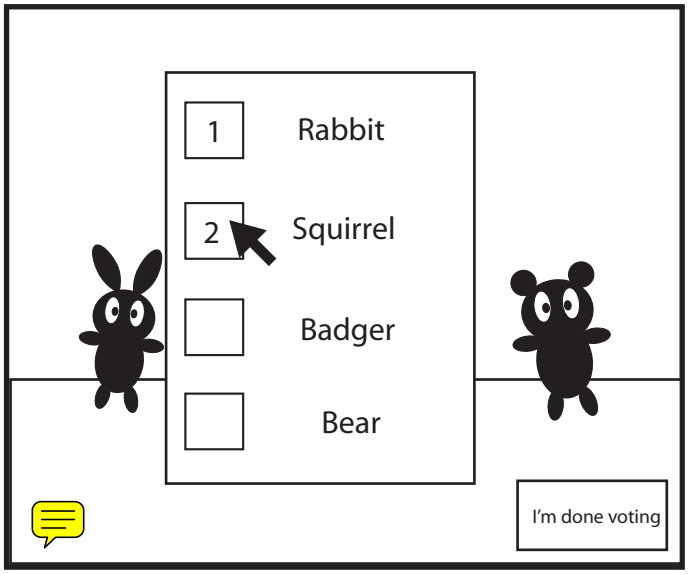
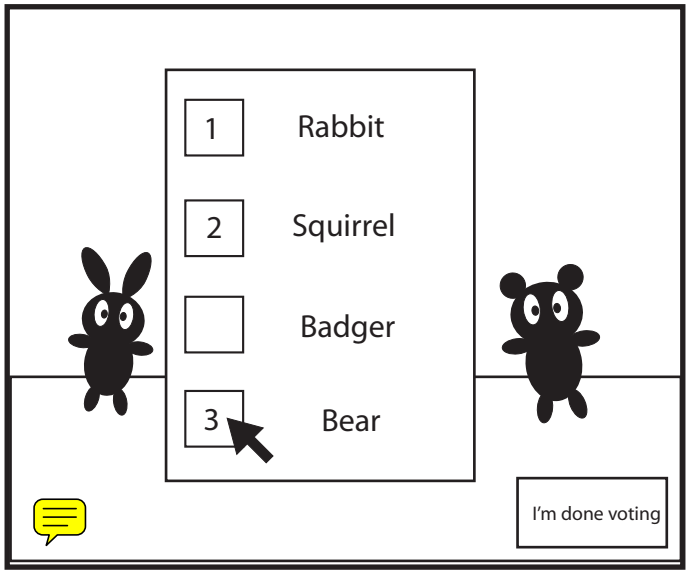
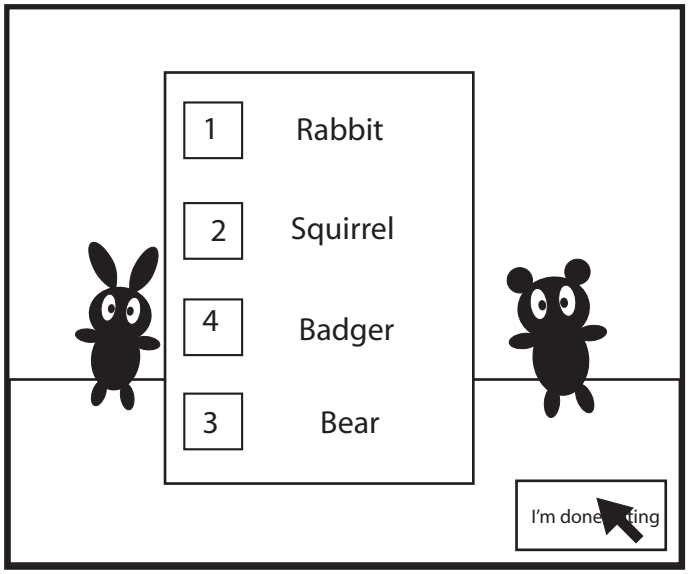


13. Users are able to rank in order of preference. Their first click makes a 1 appear etc. In our example the user selects Rabbit first,

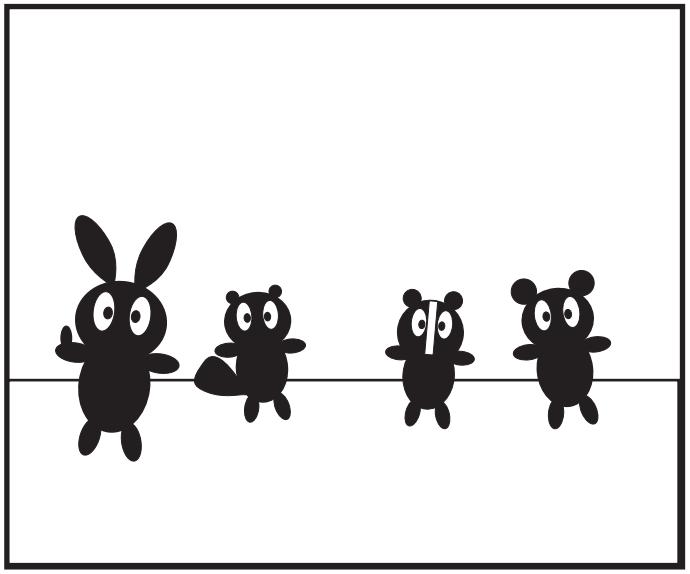
VO: *"So, Rabbit was your first choice. If they don't win, do you have a second choice? Click on the corresponding box to make your decision. If you don't like any of the other candidates, click the 'I'm done voting' button."*



14. In our example the viewer selects Squirrel 2nd, Bear 3rd and badger 4th.

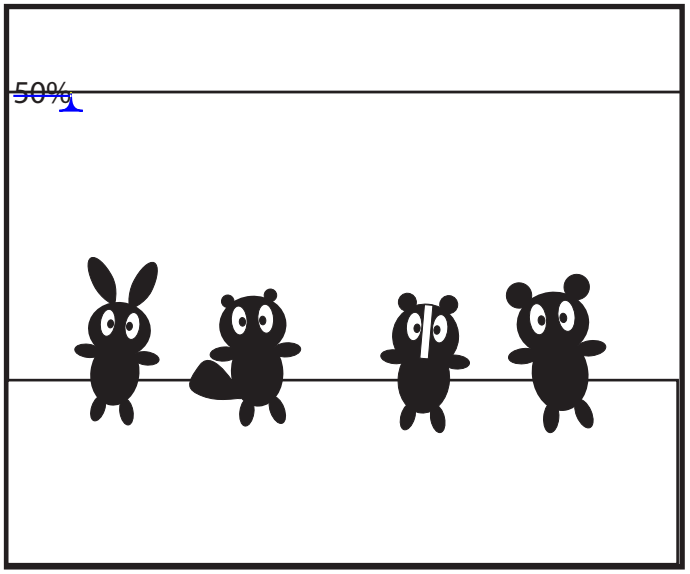


15. At any time after selecting their first candidate, users can click the ' I'm done voting' button.

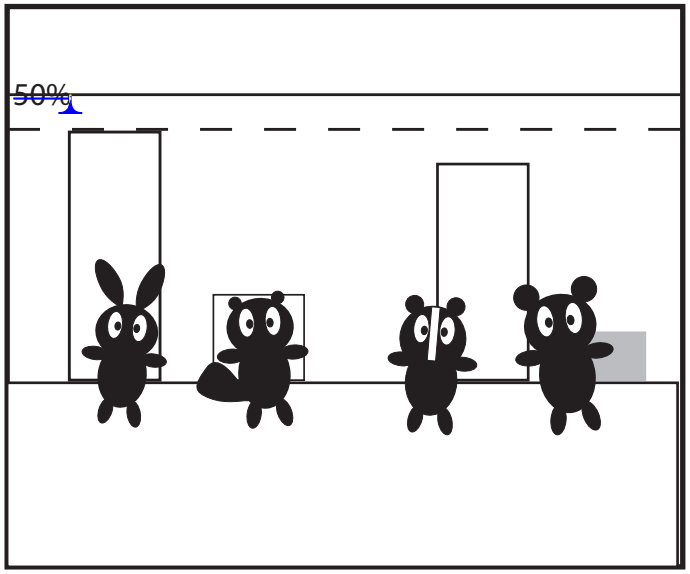


16. VO: *"Voting is now closed. We've added your ballot to the other voters first choices. Who will win, lets find out how the nation voted?"*

The 1st choice Rabbit steps forward gives a thumbs up and a wave.



17. We see the four animals standing nervously as a small bar graph next to each character grows to show how many votes they've received. A 50% line appears above them.
VO: *"Remember, with the Alternative Vote system, if a candidate receives more than ~~50%~~ of the number 1 votes cast, they win and there is no further counting."*



18. *VO: "So, at the end of Round 1, Rabbit has the most votes, but has received less than half of the total number of votes. This means we go into a second round of voting. To do this, I'm afraid we remove the candidate with the fewest votes – that's you, Bear.*
Bear drops his head.