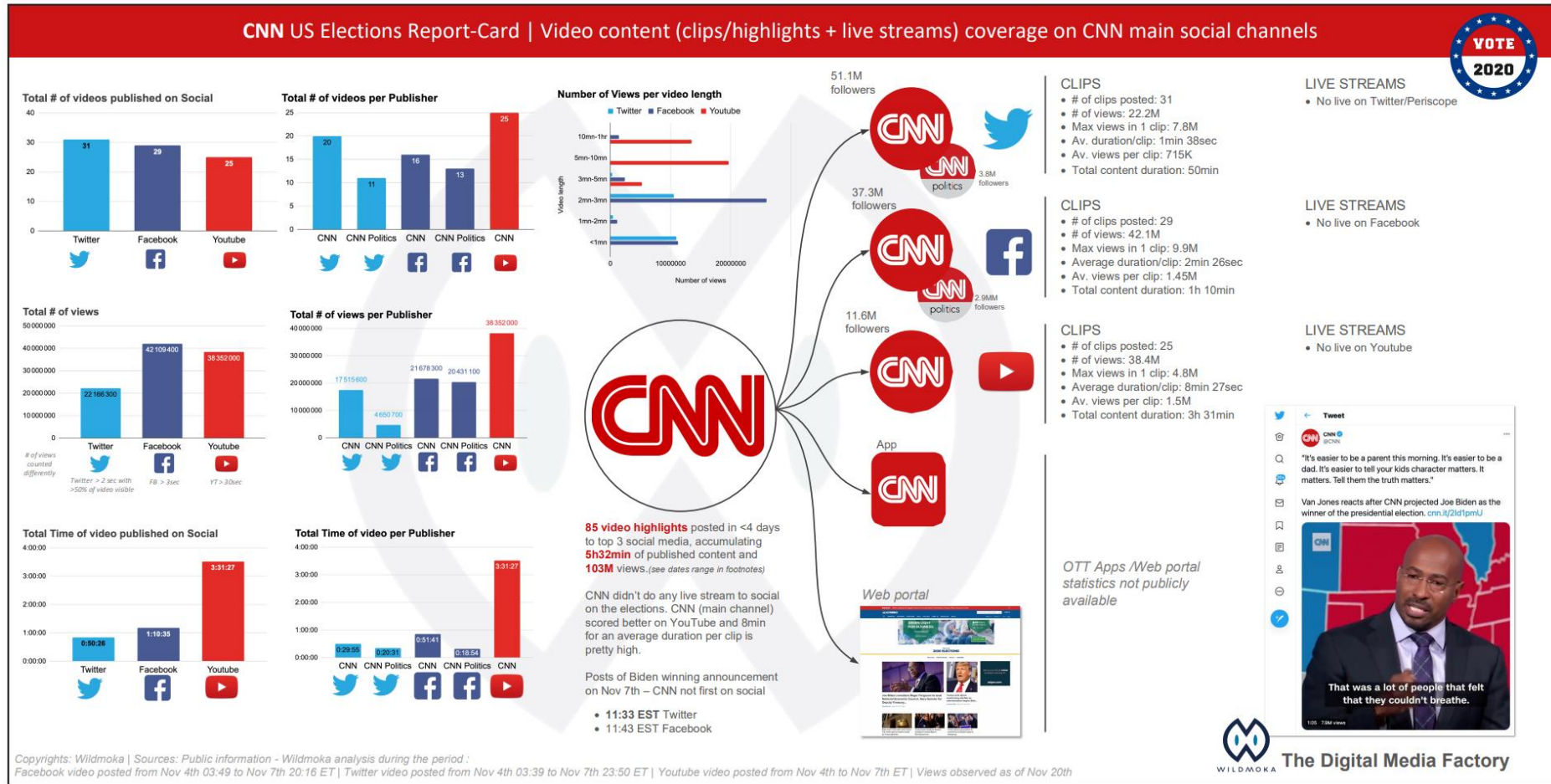
**OTT Apps & Web portal statistics not publicly available**



Copyrights: Wildmoka | Sources: Public information - Wildmoka analysis during the period | Facebook video posted from Nov 3rd 18:03 to Nov 7th 12:35 ET | Youtube video posted from Nov 3rd to Nov 7th ET | Views observed as of Nov 10th



# CNN Report-ID-Card

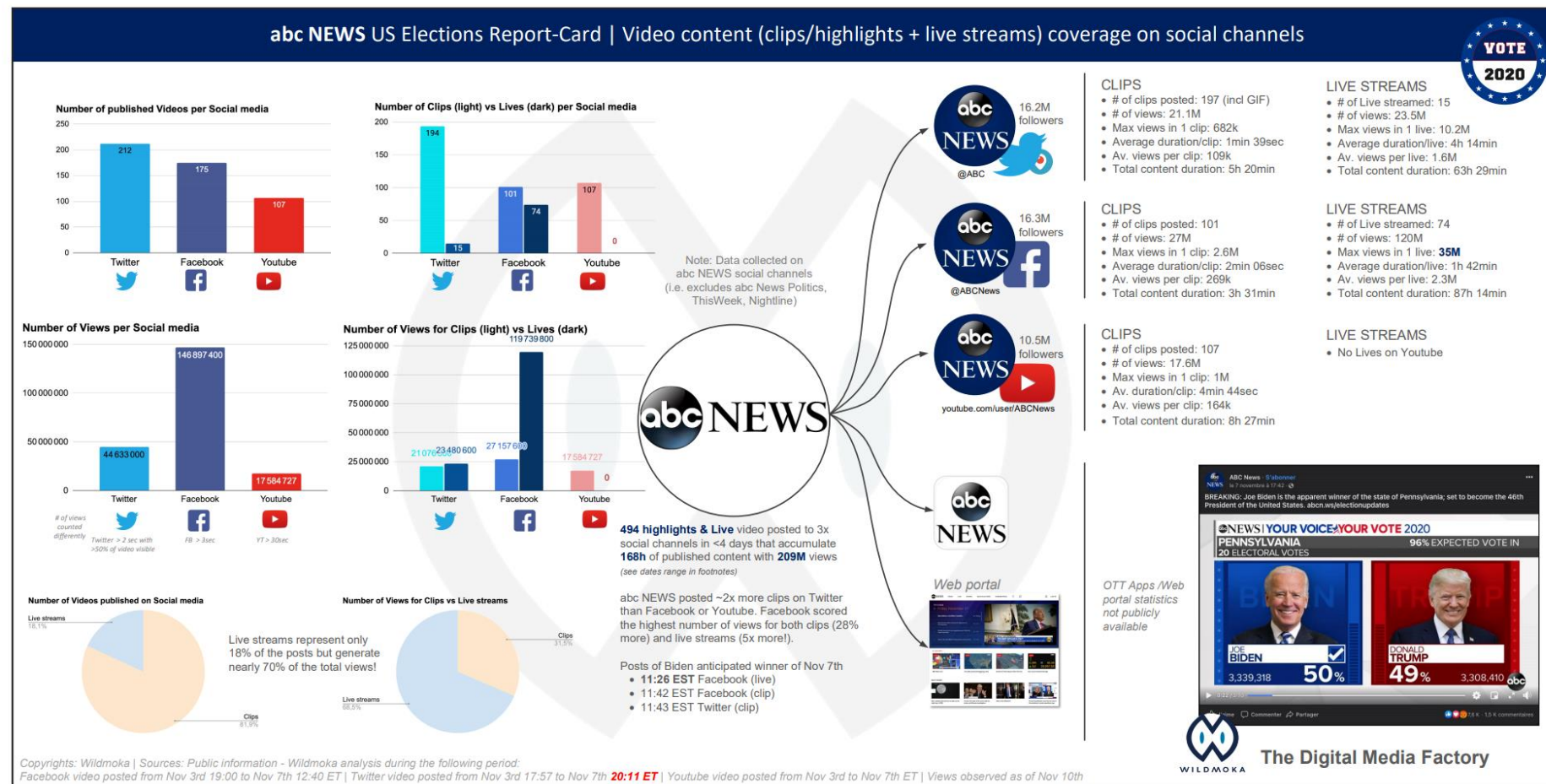


*Copyrights: Wildmoka | Sources: Public information - Wildmoka analysis during the period: Facebook video posted from Nov 4th 03:49 to Nov 7th 20:16 ET | Twitter video posted from Nov 4th 03:39 to Nov 7th 23:50 ET | Youtube video posted from Nov 4th to Nov 7th ET | Views observed as of Nov 20th*

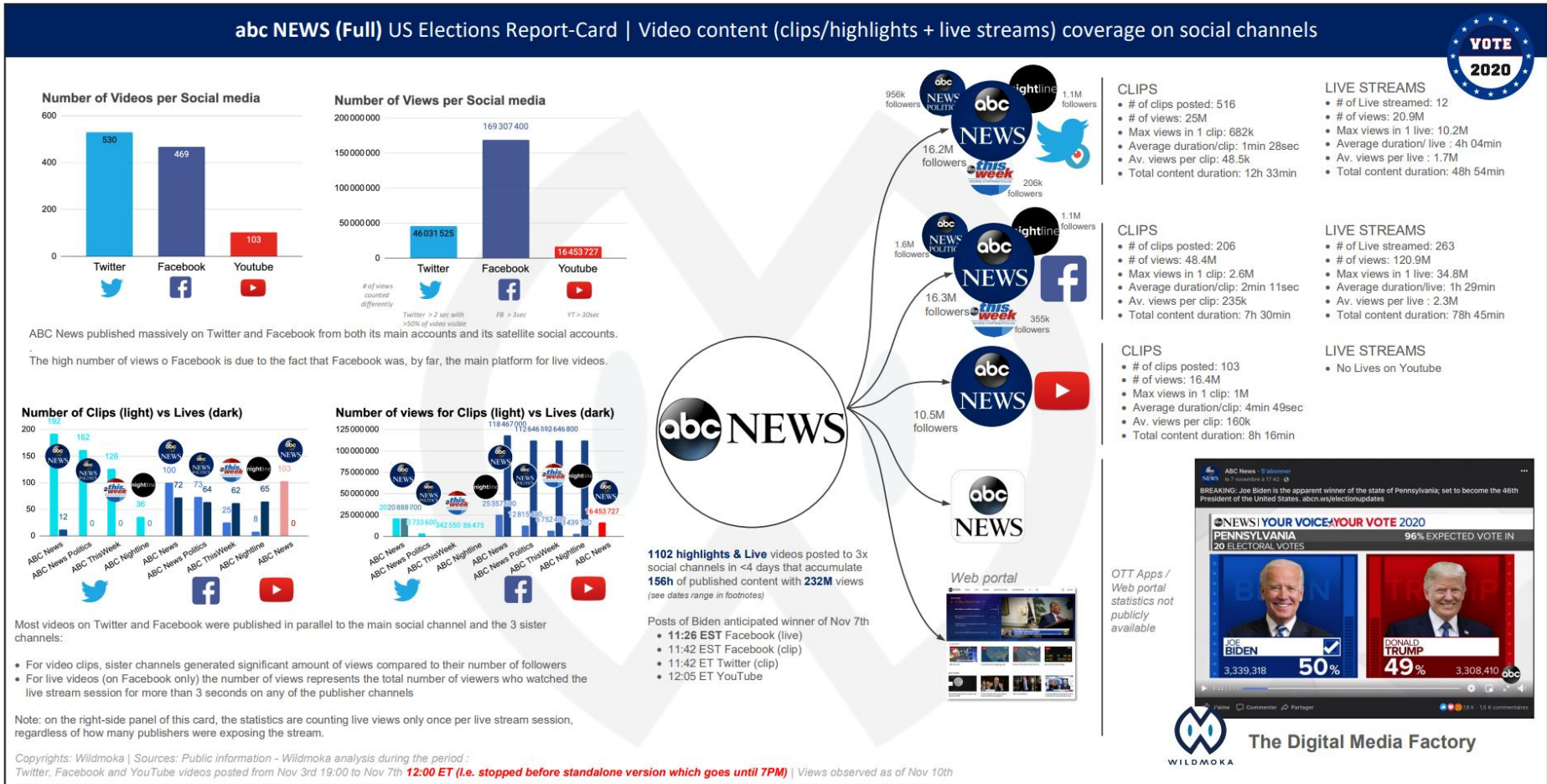


**The Digital Media Factory**

# ABC News Report-ID-Card (without sister channels)



# ABC News Report-ID-Card (with sister channels)

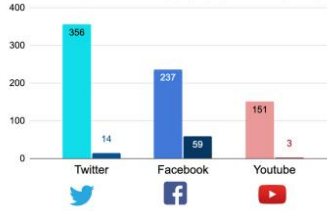


# CBS News Report-ID-Card



## CBS News US Elections Report-Card | Video content (clips/highlights + live streams) coverage on social media channels

Number of published Clips (light) vs Live (dark)



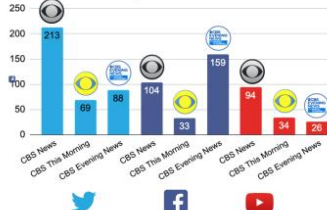
Number of Clip views (light) vs Live views (dark)



Most used platforms were Twitter and Facebook for clips and mostly Facebook for live streaming - but YouTube had the best ratio of views per post for both clips and live streaming.

Although sister channels CBS This Morning and CBS Evening News have published on all platforms, they have collected views essentially on Facebook.

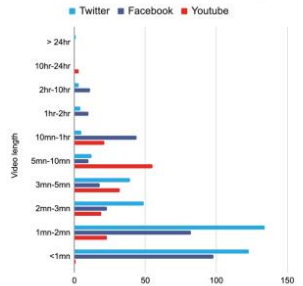
Number of videos per Publisher channel



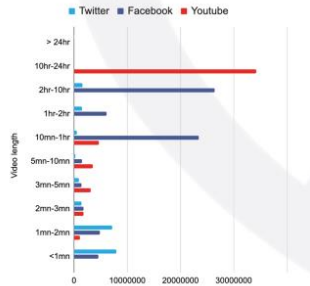
Number of video views per Publisher channel



Number of published videos per video length



Number of views per video length



**7.9M** followers

**6.7M** followers

**3.3M** followers

**Mobile Apps**

**Web portal**

- CLIPS**
- # of clips posted: 356
  - # of views: 17.7M
  - Max views in 1 clip: 2.1M
  - Average duration/clip: 1min 42sec
  - Av. views per clip: 49.7k
  - Total content duration: 10h 4min

- LIVE STREAMS**
- # of Live streamed: 14
  - # of views: 3.7M
  - Max views in 1 live: 1.2M
  - Average duration/live: 3h 16min
  - Av. views per live: 266k
  - Total content duration: 45h 44min

- CLIPS**
- # of clips posted: 237
  - # of views: 15.2M
  - Max views in 1 clip: 1.2M
  - Average duration/clip: 2min 11sec
  - Av. views per clip: 64.3k
  - Total content duration: 8h 38min

- LIVE STREAMS**
- # of Live streamed: 59
  - # of views: 54.7M
  - Max views in 1 live: 4.8M
  - Average duration/live: 1h 20min
  - Av. views per live: 927k
  - Total content duration: 78h 32min

- CLIPS**
- # of clips posted: 151
  - # of views: 14.2M
  - Max views in 1 clip: 875k
  - Average duration/clip: 8min 55sec
  - Av. views per clip: 94.2k
  - Total content duration: 17h 25min

- LIVE STREAMS**
- # of Live streamed: 3
  - # of views: 34.2M
  - Max views in 1 live: 21M
  - Average duration/live: 11h 55min
  - Av. views per live: 11.4M
  - Total content duration: 35h 44min

**854 highlights & Live** videos posted in 3.5 days to Twitter, Facebook and YouTube that accumulate **216 hours** of published content with **154M** views (see dates range in footnotes).

- Posts of Biden anticipated winner Nov 7th
- 11:25 EST Twitter (image)
  - 11:29 EST Twitter + FB (clip Evening News)
  - 11:39 EST Twitter (clip)
  - 11:43 EST Facebook (clip)
  - 12:35 EST YouTube (clip+live)

Short contents under 5min were preferably published on Twitter, and longer content published on YouTube. However, content over 2min was viewed preferably on YouTube. Content of 10min and more were mostly live streams, which were published and viewed preferably on Facebook.

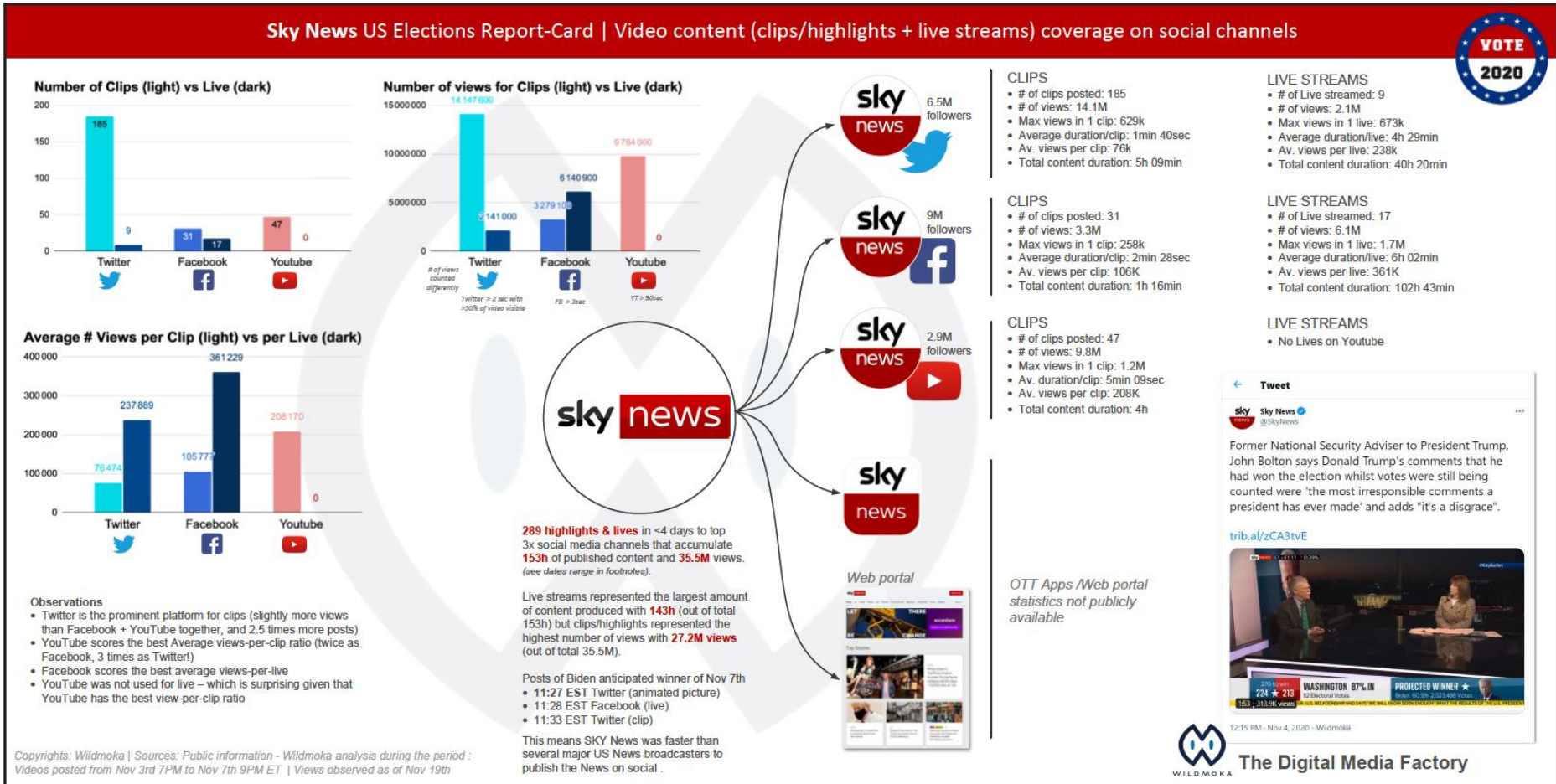
OTT Apps & Web portal statistics not publicly available



Copyrights: Wildmoka | Sources: Public information - Wildmoka analysis during the period: Videos posted from Nov 3rd 7PM to Nov 7th 12pm | # of views collected as of Nov 10th



# Sky News Report-ID-Card



**Tweet**

Sky News @SkyNews

Former National Security Adviser to President Trump, John Bolton says Donald Trump's comments that he had won the election whilst votes were still being counted were 'the most irresponsible comments a president has ever made' and adds 'it's a disgrace'.

trib.al/zCA3tVE



12:15 PM · Nov 4, 2020 · Wildmoka



**The Digital Media Factory**

WILDMOKA

Copyrights: Wildmoka | Sources: Public information - Wildmoka analysis during the period: Videos posted from Nov 3rd 7PM to Nov 7th 9PM ET | Views observed as of Nov 19th

# Altice France 's BFMTV Report-ID-Card

