

'Hologram' tech debuts during CNN election coverage

Last week, CNN debuted its new 'hologram' technology during its coverage of the American elections. CNN also reports record traffic to its international edition of CNN.com.

During CNN's "The Situation Room" last week, Washington bureau chief David Bohrman spoke about the network's use of hologram technology. View the [Hologram secrets revealed](#). See also [Beam me up, Wolf! CNN debuts election-night 'hologram'](#).

On Wednesday, 5 November 2008, CNN.com:

- Experienced a 2750% surge in international traffic to live video streams on CNN.com (versus the previous Wednesday)
- Experienced a 571% increase in videos served (click on demand) (versus the previous Wednesday)
- Traffic across the international edition of CNN.com was 789% up on traffic from the same day last week (versus the previous Wednesday)
- CNN's In The Field blog (<http://inthefield.blogs.cnn.com>) had more than a million views over the 24-hour period from midnight on Tuesday 4 November to midday on the Wednesday 5 November, and more than 4000 comments.
 - More than half of this traffic was to a [single post by Christiane Amanpour](#)
 - A post from [correspondent David McKenzie](#) in Kenya (on a bull to be slaughtered in celebration of Obama's win) also attracted record traffic

CNN.com Live, the Internet's only multi-stream, live video news service, smashed previous records by serving 5.3 million live streams on Election Day. The number of live video streams served by CNN.com on Election Day is nearly triple that of its previous daily streaming record, which was set on 1 September 2008 - the first day of the RNC and the day Hurricane Gustav made landfall. CNN.com also served an additional 6.8 million on-demand video streams on 4 November.

CNN.com also reports generating 282.5 million page views, also marking the highest day in the site's history, and more than doubling its previous record of 103.2 million page views from Super Tuesday of this year. On Election Day, CNN.com's traffic peaked during the 9pm ET hour with 35.6 million page views.

CNNPolitics.com also saw record-breaking traffic on Election Day, generating 30.1 million page views - a 43% increase over its previous record. Furthermore, CNN.com's special Election Section alone generated 103.2 million page views. The Political Ticker, the No. 1 political news blog according to Nielsen Online, generated 8.7 million page views, scoring its second best day ever (source: Omniture SiteCatalyst, global).

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