



GALLUP NEWS NETWORK

2005 COMPUTERWORLD HONORS CASE STUDY

MEDIA

ON SEPTEMBER 13, 2004, GALLUP INTRODUCED THE GALLUP POLL DAILY BRIEFING, DESIGNED TO DELIVER PUBLIC-OPINION NEWS AND DATA VIA A WEB CAST FROM GALLUP.COM, AND PROVIDE WORLD LEADERS WITH THE RELEVANT, RELIABLE AND TRUSTWORTHY INFORMATION THEY NEED, WHEN AND WHERE THEY NEED IT. [20055203]

A Search for New Stories



Robert Carrigan,
Chairman of the Chairmen's Committee

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SUMMARY

Gallup introduced the Gallup Poll Daily Briefing on September 13, 2004. The purpose of the show is to deliver public opinion news and data via a web cast from gallup.com. Our aim is to reach world leaders and engage them with the information they need to perform better. We tell the truth and equip leaders with the facts.

APPLICATION

The Gallup Organization has been conducting public opinion polling since 1935. Our research data falls into one of the following categories: government and politics, business and economy, health and healthcare, religion and social trends, education and youth. For years Gallup has analyzed the data and shared conclusions with the public. This is done through television, newspapers and over the web. Typically, what have been produced for the web are analyses and articles written based on our findings. However, there has never been a video web cast where we presented Gallup public opinion data and our conclusions. The creation of the Gallup Poll Daily Briefing allowed Gallup to present data in a way like never before. Each day Dr. Frank Newport greets the world at www.gallup.com with information for world leaders. The information is insightful, unbiased and it relates to the issues that matter most to leaders.

BENEFITS

- 1) Daily access to the latest or most relevant public opinion. With the web cast we have created an avenue that allows us to go directly to individuals all across the world every day. Whether it's the presidential election, the war in Iraq or consumer confidence, we are able to take the relevant data of the day and share it.
- 2) Access is also a benefit. The web cast plays on demand for a 24 hour period until the next show is produced. This allows individuals to reference or share the daily show throughout the day.
- 3) Direct access from a trusted source is another benefit. Leaders don't need to wait for Gallup's findings to be released through other media outlets. Instead they can come straight to the trusted source at www.gallup.com and listen to Dr. Newport.

IMPORTANCE

The technologies leverage by the team were as follows:

- 1. Flash
- 2. XML
- 3. ASP.NET4. C#

ORIGINALITY

The Gallup Poll Daily Briefing is the first web cast dedicated exclusively to delivering Gallup Poll data. While we've always prided ourselves on conducting perfect polling, we have never before delivered it exclusively ourselves via a web cast.

SUCCESS

The launch of the Gallup Poll Daily Briefing is the first step in the progression of a very large vision.

Launching the web cast during the 2004 election allowed Gallup to share this new show with the entire world as we were looked to for insights and polling for the presidential election. During the month of October we had over 100,000 world leaders watch the web cast with the peak day hitting nearly 15,000. During election week in November, nearly 35,000 individuals watched the web cast. Looking at these numbers we have been able to conclude that the show is a success. We now look to the future and building upon our early achievements.

DIFFICULTY

The difficulty level from a technical perspective was very minor. The level of difficulty came in determining which combination of technologies would get this product out to the most users with best outcomes. It was also a technical challenge to get this right the first time. It was monumental that we were able to perfect and learn as we went along without stumbling. Making it work was one thing, making it work perfectly from day one and having it work perfectly since the first day was our biggest success.