

LIVE BLOG tickaroo

2020 US ELECTION COVERAGE

CASE STUDY



Following all predictions, the 2020 US Election proved to be an engrossing story. Countless reporters, including our partners, worked around the clock to provide quality news and timely updates to their readers.

The following data sets are based on the cumulated statistics of all liveblogs published with Tickaroo Live Blog software from November 3, 2020 to November 9, 2020.



14 Liveblogs

13 major German media providers created 14 liveblogs with Tickaroo Live Blog tech about the US Election.



9.8 Million Uniques

With such a contentious election race, it was not surprising that nearly 10 million people wanted to know who the winner would be. Our scalable system was able to easily handle the high traffic.



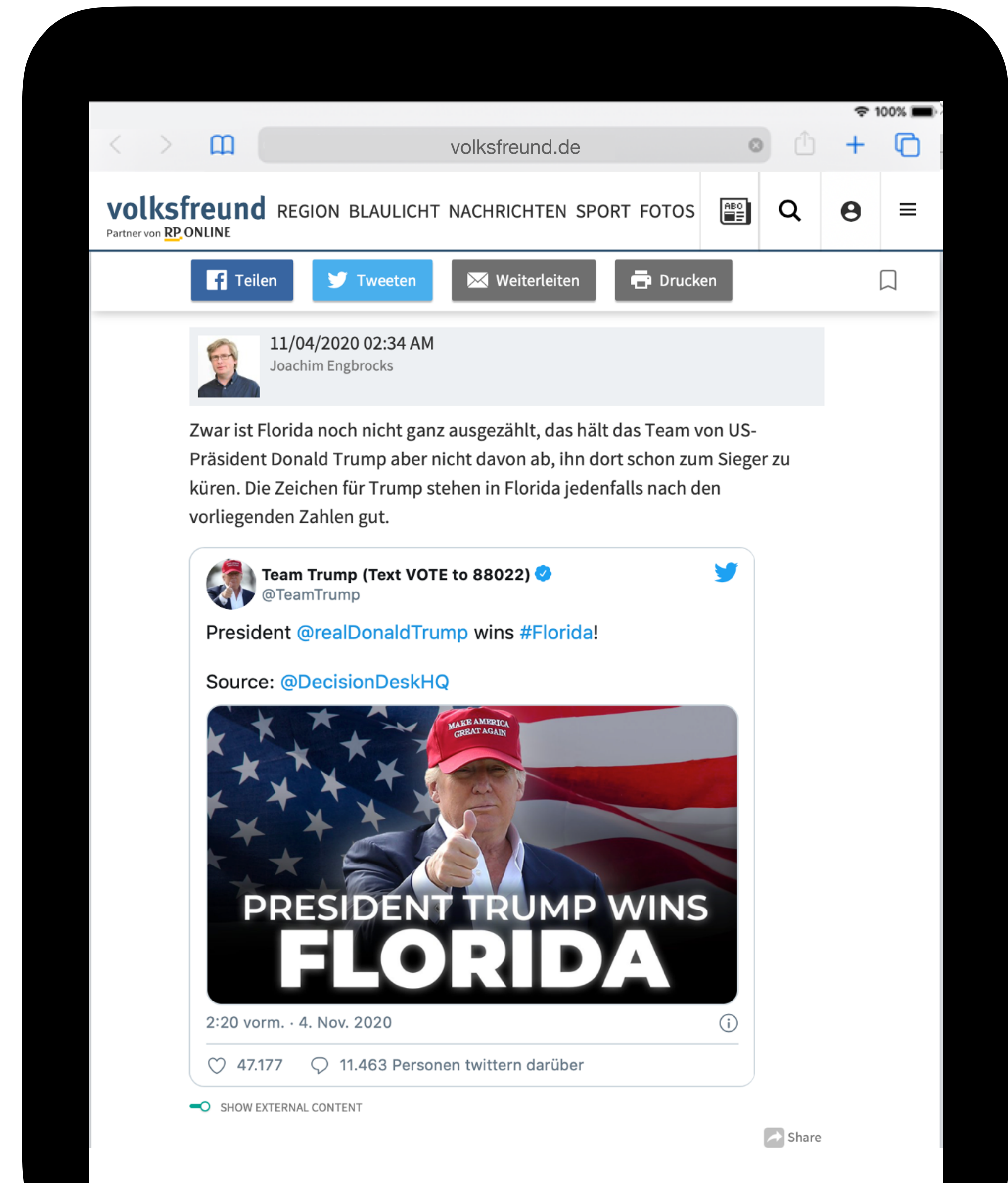
760+ Million Views

From Election Tuesday to the aftermath of Joe Biden's projected victory on Saturday, our clients' liveblogs were viewed an astronomical amount.



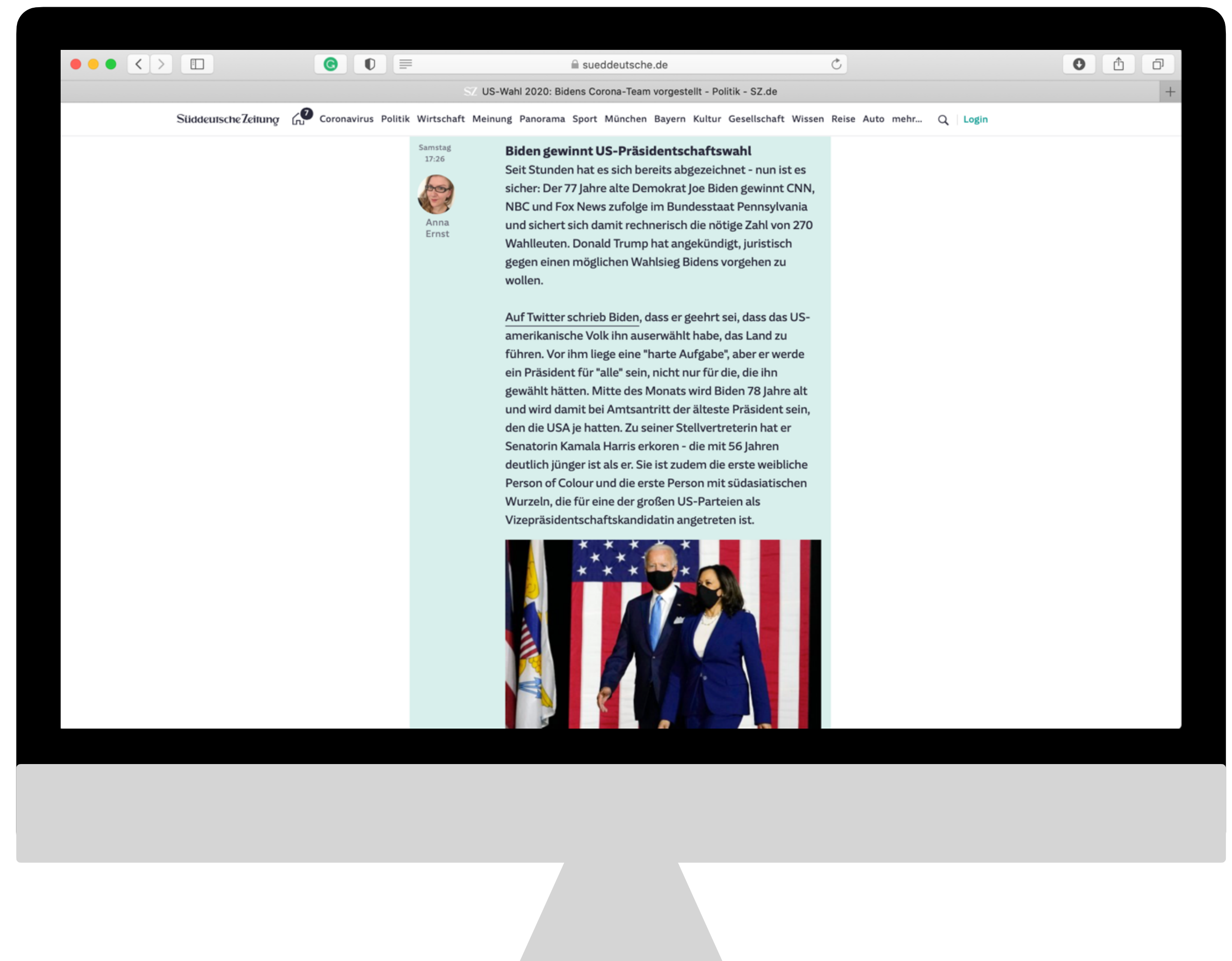
69444 avg. Views per Minute

Despite the high number of views per minute, our system barely noticed the many spikes in traffic. Our clients' liveblogs were always available, even during the most exciting moments of the week.



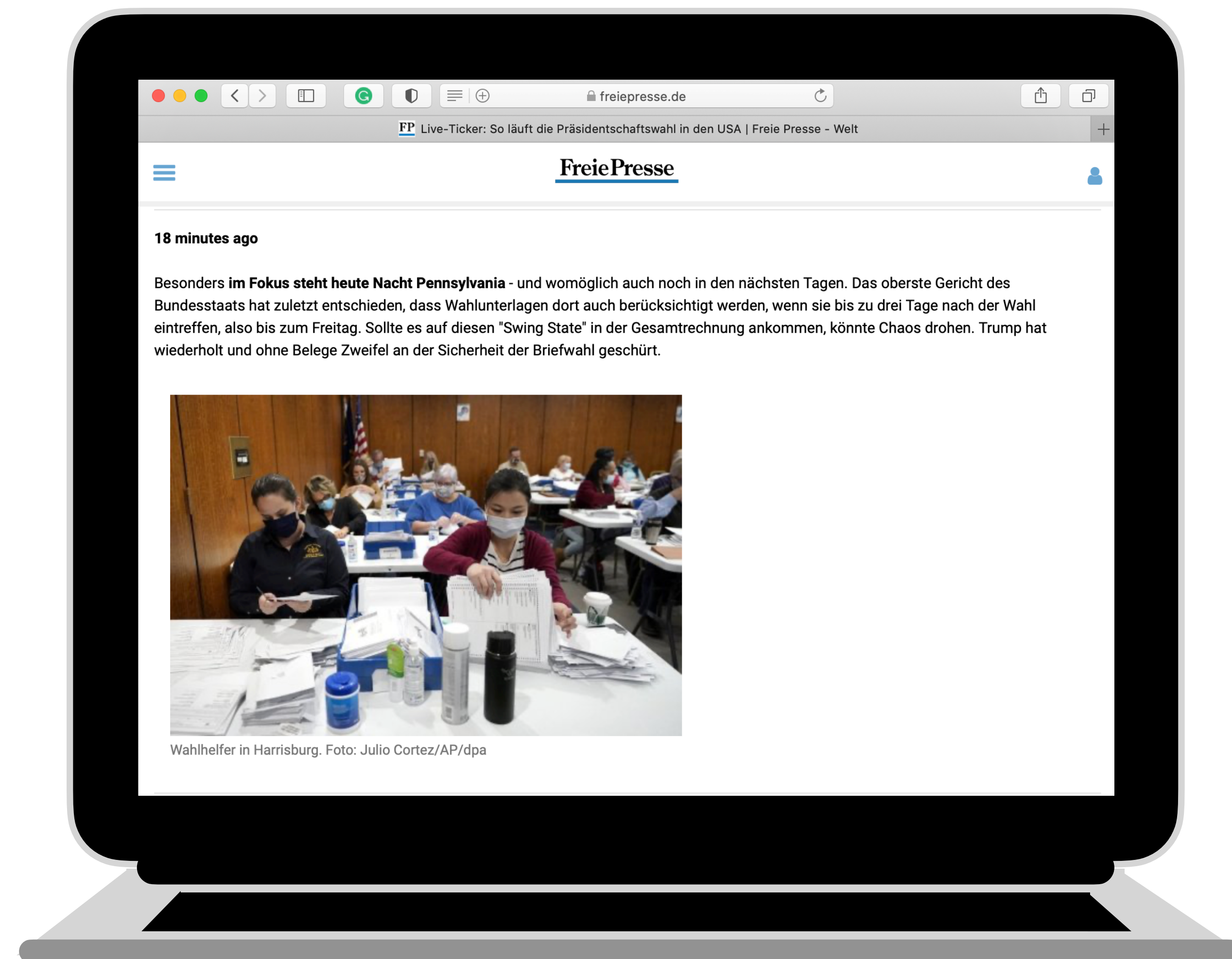
11.5 Million Views: Biden's Victory Announcement Spike

Even during one of the highest viewer spikes of the week, our systems automatically scaled to keep our clients' coverage available to their users.



6:13 Minutes: Average Retention Rate

Liveblogs enabled our clients to provide captivating content from beginning to end. Audiences also stayed on their sites for a significant period of time.



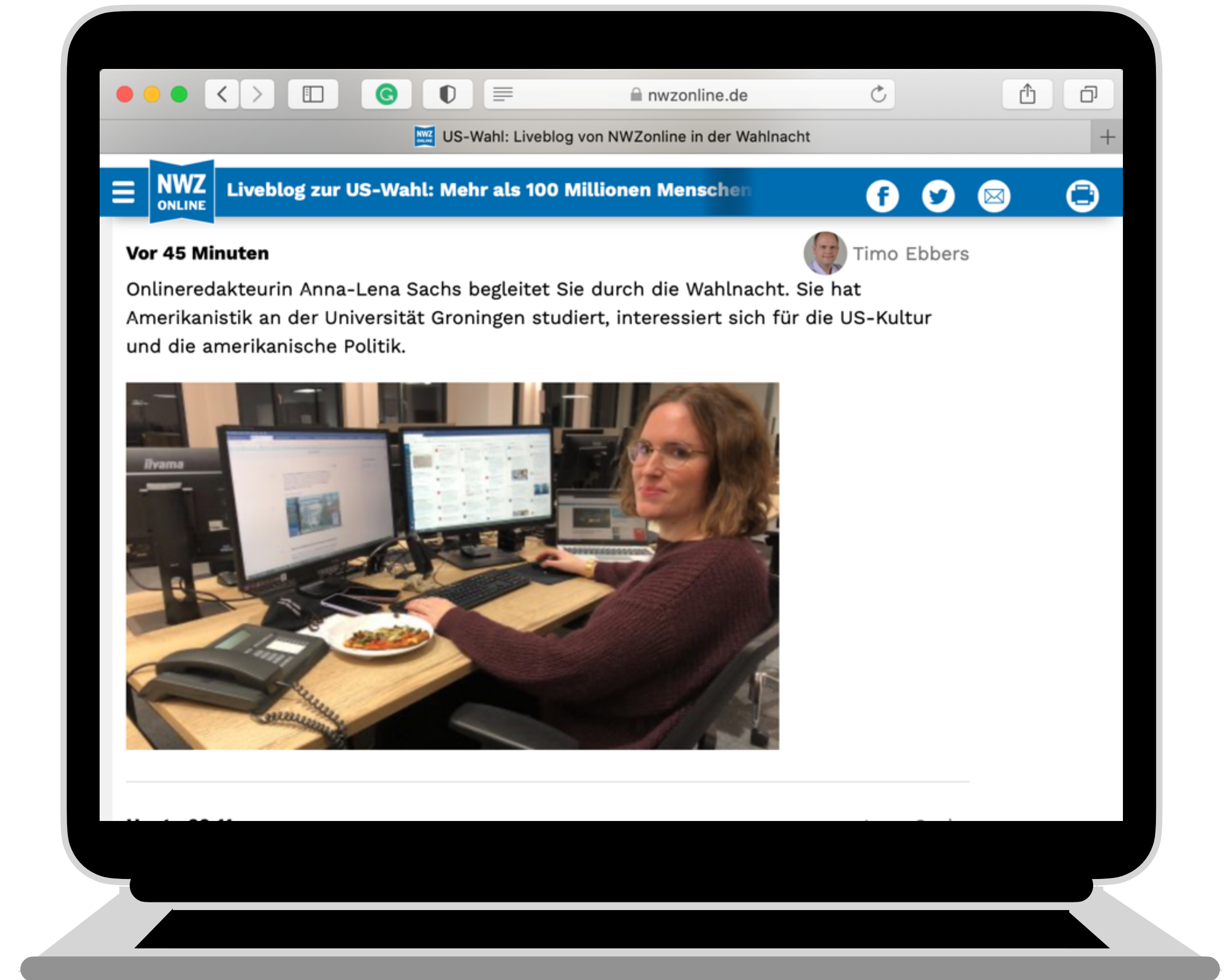
5437 Messages

The fourteen election liveblogs contained a total of 5437 posts. That's an average of about 388 posts per liveblog.



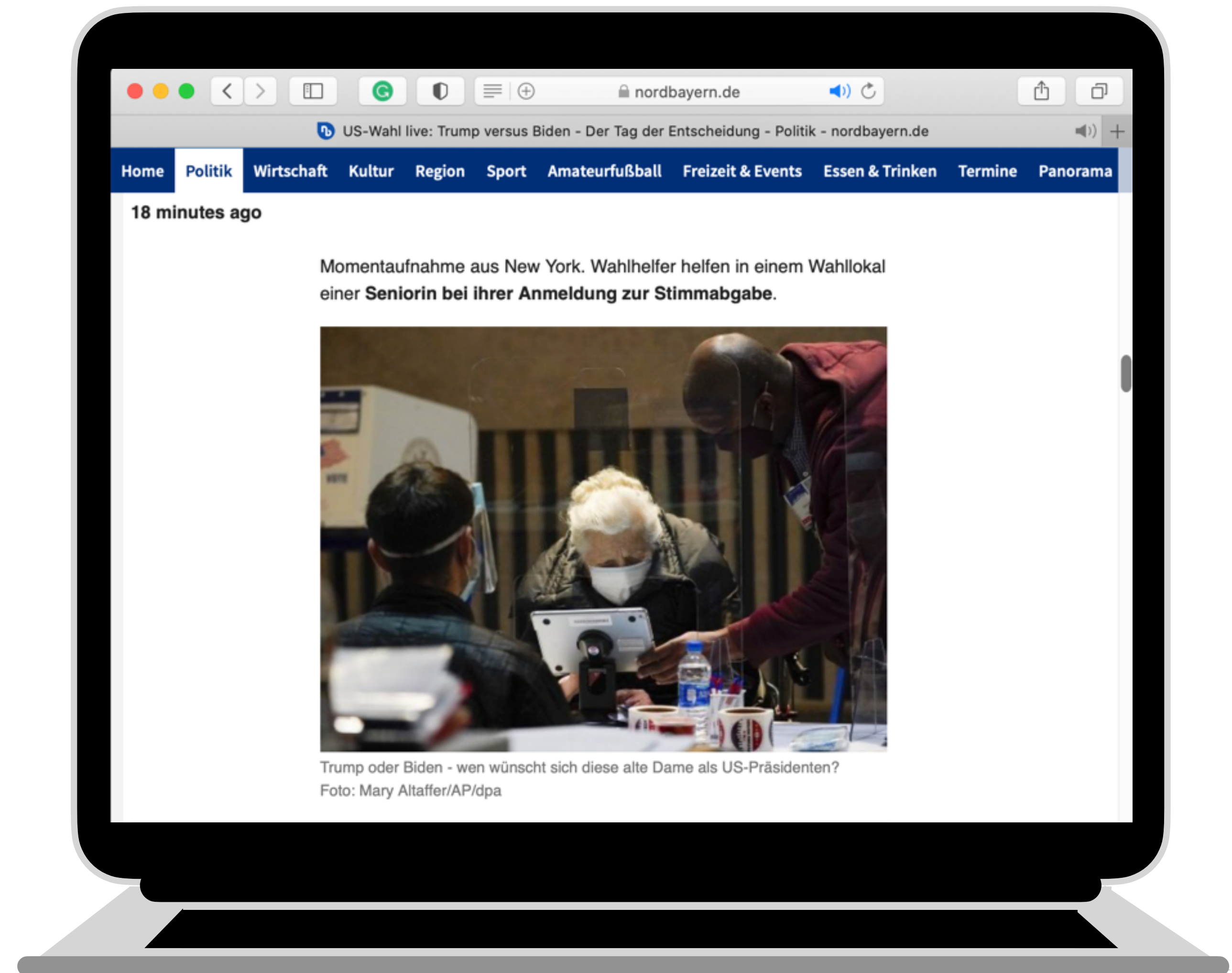
224 Reporters

Dedicated journalists make the world go round. Tickaroo's Live Blog format enabled these reporters to discuss some of the more interesting developments in real-time with each other and their audiences.



1198 Photos Posted

A picture is worth a thousand words and our clients know it. Drag & drop makes it easy for them to add photos, even with a time crunch.



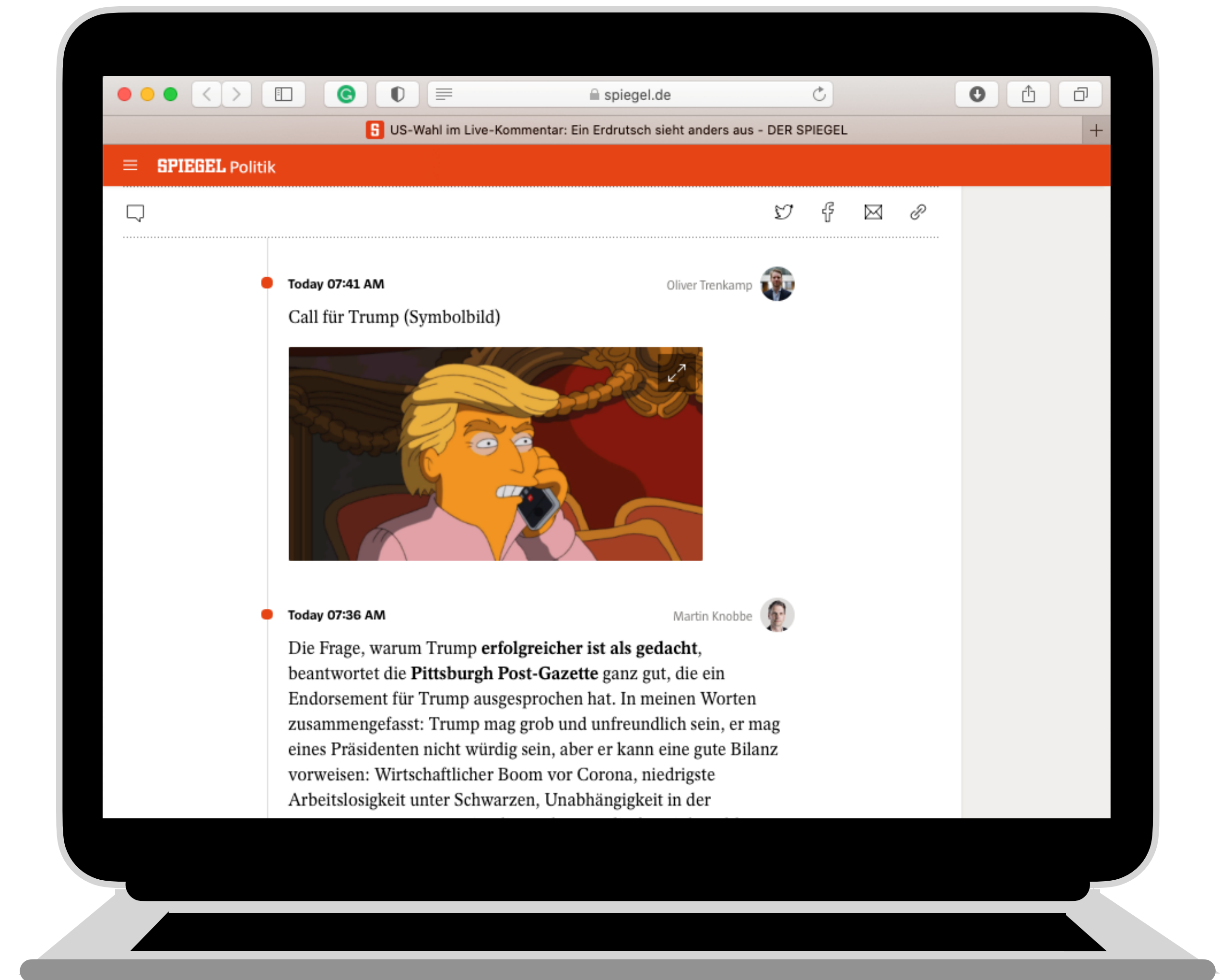
36 Videos Posted

But sometimes you just need a video.



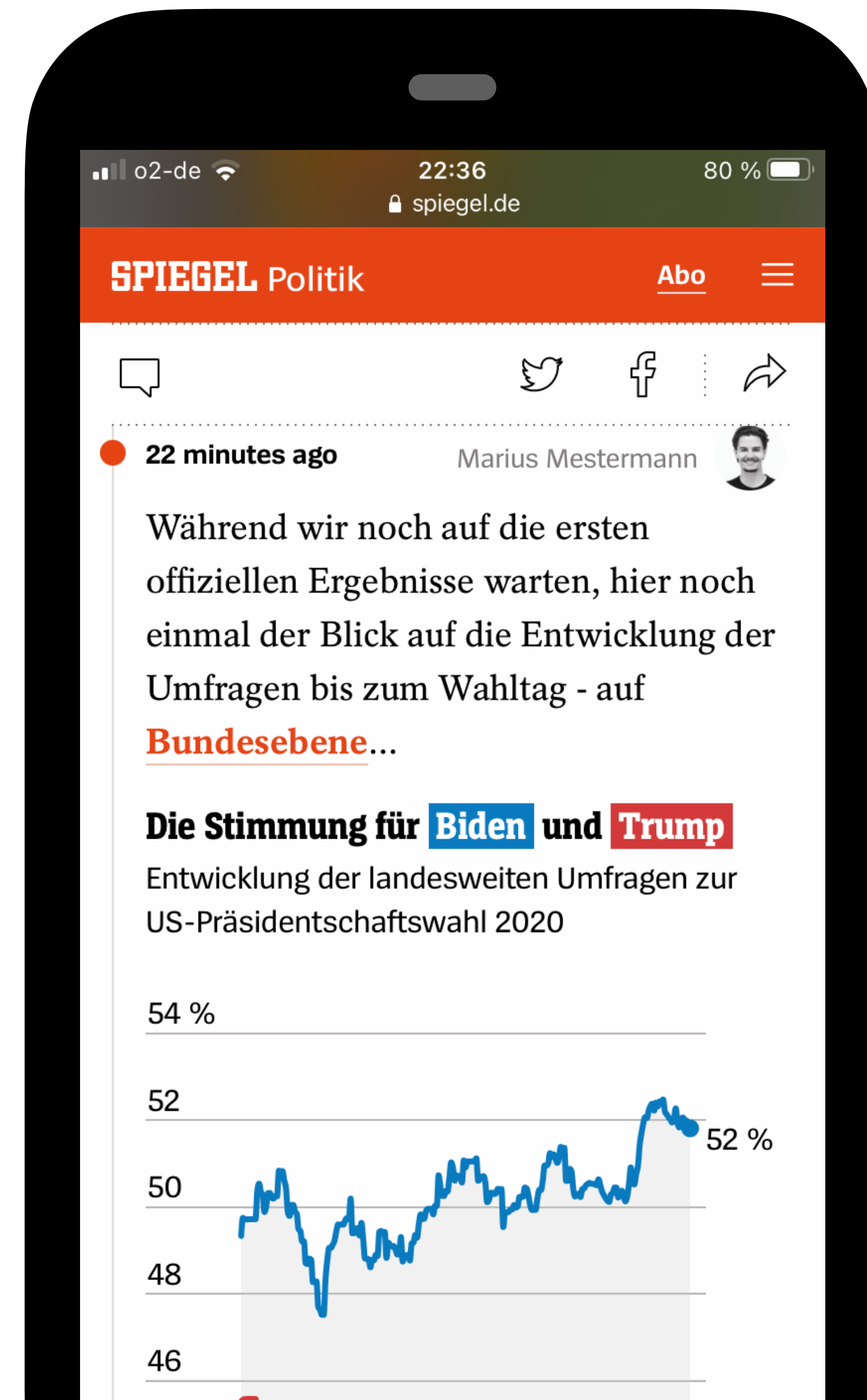
10 GIFS Posted

Do GIFS have a place in serious journalism?
Sometimes they are the only medium that accurately expresses a moment.



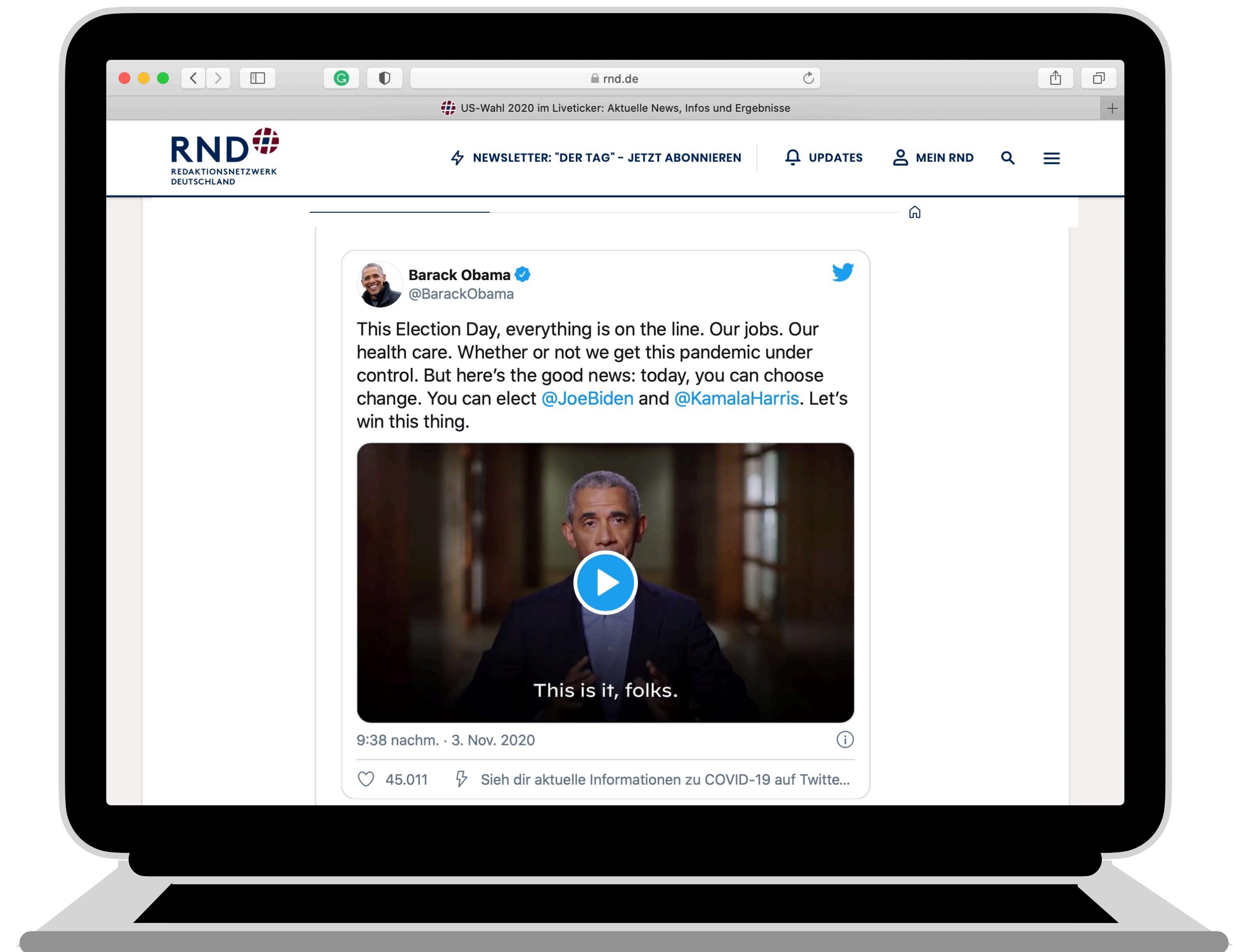
3902 Posts Integrated with External Content

Our content provider partners like Datawrapp, dpa Picture Alliance, and Opinary as well as social media posts and videos from Youtube and Vimeo were all used in our clients' live coverage of the event.



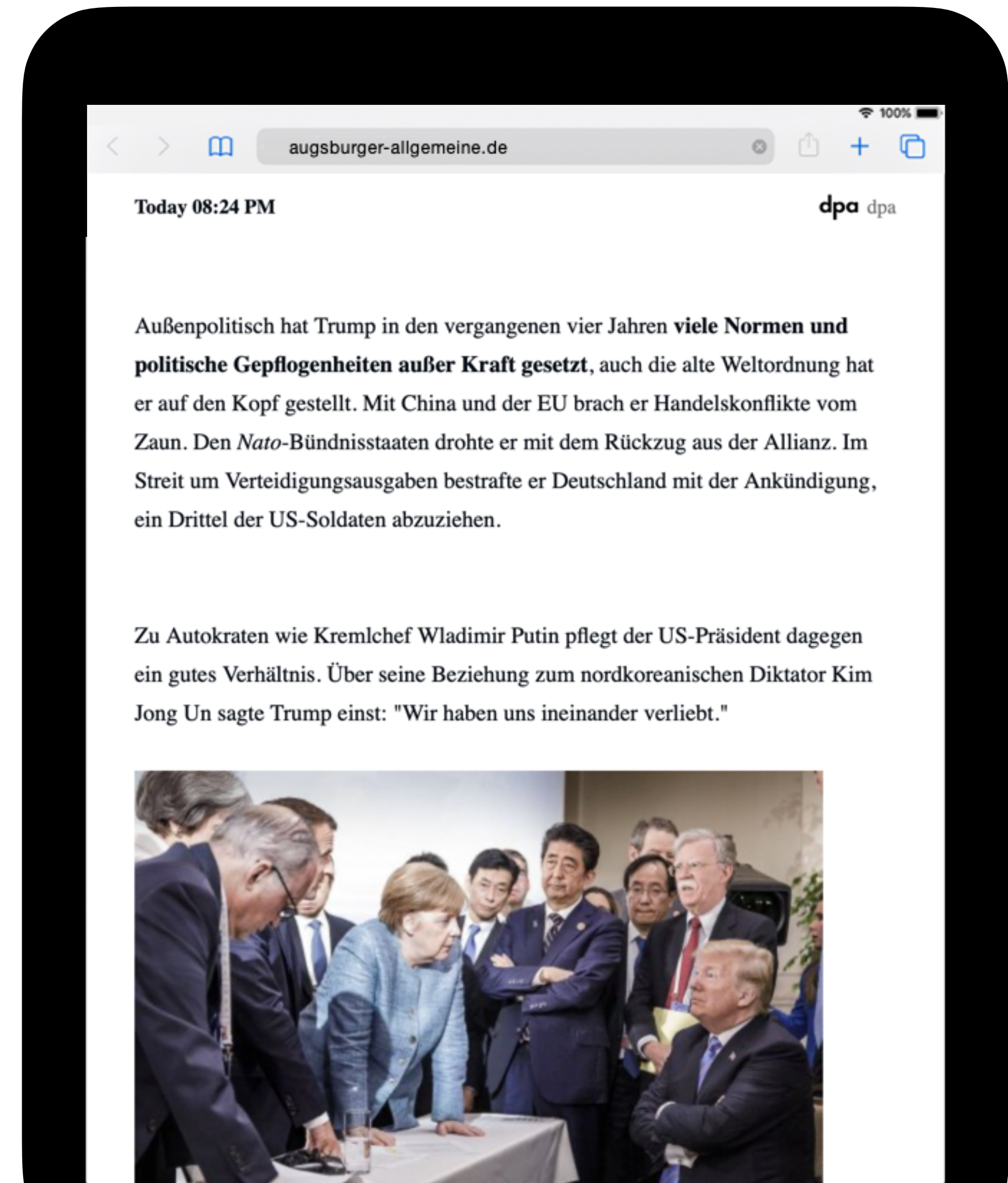
1598 Tweets Posted

Twitter has continued to demonstrate its value for helping to share live opinions on world-spanning events. Our users add Tweets to their live coverage in a matter of seconds via the integrated social search.



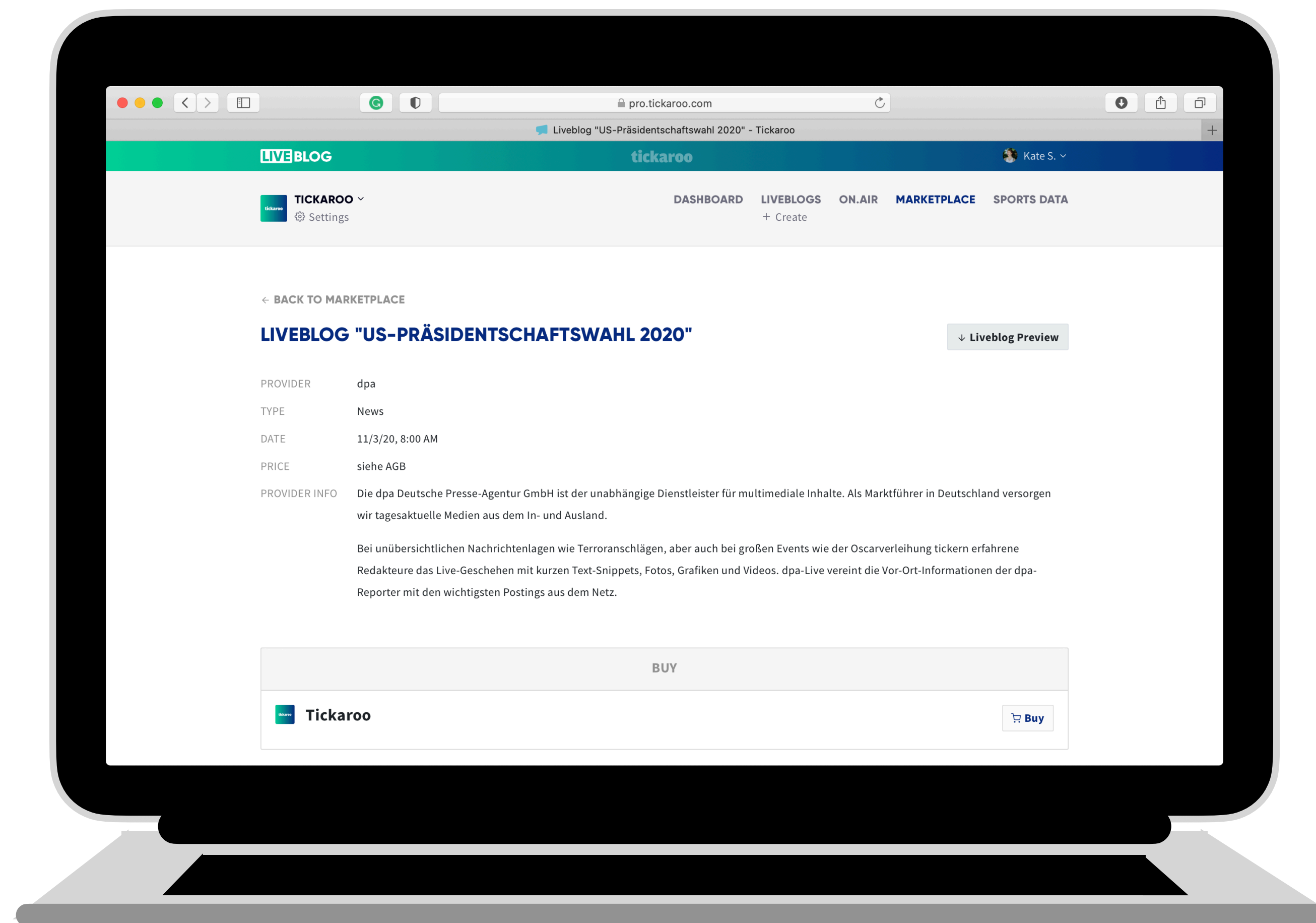
2956 dpa Posts

Press agency content is a highly valued resource that we provide our clients. Armed with the facts, our clients can focus on local implications and perceptions that are more relevant to their audiences.



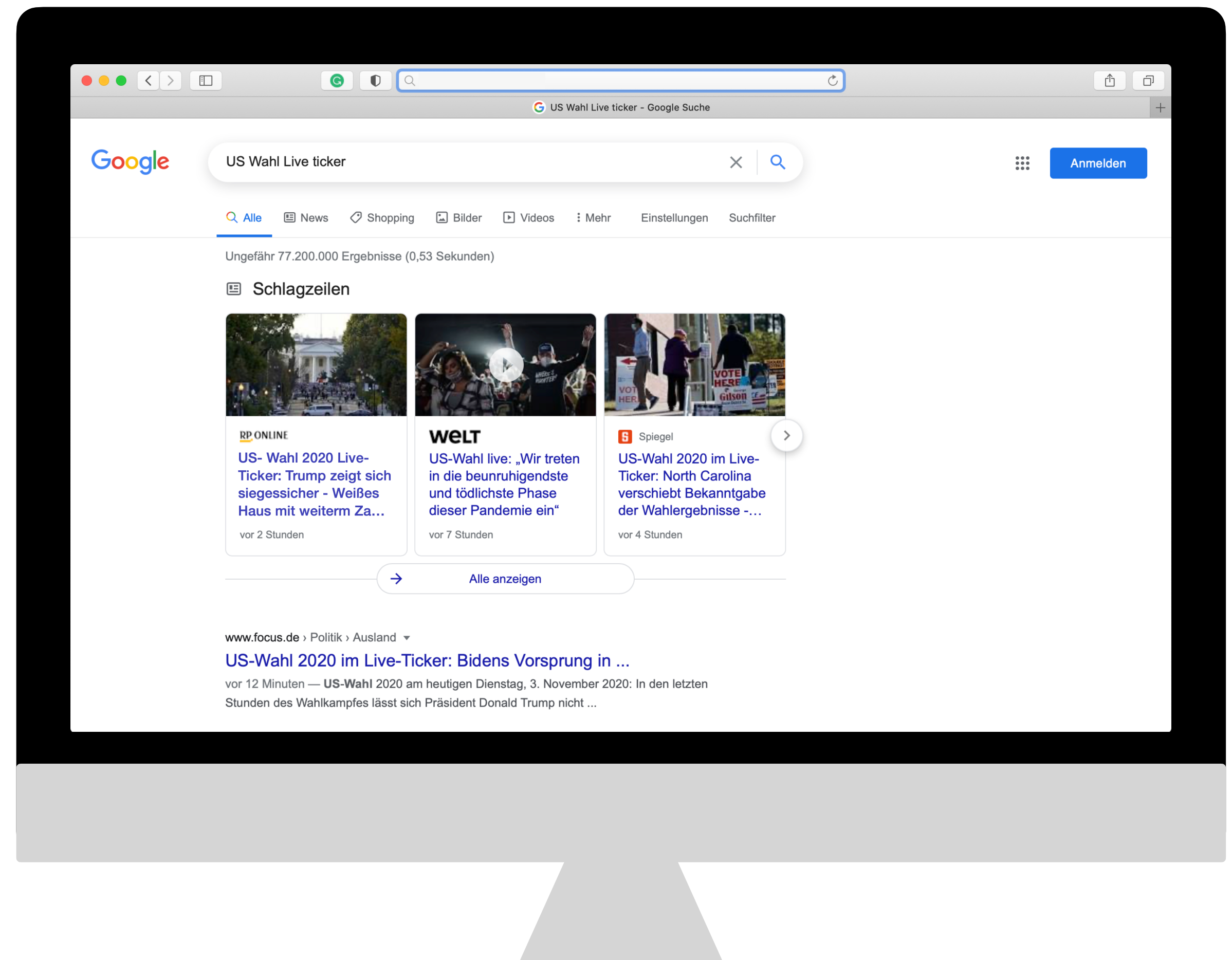
Marketplace

Our clients were able to access this invaluable press agency content through our Tickaroo Marketplace. The right content, when and where it's needed.

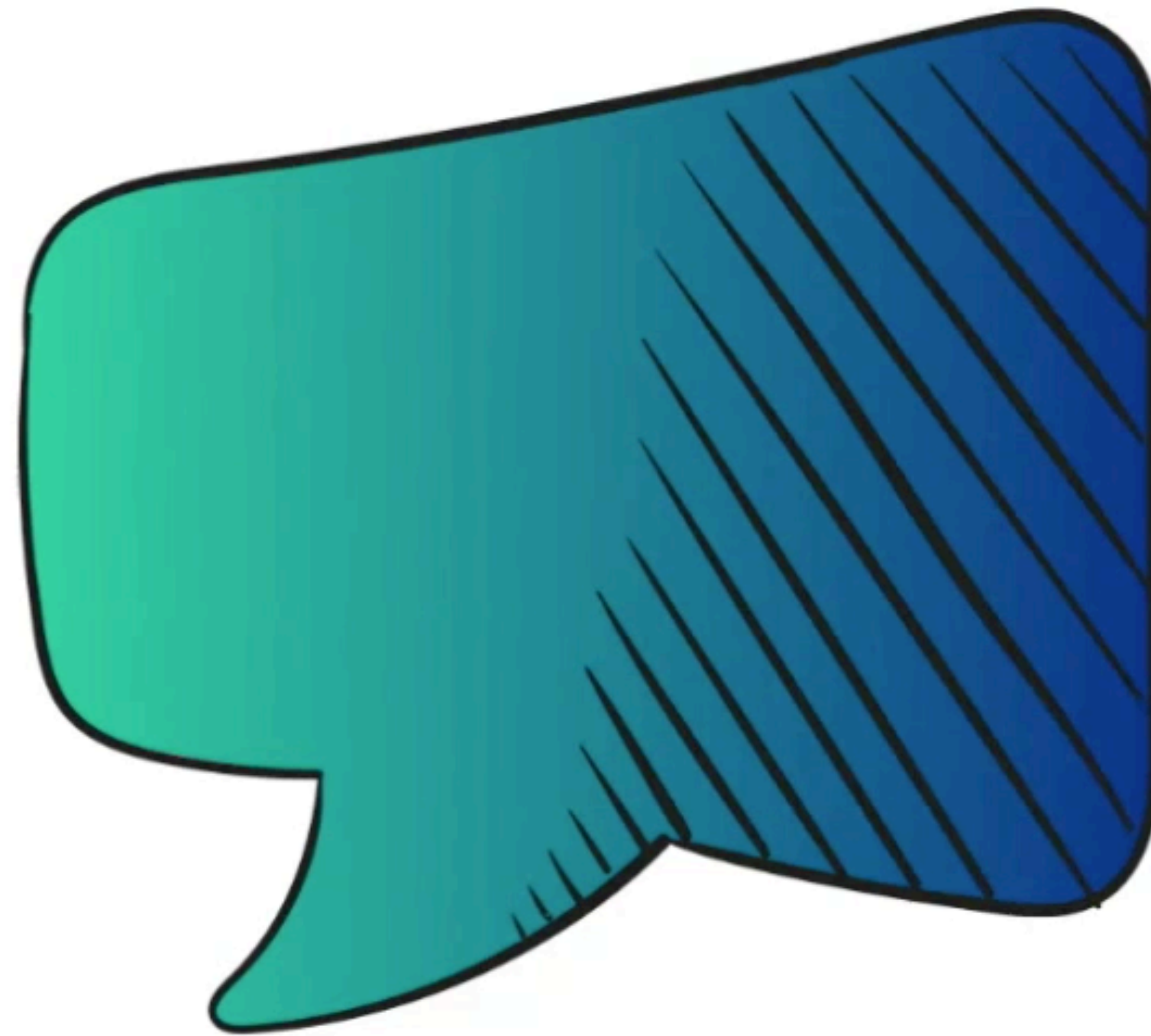


SEO Optimization

With the help of our SEO features like AMP Prefetch, schema.org and more, our clients' liveblogs were easy to find in Google search results.



Want to make your live content stand out?



Test Tickaroo Live Blog for Free!

tkr.ro/test_liveblog