

REPORT

Broadcasting the ballot

An analysis of social video strategies from the 2024 U.S. Presidential Election



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Introduction

Amid fierce competition and shifting viewership preferences, broadcasters are navigating unprecedented challenges and opportunities in their efforts to cover live events.



The 2024 U.S. Presidential Election provided a rich context to observe how broadcasters leverage digital strategies to inform, engage, and capture audiences across social media platforms.

This report sheds light on the dynamic trends shaping live event coverage. With more than 1,400 video posts generating over 400 million views across the social channels of 5 leading U.S. news broadcasters, the findings offer valuable insights into how these organizations are adapting their strategies to meet the needs of their audiences.

One trend stands out: the growing reliance on short-form and platform-specific content. Broadcasters are no longer creating content with a one-size-fits-all approach. Instead, they are tailoring their formats, durations, and visuals to fit users' preferences on platforms like TikTok, Instagram, and YouTube. The difference in

performance metrics, as outlined in this report, emphasizes the importance of aligning production strategies with platform-specific behaviors and audience expectations.

Additionally, the rise of rapid-response publishing, where broadcasters prioritize speed and quantity, is redefining how news is consumed. CBS News, for example, outperformed its peers in viewership despite having the smallest follower base, thanks to its prolific output during the election period. This underscores how agility and volume can outweigh traditional metrics like follower count in capturing engagement.

This election cycle demonstrated how broadcasters must not only understand their audiences but also embrace the nuances of platform algorithms and user behaviors. Every detail matters in ensuring that content breaks through the noise, from aspect ratios to title styles.

This report also explores emerging patterns comparing the 2024 and 2020 elections. By analyzing social media statistics and video performance across platforms, it provides a foundation for broadcasters to refine their strategies as they prepare to cover live events in the future.

As we reflect on the findings, we see that innovation is at the heart of modern broadcast journalism. To remain relevant, broadcasters must continue to push boundaries, experiment with new formats, and deepen their connection with audiences. In doing so, they're shaping the narrative of key moments like the presidential election and defining the future of media.

Kathleen Barrett
CEO, Backlight

Methodology

This report examines how major U.S. news broadcasters covered the 2024 Presidential Election on social media, focusing specifically on video posts and livestreams. The analysis spans content published from Nov. 5th, as poll boxes opened, to Nov. 6th, following Vice President Kamala Harris' concession speech.

We analyzed the top 5 U.S. TV news broadcasters: ABC News, CBS News, CNN, Fox News, and NBC News through their accounts on YouTube, Facebook, X (formerly Twitter), Instagram, and TikTok. During this election period, these broadcasters collectively published approximately 1,400 video clips, amassing over 400 million views. Our report has 2 key objectives:

To understand broadcasters' digital strategies
by analyzing viewership and audience engagement metrics.

To identify trends or changes
in video publishing strategies compared to the previous election cycle.

It's important to consider that several factors influence the performance of a video post or livestream, including, but not limited to:

- The video's core topic
- The quality of production
- The format, including aspect ratio (e.g., 16:9, 1:1, 9:16), duration, titles, and platform-specific styling
- The size and demographics of the broadcaster's follower base
- The audience demographics of the platform itself
- The broadcaster's perceived political alignment, especially during a presidential election

Throughout this report, it's crucial to recognize that no single factor determines viewership outcomes. Instead, performance often results from a combination of these variables.

TREND 01

A shift toward mobile platforms and vertical formats

In our 2020 report, “USA presidential election: the strategic use of social media by news broadcasters,” we identified 5 best practices that every news broadcaster should follow:

- 01 Be first.**
Speed is key as the first publisher collects most of the views.
- 02 Be everywhere.**
Each platform, whether it is an owned & operated or a third-party social platform, has its own audience and reaches different market segments.
- 03 Be diversified.**
Use different formats (short/long clip, landscape/portrait mode, livestream), to catch your audience’s attention along their journey (at home, at work, on-the-go.)
- 04 Produce a large volume of content.**
A constant delivery of fresh content keeps the audience engaged and increases the chance of some videos going ‘viral’.
- 05 Be innovative and differentiating.**
Unlike sports for which broadcasters may have exclusivity rights, all news organizations share the same breaking news and events. Differentiation comes from both storytelling and user experience.

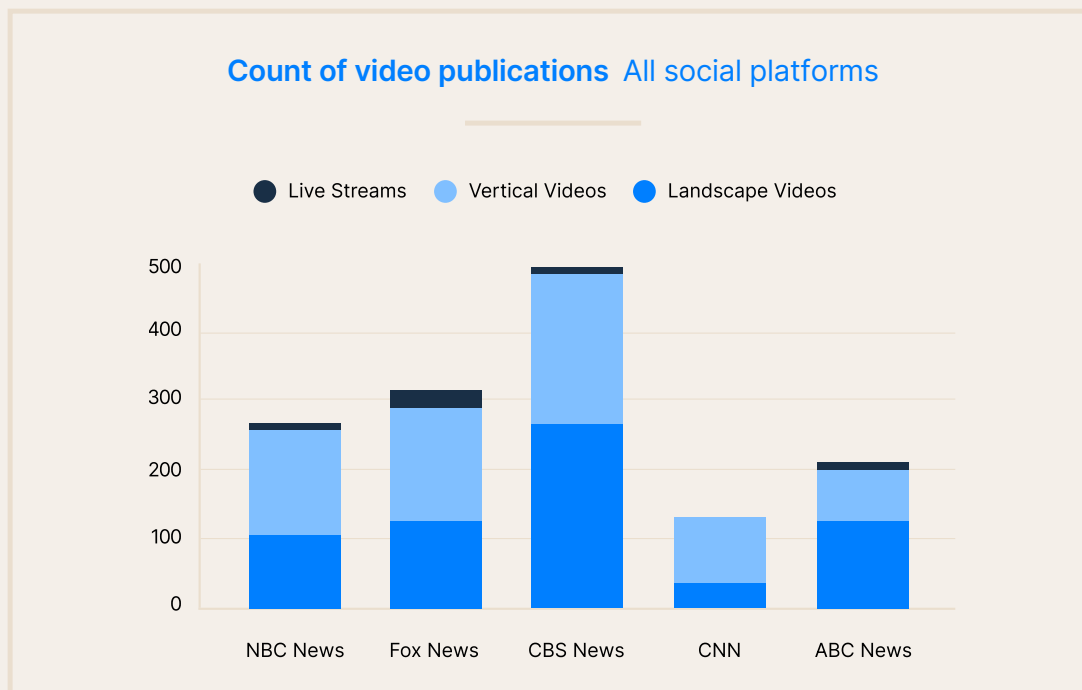
4 years later, those principles are still valid, with the addition of a new one:

- 06 Be multi-device.**
Engage your audience throughout their day by seamlessly delivering to mobile screens, desktops, and smart TVs. Deliver the optimal user experience tailored to each device and moment. Choose the right content and format for each social platform and end-user device — whether it’s clips or livestreams, ensure every piece fits the platform and screen perfectly.

In contrast to the 2020 U.S. election, the 2024 edition has marked a significant shift toward mobile-friendly content. 4 of 5 major U.S. news broadcasters published most of their content in formats optimized for mobile screens, including 9:16, 4:5, and 1:1 aspect ratios.

This trend underscores the growing importance of vertical formats in reaching mobile audiences. A significant portion of the video content shared by broadcasters was optimized for mobile-friendly vertical formats.

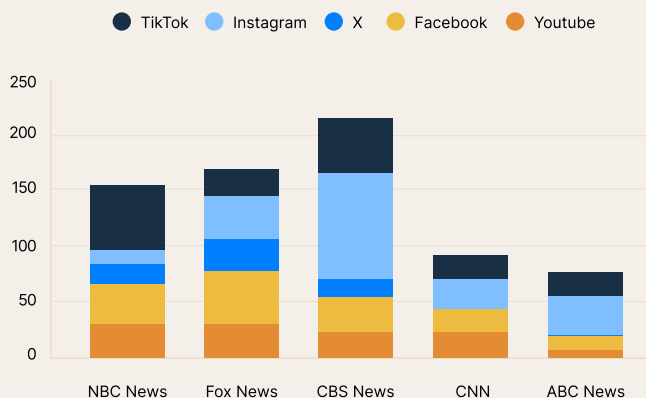
Let's examine vertical and square video production in greater detail and consider how broadcasters selected certain social platforms (or not) for their content.



Which platforms dominated for vertical video?

The primary destinations for non-landscape content were TikTok, Instagram, and Facebook, though the ranking varies by broadcaster. While X and YouTube were also utilized, they accounted for a smaller share of vertical content distribution.

Target social platforms for vertical content



Different audiences, different priorities

All major U.S. news broadcasters distributed vertical content across multiple platforms:

CNN and ABC News:

4 platforms

NBC News, Fox News, and CBS News:

5 platforms

However, the broadcasters differed in how they balanced traditional platforms (YouTube, Facebook, X) against mobile-first platforms (Instagram, TikTok):

CNN took an equal distribution approach, publishing the same amount of vertical content to

traditional and mobile-first platforms. Often, the same clip was shared across all 4 platforms.

CBS News and ABC News

prioritized mobile-first platforms. The majority of vertical content was posted to Instagram and TikTok, and both broadcasters typically shared the same clip simultaneously on these platforms.

NBC News adopted a mixed strategy. TikTok was its primary focus, followed by Facebook, YouTube, X, and Instagram at much lower volumes.

Fox News also took a mixed approach, prioritizing Facebook and Instagram, followed by X, YouTube, and TikTok at lower volumes.

These varying strategies highlight how broadcasters are adapting their social media efforts to reach diverse audiences, balancing the strengths of traditional and mobile-first platforms.

TikTok’s growing role in vertical video content

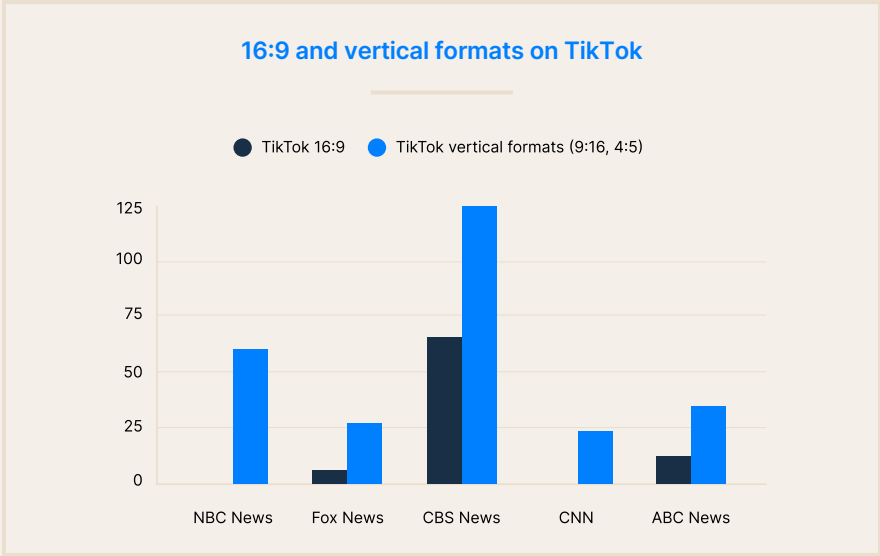
The volume of TikTok video production and publishing increased significantly compared to 4 years ago, reflecting the platform’s growing prominence. TikTok videos were shared in various aspect ratios, including the traditional landscape 16:9 format.

CBS News led the way, with a substantial one-third of their TikTok video posts published in the 16:9 aspect ratio. These videos garnered a high number of views, which is interesting considering that TikTok is a mobile-first platform.

However, it’s important to consider the content in those videos. On election night, broadcasters faced a challenging decision about how to post updates on mobile-first platforms, such as state-by-state election results, that were initially shared on their broadcast channel using graphic elements designed in horizontal format. Adapting these horizontal videos into vertical format required manual post-production work using tools like Adobe Premiere, if they were not using automated verticalization solutions.

This posed a dilemma for broadcasters: Should they prioritize creating mobile-friendly, vertically optimized content to enhance user experience or focus on speed to be the first to share breaking updates? On this night, speed took precedence for CBS and ABC, as being timely and ahead of competitors was prioritized over resizing for mobile.

Note
As TikTok’s role in media grows, recent developments regarding the TikTok ban in certain regions add an extra layer of complexity. Content producers now face an unpredictable landscape where long-term investments in TikTok strategies may need to adapt rapidly based on regulatory changes.





Adapting to mobile viewing habits

YouTube, Facebook, and X were initially built around the 16:9 landscape format, but over time, they've adapted to support vertical and square content to cater to mobile audiences.

Unlike mobile-native platforms like TikTok and Instagram, these platforms are considered “versatile” because they balance their traditional landscape roots with mobile-friendly formats.

Analyzing the video content published on those 3 platforms on election day, we can see differences in how quickly each platform has emphasized supporting mobile-friendly formats.

YouTube

- Approximately 30% of published YouTube content was in vertical or square formats.
- Despite the rise of YouTube Shorts, many vertical videos were uploaded as standard YouTube content rather than exclusively as Shorts, reflecting the platform's continued preference for 16:9 landscape videos.

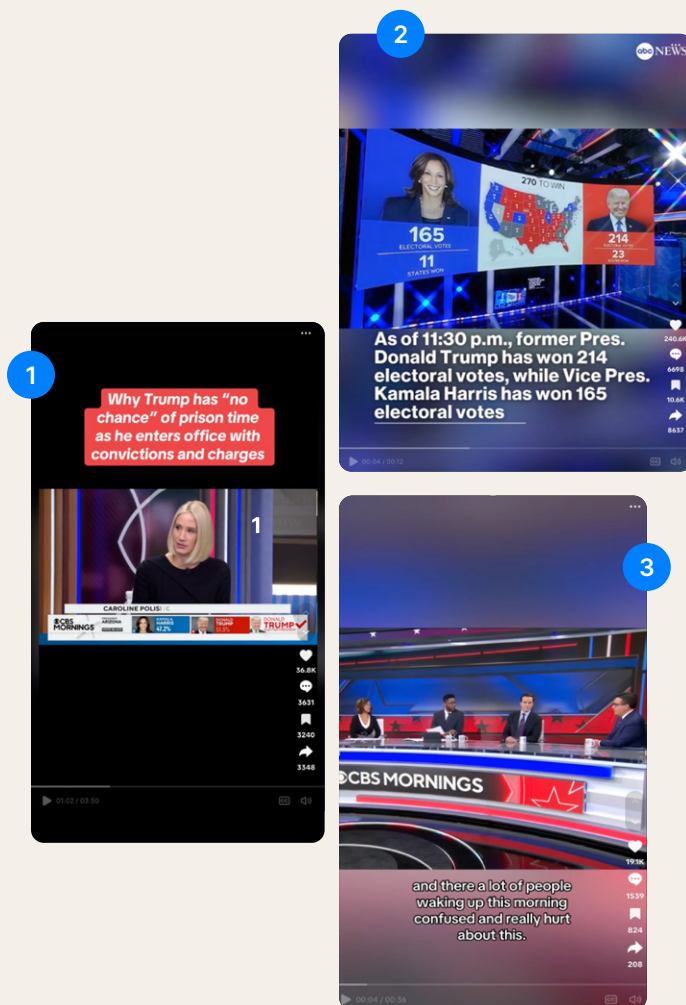
Facebook and X

- Between 60% and 80% of content posted on Facebook and X was in vertical or square formats, signaling a significant shift. Unlike in 2020, news broadcasters are now treating these platforms predominantly as mobile video destinations.
- Facebook's vertical or square content was shared as Facebook Reels and standard Facebook videos, showcasing its flexibility in addressing mobile audiences.

This evolution highlights how broadcasters leverage these versatile platforms to bridge traditional landscape content with mobile-first consumption habits.

Transforming broadcast content into vertical videos

When TV broadcasters adapt their horizontal 16:9 channel content into vertical videos, they face a significant challenge: effectively reshaping a native horizontal format for mobile-friendly vertical viewing. Analyzing the vertical videos published by the five major US news broadcasters across leading social platforms, we observed three primary techniques for this transformation: **letterboxing**, **cropping**, and **rezoning**.



Letterboxing

Letterboxing involves re-framing the 16:9 video in the center of the vertical screen and displaying text, titles, and subtitles above and below.

Example 1

16:9 channel letterboxed in a 9:16 vertical video, black background, with a title to fill the empty top area.

Example 2

16:9 channel letterboxed in a 4:5 vertical video, with a blurred background and a title in the bottom area.

Example 3

16:9 broadcast channel stream cropped in 4:3 and letterboxed in a 9:16 screen.

- 1 [CBS News on TikTok](https://www.tiktok.com/@cbsnews/video/7434199838314499358)
tiktok.com/@cbsnews/video/7434199838314499358
- 2 [CBS News on TikTok](https://www.tiktok.com/@cbsnews/video/7434152209165700394)
tiktok.com/@cbsnews/video/7434152209165700394
- 3 [ABC News on TikTok, Instagram, Facebook](https://www.tiktok.com/@abcnews/video/7434022384874605855)
tiktok.com/@abcnews/video/7434022384874605855

Cropping

Cropping consists of selecting one zone of interest in the 16:9 source video and cropping the 16:9 video around that zone with a vertical or square aspect ratio (9:16, 3:4, 4:5, 1:1).

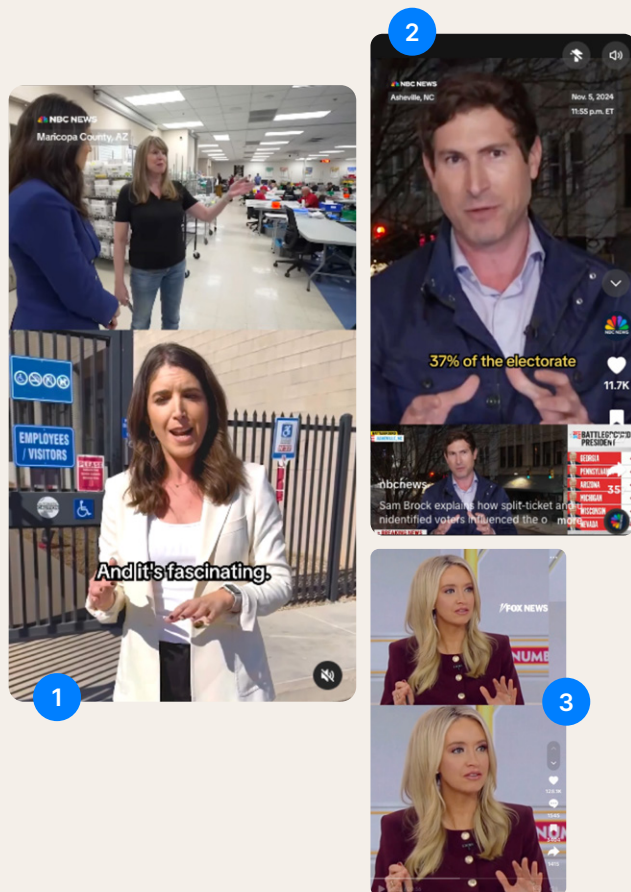
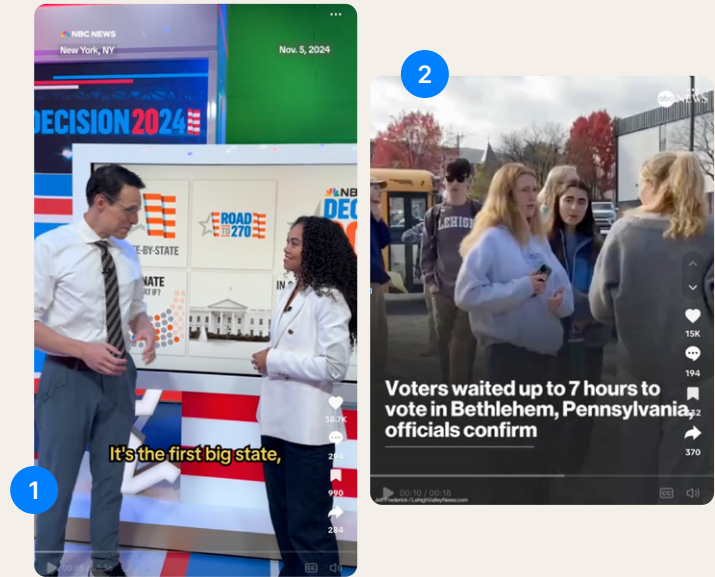
Example 1

16:9 video cropped in 9:16 format.

Example 2

16:9 video cropped in 4:5 format.

- 1 [NBC News on TikTok, X](#)
tiktok.com/@nbcnews/video/7433952195592080682
- 2 [ABC News on TikTok, Facebook, Instagram](#)
tiktok.com/@abcnews/video/7433979738688851231



Rezoning

Rezoning solves the main limitation of cropping when a 16:9 video has more than one zone of interest. It consists of identifying one, two, or more zones of interest in the 16:9 source video, cropping each, and rearranging the cropped videos to fill the entire vertical screen.

Example 1

Two different zones of interest from the source video are cropped and re-arranged vertically.

Example 2

A zoomed-in zone of interest on top and the full 16:9 source stream at the bottom.

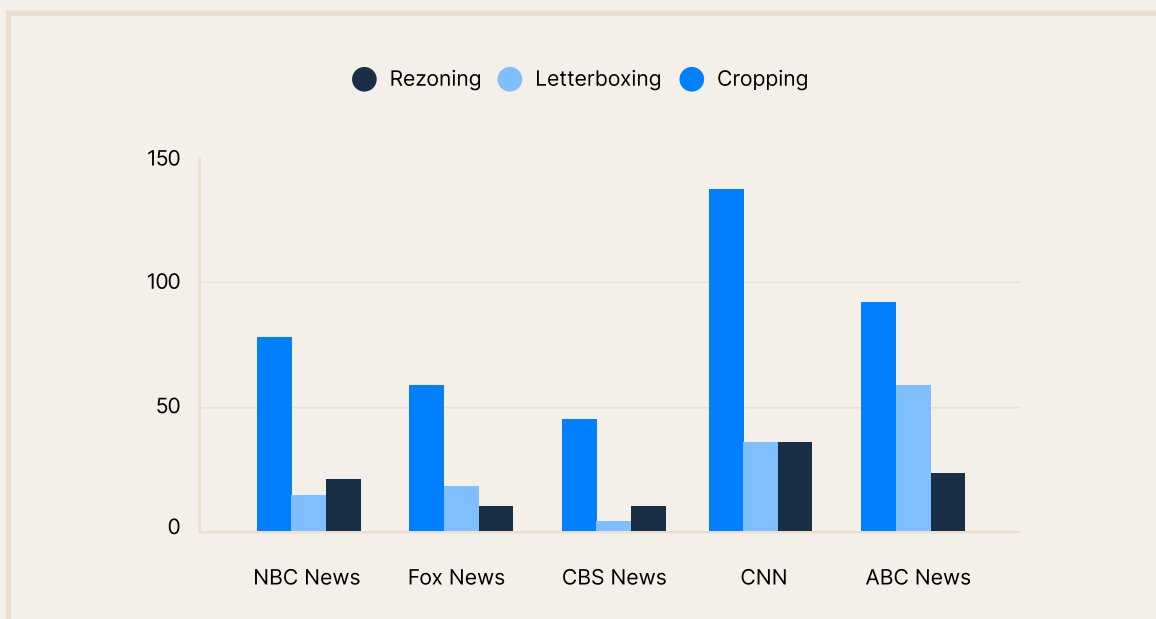
Example 3

Two zoomed-in views of the same zone of interest.

- 1 [NBC News on Instagram](#)
instagram.com/reel/DB9xSpqq0Ke
- 2 [NBC News on TikTok](#)
tiktok.com/@nbcnews/video/7434030781477211438
- 3 [Fox News on TikTok](#)
tiktok.com/@foxnews/video/7433879172008643870



Let's examine how those three verticalization methods were used on different platforms and broadcasters.



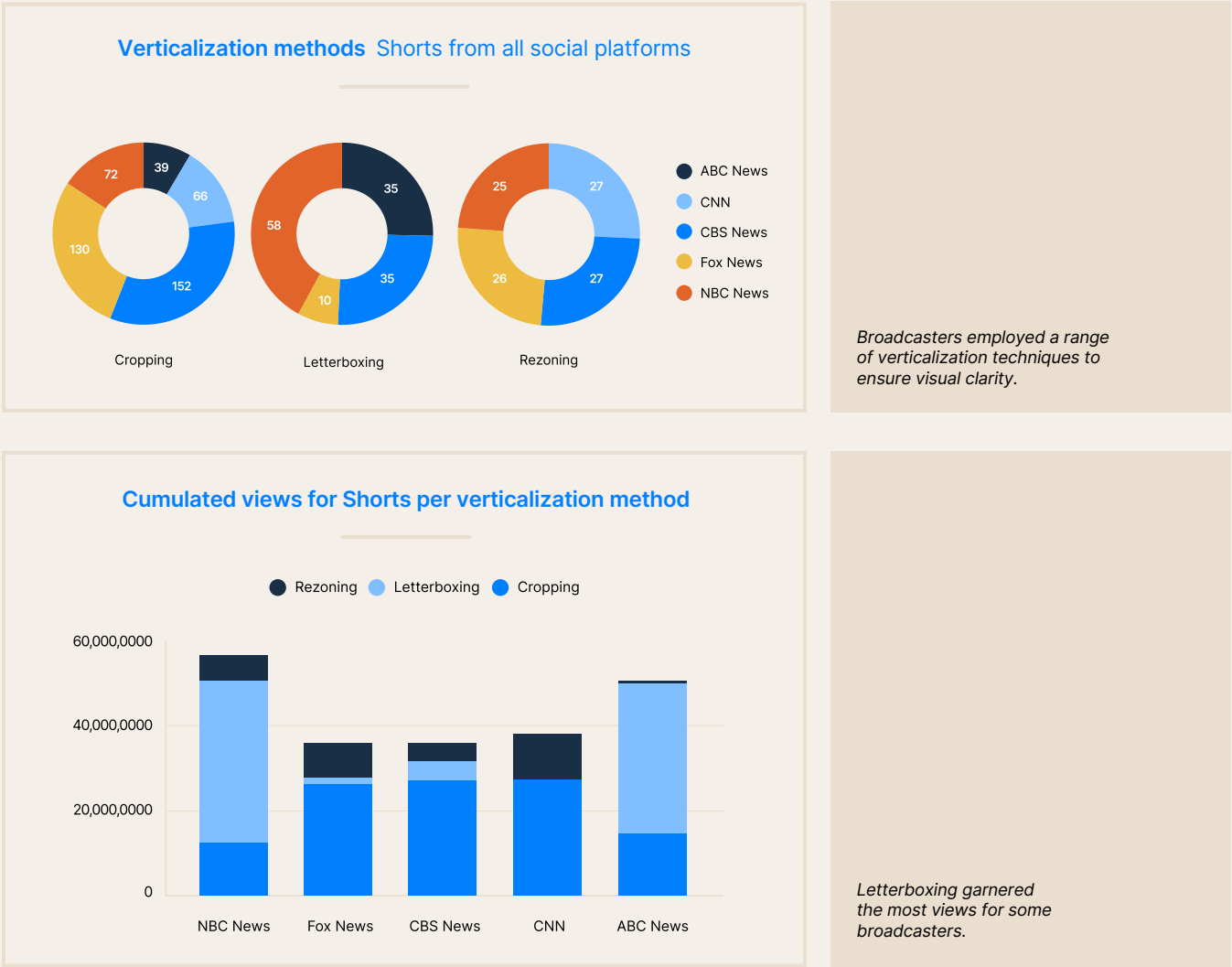
Cropping was the most widely used technique for transforming horizontal content into vertical.



Broadcaster preferences on verticalization methods

- **ABC News** primarily used letterboxing as an alternative to cropping.
- **Fox News and CNN** incorporated rezoning alongside cropping to better adapt their content.
- **NBC News and CBS News** used a mix of rezoning and letterboxing to complement cropping.

While cropping remains the dominant strategy across broadcasters, the choice of method often depends on the complexity of the content and the need to highlight multiple areas of interest. This diversity in approach reflects the broadcasters’ efforts to maintain visual clarity and viewer engagement on mobile platforms.

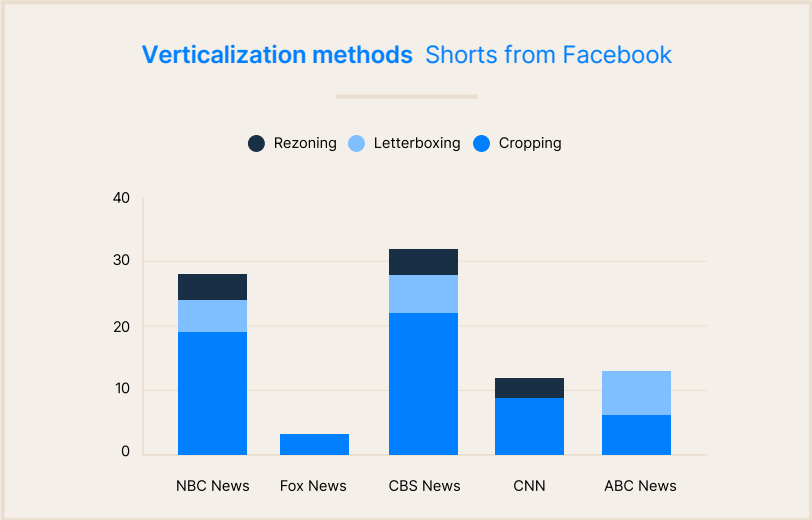
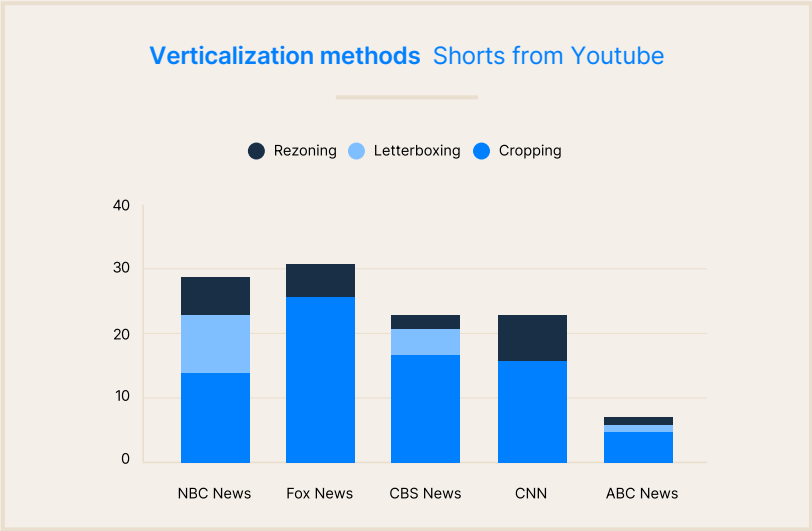


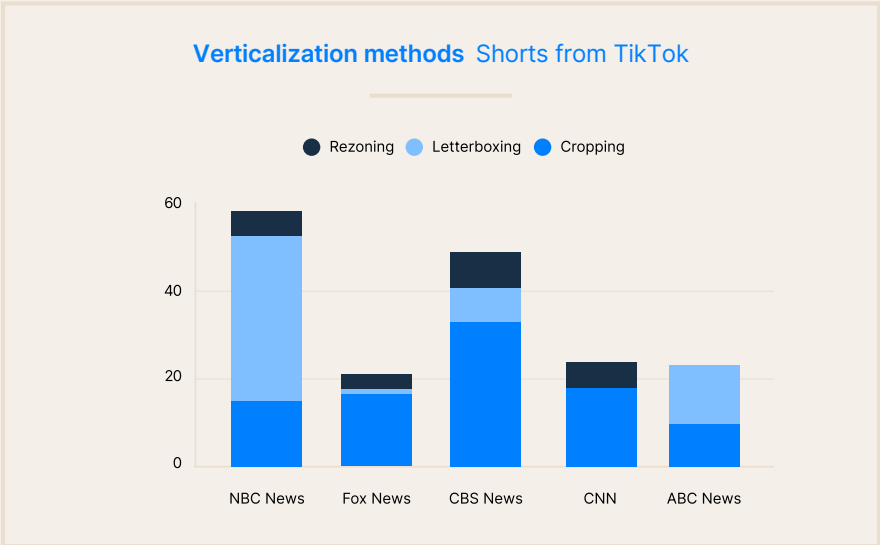
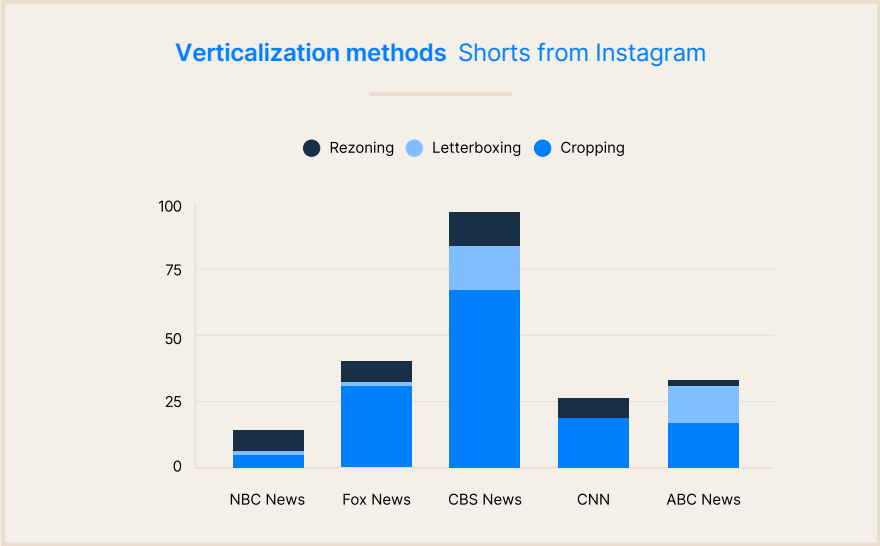
Letterbox posts for NBC News and ABC News performed very well, but it's important to consider the context behind these results again. Most of these posts corresponded to election results announcements for each U.S. state, a type of content that naturally draws high interest and engagement. The strong performance of these horizontal-format videos was driven more by the importance and timeliness of the information — everyone wants to stay updated on election results — rather than by the video format itself.

Additionally, broadcasters prioritized speed over mobile-optimized content because being the first to publish on election night is critical in maintaining their competitive edge. Without the right investments in tech and tools that allow for rapid turnaround and vertical-friendly formatting, creating mobile-optimized content requires time-consuming work in post-production that slows down distribution.

This makes the choice of posting horizontal videos a practical one, even on mobile-first platforms, where user experience might otherwise take priority.

It's interesting to note that editorial preferences differed depending on the destination social platform. While cropping was the preferred choice for most broadcasters across platforms, on TikTok, NBC News opted for letterboxing for a majority of their content.





Broadcaster approaches to verticalization across platforms

Broadcasters employed varying strategies for adapting horizontal broadcast content into vertical formats, tailored to the platforms where the content is published. Here's how each major US news broadcaster approached verticalization during the election coverage:

CNN, Fox News, CBS News prioritized mobile-friendly methods

CNN

- Focused solely on cropping and rezoning for all platforms, ensuring content is fully optimized for mobile screens.

Fox News

- Strong emphasis on cropping (100% on Facebook; 68-80% on other platforms) and rezoning (15% on YouTube/X, 30% on Instagram).
- Minimal use of letterboxing (0% on YouTube/Facebook; 2-4% on X, Instagram, TikTok).
- Fox News demonstrated a consistent and mature approach to vertical content production across all platforms.

CBS News

- Predominantly used cropping across all platforms, with rezoning second on X.
- Interestingly, letterboxing took second place on YouTube, Facebook, Instagram, and TikTok, suggesting a blend of mobile-friendly and traditional methods.

ABC News and NBC News: Divergent verticalization strategies

ABC News

- Cropping and letterboxing were exclusively used, with rezoning entirely absent.
- Preferred letterboxing on native mobile platforms (TikTok, Instagram), as well as Facebook and X.
- Opted for cropping on YouTube, suggesting a possible focus on speed of publication or limited post-production resources during election coverage.

NBC News

- Adapted its verticalization methods depending on the platform:
 - Versatile platforms (YouTube, Facebook, X): Primarily cropping (57-85%), followed by rezoning and minimal letterboxing.
 - Instagram: We used all 3 methods, with a slight preference for mobile-friendly approaches (rezoning 37%, dropping 35%, and letterboxing 28%).
 - TikTok: Surprisingly relied on letterboxing (55%), with cropping (38%) and rezoning (8%) trailing behind.
- This counterintuitive approach raises questions about TikTok's workflow. The dominance of letterboxed content on a mobile-native platform may reflect time constraints, where broadcasters prioritized speed over format optimization, using quick letterboxing to adapt horizontal content.

Mobile-friendly methods dominated, such as cropping and rezoning, and were widely favored for platforms catering to mobile audiences, such as Instagram and TikTok, though their implementation varies by broadcaster. Meanwhile, platform-specific strategies show that traditional platforms like YouTube, Facebook, and X see more consistent verticalization, whereas mobile-native platforms require tailored approaches.

TREND 02

Followers want live content

Livestreaming has proven to be a highly effective strategy for driving views and engagement on social platforms. While broadcasters typically prioritize their OTT platforms for live events due to superior user experience, branding, monetization, and subscriber retention, they also must realize that OTT platforms primarily serve only existing subscribers.

Livestreaming on social platforms like Facebook, YouTube, and TikTok allows broadcasters to reach non-subscribers with the goal of attracting them to their owned-and-operated platforms. Live content also boosts the visibility and attractiveness of broadcasters' social accounts, delivering higher viewership and engagement than warm (near-live) content.

Content types for livestreams

Out of all livestreams published on social media on November 5th and 6th, we have identified 5 high-level categories of streamed content:

Broadcast channel live feed

This type of stream is a restream of the election night news show, running for 5-12 hours and including shorter segments such as candidate press conferences or interviews. These broadcasts featured full channel graphics, also known as a "dirty" feed.

Popup live events

Temporary, unscheduled livestreams covered events in the field, such as press conferences, interviews, or live reports. These were either decorated with logos, titles, or other branding elements or kept clean and minimalist without voiceovers or added graphics, as demonstrated by Fox News.

Webcam live feeds

Static camera streams showcased polling stations with ambient sound, no voiceovers, and no added music. For example, ABC News streamed 2 webcam feeds showing polling stations for 8 hours, while CNN streamed sequential views of polling stations for nearly 6 hours.

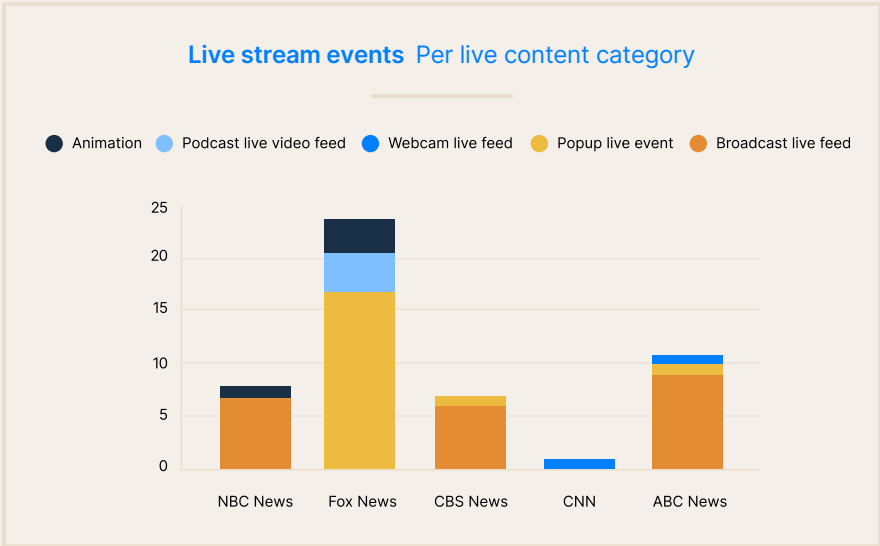


Podcast live feeds

These streams featured video feeds of live radio show podcasts, blending the audio-driven format with a visual element.

Animated graphics

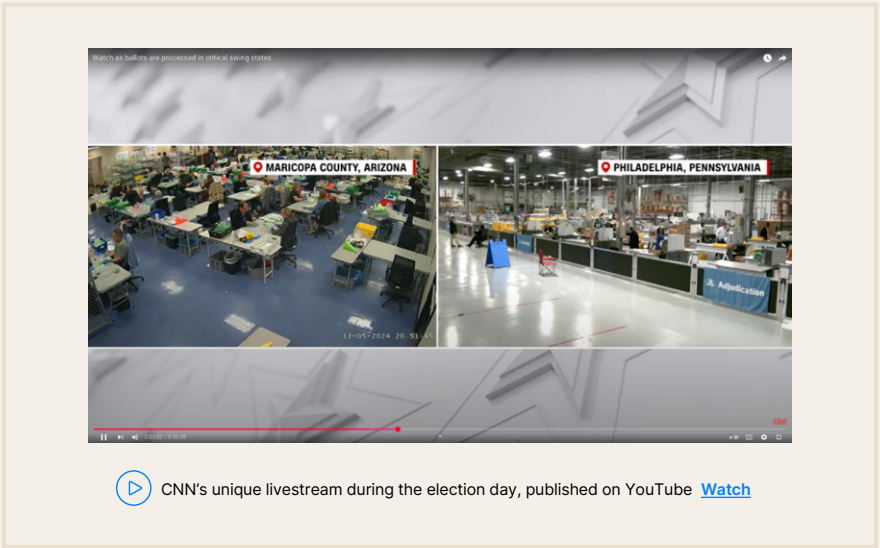
Real-time graphical animations displayed election results by state. NBC News streamed animated graphics for 8 hours, and Fox News provided similar streams for 7.5 hours.



We observed 3 distinct livestream approaches among the broadcasters: CNN, Fox News, and the combined group of NBC, CBS, and ABC.

CNN

CNN stood out with a unique editorial approach, opting to go all-in on just a single livestream on Election Day. This nearly 6-hour-long stream featured fixed webcam footage from 2 election offices in Arizona and Pennsylvania, showing ballots being processed in real time. The livestream garnered 2.3 million views on YouTube.





Fox News

Fox News led the pack in terms of livestream productivity, publishing 24 livestreams on Facebook (18 streams) and YouTube (6 streams). This output was at least double that of any other broadcaster in the report.

Unlike NBC, CBS, or ABC, Fox News did not stream its broadcast channel. Instead, most of its livestreams (17 out of 24) were temporary popup events, covering specific moments such as candidate rallies, press conferences, or interviews. These popup events were streamed in a minimalist “clean and dry” format — without logos, graphics, or voiceovers.

Fox News also streamed a series of 3 animated graphics sessions throughout the day, each lasting about 7-7.5 hours. These graphics provided real-time updates on the presidential, senatorial, and gubernatorial election results. Collectively, these animated streams attracted between 400,000 and 1.6 million views per session, totaling 2.9 million views for the day.

Finally, Fox News streamed 2 editions of its podcast show, The Will Cain Show, which offered election commentary. These podcasts were streamed simultaneously on Facebook and YouTube.



Example of a live popup event from Fox News, a livestream of nearly 3 minutes in dry format from the field, without any logo, title, or decoration.

[Watch](#)



Example of 1 of the 3 Fox News animated livestreams on November 6th

[Watch](#)

ABC, CBS, and NBC followed a markedly different approach to live streaming compared to CNN and Fox News, primarily focusing on restreaming their broadcast channels.

ABC News

ABC News published 11 livestreams over the course of the election, 10 of which were restreams of their broadcast channel (ABC Live). Only 1 livestream deviated from this pattern.

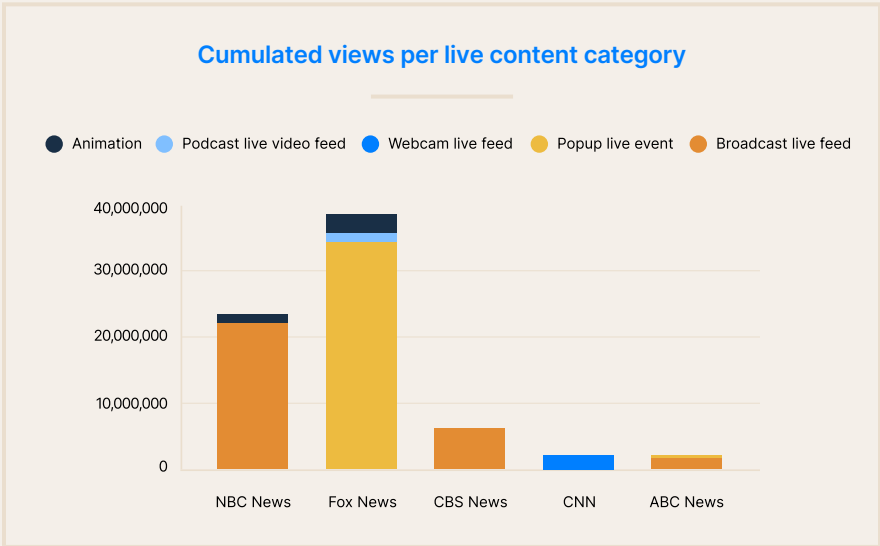
CBS News

CBS News produced 7 livestreams, 6 of which were duplicates of their broadcast channel. The only exception was a single popup live event — a press conference by Mitch McConnell.

NBC News

NBC News published 8 livestreams on YouTube and Facebook, with 7 of them being restreams of their broadcast channel. The remaining livestream was an animated graphical stream, running for 8 hours and providing real-time election results, similar to Fox News’ approach with animated graphics. Now, let’s examine how these distinct streaming strategies translated into audience engagement and viewership numbers.

When comparing view counts to the number of livestreams, it’s clear that NBC and Fox News achieved outstanding viewership numbers, especially when compared to CBS, CNN, and ABC. Notably, NBC News’ broadcast channel live feeds and Fox News’ popup live events emerged as the top-performing types of livestreams, drawing significant audience engagement.



Platforms used for livestreaming

Facebook and YouTube

Dominant platforms for live streaming due to their established reach and video capabilities.

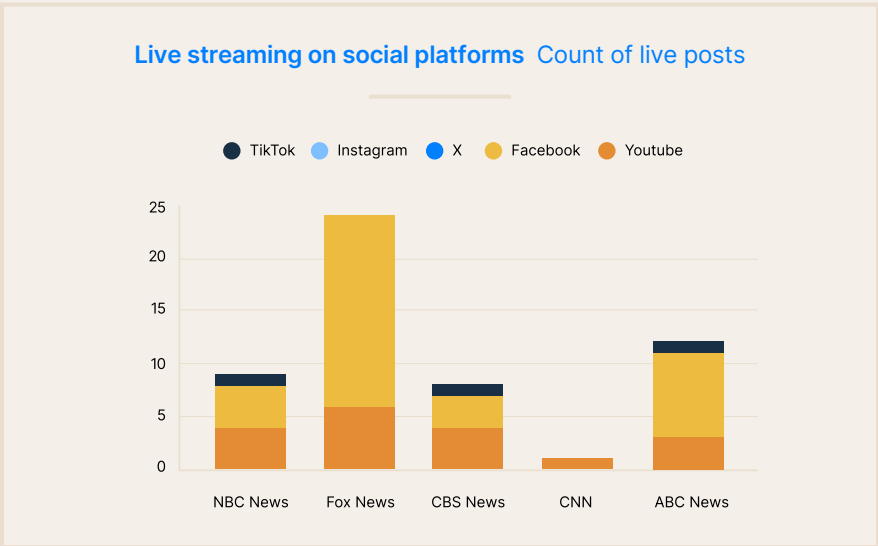
TikTok

A new addition compared to the 2020 election, used by NBC News, CBS News, and ABC News as part of their strategy to attract younger audiences.

Note: by design, TikTok live events are not publicly available after their broadcast, and therefore, the view counts for NBC News, CBS News, and ABC News livestreams on TikTok can't be reported in the diagram above.

When comparing live streaming view counts to the number of events, one striking observation is that YouTube significantly outperformed Facebook Live in terms of views despite hosting fewer streaming events. This trend held true across all 5 news broadcasters.

The disparity is even more notable when considering the stricter view count algorithm on YouTube, where a view requires at least 6 seconds of watching, compared to Facebook's 3-second threshold.



Fox News and NBC News delivered the best performance overall, while ABC News underperformed. CBS News achieved moderate results, which can be attributed to its smaller follower base compared to Fox and NBC. However, the low scores from ABC and CNN are surprising, given that they have the largest and second-largest follower bases among the broadcasters studied.

One possible explanation is the stronger political affiliation of Fox and NBC, which may attract more engaged audiences aligned with their respective viewpoints. This could contribute

to higher engagement and better performance on these platforms.

In any case, all broadcasters of this study decided to stream live content on at least 2, sometimes 3, different social platforms and address different types of audiences than their usual linear TV channels or OTT apps. This shows the important role that live content plays in grabbing attention in a saturated social environment, as well as being where the audience is, as depicted in our next trend.

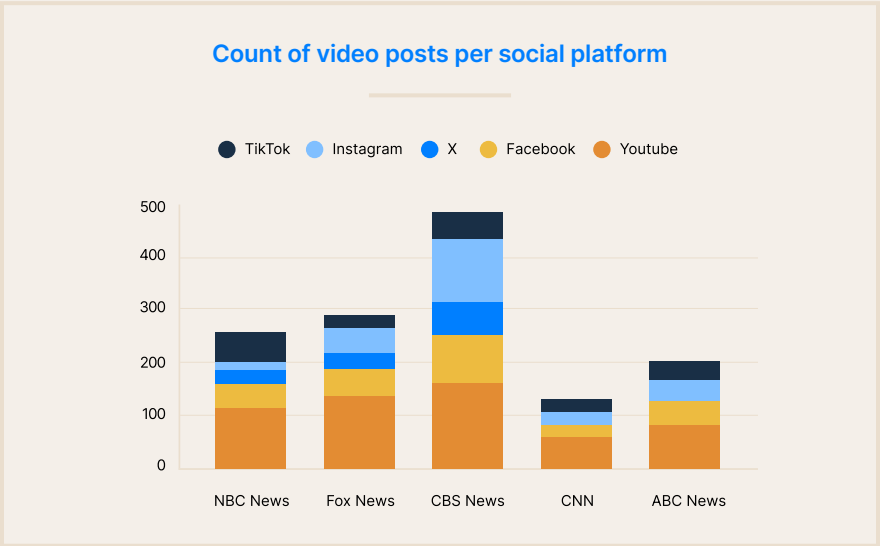
TREND 03

Hyper-distribution across platforms to target diverse audiences

The 2024 US election showcased a heightened focus on publishing video content across multiple platforms to engage diverse audience segments.

All major news broadcasters maintained a broad platform reach by posting videos on the 5 primary social platforms: YouTube, Facebook, X, Instagram, and TikTok. NBC News has even ventured into emerging platforms like BlueSky, highlighting a strategic effort to diversify its audience.

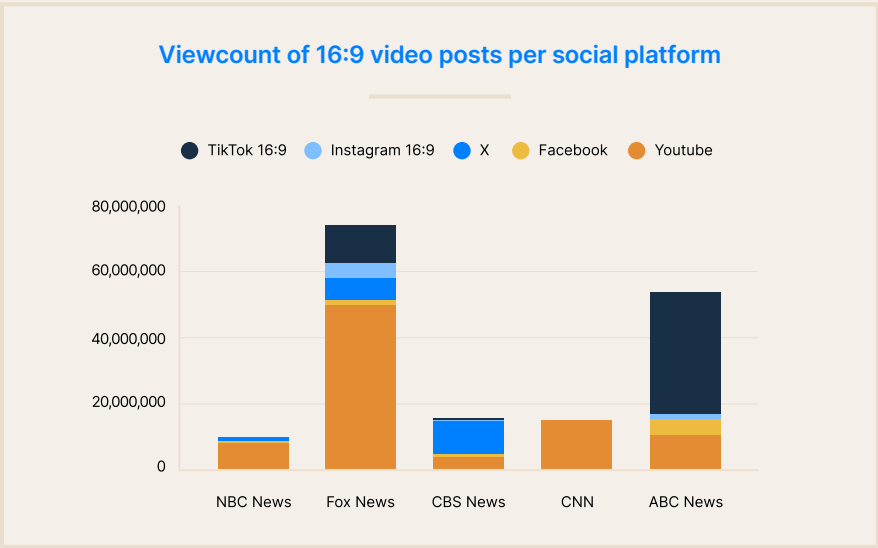
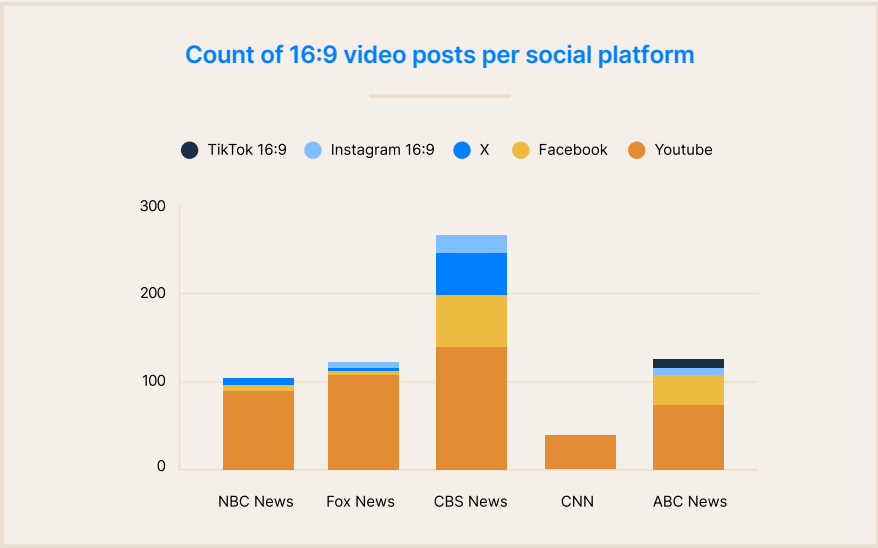
This wide distribution is essential because different audience segments gravitate toward specific platforms based on factors such as age, gender, ethnicity, lifestyle, and political opinions. By distributing content broadly, broadcasters can ensure they reach these segments on the platforms they prefer.



Platform strategies by broadcaster

3 broadcasters — NBC News, Fox News, and CBS News — published video content to at least 5 platforms during the election period. On the other hand, CNN and ABC News limited their video posts to 4 platforms, notably excluding video content on X.

When it comes to horizontal 16:9 content, NBC News, Fox News, and CNN primarily focused their horizontal content on YouTube. CBS News and ABC News distributed their 16:9 content more broadly, including mobile-native platforms like Instagram and TikTok. CBS News found particular success with X, while ABC News performed well on TikTok.



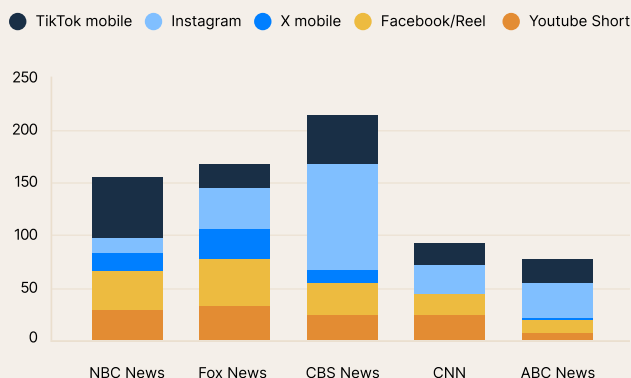
Regarding vertical video formats, all broadcasters published vertical content to at least 4 platforms, with NBC News and Fox News posting to 5. CNN distributed vertical content evenly across 4 platforms. The other broadcasters focused their vertical content primarily on YouTube and Facebook, though they were more selective with platforms such as X, Instagram, and TikTok.

Platform diversity is essential for maximizing reach, as distributing content across multiple platforms caters to varied audience preferences. Content type also plays a critical role in shaping strategy, with horizontal formats thriving on YouTube and traditional platforms, while vertical formats are deployed more strategically on mobile-first platforms.

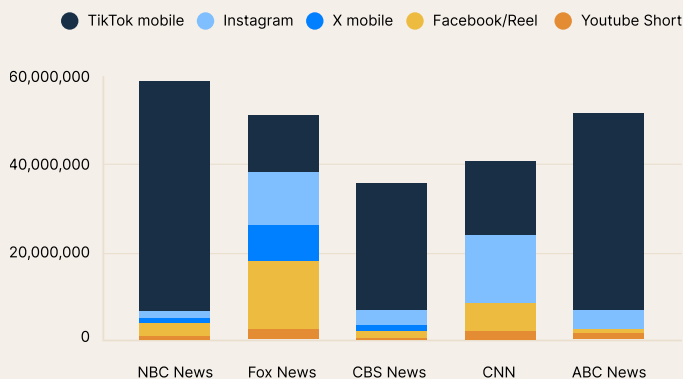
This trend highlights the importance of hyper-distribution to engage audiences across the ever-evolving social media landscape.

Looking at other video formats that are more adapted to vertical screens, we see a much more diverse distribution of platforms.

Count of vertical video posts per social platform



Viewcount of vertical video posts per social platform



The bottom line

The 2024 U.S. election highlighted major changes in how broadcasters distribute content, driven by shifts in audience behavior, platform capabilities, and the increasing importance of mobile-friendly formats. Below are the key takeaways and actionable insights for broadcasters looking to stay ahead.

01

Leverage the rise of Instagram and TikTok for news distribution

Instagram and TikTok have emerged as the dominant platforms for vertical video content, surpassing traditional giants like YouTube Shorts, Facebook Reels, and X. Even for horizontal 16:9 content, these platforms ranked ahead of X, indicating their broad appeal across formats.

02

Develop workflows that treat Facebook and X as mobile-first platforms

Facebook and X, once competitors to YouTube for 16:9 video, are now predominantly used for short-form, mobile-oriented content like Reels. This reflects a broader trend where platforms are evolving based on audience usage and device preferences.

03

Invest in production tools and workflows designed for scale

Broadcasters face a growing requirement to publish in more and more video formats, which can strain editing resources, especially during fast-paced news cycles. Platforms like Backlight and Wildmoka allow broadcasters to publish content in any format, for any platform, with minimal manual effort.

04

Embrace rezoning to enhance viewer experience

Rezoning, which rearranges key areas of interest to fully utilize vertical screen space, is underused despite its superior mobile viewing experience compared to cropping or letterboxing. Tools like Wildmoka's AutoRezone efficiently create vertical video without compromising on speed, freeing the editing resources that would otherwise be needed to manually rezone.

05

Expand live popup event coverage

Fox News demonstrated the value of live popup events by creating exclusive, on-demand live streams that extended beyond standard 24/7 programming. These events attracted new viewers and provided comprehensive coverage of specific stories or events. Wildmoka's LiveStudio feature empowers teams to create and schedule these types of events, offering unique content that complements linear programming and creates a unique viewing experience.

06

Explore underutilized platforms and emerging trends

Platforms like Snapchat, WhatsApp, and BlueSky are being used on a smaller scale for breaking news content. Additionally, the rapid evolution of social platforms suggests new players may emerge before the next election cycle or global sporting event. The old adage remains true: test, measure, and test more to identify early opportunities for growth and differentiation.

07

Build flexibility into your content strategy

The evolution of social platforms between the 2020 and 2024 elections demonstrates how quickly the media landscape can change. Broadcasters who adapt to new trends early gain a competitive advantage. Regularly evaluating viewing behavior, platform updates, and technological advancements across the production stack will increase the likelihood of meeting (and exceeding) audience expectations.

By understanding these trends and taking proactive steps, broadcasters can not only meet current audience expectations but also position themselves for success in an ever-evolving digital media landscape.



For inquiries about the data in this report
media@backlight.co

For press and PR requests
press@backlight.co

backlight.co