American News Program Looks

Common Elements
- Camera movement in multiple axes
- Animated graphics behind presenters
- Network branding visible in multiple places in each studio
- Different camera positions for different segments in the show
- Anchor paper scripts are visible on all the networks
- DTL boxes incorporate some kind of divider between the two boxes
- Multiple visual layers create depth
- Use of jib and steadicam shots to achieve lateral camera movement
- no one uses a strictly photographic background; all use a mix of elements
- 3 out of 4 incorporate the anchor's name in the title and branding

Notable Differences
- Only CBS hints at being in DC with their set graphics
- CBS incorporates some AR elements
- PBS has the simplest overall visual look, NBC the most involved

Color Schemes
- ABC is most subdued with dark blues and grays
- CBS brighter blue and with brighter highlights
- PBS is the simplest look with blue and white with red highlights
- NBC a mix of blues with gray and red highlights

Show looks are current as of May/June 2021

ABC World News Tonight

Story intro

https://youtu.be/QafVYKJO6jY

Notes:
- presenter camera left with graphics on right
- story video clips playing behind title on right
- animated fake data graphic over other shoulder
- animated gradient lines in background
- camera pushes in during read

Person of the Week wide shot
https://youtu.be/6vsLpNZW0ms

Notes:
- "Person of the Week" graphic is AR-ish looking - it stands out from the background
- Wide shot tracking to the right from above eyeline

DTL with correspondent

https://youtu.be/QafVYKJO6jY?t=94

Notes:
- Title of show with anchor name very prominent
- thin divider between boxes

CBS Evening News

Opening
https://www.cbsnews.com/video/060821-cbs-evening-news/

Notes:
- camera zooms out and down (jib maybe)
- AR graphics on floor animate in with date and name
- Sometimes reversed for a closing shot
- CBS branding in multiple locations

Lead story
https://www.cbsnews.com/video/060821-cbs-evening-news/

Notes:
- camera pushes in from centered shot to anchor on left
- graphics animate in behind story title
- subtle animated elements occasionally as read continues
- presenter camera left with graphics on right

Presenter centered

Notes:
- Photo-like collage behind anchor
- Column graphic motif hints at DC or government/authority

DTL with correspondent

Notes:
- Box background retains graphic elements; isn't plain

NBC Nightly News

Opening
https://youtu.be/C_Yoznn6U2Y

Notes:
- Title of show in graphic
- Date of show in graphic
- Camera (jib or steadicam) move (truck and zoom then some floating)
- NBC branding visible in multiple places
- Shooting towards the corner of the studio so main story screen is angled, drawing eye towards presenter

Story 1
https://youtu.be/C_Yoznn6U2Y?t=134

Notes:
- Multiple story graphics in different screens
- Main story screen angled
- NBC logo visible in strip and various other places
- Story graphic has generic overlay elements (dots)
- Camera movement (floating) during read
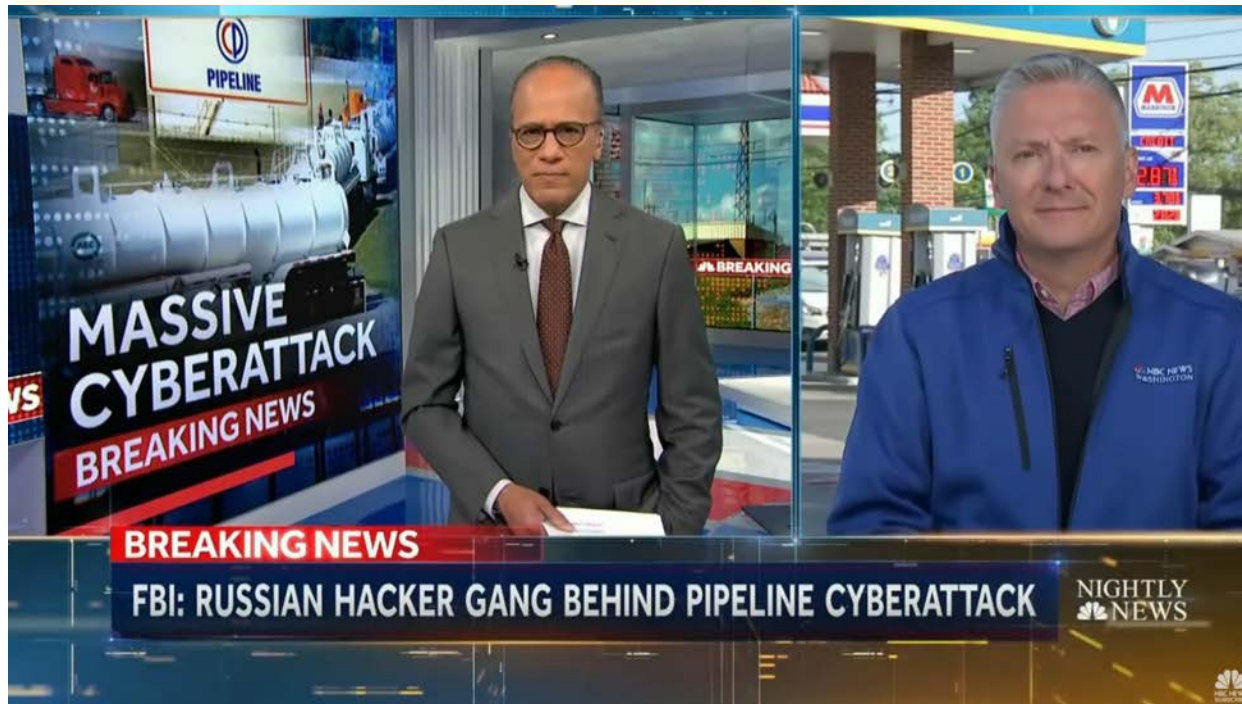
Story 2

Notes:
- anchor camera left with graphics on right
- Story graphic on other side of anchor
- Story screen straight on
- NBC logos
- Camera pushing and floating slightly during read
- Story graphic has generic overlay on right side

DTL Interview Boxes

https://youtu.be/JBISK3_fOQg?t=362

Notes:
- Wide presenter box - story graphic is sometimes on the other side in different DTL's
- Box background image has gradient and tech look

DTL Interview Boxes 2

https://youtu.be/JBISK3_fOQg?t=471

Notes:
- Equal size framing on this one when no story graphic

Closing 1

https://youtu.be/C_Yoznn6U2Y?t=1251

Notes:
- Strip on graphic has show name and logo
- Camera pulls straight out during read or truck and pull out

Closing 2

Notes:
- Camera trucks and pulls out

Other Notes:
- YouTube channel has "thanks for watching" video at end of news with different camera angle and different show graphic
- Full (seems to be) news broadcast on YouTube with chapter markers
- Many stories have "breaking news" stripe some just "Nightly News"
- Dot overlay on the story graphics connects with dots that form map in generic background
- Map motif is overlay sometimes
- Every read has some camera movement frequently truck/zoom in/out then gentle floating if needed
- Graphics in screens are static since there is always camera motion

PBS NewsHour

Opening
https://www.youtube.com/watch?v=1OhMbj3k-fY

Notes:
- animated stripe behind story graphic screen
- story graphic reflection in desk

Story look 2

Notes:
- animated stripe visible on other side
- OTS graphic added
- graphic overlay with PBS faces added as well

DTL Interview
https://youtu.be/1OhMbj3k-fY?t=450

Notes:
- Simple box background
- Drop shadow around edges of boxes

Anchor single shot for studio interviews
https://youtu.be/1OhMbj3k-fY?t=1237

Notes:
- Different look for different segment
- Lots of depth in this position

Wide shot for studio interviews

https://youtu.be/1OhMbj3k-fY?t=1246

Notes:

- Branding visible in background
- Camera close to table with wide angle lens

Closing wide shot
https://youtu.be/1OhMbj3k-fY?t=3301

Notes:
- Jib shot
- Cameras, lights, and operators visible