

# POLITICAL CONVENTIONS Are No Longer Conventional

DATA ON 4 TECHNOLOGIES TRANSFORMING POLITICAL CONVENTIONS

## MOBILE

Major networks boosted their 4G coverage and data infrastructure at the 2016 conventions

**5.4**  
TERABYTES



**2.8**  
TERABYTES



**8.2 TB** of traffic -  
enough to send 23M  
selfies, was sent  
during the last  
DNC & RNC



## SOCIAL MEDIA

Convention news cycles have shifted from post-event media punditry to real time



**182M** Likes, Posts,  
Comments & Shares  
**27M** People Talking



**167M** Likes, Posts,  
Comments & Shares  
**28M** People Talking



**16,600,000**

Tweets sent during the  
Democratic & Republican  
National Conventions  
multiplied **45X** in  
the past decade.



**360,000**  
2008

**14,000,000**  
2012

**2016**



**MOST POPULAR** | 54K tweets per minute  
mentioned Barack Obama's convention speech

## LIVESTREAMING

**28 Million** viewers tuned in  
to the 2016 DNC & RNC on Facebook Live

**9 Million** viewers tuned in  
to the DNC & RNC on YouTube Live



**STREAM TIME** | Viewers tuned in  
for an average of 25 minutes

## AUDIENCE RESPONSE

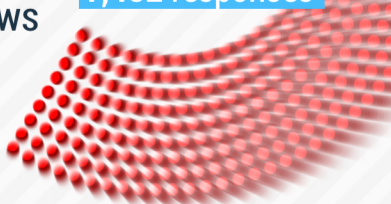
Party leaders are  
adopting **audience  
response systems**  
for live e-voting on  
candidates, bylaws  
and planks



**21** votes

**606** planks

**7,482** responses



- ✓ Live voting
- ✓ Delegate Verification
- ✓ Election rules
- ✓ Vote weighting
- ✓ Automated vote counting
- ✓ Quorum checking