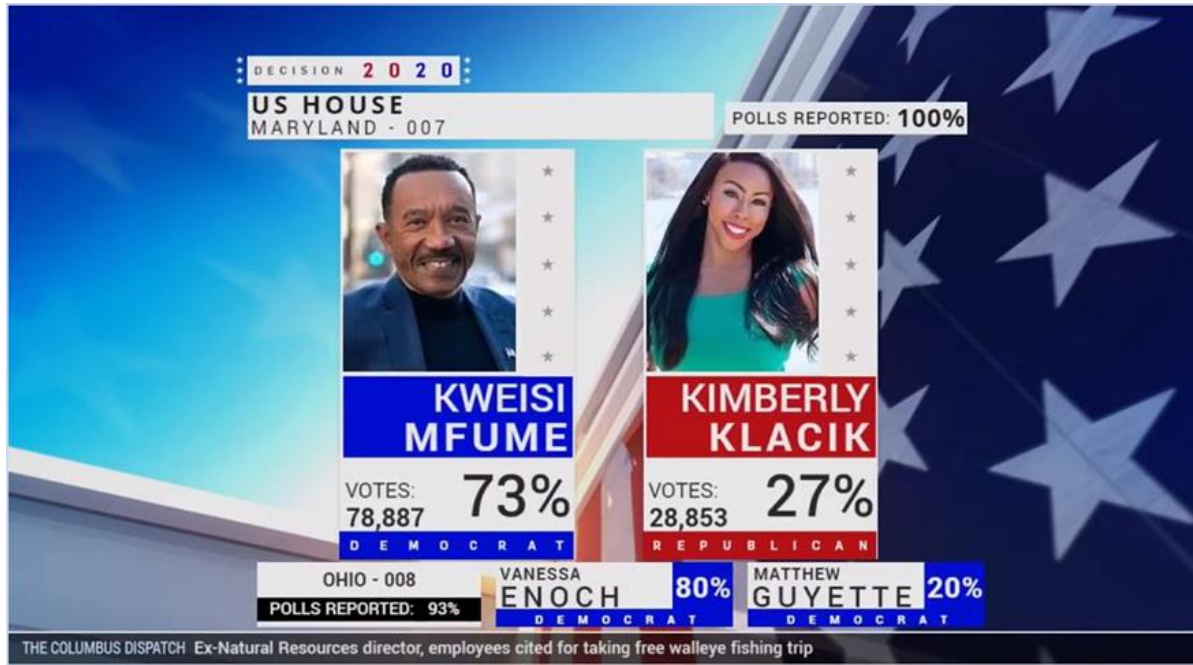## September 2020 Newsletter

Welcome to "In Realtime" the Bannister Lake newsletter. Real-time data and its impact on the broadcast industry, and communications in general, has never been more significant. This newsletter will help keep you up to date with goings on at Bannister Lake as we develop new functionality and capabilities for our products. It will examine how real-time data can be fully leveraged to drive new business and transform workflows. The newsletter will also be discussing noteworthy recent and historical projects and provide industry thought leadership. We welcome your feedback. Please contact us at info@bannisterlake.com

US Election Results Webinar with DDHQ's Drew McCoy

The upcoming US election is going to be vastly different than previous elections. Instigated by the pandemic, the high number of mail-in ballots promises to delay the vote count and the reporting of results. This will have a dramatic impact on the way our clients cover election night, or rather election week or even election month! To help our clients navigate through these unprecedented times, BL produced a webinar with Decision Desk HQ's (DDHQ) Drew McCoy. DDHQ is an election results and data collection and reporting service and one of our data partners. The webinar

walked through the basics of mail-in voting, explained why we will experience delays, and touched on some production ideas for producers who will be handling results. The webinar was incredibly insightful and a must watch for news organizations planning their election coverage. Drew is a popular expert on election results gathering and a great resource. You can watch a recording of the webinar here: https://www.youtube.com/watch?v=C3s89m80K7Q

Graphic output populated with real-time election data aggregated and managed by Chameleon

Chameleon for Elections

BL's Chameleon contains a powerful general-purpose election software solution. The solution is specifically designed to manage any kind of election style, US, proportional representation, parliamentary in addition to referendums, propositions, or down ballot races such as DA, school board or city council. This is possible because of a unique approach BL has taken. The election solution is organized by a combination of "contests" and "choices". A contest would include specific areas or offices up for election while choices would list the parties and candidates participating in the race. It is this simple but unique approach that allows the product to have the flexibility to address any kind of election or polling situation.

BL just completed coverage of the Jamaican elections. You can see an example of the coverage here:
https://www.youtube.com/watch?v=bpUC5L-ysBU

BL worked with Jamaican production company Phase 3 to manage the data and create dynamic graphics. The live feed was used by the popular Jamaican newspaper The Jamaica Observer who placed the dynamic results on its website. BL created a custom reader for the election data that was supplied by the Electoral Office of Jamaica.
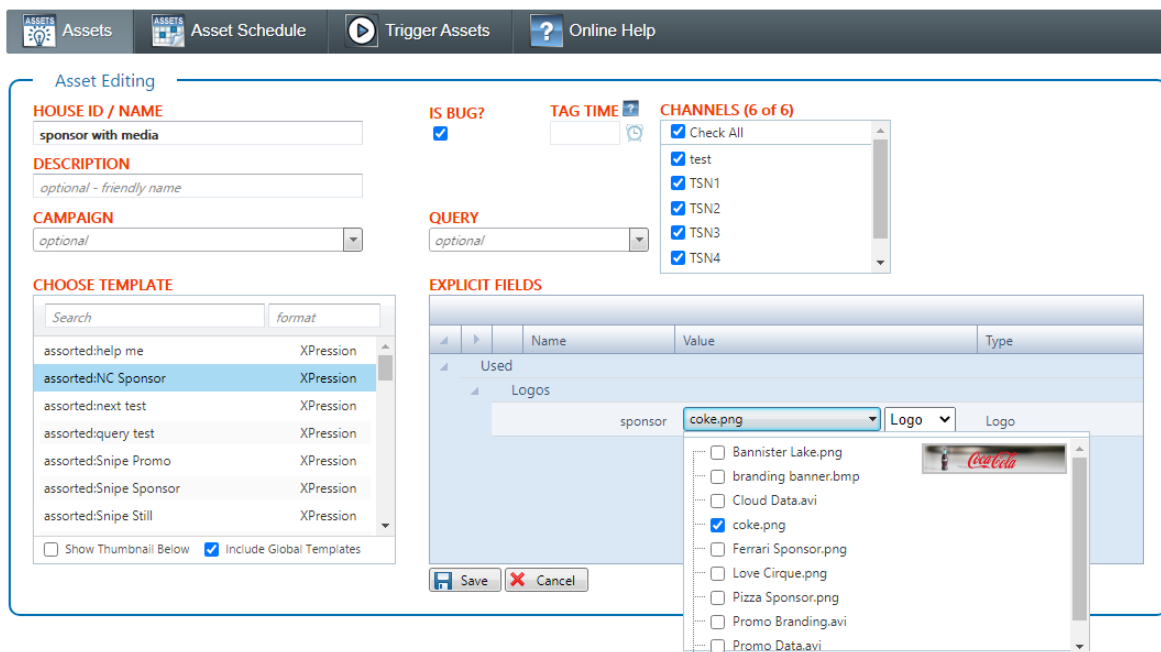

Chameleon's election solution driving the results of the recent Jamaican General Election

Chameleon's election solution provides the editorial and production tools required to run the most complex of elections. The product provides producers with the tools to analyze races, make calls, enter headshots and biographical data. It also provides a quick, easy to use graphic list builder for playout to air. Chameleon can output to HTML5, SDI, NDI and support custom web widgets ensuring that election results can appear on any platform.
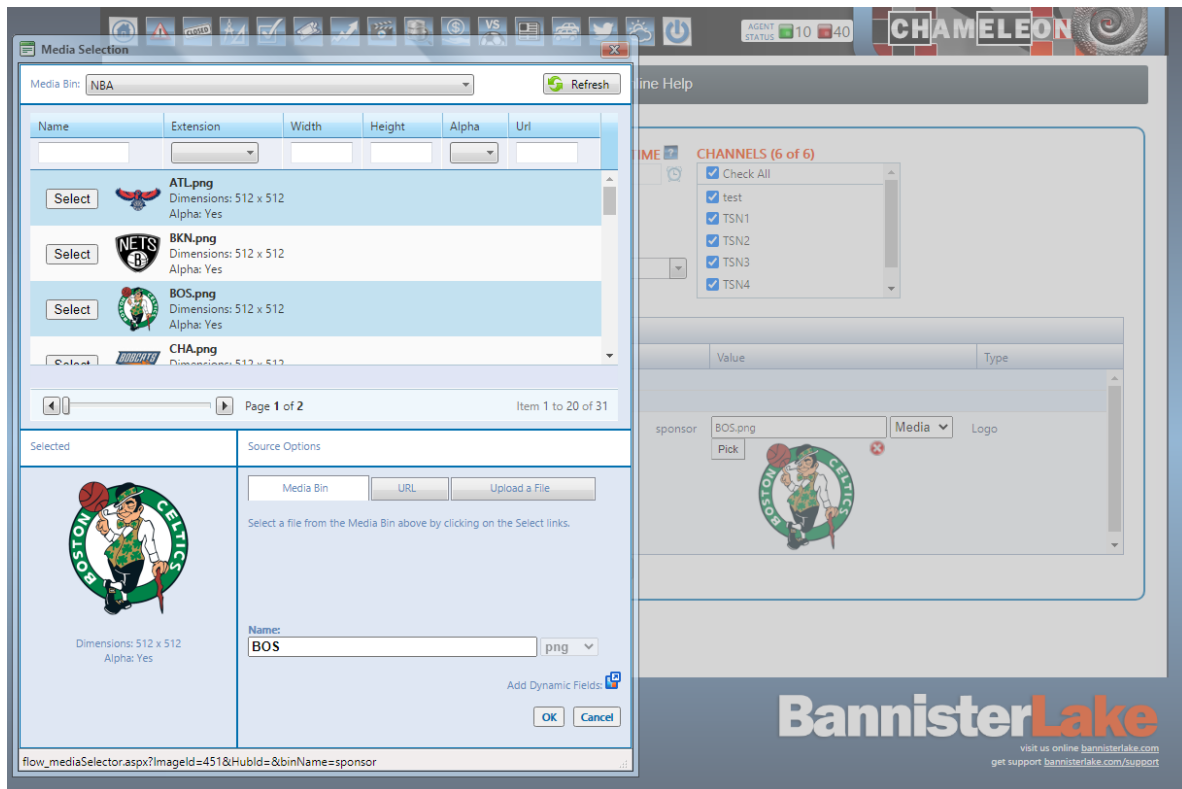
Product Development

BL has released a new branding feature for Chameleon that fully integrates with our media data type. This supplements BL's logos directory support that was introduced 10 years ago for Brando. The media data type in Chameleon is now an equal data type with containers, playlists, dynamic tags, rundowns, and the BLADE API, making it ideal for use with branding assets. When creating assets in Flow, we support the logos directory:

Users can select media data types and take advantage of containers, playlists, dynamic tags, rundowns and the BLADE API

And we now supplement that with full integration with the media data type:
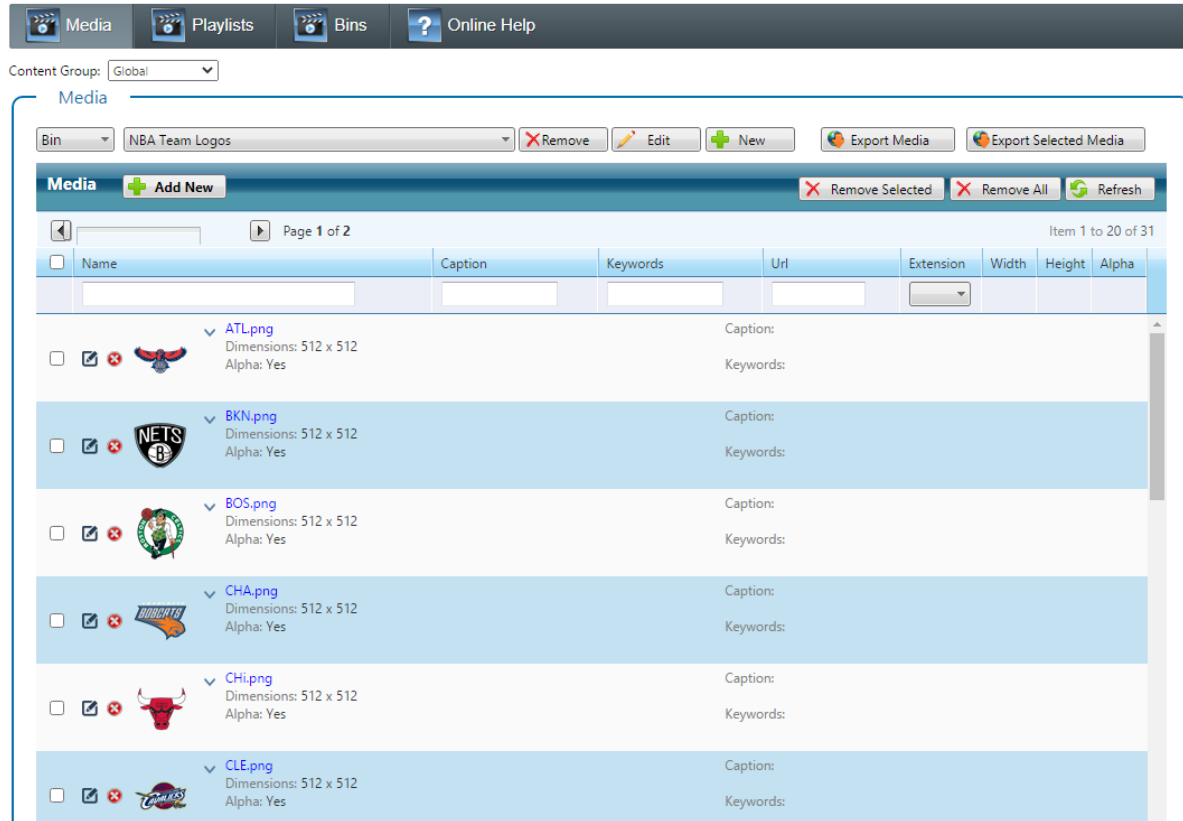
Logos directory tightly integrated

This provides a superior user experience enhancing our logos directory solution to have tight integration with Chameleon. All assets that can accept media have access to any media data without having to worry about copying the media locally to the rendering system. This not only works with logos, but any media data types that are defined as URLs, stills or clips.

How this gets done is actually a by-product of BLADE where the media is defined by a URL which is made up of:

$"{chameleonURL}/BLADE/media/{mediaID}"

If a client is using https://chameleon.blcloud.net and wants to utilize media, it's available through BLADE.

For example, if all the NBA teams are put into a bin:

Media bin displaying NBA logos

Now if a client wants to use the Celtics logo for example, there is a URL associated with the logo that can be used by most renderers/CGs. Although the media ID is conveniently hidden from the user in Flow, it does come along for the ride when referencing the data in Flow. The Celtics logo becomes:

https://chameleon.blcloud.net/blade/media/244847

That ID is attained from BLADE when utilizing a media bin.

https://chameleon.blcloud.net/blade/mediaData/group/18/NBA-Team-Logos

A bonus is clients get redirects from our BLADE URLs to external URLs which is especially useful for clips.

Chameleon's media data type is essentially a fully functional Digital Asset Management system (DAM) but has tight integration with tickers, branding, and BLADE, BL's RESTful API.

US Open Tennis Championships

This marks the third year in a row, BL is handling real-time data at the US Open Tennis Championships in Flushing Meadows NY. Though all work is being done remotely, data is still being aggregated and distributed to videowalls throughout the facilities. In addition to the US Open, BL is handling the Western and Southern Open events that were moved to New York due to the pandemic.

US Open Tennis data aggregated and managed by Chameleon

The US Open requires BL to handle thousands of data sets over an extended period of time. This includes player related data, all match data, match schedules, practice schedules and social media. Chameleon is well-equipped to aggregate and manage the high volume of data and make it readily available to any platform or screen destination.

Thought Leadership: The Need for Real-time Public Health Information

The pandemic has taught us that the public requires and demands up to the minute health information. News changes very quickly and as schools

and businesses slowly reopen, and as tourism picks up, the appetite for timely and relevant information will only increase. Health authorities have multiple ways to reach the public but ensuring a consistent message can be challenging. Traditionally officials have relied on the media to pass along information, but authorities also have the option to fully control the messaging and to strategically distribute content. An official COVID news and information hub that aggregates, vets, and distributes content, run by health officials, would be an ideal way to reach the public. The service could be multi-platform and reach audiences on any device but share the same content.

International COVID-19 data feeding a web widget for mobile or webpages

COVID-19 has ushered in a new normal and moving forward the public will be more diligent and cautious when it comes to public health. A centralized health information service run by and distributed by health officials would establish a credible source of pandemic related content. The service could not only communicate the number of cases and associated data, but also direct the public to testing resources, and provide the trendlines as we collectively fight the pandemic.

Learn More

To learn more about Bannister Lake and our real-time data aggregation and management solutions visit bannisterlake.com