



USE CASES FOR DRONES NEWS AND MEDIA

Drones are changing the way the news media reports on unfolding events in a rapidly changing world. More agile and less costly than helicopters, drone technology can fit in the back of a news van and be deployed at a moment's notice.

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- **Aerial images of disaster areas**
Situations like war zones, floods, and earthquakes can be covered without endangering a ground crew.
 - **B-roll footage and establishing shots**
Drones can capture sweeping shots of natural landmarks like waterfalls or seasonal phenomena like autumn leaves and cherry blossoms.
 - **Scale**
Help put stories in perspective with drone photography.
 - **Cover climate change**
Besides mapping shorelines and watersheds, drones can be equipped with infrared or Lidar sensors, which can gather more detailed and accurate data.
 - **Sports**
Drones can move quickly to capture fast-moving action, and have already been used in the Winter Olympics, Formula One, and the X Games.
 - **Virtual reality**
Media companies are using drones to create immersive digital environments.
 - **Traffic reporting**
A drone can easily document a big highway pileup, so long as the pilot follows regulations for overflying people and infrastructure.
 - **Photogrammetry**
Create accurate 2D and 3D maps and provide context to a story.
 - **Meteorological reporting**
Weather balloon data can be augmented by drone data about the lower atmosphere, especially in remote areas.

Learn more at [Skward.io](https://skyward.io)