

# Breaking News!

The story behind designing  
GIS for Broadcasting.

Case Study:  
Seven News Australia's - *Election Map*

Presented by:

Bill Martin



*“... you’ve never seen  
anything like this ...”*

*Matt White, Seven News Journalist*



Election Maps – Broadcast Map

## A really cool Toy...

- ArcGIS Runtime SDK for WPF
- WPF XAML UI/Animation
- SQL Server RDBMS
- 82" Perceptive Pixel touch screen

Geo-geek description

## A Marketing and brand driven opportunity...

- Challenging Google's benchmark
- Breaking with GIS traditions
- Reframe how GIS could look for mainstream media
- Introducing GIS to non-traditional markets

What opportunity did we see?



- **5 weeks until the election**
- **An industry not entered previously**
- **Large scale hosted web application**
- **A restricted live broadcast environment**
- **The doubters said it couldn't be done**

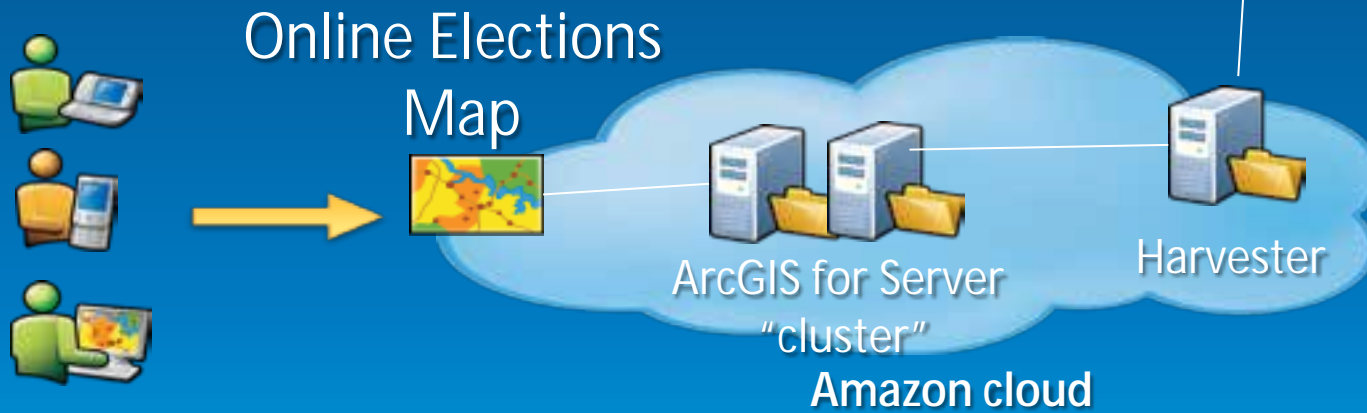
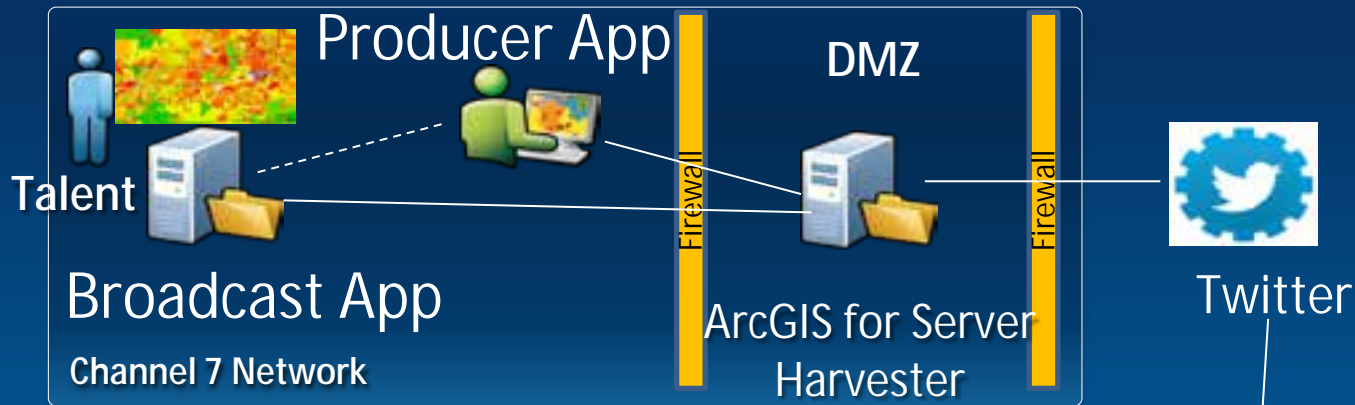
5 weeks to go

## The challenge:

- Demonstrate that GIS technology can be applied in all contexts



GIS in Broadcasting



# Architecture

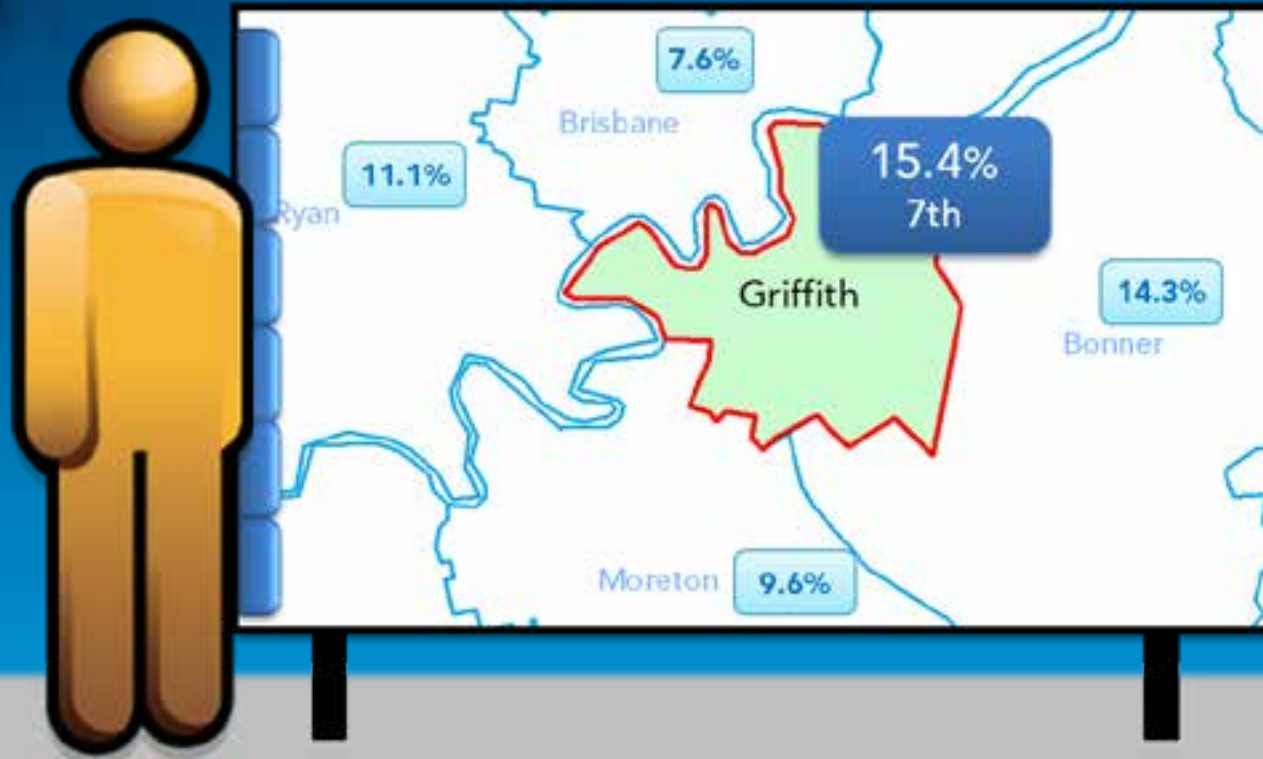


- Born Overseas**
- 1 1% Quorn, 191
  - 2 3% Melbourne Ports, 200
  - 3 4% Nyngan, 300
  - 4 6% Swan Hill, 402
  - 5 7% Wagin, 500



# Election Map Applications





Initial Concepts

# Election Results (ArcGIS 10.2)



The Election Results application provides election results information to the general public and other interested parties.

Web Mapping Application by ArcGISTeamLocalGov

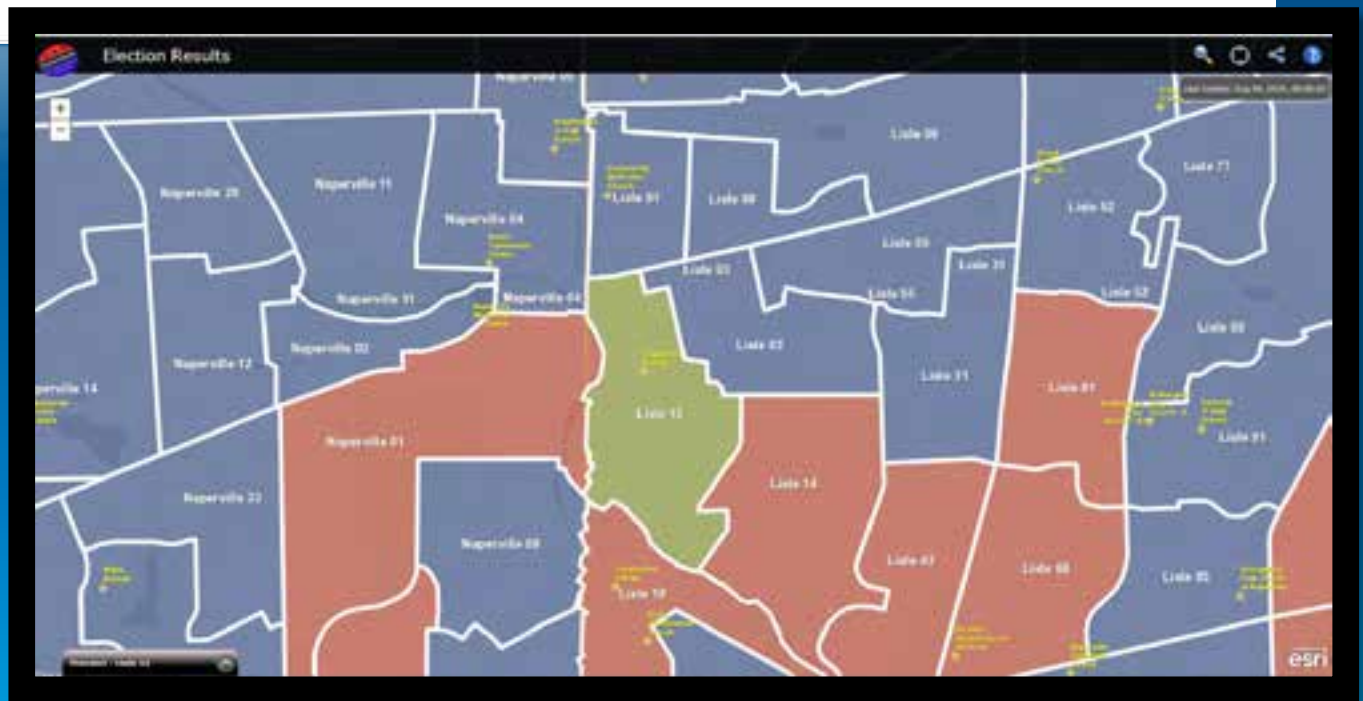
Last Modified: November 28, 2013

★★★★★ (0 ratings, 2,911 views, 330 downloads)

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# ArcGIS Benchmark

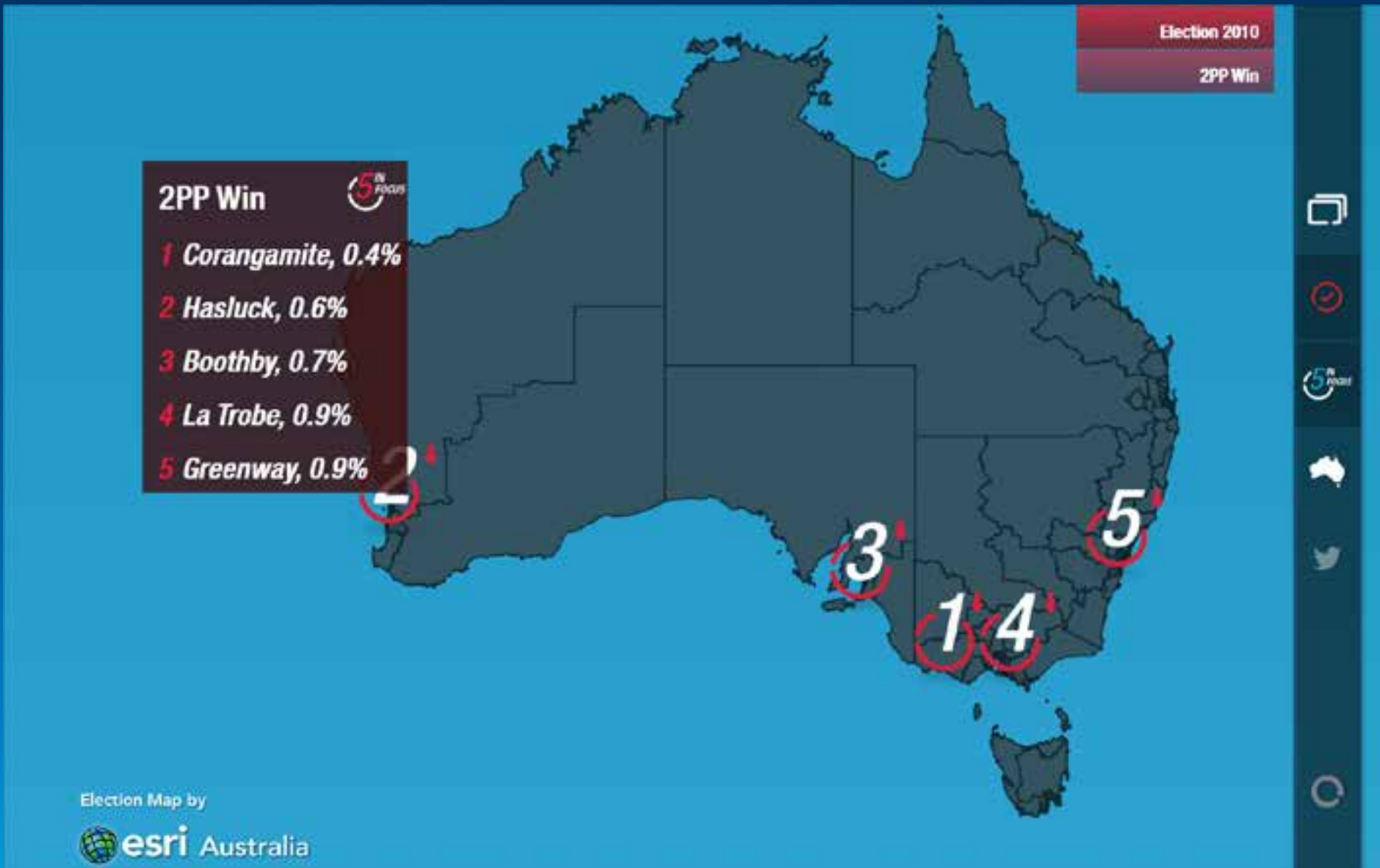
- **Success in simplicity**
- **Easy to use**
- **Truly interactive experience**
- **Social media**
- **Traditional look and feel is probably not going to fly**



AUSTRALIAN FEDERAL ELECTORATES



Political Map



Election Map 2013

## Design Considerations

- **Contrast**
- **Readability**
- **Colour Scheme**
- **Screen real estate**
- **Fast UI Response**

Design is key



Contrast is Key



# Contrast – legibility issues



Screen test



Colour Scheme

10 Aug 2013



Engage a Design team



# Design Concepts



Good Design

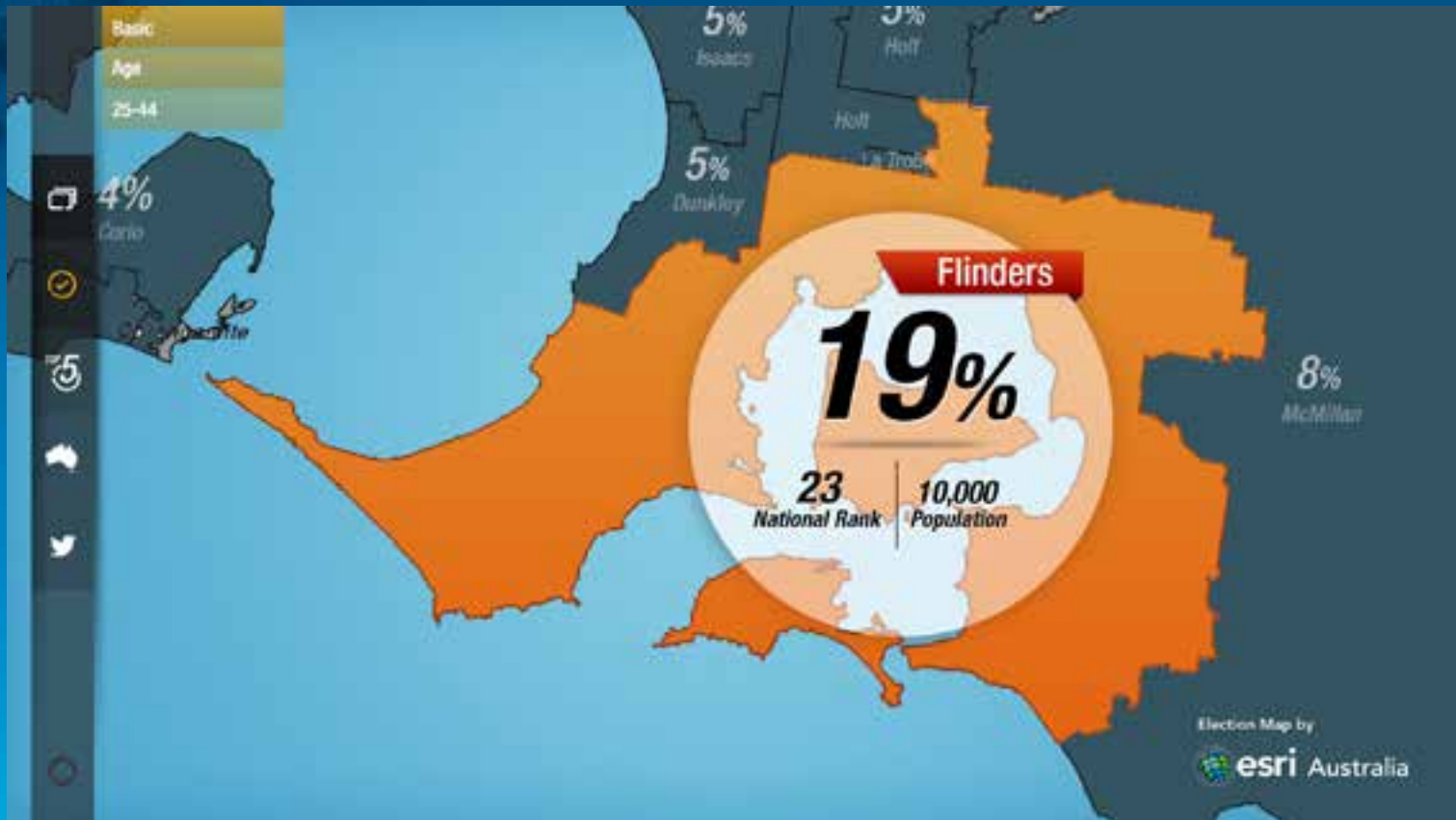


Responsive Performance



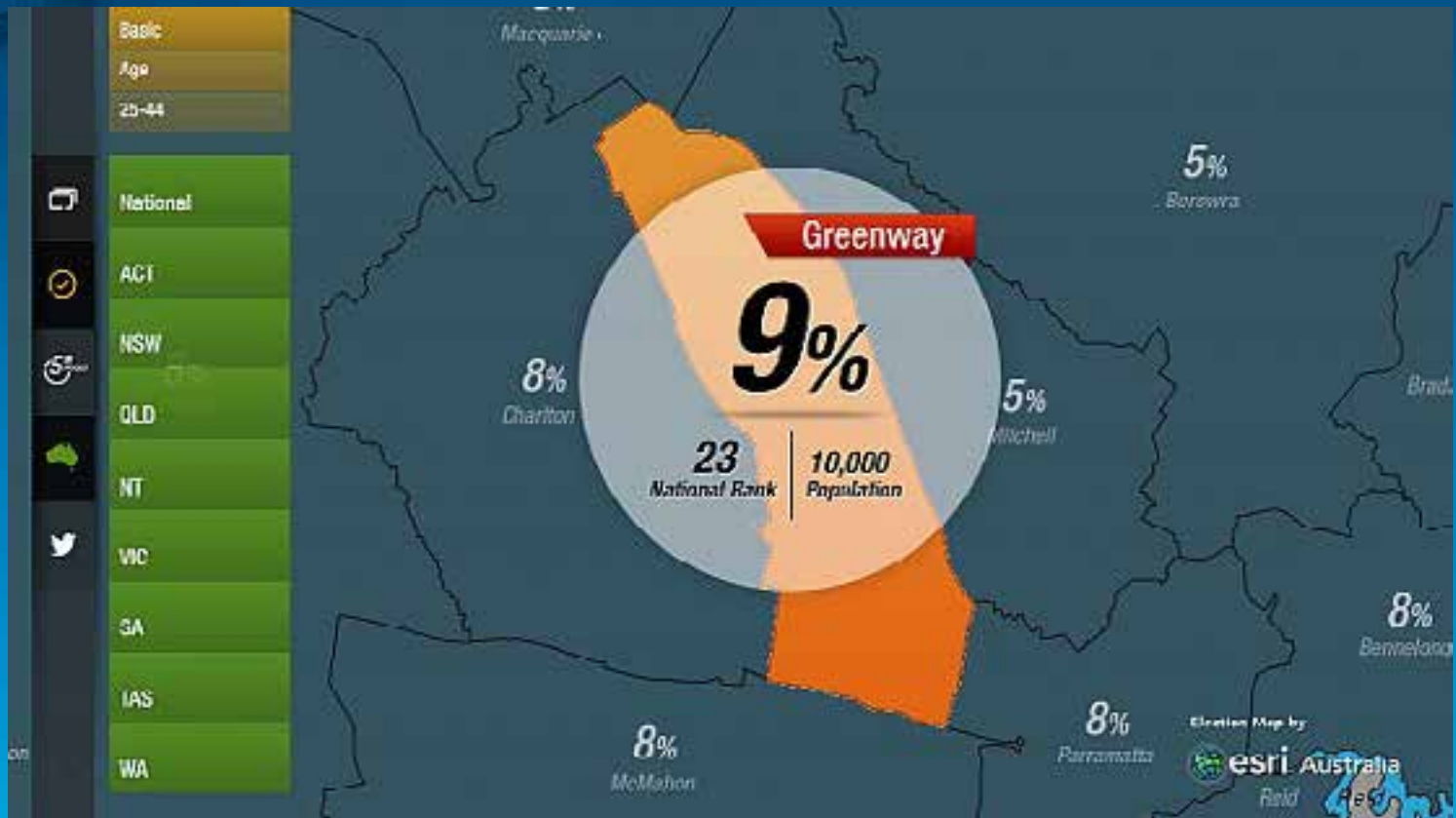
- 3 weeks to go
- Vision for the production accepted by 7
- Requirements changing regularly
- All styling of the applications completed
- Prototype of the Broadcast App signed off by 7
- Initial release of the Web application
- Twitter stream complexities dominate the issues

3 Weeks to go



WPF XAML





WPF XAML



WPF XAML

## The Map and the Talent

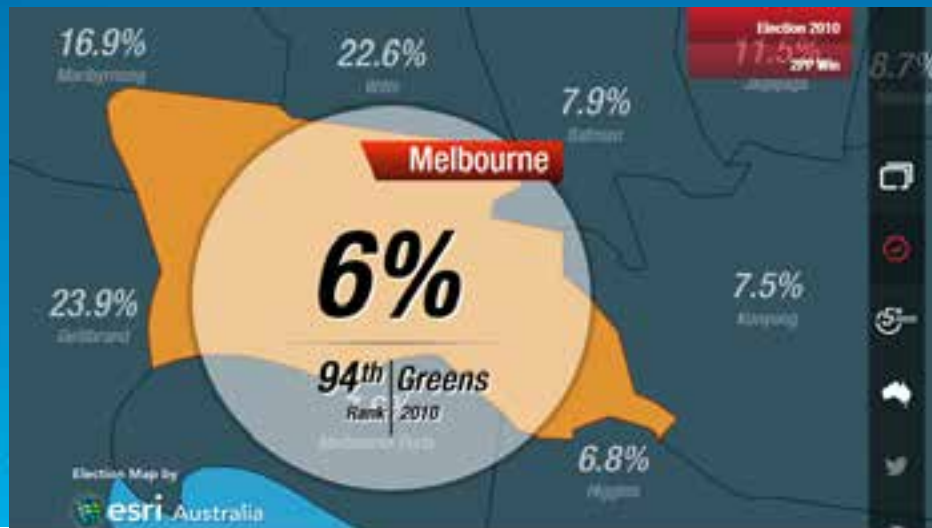
- An interactive map gave the coverage a dynamic feel



Interactive Map

## The Map and the Talent

- An interactive map gave the coverage a dynamic feel
- The map is a talking point rather than focus



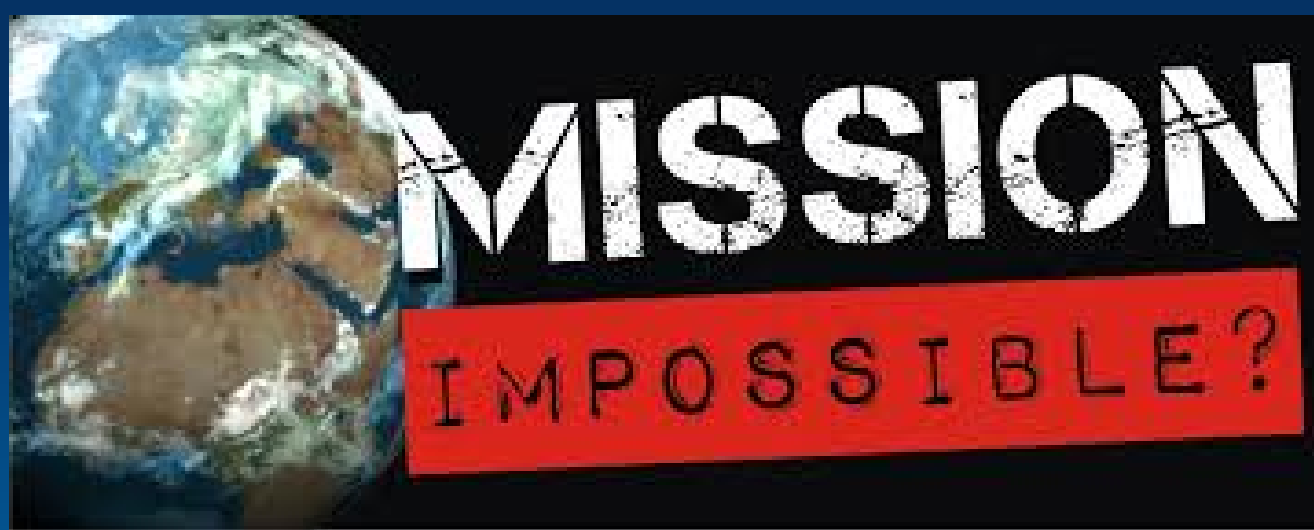
Interactive Map

## Media success depends on multiple channels

- Complementary online presence – Yahoo!7
- Mums and dads' focus
- Deliver 'interactivity' directly into the home

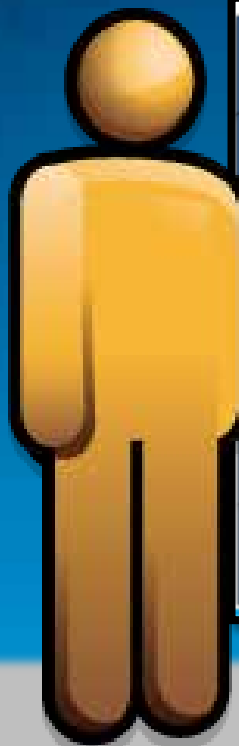


Dual media channels

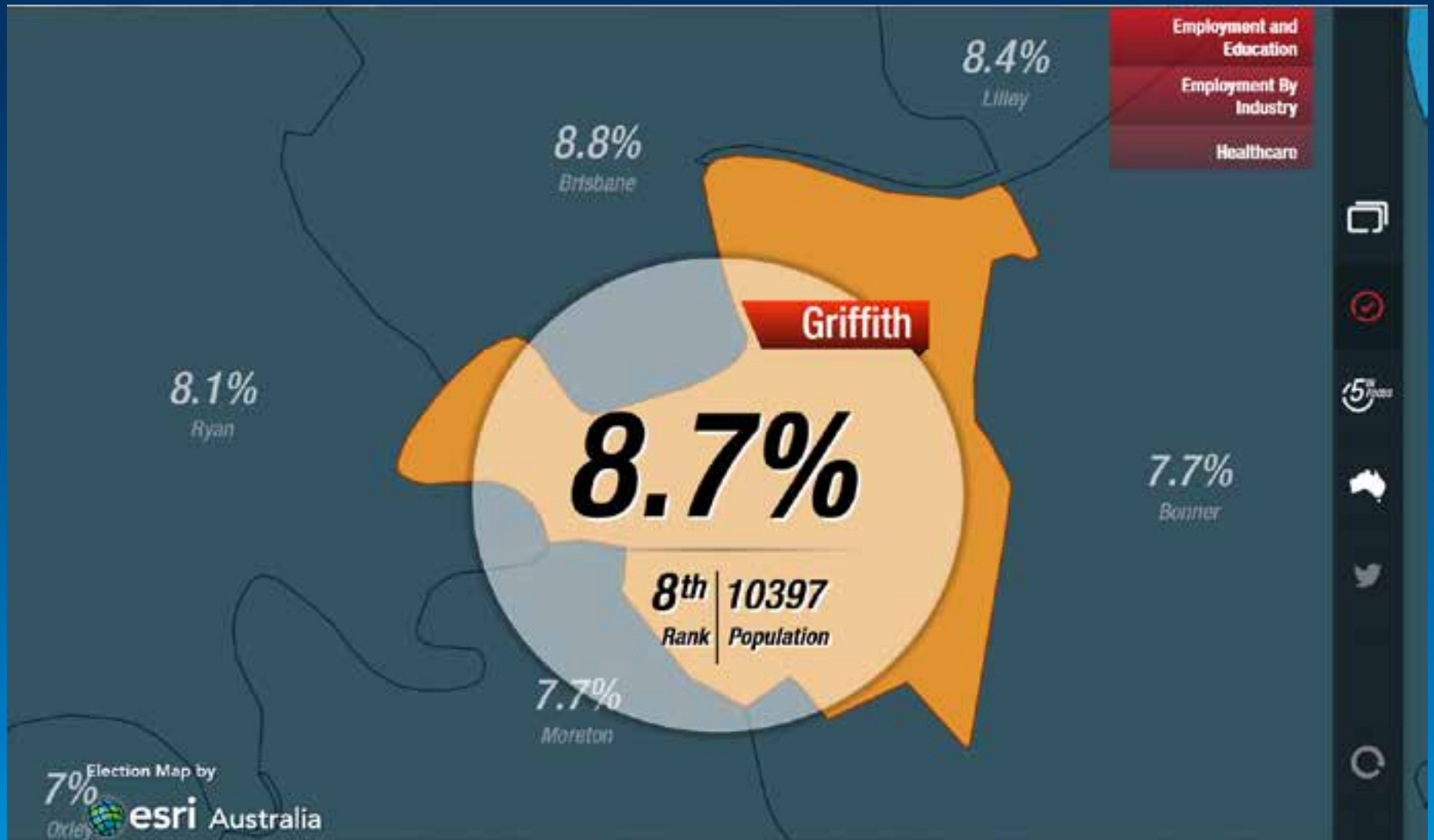


- **1 week to go**
- **A day in the life (scrum, work, dinner, work, sleep (optional), repeat, ...)**
- **Producer Application still in Alpha**
- **Major change to Broadcast Application Usage**
- **Promotion for Broadcast Application on prime time**
- **Website has been live for a week on Yahoo!7**

1 week to go



Social Media concepts



A story telling tool





Social Media using Twitter Clusters



# Social Media Twitter Pics



Behind the scenes

## Election Maps Lessons Learnt:

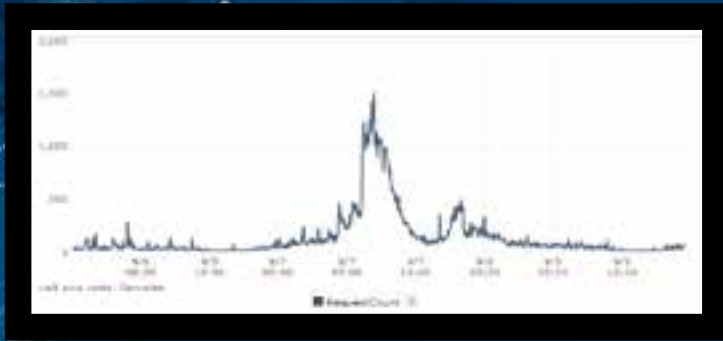
- Design planning focused on traditional tally room model
- Prioritise real-time data for the mid-way 'gear shift'
- Geo-located tweets is essential
- Design is key

and finally ...

Lessons Learnt



Never say never



**MISSION:**  
**ACCOMPLISHED!**

- The highs and lows of Election night
- Everything worked perfectly
- Lack of relevance once the polling results started rolling in
- Big spike in usage of Web Application on election night (Google Analytics)