European Parliament & Live Center

Live Center powers real-time coverage of 2019 European elections

Overview
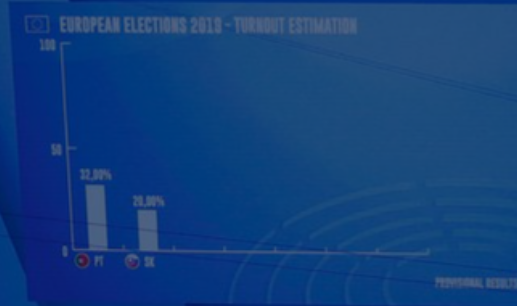
The 2019 European elections were one of the most highly anticipated public sector events. With 28 member states and over 500 million citizens in the region, demand is great for live coverage of the election's outcomes.

Background

➡ The European Parliament is the EU's only directly elected institution. Its 705 members represent the citizens of the European Union

➡ The Directorate for Campaigns is an arm of the EU's Directorate-General for Communication

➡ Selected Live Center, live-blogging solution, to cover 2019 elections

Reaching 500 million citizens with live election coverage in their own languages

Building on Live Center's success in helping media companies deliver live election coverage, the Directorate for Campaigns of the European Parliament selected Live Center to cover the 2019 European Union election.

As a part of the project, 24 unique live blogs were created, covered by 30+ editors, each customized for official languages of EU countries. Certain accessibility requirements needed to be met, which is where Live Center's flexibility and customizability shines.

Making public information more accessible

Because the live blogs were run on an official EU website, accessibility for readers with disabilities was a key consideration. Required attributes include being easily navigable and easy to understand for all readers. To support this requirement, Live Center was updated according to W3C standards and guidelines for screen readers and other accessibility-supporting devices up to an AA standard under the W3C WAI guidelines. These updates became available in Live Center's live blogs for all our customers thanks to the EU's election-blogging initiative.

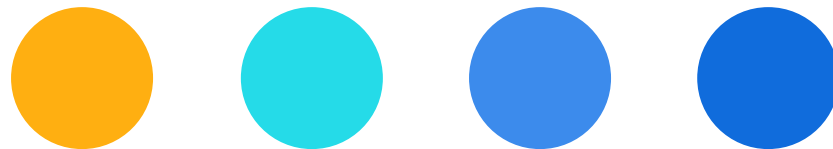# Making elections more engaging: Visual and interactive

● ● ● ●

The Directorate's coverage started by sharing a variety of key background information about:

- the election itself
- details about when different countries vote
- the importance of making your voice heard.

The impetus for going beyond static blogging and choosing to use live blogging was to create more opportunity for engagement. Live blogging enabled the Directorate to create content that included but expanded on simple text. With live blogging, they could add videos from different video platforms, social media posts, such as Tweets, Instagram content, Facebook posts, etc. to create a more visual and engaging live feed that reflects the "live" and real-time nature of live blogging.

Livecenter

26.5.2019 15:10:27

Spidskandidat Margrethe Vestager stemmer

Margrethe Vestager, spidskandidat (for ALDE) til posten som EU-Kor stemt på Københavns Rådhus.

Vestager ved valgstedet *Europa-Parlamentet*

Livecenter