
LIVE IS LIFE

How Liveblogs Help You Tell Stories in Real-Time

A whitepaper by Tickaroo





Table of Contents

Introduction	2
Chapter 1: Use Cases and Target Audiences	3
Chapter 2: Basic How-tos	5
2.1 Good Planning is Key	5
2.2 Briefing Your Team	7
2.3 Creating Engaging Posts	8
2.4 Promoting Your Content	9
2.5 Monetizing Your Blog	10
Chapter 3: Learning from the Best	11
Our Clients' Testimonials	13
Conclusion – Liveblogs: The Future of Live News Coverage	15
About Tickaroo	16



A winning goal in the 91st minute, the first election projections, the newest iPhone specs – it comes to breaking news, speed matters. Short, fast, and digestible content is essential in the world of news production and consumption.

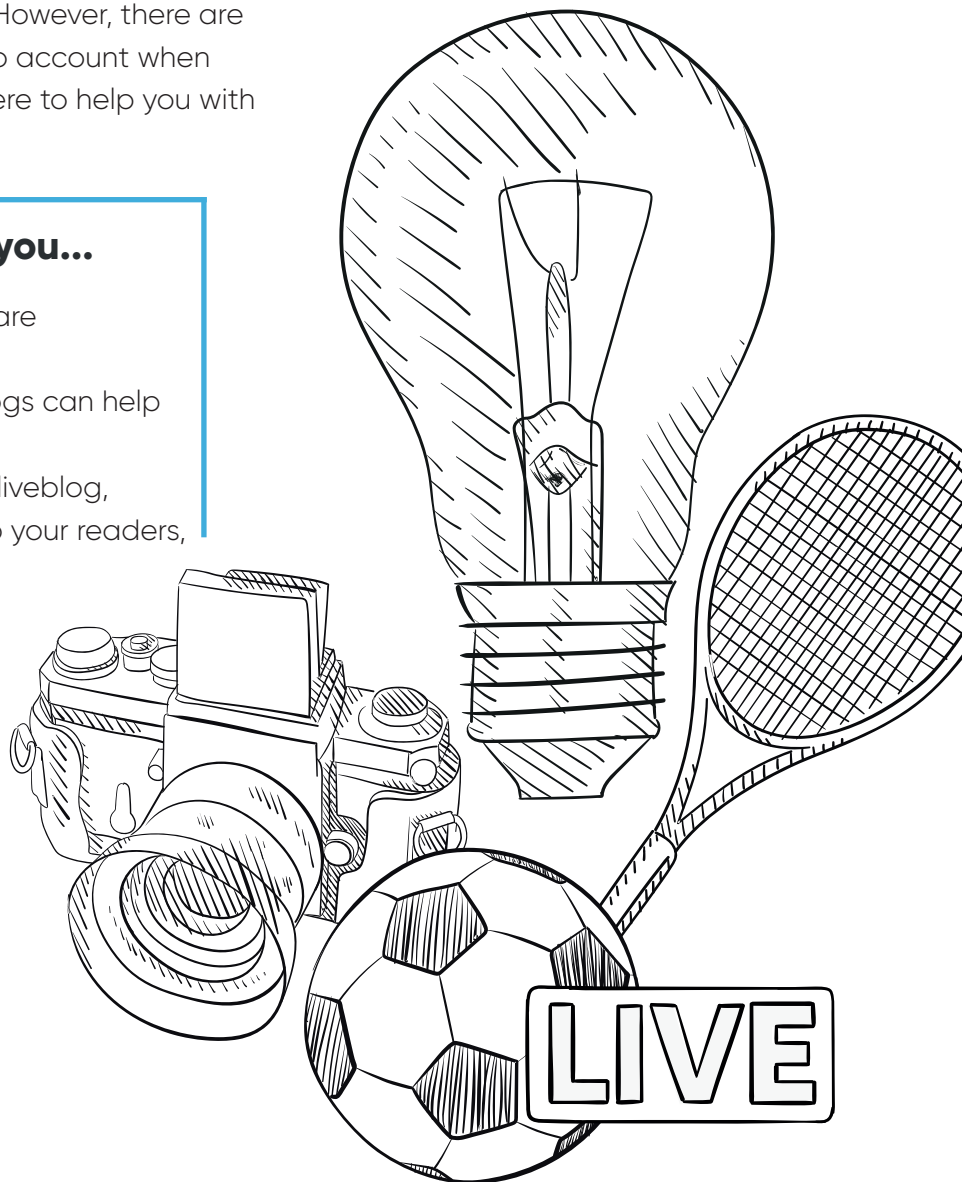
Today's audiences have a low tolerance for weak digital performance; loading times that are over 3 seconds lead to high drop-off rates. The media landscape is drastically transforming. News providers must address these changing conditions with appropriate tools and formats to stay relevant.

Liveblogs have addressed this discerning audience's desires for years now. The format's rise was propelled initially by sports "livetickers," which cover detailed game action like goals, fouls, and player stats. But in the last few years, liveblogs have been used for digital news coverage, too.

This real-time medium certainly provides many opportunities for reaching your audiences. However, there are a few things that should be taken into account when first starting out. This whitepaper is here to help you with these challenges.

This whitepaper will help you...

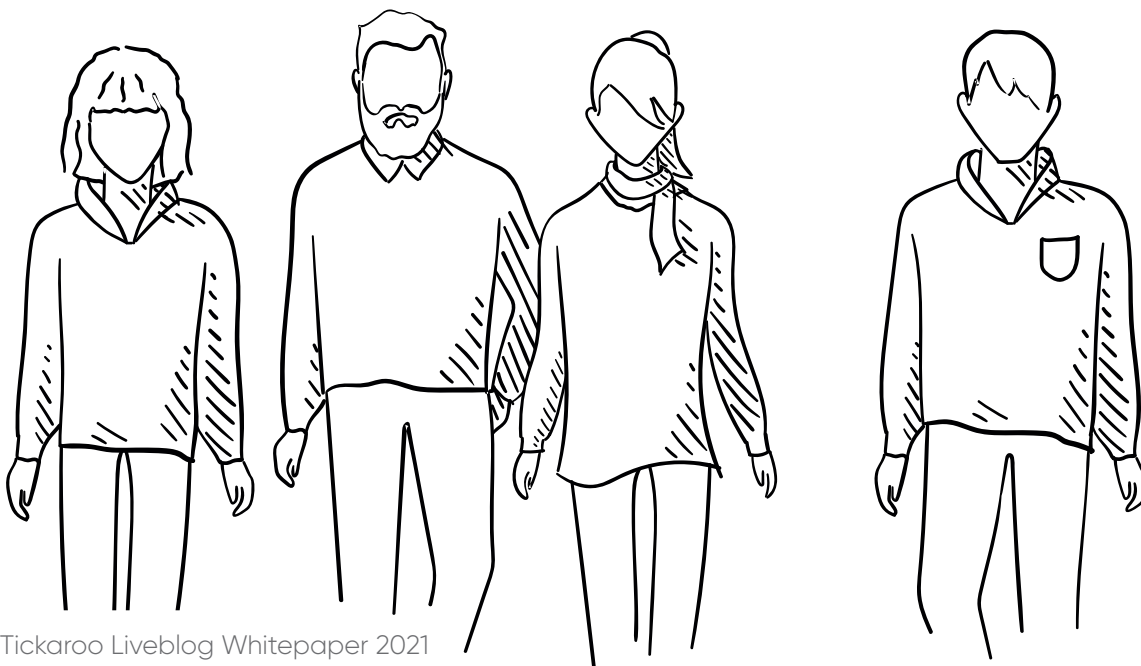
- ...find use cases for which liveblogs are particularly useful,
- ...determine which audiences liveblogs can help you target
- ...set up and compose a successful liveblog,
- ...make your live content valuable to your readers, and finally
- ...access successful media industry liveblogs for inspiration.



Chapter 1:

Use Cases and Target Audiences

In what instances are liveblogs particularly useful? This question is directly related to the following one: When do people need reliable information quickly? If you answered almost all the time, you're right. This desire for digestible, reliable communication means that liveblogs are the perfect format for a wide range of topics.



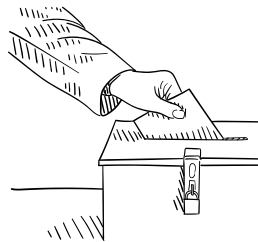


1 From the Super Bowl to the Olympic Games Liveblogs for Sports

Popular sporting events, from local games to international matches, are the classic liveblog use case. It doesn't matter if a goal is scored, a player gets substituted, or something unexpected happens on or off the field. Livetickers allow you to cover the events within the event. Their unique format makes these sporting events accessible even to fans who can't watch the tournaments on TV or be in the stadium themselves.

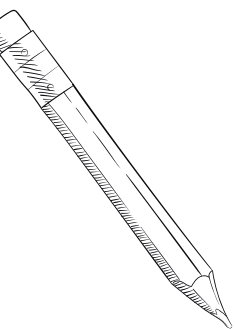
2 From City Hall to the EU Parliament Liveblogs for Elections

During an election, hours, sometimes even days, pass between the opening of polling stations and the announcement of the final results. But even before the polls close and the tabulations begin, with liveblogs reporters can easily share candidate profiles and background analyses on potential outcomes. Despite the high level of interest, few people are able to follow elections continuously on television. Liveblogs, however, can keep readers up to date and allow them to catch up with events they may have missed.

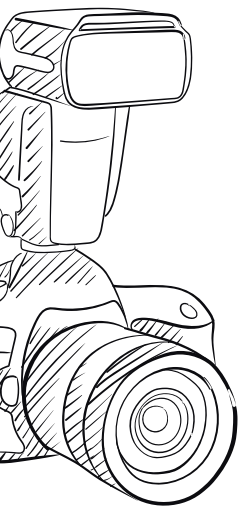


3 From Natural Disasters to Astronomical Events Liveblogs for Everyday Occurrences

The world doesn't stand still. Keeping readers up to date on the current news situation is not always easy. In addition to elections, there are a variety of events where quick access to information is necessary. Diplomatic talks in Israel, the launch of a space mission, or natural events on the other side of the world – liveblogs reproduce the latest news in real-time and record present "history" as a living archive.



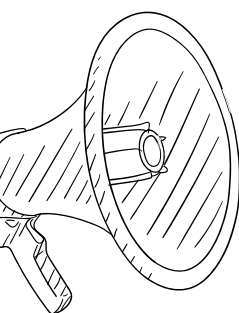
4 Program Notes and Event Archive Liveblogs for Conferences and Trade Fairs



Conferences and trade fairs are typically filled with large crowds. For an event to run smoothly, the attendees must be well informed. When visitors need to be mobilized for the panel talk in Hall 7, but the expert discussion on the main stage is delayed by half an hour, effective communication is vital. Today, digital tools have replaced classic print flyers and incomprehensible loudspeaker announcements. For this reason, more and more trade shows are using their own apps. Easily integrate a liveblog to ensure that visitors are always well-informed, and organizers can react flexibly to all circumstances. This liveblog can also act as an archive of the conference's course of events once it ends.

But we haven't forgotten digital events. Liveblogs also keep visitors who can't continuously view livestreams of each panel and keynote engaged.

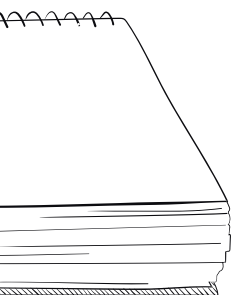
5 Concerts, Shows, and Everything in Between Liveblogs for Pop Culture



Movies and TV series, in particular, often develop a unique dynamic when a large group of people watches them simultaneously. Reality shows like Germany's Next Top Model or Britain's Got Talent and cult classics like Germany's Tatort provide exciting material for engaging liveblogs— from criticism in real-time to neutral summaries.

Liveblogs also provide added value for other events like concerts. Live coverage of these events can go beyond the performance and complement the attendees' social media activity. Instead of searching for information in the sometimes-confusing expanses of various social networks, readers often appreciate the clarity of liveblogs where information is bundled together and easy to find.

6 All You Need to Know News Recaps

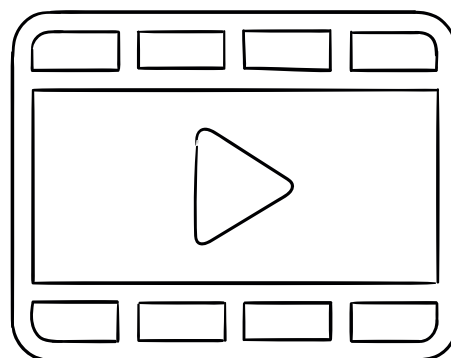
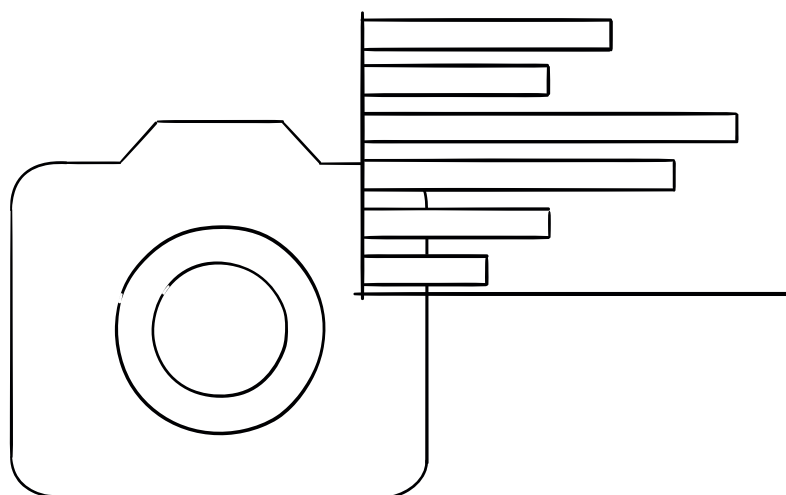


A now well-established format, the daily news summary gives an overview of the day's breaking news. In these liveblogs, the most important news items are shared along with links to various articles on each subject. Readers thus receive a summary of each event and access articles related to the presented topics without losing track of other pieces they want to read. The format can also easily be adapted. „The Five Most Clicked Posts of the Week“ or „Overview Liveblogs,“ which highlight stories over a more extended period, are just a few examples.

Chapter 2:

Basic How-tos

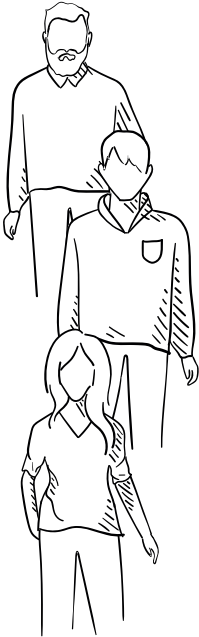
Not all liveblogs are the same! Style, topic, content, design, and even audience all affect the final product. When writing a liveblog, editorial teams must decide which tone and style they want to use to reach their unique audiences. Ideally, reporters will take advantage of all digital tools at their disposal – rich text, images, graphics, videos, and social media posts, etc. Integrating interactive content not only makes each liveblog more attractive to readers but also encourages engagement.



2.1 Good Planning is Key

Before the blog can go „live,“ the editorial team must establish each liveblog’s structure and story.

Clarify responsibilities

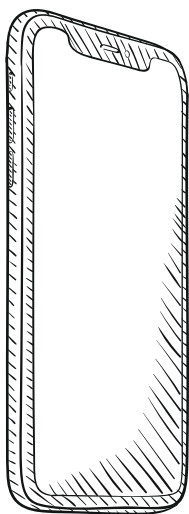


First, clarify who will fill the liveblog with content. Once the story has been assigned to a team, team roles also need to be given. Because liveblogs must be composed as the story develops, each team member must know what parts of the story they are responsible for adding. If the team is large enough, it may be able to produce images or short videos on its own. If the editorial team is relatively small, it can be helpful to book additional content from media partners such as the dpa (German Press Agency) or Getty Images to integrate directly into the liveblog.

Checklist

- ✓ Who is responsible for filling the liveblog with content?
- ✓ How large is the editorial team?
- ✓ What resources are at your disposal?

Acquire Necessary Technical Equipment



Many liveblog tools work on any PC or laptop. However, sometimes editors compose their work directly on site. When this is the case, reporters should be equipped with smartphones to produce and publish content while on the go. However, perhaps the most important technical component of live news coverage is the liveblog interface, like the one created by Tickaroo. This liveblogging platform enables the integration of liveblogs into the companies’ products, like websites or apps. Once this has been set up, future live coverage can be created and shared simply and easily with readers. These live tools virtually relocate the editorial team to the scene of the action – in the stadium, at an election party, or even in a crisis area.

Checklist

- ✓ What technical capacities does the editorial team have at its disposal?
- ✓ Do specific or additional tools or technical devices need to be organized for the team?
- ✓ Is the liveblog displayed correctly across all channels?

Find and Schedule Additional Resources

To create an attractive and engaging liveblog, editors might want to invest in additional support. This support can be in the form of staffing, aka different reporters who supply content such as social media posts, or archive material from trusted third-party content providers. High-quality content from Tickaroo's partner companies such as dpa Picture Alliance, Getty Images, SID, Opta, Opinary, Datawrapper, etc., can easily be integrated using their liveblogging software. Before launching your liveblog, you should check which additional resources your editorial team can draw on.

Checklist

- ✓ Are there additional resources the editorial team can use?
- ✓ Is there other content that the editorial team can access when composing the liveblogs?

Topic Planning

Live coverage also needs to be well-planned. It's a good idea to scope out upcoming events in advance and schedule suitable reporters for each story. Long-term planning is a good idea so that editorial managers can optimally schedule the reporters they need. You can find an overview of upcoming events [at this link](#).

Pay attention to whether the editors will be present on-site or reporting from the office or from home. Be sure to determine in advance which multimedia content, such as photos, videos, graphics, or even surveys, your team will use for each story.

Checklist

- ✓ Which events should be reported on?
- ✓ Will the event be covered on-location or from your own workplace?
- ✓ Which editors are to fill the respective liveblog with content and updates?
- ✓ What kind of multimedia content will be created live?
- ✓ What multimedia content can be provided in advance?

2.2 Briefing your Team

Before the editors start writing, the team must establish a consistent tone and writing style. How should the liveblog read – entertaining, serious, inviting, interactive? While perhaps not the most critical issue, the editors involved should also agree on the design and structure of the liveblog to guarantee a cohesive reading flow for your readers. A good team briefing ensures that the liveblog not only appears to be „from a single source“ but that the responsible editors can also react quickly and flexibly. Feedback loops are thus reduced to a minimum, and the contributions in the blog are also really „live“!



Checklist

- ✓ Has a specific wording or style been defined?
- ✓ Have we established an organized schedule for publishing the posts?

2.3 Creating Engaging Posts

Good storytelling is everything! But this presupposes that there is a story worth reporting on in the first place. Besides composing a compelling narrative, good storytelling also means incorporating various forms of engaging media. Stylistically consistent text updates are the cornerstone of any live story. But for this medium especially, the motto is: Don't just write, show! Integrated photo and video material make an event vivid and tangible. Embedded social media posts open up different perspectives and demonstrate relevance beyond one's own channel.

Incidentally, the location where the liveblog is created can also have a significant impact on the overall result. Often, the best stories are told right on the spot. Mobile reporters who have direct access to the liveblog via apps are up close to the scene of the action. Live photos or videos can thus be produced and shared with readers in seconds.



Checklist

- ✓ Is there a story here?
- ✓ Do we have pictures, videos, etc., to tell the story with various forms of media?
- ✓ Can an editor be sent to the scene to report from there?

2.4 Promoting Your Content

Without readers, even the best efforts are in vain. The liveblog posts should therefore be search engine optimized. Well-known SEO rules such as working with specific, predefined keywords also apply here. Liveblog tools like Tickaroo allow their liveblogs to be indexed by search engines. The basis for this is suitable add-ons, which improve the findability of the liveblog.

However, minor adjustments in the site operator's content management system can also ensure that the liveblog is easily found. For example, prominent placement on the homepage of a site guarantees exceptionally high visibility. If further articles on the same event are planned, it's advisable to always refer to the live coverage at the beginning or end of the article. Conversely, other articles on related topics can also be linked in the liveblog. This linking creates a sustainable ecosystem of associated materials for the reader – whether it's news about current events or more in-depth background articles. Your live-reporting should also highlight particularly relevant news, e.g., through fixed posts, to place key events prominently on the page.



Checkliste

- ✓ Are the individual posts search engine optimized?
- ✓ Can the liveblog be placed prominently on the homepage?
- ✓ Do related articles link to the liveblog?
- ✓ What information should be highlighted within the liveblog?

2.5 Monetizing Your Blog

Especially in professional journalism, the time invested in each story must pay off in the end. Liveblogs offer several monetization opportunities:



1 Integrated Advertisements

Ads are essential for marketing media and brands. More display ads can be placed within liveblogs than in classic articles due to their length. It's particularly advantageous to use a variety of formats– video ads, for example. However, be sure not to overload the liveblog with ads, but rather focus on a balanced mix of reporting and content.

Important: sensitive topics such as terrorist attacks or natural disasters should not include advertisements to not detract from the current news situation.

YOUR AD HERE

2 Exclusive Sponsors and Blog Partners

A popular way to monetize a liveblog is to offer the blog in cooperation with an advertising partner. This method is especially successful when covering an event. Unobtrusive overlays such as „This blog is presented by...” do not disrupt the user experience but guarantee high visibility for sponsors and partners due to their continuous presence.

powered by..

3 Marketplace

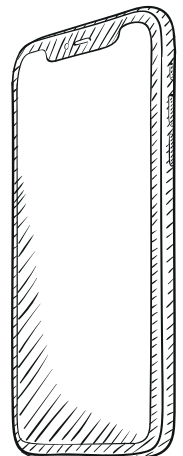
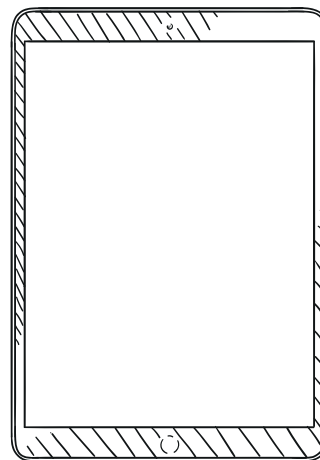
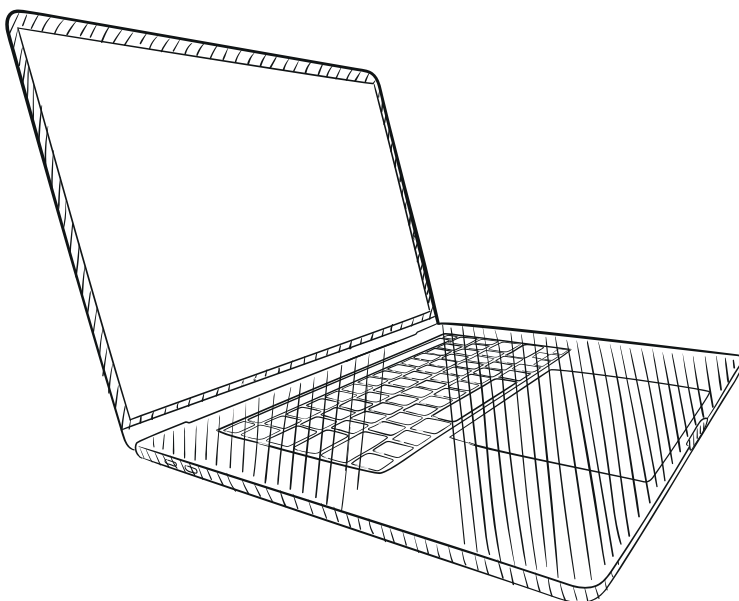
You can also sell your liveblogs to other news providers. Profit from the content you create on your own website and through the sales revenue from your sold liveblogs, too.



Chapter 3:

Learning from the Best

As we've seen, liveblogs are a valuable format for a variety of events. Learning from the best means getting an overview of all the possibilities and then adopting the best aspects for your own blog. Sometimes a blog becomes worth reading just because of its exciting topic and captivating storytelling. Other blogs, on the other hand, impress with their diverse interactive content.

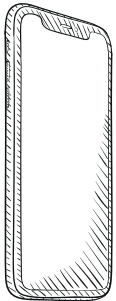
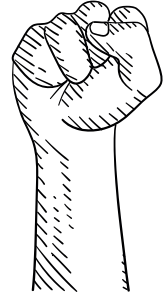


Let these examples inspire you:

[Nordbayern.de](https://www.nordbayern.de)

Rock im Park 2020 (Rock in the Park 2020)

The festival "Rock im Park" had to be cancelled in 2020 due to the Corona crisis. Nordbayern.de nevertheless reported live – how is this possible? In short: with a lot of creativity and archive material from the previous years. The editorial team invited its readers to a fictitious event. They covered the event as if "Rock im Park 2020" was indeed taking place live.



[heise online](https://www.heise.de)

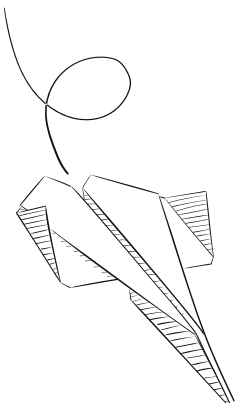
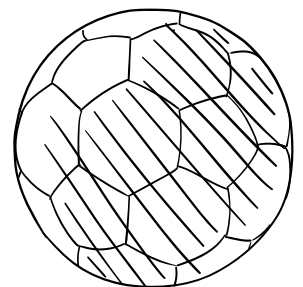
WWDC-Event 2020

Apple's annual developer conference is a must-attend event in the tech world. What innovations is the company planning? "heise online" reported on the keynote live and was thus one of the first media providers in Germany to share information about upcoming changes and further developments.

[Der SPIEGEL](https://www.der Spiegel.de)

European Handball Championship: Germany vs. the Czech Republic

As we've mentioned before, sporting events and liveblogs go hand in hand. Hardly a match goes by without someone covering the action with this format. In addition to soccer matches, however, live coverage of somewhat less popular sports is also increasing. In the European Handball Championship match between Germany and the Czech Republic in January 2020, the „Goal!“ button was used a total of 46 times. Der Spiegel's liveticker covered how Germany narrowly beat the Czech Republic in a nail-biter of a match.



[Rheinische Post](https://www.rheinische-post.de)

Hurricane "Sabine"

During extreme weather conditions, reporters must share information quickly for the safety of their readers. When hurricane „Sabine“ swept across Europe, RP-Online kept readers up to date with its multimedia liveblog. Videos and photos showed the extent of the devastation in North Rhine-Westphalia, and the editorial team regularly integrated social media posts to document the experiences of other readers.

[Süddeutsche Zeitung](#)

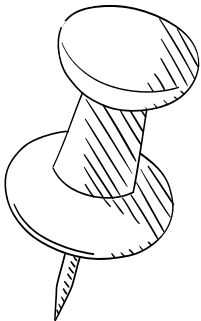
Soccer World Cup 1990

Here's an excellent example of events in a liveblog not necessarily having to be „live.“ The Süddeutsche Zeitung took its readers on a journey back to 1990, when Germany became the soccer world champion for the third time. The liveblog reconstructs the historic July 8th game on its 30th anniversary and presents the game to us as if it were happening for the first time.

[Nordbayern.de](#)

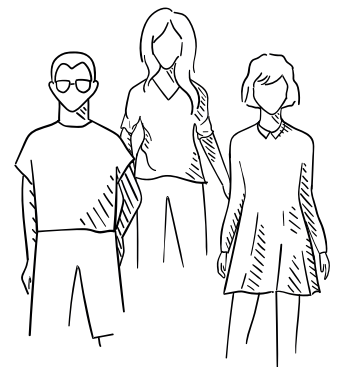
Die Wanderreporter (The Traveling Reporters)

A liveblog does not necessarily have to cover major current or historical events. „Die Wanderreporter“ accompanies journalists from the Nürnberger Nachrichten for several days on a hike through their Bavarian homeland. What's the secret to this blog's success? Great storytelling and a variety of media. This liveblog brings the adventures of their home state to the readers' screens with lots of pictures and videos, demonstrating that the most beautiful stories are sometimes hidden in the smallest details.

[Redaktionsnetzwerk Deutschland \(Germany's Editorial Network\)](#)

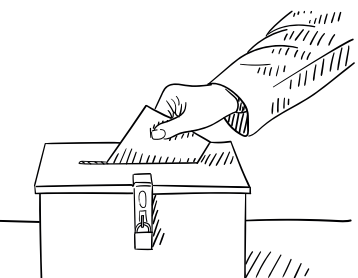
Kiel Week 2019

Around 3.5 million visitors, more than 2,400 individual events, and 4,000 sailors make up Kiel Week, one of the largest cultural events in northern Germany. RND reported live and thus became an important information channel for visitors and fans who were unable to attend the event.

[Der Spiegel](#)

US Presidential Election 2020

The 2020 US presidential election was no stranger to controversy. As the world waited with bated breath for the results, Der Spiegel kept its readers always up to date. Especially in politics, when one update can quickly lead to another, swift reporting is indispensable. Their coverage provided information on the election process in real-time and created a reference work that archived the events and associated emotions of this election for the future.



Our Clients' Testimonials



LL

We have been cooperating with Tickaroo for many years, now. Their tool helps us share news directly with readers – regardless if we're covering the soccer match in the next town or upcoming local elections; regardless if our editors are on the scene or in the newsroom.

Our collaboration now goes beyond their liveblog solution, as our news app was also designed and implemented by Tickaroo. Together, we are constantly developing new approaches to scale and further develop our digital products.

11

Christian Rothmund, Product Manager Olympia-Verlag GmbH



LL

Since 2015, we've used liveblogs to bring the latest information to our RP Online website and news app. From Hurricane Sabine to summer heatwaves, to the start of Carnival, to Corona updates, to „Fohlenfutter," a liveticker about the Borussia Mönchengladbach soccer club – our diverse, multimedia liveblogs are used in a variety of ways and reach millions of loyal readers and other interested parties every day.

Because our various content is so easily integrated, we also manage to keep our readers up to date with the latest events and provide access to further information and articles. The Tickaroo team has successfully supported us with our live content over the past few years, from technological assistance to demonstrating potential areas of use.

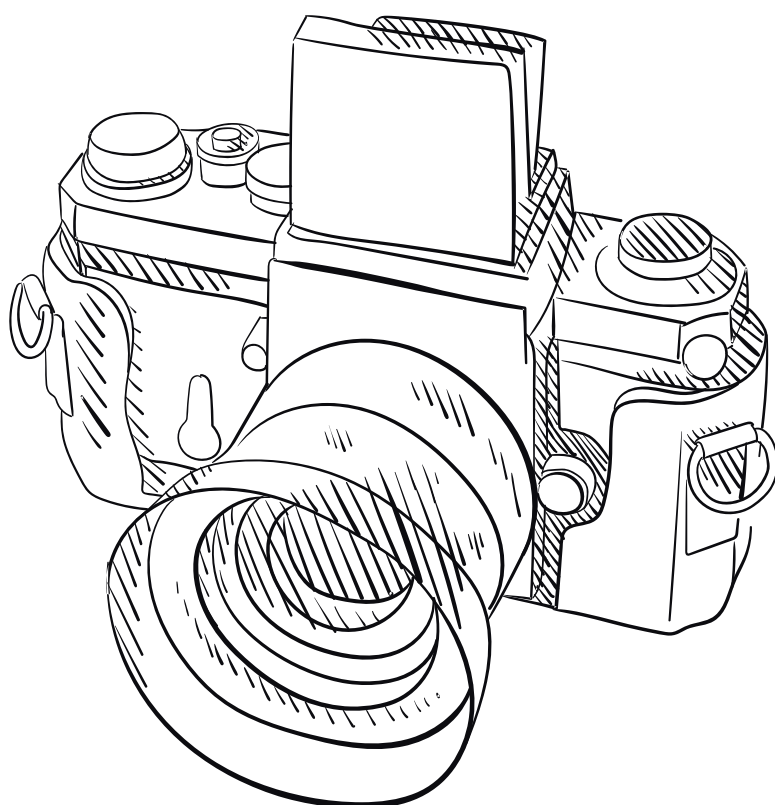
The simple integration into our editorial workflows and intuitive operation makes it easier for our journalists to use the live content software.

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Vanessa Wolters, Project Manager, Portal Management, RP Digital GmbH



Conclusion– Liveblogs: The Future of Live News Coverage

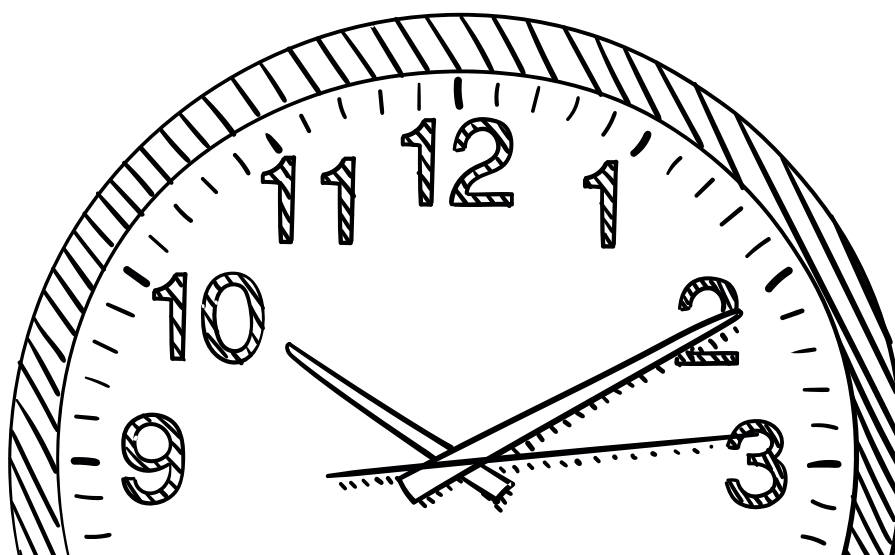


News coverage continues to become more fast-paced. The need for rapid, trustworthy news will only continue to grow. Liveblogs are a format that meets these requirements for sporting events and a wide variety of other news topics, like elections or moments in pop culture. The events themselves do not necessarily have to be happening „live“; even historical or fictitious events – creatively and lovingly prepared – can capture your readers’ attention.

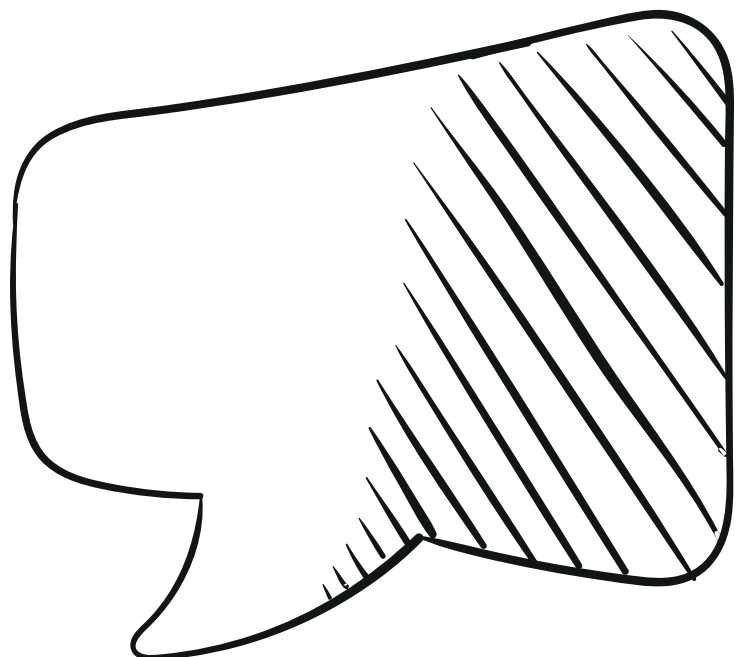
Liveblogs and curiosity go hand in hand because they encourage the users to ask themselves: “What will happen next?” This curiosity leads to high website traffic and long retention rates since the liveblogs often run in another tab and are looked at regularly. These blogs can even be extended over several days or even weeks (e.g., for major events such as the Corona Pandemic) so that they become THE central point of contact for your readers who are looking for live news.

The feed characteristic of this format highlights and supports the transforming reading habits of today’s users due to social media.

Readers need information that’s „to the point“ and prefer short news bites. Visual storytelling is also becoming an increasingly important factor in the attractiveness of various news formats. The mixture of text, videos, graphics, and integrated posts from social networks makes the liveblog varied and attractive. The future of reporting lies in digital formats that take into account changes in media consumption behavior. Liveblogs are, therefore, a significant way of not losing users to social networks. On the contrary, they pave the way to positioning oneself as a credible, fast, and entertaining news source, perfectly primed to capture the attention of today’s readers.



About Tickaroo



Tickaroo (tickaroo.com) is a multimedia liveblogging platform. In the B2B sector, Tickaroo's software solution „Live Blog“ is targeted toward media houses, larger companies, and professional sports reporters. With this product, the Regensburg-based company provides a live-content software solution that combines professional digital storytelling and live reporting. Customers include Der Spiegel, Süddeutsche Zeitung and RND. Over 72,000 journalists rely on its digital publishing software, which is available as a native app and web application. In the B2C sector, Tickaroo „Live Sports“ provides small sports clubs with a free, intuitive tool to tell their stories both on and off the pitch.

Under the brand „made.by Tickaroo“ (madeby.tickaroo.com), a team of designers and UX professionals create disruptive software solutions. In addition to fully implementing and supporting projects like the „kicker“ [sports news app](#) and the online platform for the Red Bull [Neymar Jr's Five](#) tournament, the experts also advise and plan sustainable concepts for new, scalable digital products. As CEOs, Naomi Owusu and Matthew Ulbrich lead the company's vision and strategic direction.



For more information about our digital storytelling software and updates, visit our [blog](#) and sign up for our [newsletter](#).

If you have any questions or would like to learn more about [Tickaroo Live Blog](#) or our [Made.by Tickaroo](#) digital media services, please contact us via our [contact page](#). Or email us directly at directsupport@tickaroo.com.

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