



Comments from the Jury Group:

“A simple, elegant online live stream that was thankfully available at a time of great national hardship.

The multiple camera angles, a chat function and extreme responsiveness to user needs makes this project stand out.“

“I love the quiteness of the project.“

“I watch this and my mind is being massaged. I’m reminded that nature is savage, as well as calming.“

“Hopefully leading to increased awareness of the fragility of the natural world. How much longer will the moose migration be left unchanged?“

“It’s perfect corona-therapy and zen for the nature watcher.“

“We just have to do projects like this so that we understand the value of clean nature and our environment every day.“

“I got hooked instantly while watching the presentation.“

Every spring, for thousands of years, the Swedish moose migrates across the same tracks in the forest to get to greener pastures and more fertile land. One path, that includes crossing the mighty river Ångermanälven, is particular popular with the moose and here SVT placed 28 remote control cameras to give the audience unique access to the phenomena. Online SVT offered collective moose watching through the DUO-app where more than 200.000 unique visitors shared the experience together and could directly communicate with the production. Interactive maps and GPS-tracking, weather-data and live Q&As gave the full picture of what took place in the area.

Congratulations to:

Submitting organisation:	Sveriges Television – SVT
Contact:	Anna Hagnefur – anna.hagnefur@svt.se
Author:	Johan Erhag & Stefan Edlund
Director:	Johan Erhag & Stefan Edlund
Commissioning editor:	Bengt Strömbro
Producer:	Johan Erhag
Co-Producer:	Yleisradio - YLE
Total Budget:	€ 238,000
Production context:	A slow-TV concept to celebrate the Swedish moose and the arrival of spring.
Digital distribution:	Overall the livestream was started over 11,5 million times and more than 4,5 million hours were spent on SVT Play – the result was a national moose fever in Sweden during the spring 2020.
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