



# US elections 2008

**B B C** NEWS

# Scale....

- 2004: 150 staff in DC
- Floor in neighbouring hotel
- Pashto to Persian
- More than half from language services
- 20 ISDN lines

# 2008

- Arabic TV
- Persian TV
- World News America

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# 2008

- File delivery
- Remote logging
- Exporting clips to the field
- Audience participation

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# Mid-terms

- Video quality essential
- Low bandwidth / bad value
- Journalist expectations

# Challenges.....

- Technology change
- Bandwidth
- Agility
- Scale

The BBC News logo is positioned at the bottom center of the slide. It features the letters 'B', 'B', and 'C' each inside a separate grey square, followed by the word 'NEWS' in a bold, sans-serif font. The background of the slide includes a stylized globe in the center, surrounded by several concentric, glowing red rings that create a tunnel-like effect. The overall color scheme is dark, with red and white highlights.

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