REUTERS | THE REAL WORLD IN REAL TIME™

On November 3rd, 2020 history will be made

The 2020 Presidential Election is more than a US domestic news moment.

The decisions of American voters will move markets, affect global relationships and fundamentally impact lives of billions at home and around the world.

The path to the White House

Primaries and Caucuses

Individual states hold statewide voting on their preference for the Republican and Democratic presidential candidates.

FEBRUARY – JUNE 2020

Conventions

Each party holds a nominating convention to select their final presidential nominee. Each presidential candidate chooses Vice President.

AUGUST 2020

General Election Campaign

The candidates campaign vigorously across the country to win support from the general population.
Four debates usually take place between presidential and vice-presidential nominees.

AUGUST – NOVEMBER 2020

Election Night

People vote for the President.
Each State gets a number of Electors based on its representation in Congress, with winning candidate assigned 100% of the State's Electors.
The winner must have at least 270 of the 538 available Electoral votes to be elected President.

NOVEMBER 3, 2020

The newly elected President is inaugurated in January 2021

Three ways to partner with Reuters for the 2020 US Election

Full Data Package

- National Election Pool data feed including live election results and exit polls
- Ipsos sentiment polling data.

Includes the Graphics Package

Graphics Package

Full Reuters graphic offering, including:

- Engaging interactives
- Static graphics
- Graphics Wire
- Election Night "Map"

Multimedia News Package

Full Reuters US Election coverage across all content types

National Election Pool (NEP) data helps you expand the scale of the 2020 elections story

Chart real-time outcomes from 900 locations throughout the 2020 Elections Cycle through exclusive Reuters/NEP partnership.

What is the NEP:

The gold standard for election vote count, delivering fast and accurate 2020 US Elections data.

Composed of 4 of the biggest US networks (ABC, CBS, NBC & CNN) and Edison Research.

National Election Pool

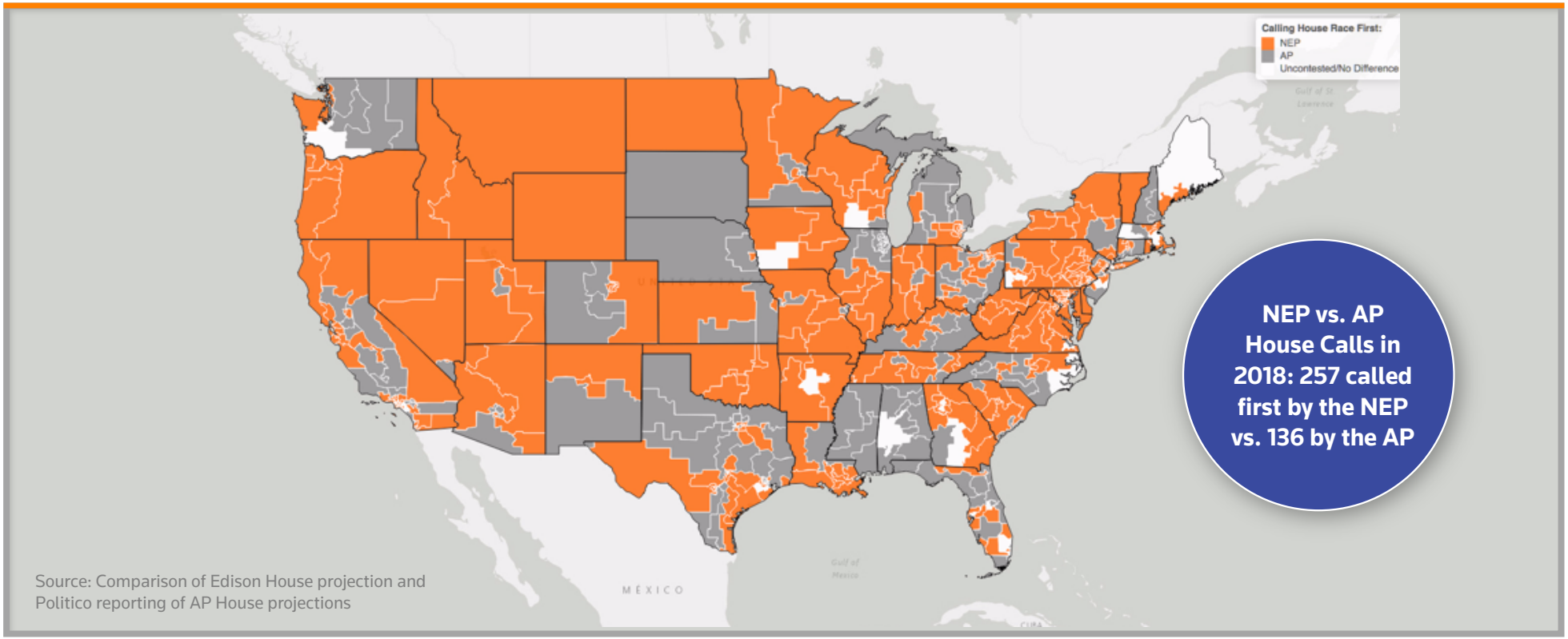
Conducted by edison research

General election real time vote count

- Vote count/winner projections for all state-wide races
  - President, Senate and Governor
  - 435 U.S. House of Representatives
- Selected ballot measures and referenda
- National summaries of electoral votes won by each presidential candidate, Senate and House of Representative party composition and composition by party of Governors.

Data is delivered via API, as well as a user-friendly web-based application, and digital graphics ready for online use, Technical support is also available for customer graphics teams.

Faster projections by the NEP and Edison Research

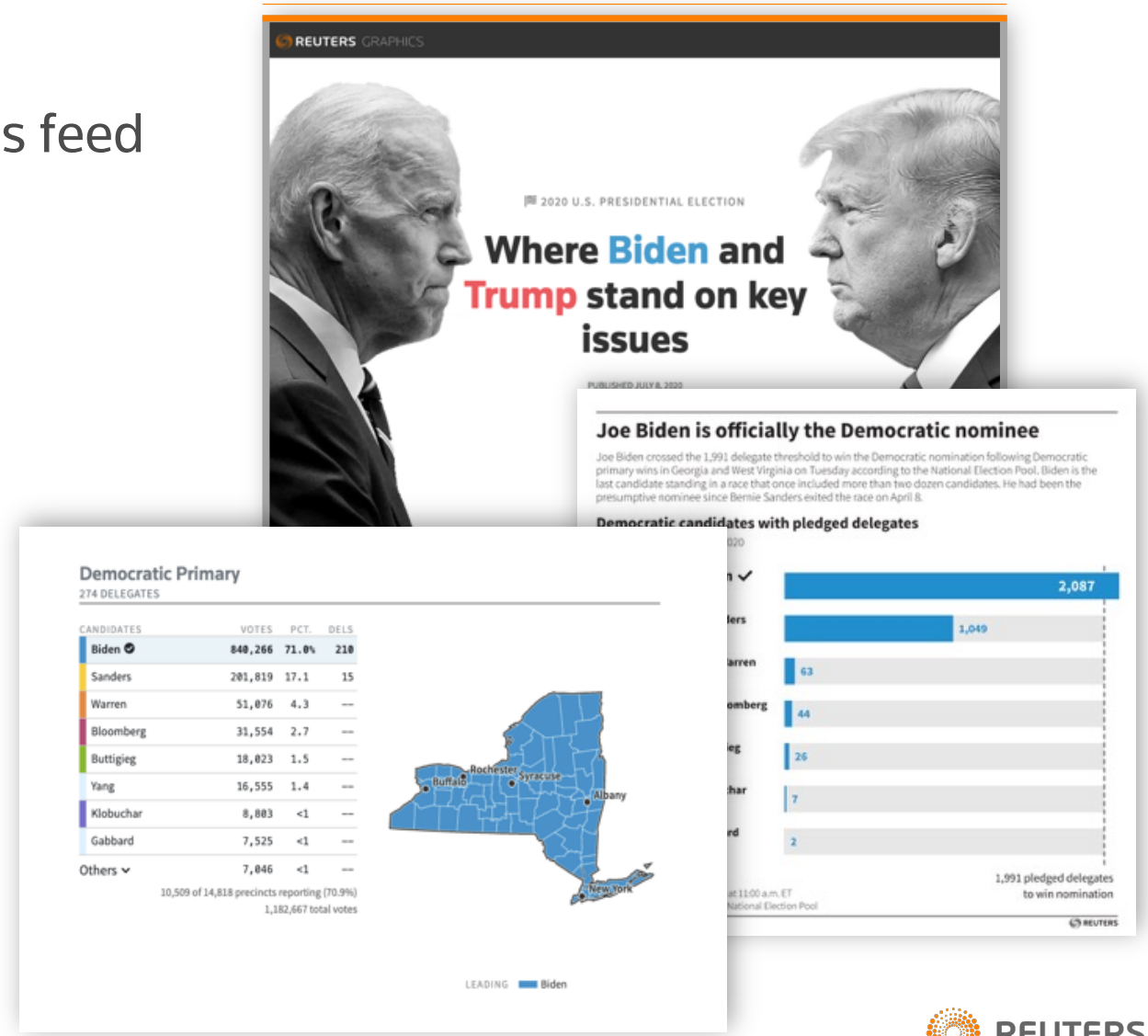


Source: Comparison of Edison House projection and Politico reporting of AP House projections

Reuters US Elections graphics feed

Chronicle the road to Election Night, through a range of graphics

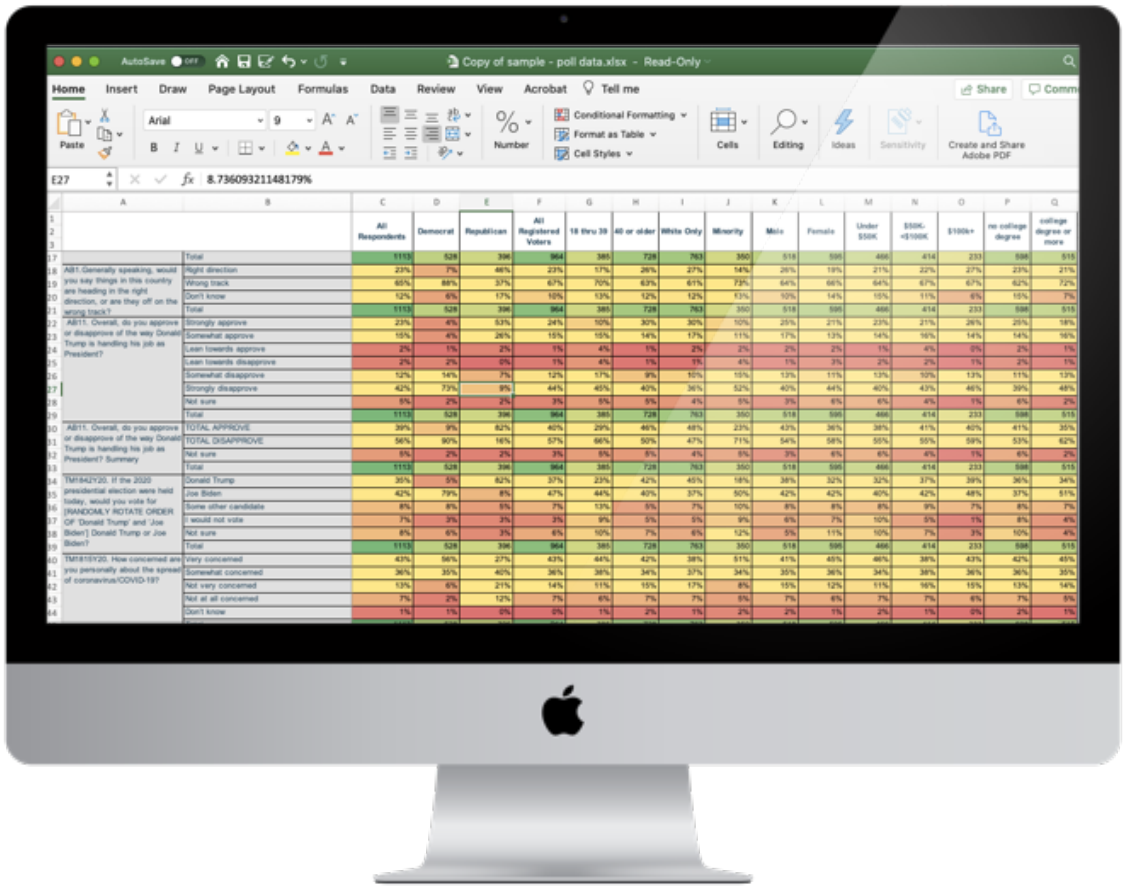
- Access to US Elections related graphics from the award-winning Reuters Graphics wire
- As the race evolves, Reuters graphics team gives your audience the visual context they need
- Embed graphics in a few easy clicks, or customize, edit, and translate
- Growing output as the election approaches, including a mixture of two-dimensional static graphics, and engaging interactives



Reuters/Ipsos polling data

Deliver your unique view of the race through US Voter opinion polling

- Running since 2012, the Reuters/Ipsos is an essential component of the remote 2020 cycle
- For the first time ever, your news staff will be able to analyze and filter crosstabs by demographics and voting behavior, and craft unique takes for your audiences
- Five questions will be asked each week, with weekly additions (based on editorial judgement)



Reuters multimedia opportunities

From conventions through Election night, craft engaging stories with every content type

Video

Rallies, voter profiles, Trump and Biden speeches, issues digests in raw and packaged formats

Text

Breaking news and deeper insights capturing every race moment quickly and definitively

Pictures

Iconic imagery capturing candidates and voters from key campaign events and Election day/night

Explainers

Breakdown of the race mechanics and domestic and international policies, for global audiences

REUTERS

NEP/Edison data packages

	Full Data Package	Graphics Package	News Package
Multimedia News: text stories, photos, and video clips related to the US Elections.			✓
Election Graphics Feed (static & interactives) through Dec 2020	✓	✓	
Election Night Graphics Package (The Map) ready to embed late October	✓	✓	
Weekly Data Drop: Reuters/IPSOS opinion polling (summarized datasheets each week through Dec 2020)	✓		
API: Raw, real-time National, Statewide and Congressional District Vote Count & Winner Projections	✓		
API: County-level Data	✓		
API: National and State Level Exit Polls	✓		

Data delivered via API is also available via web portal.

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