

# How to Create Revenue Streams in a World of Free Content

A Whitepaper by Tickaroo





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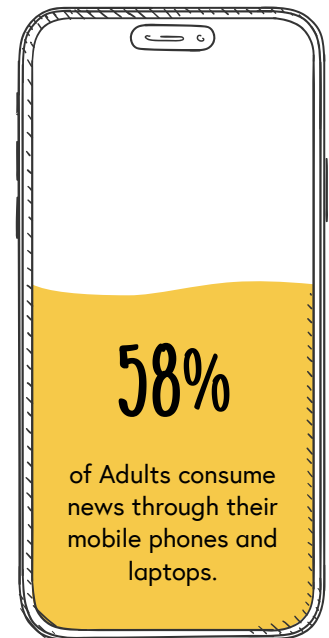
## The State of Play

Over the last few years, we have witnessed an acceleration of digital transformation within the media industry. This transformation is a result of the increase in social media consumption and more people turning to their smartphones as a source of news.

According to [our recent study in the UK](#), over half of adults now consume news through their mobile phones and laptops. This is especially true for the younger generations, who want bitesize, digestible formats for gleaning information.

With the increased rate at which people consume news, publications must ensure they are at the forefront of delivering authentic and valuable content to their audiences. There is an increasing need for media to always be relevant and deliver short and snappy content as publications compete for consumers' attention.

With rising living costs, people are getting more reluctant to pay for their content and are turning away from subscription-based services. This proves to be challenging for publications already struggling to fund their operations, with publisher ad revenue sharply declining in 2020 by 30%.



## An Effective Solution

With the pressing question of how to get ahead of the competition and succeed in the digital world while remaining exclusive for their audiences, publishers are starting to adapt and invest in technologies that can give them a cutting edge. One such technology is liveblogging software. Indeed, liveblogs allow content creators to engage with their audiences through pictures, videos, and polls and share valuable information in a format that consumers want. It's a perfect solution to meet the evolving user needs and expectations we at Tickaroo specialize in.

Tickaroo Live Blog is a liveblogging tool that allows reporters to share real-time updates on breaking news stories and live events. Liveblogging enables reporters and editors to share information quickly and effectively, meeting the needs of the current consumer. With the decline of subscription-based models, publishers can also turn to liveblogging to monetize their content, opening up new revenue streams.

### **In this Whitepaper we'll show you...**

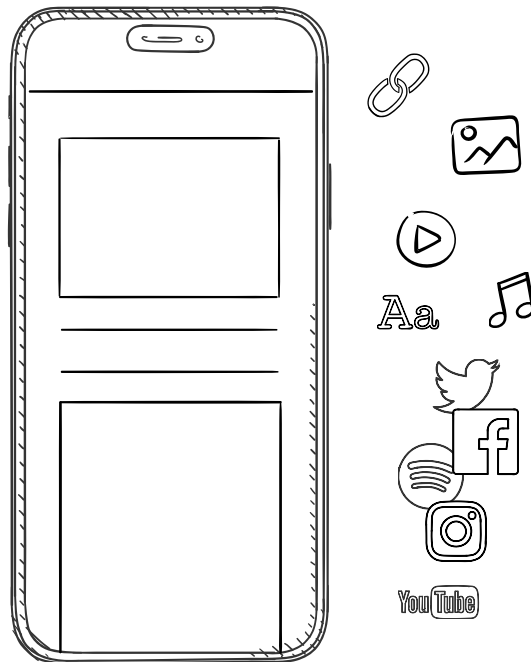
- ... the benefits of using liveblogs,
- ... how publications can monetize their content,
- ... and how to provide authentic and valuable content that keep audiences engaged.

Chapter 1:

## What is a Liveblog?

In a world of free content, consumers are overwhelmed, unable to identify fact from fiction, and publishers are struggling to create revenue streams and stay afloat. Liveblogs offer solutions for both the content creator and the reader by creating immersive content that can be monetized.

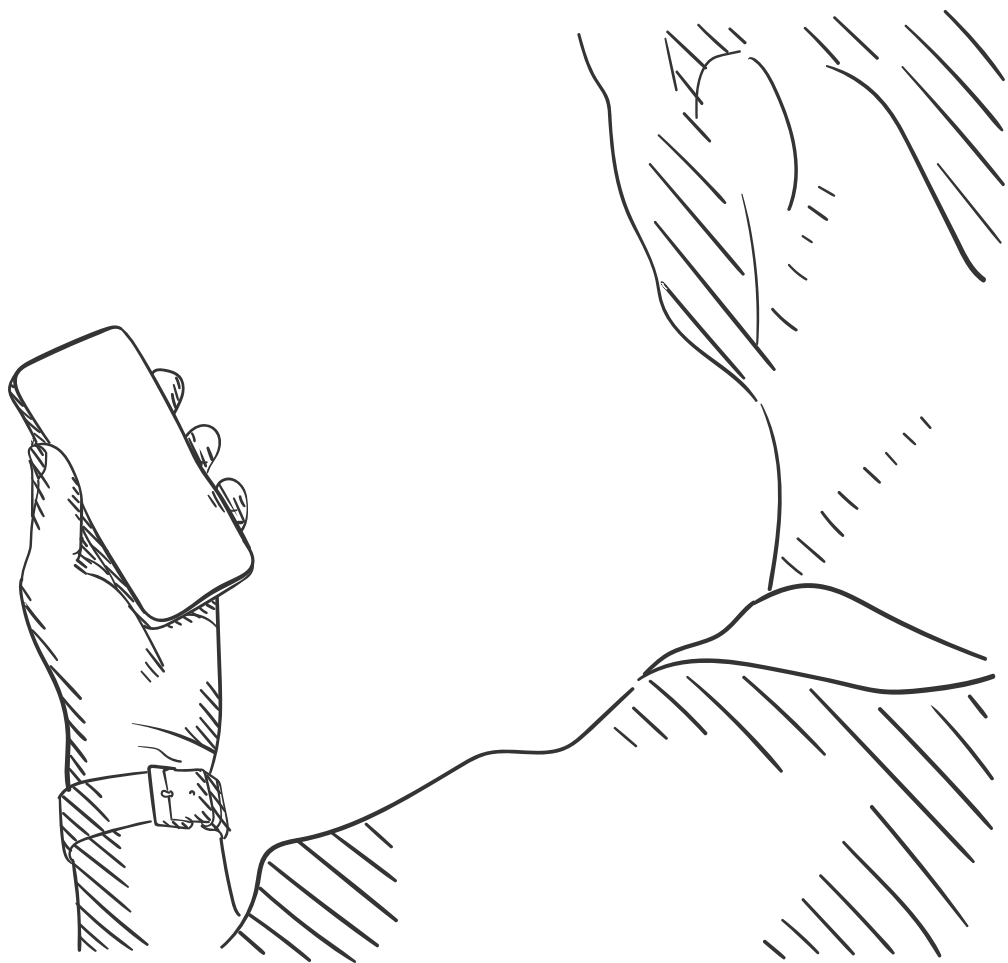
But what is a liveblog exactly? Find out in this chapter.



## The Basics

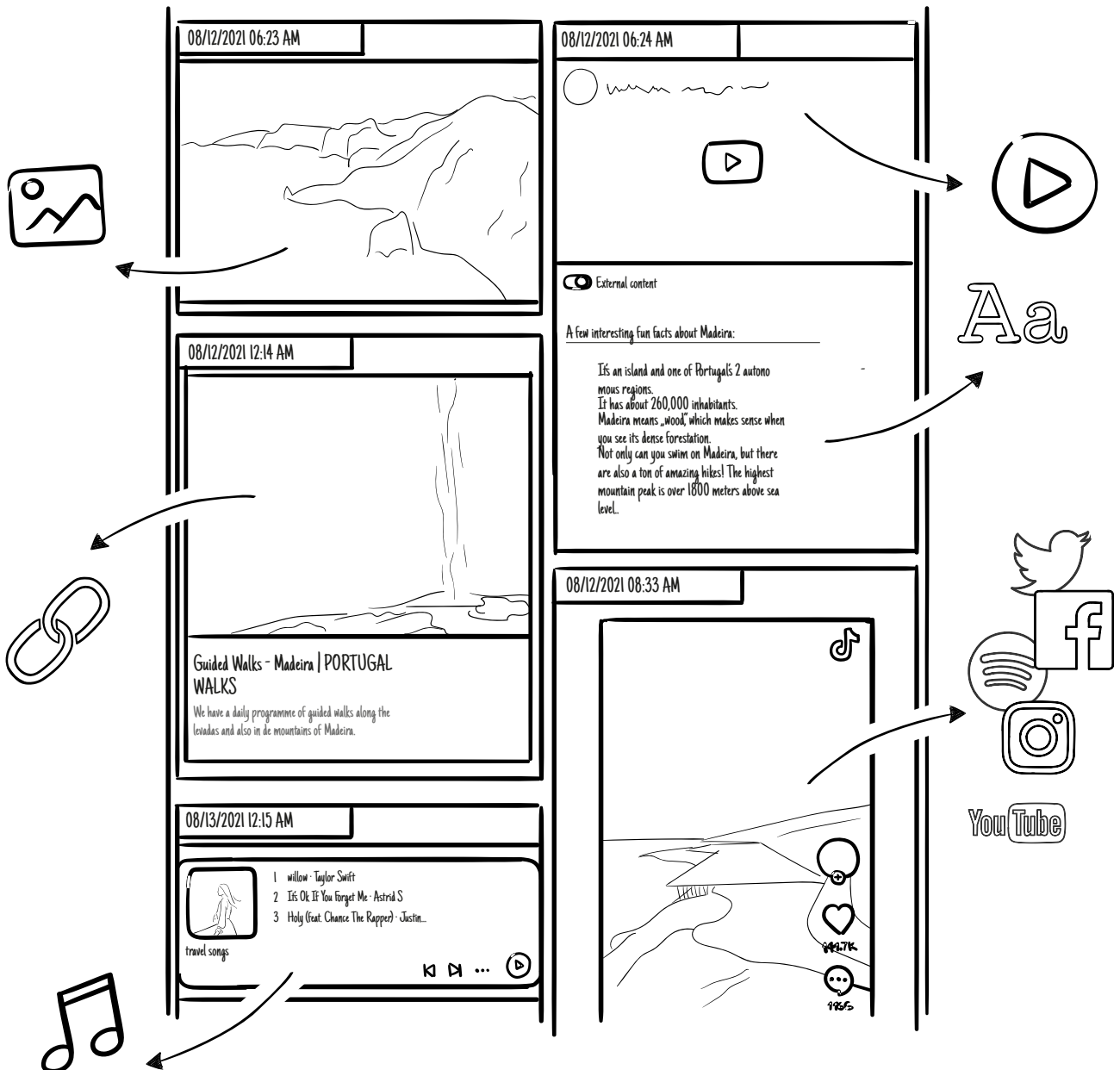
A liveblog enables publishers, news agencies, sports associations, and content creators to communicate with audiences in real time. Whether it's a breaking news story such as presidential elections or an update on the latest sporting competition, liveblogs create 'on-the-go coverage', allowing reporters and editors to share information quickly and more effectively with their audiences.

Liveblogging simulates the experience consumers have when receiving bite-sized chunks of information as they scroll through a social feed on their social media channels. With declining audiences and attention spans, liveblogs are the perfect solution for publishers to share short snippets and keep readers engaged on their own websites.



The mobile revolution has led to consumers having shorter attention spans as they have become accustomed to quick, bite-sized content.

Various media can be added to the format, such as text, images, links, videos, music, social media posts, polls, and quizzes, to keep readers not only informed but also entertained. Users can focus on storytelling and tailor their content to different audiences, increasing reader engagement and retention.



Liveblogs enable multimedia storytelling, by enabling creators to integrate a wide variety of content into each story feed.

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## **Boosting Engagement**

Liveblogs also offer the opportunity to engage directly with your readers. By integrating interactive content blocks, readers can comment in real-time, and publishers can respond to them within the story itself. With real-time content in demand, this process helps publishers captivate their audiences, secure more subscriptions, and be more profitable, further enabling news and press agencies to gain a competitive edge.



Communicate directly with audiences by using commenting blocks or interactive posts that are integrated into your story using the liveblog CMS.



## Coverage Opportunities

From IronMan World Championships covered by [Tri247](#) to [A-League football](#) in Australia, the format is limitless in providing storytellers with new ways of producing engaging content. A liveblog is not strictly limited to 'live' events, however, and can also be used to cover retrospective stories.

Süddeutsche Zeitung, for example, created a historical liveblog about [the turbulent 1972 Munich Olympics](#). Its unique format makes past and present events accessible even to those who can't watch them on TV or be there themselves.

Due to a growing thirst for new ways to engage audiences, liveblogs have gained significant popularity over the years among news organizations, radio and TV stations, and publishers. Of Germany's 50 most visited [news sites](#), 9 out of 10 have embraced the format as part of their content strategy.



In a world where anyone can be a content creator, publishers must share engaging and authentic content that will attract readers to consume their content over competitors. Publishers are under pressure to provide engaging free content and must find ways to make revenue and profit.

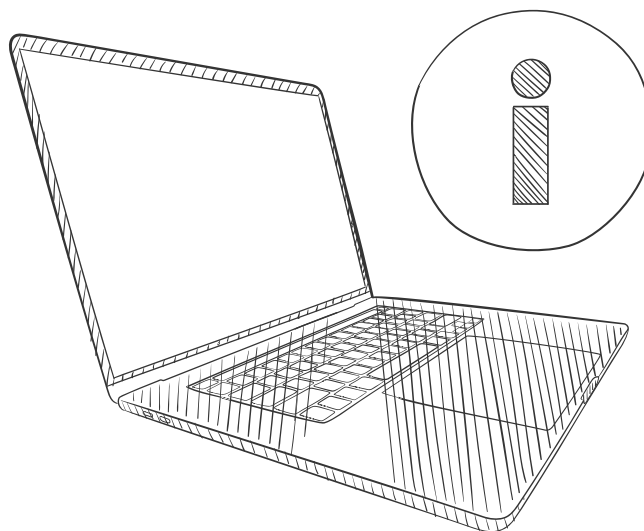
Liveblogging gives them a competitive edge, draws in more readers and advertisers, and thus generates higher revenue streams.

Chapter 2:

## The Benefits of Monetizing Liveblogs

Publishers are under continuous pressure to provide free and engaging content while generating revenue simultaneously. This is where liveblogs help publishers meet user needs and drive revenue, offering an answer to traditional publishers' monetization woes.

In this chapter, we'll share what you can attain by using liveblogs in your revenue strategy - from gaining a competitive advantage to boosting your content and much more.

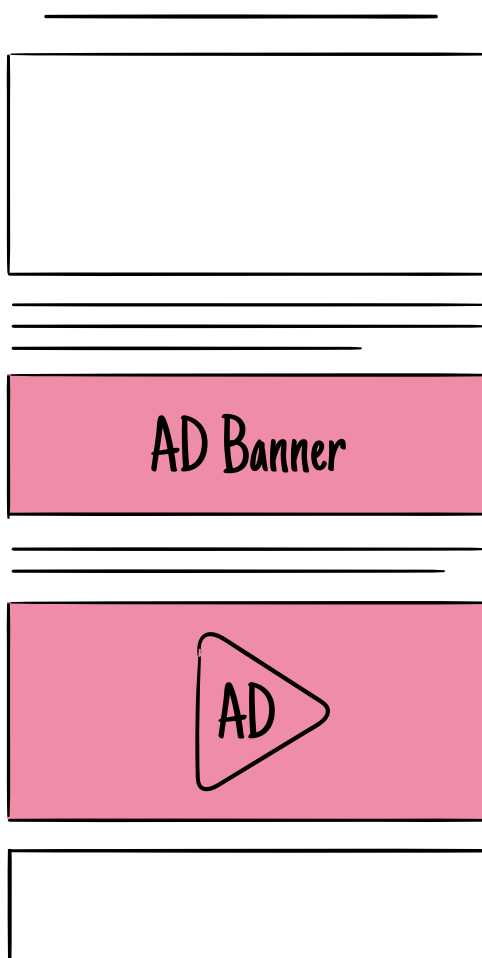


## Gain A Competitive Advantage

Liveblogging gives power back to smaller publications and allows them to compete with bigger news organizations on a larger scale.

Liveblogging technology enables publishers to explore new formats and storytelling techniques with little risk while opening monetizing avenues through advert integrations directly into the newsfeed.

Banners and video ads placed within the liveblog easily capture viewers' attention and can be scheduled to be displayed at custom rates between posts. This allows publishers to integrate more ads within one story without overwhelming viewers.

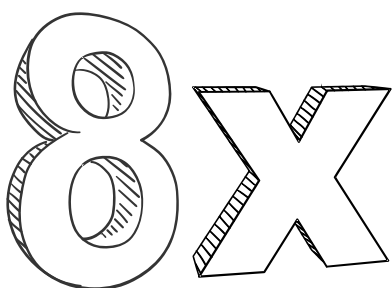


With custom in-blog ad placement, you control how many ads your readers come in contact with.

## But Why Do These Ads Convert?

The adage "time is money" is particularly true for liveblogs.

FAZ reports 8 times longer retention rates on their liveblogs versus their typical articles. While German news provider Westfälische Nachrichten (WN), part of the Aschendorff Group, experiences 3 times more impressions on their soccer coverage since adopting the Tickaroo Liveblog software.



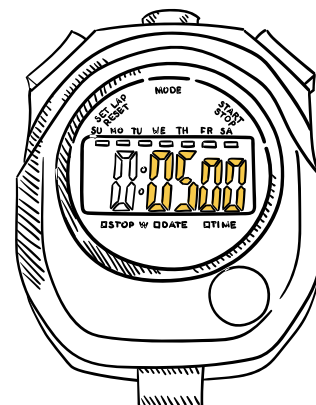
**longer retention rate**



**more impressions**

While covering the [US elections](#) in 2020, regional news provider Nordbayern pulled over 130k unique users and 350k page views with an average retention rate of over 5 minutes over the 5 days they covered the event.

This increase in impressions and media time translates into more ad revenue as more people spend more time on websites and pages, which is particularly significant for smaller publications looking to do more for less.



The average article has a retention rate of 45 seconds. Liveblogs often have retention rates of multiple minutes.

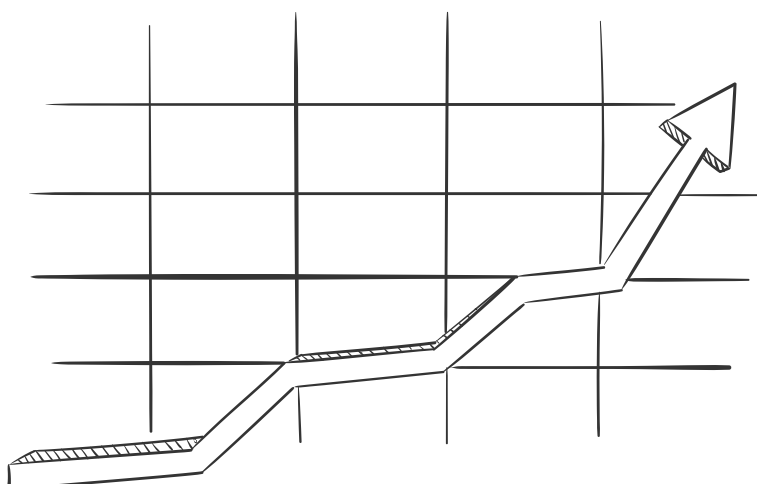
## Glean Subscriber Insights For Ideal Resource Distribution

Gaining a return on investment from performance marketing depends on obtaining valuable consumer insights. Liveblogs are essential in enabling publishers to gain more competitive subscriber insights, particularly for resource distribution.

WN, for example, uses a metre paywall system where 3-5 monthly articles are free, and once the threshold is reached, the user must pay for the coverage or subscribe to read more. Ongoing liveblogs have been a boon to this strategy, as readers return regularly to get new updates and quickly reach their monthly free limit. Indeed, its soccer liveblog attracted a subscriber reach of 7.3% - an impressive number for just a single piece of coverage.

While not behind a paywall, WN's Coronavirus Newsblog also generated some significant results from a subscription and retention perspective. Captivating 3.37 million viewers with 45.9k hours of media time, WN reached 5,510 subscribers.

These numbers tell the editorial team that subscribers value these kinds of stories and are willing to come back to them, so they can produce more similar content. With the crumbling of the cookie, more valuable first party insights like this help smaller publications ensure that their limited resources are going to places that subscribers want to be.



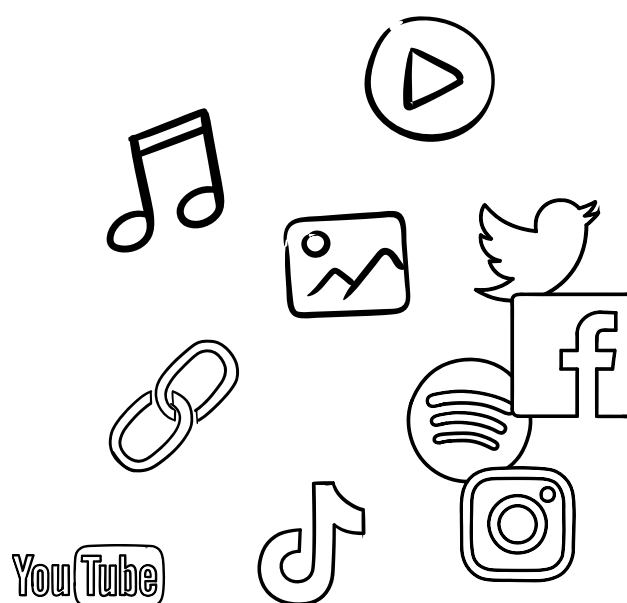
Our clients have experienced, time and time again, that their liveblogs continue to bring audiences back to their sites.

## Enable Brands to Tap into Gen Z

Trust in the media, specifically in brands and advertising, has been steadily declining over the years, with Gen Zs having the least [trust](#). Younger generations are the most digitally native audience who are more in tune with their values and don't hesitate to actively showcase their stance in life. Failing to tailor ads to this audience's needs and values can cause significant reputational damage to a brand.

With the rise of Snapchat and TikTok, [82% of Gen Zs](#) trust brands that use real stories. Therefore, publishers have a unique opportunity to provide brands with an authentic platform that broadcasts valuable information that can boost brands' loyalty while monetizing their own content.

For example, media provider RTL used a liveblog to cover Black Friday deals. By sharing the products and brands within their coverage of the day, RTL capitalized on the storytelling elements that they built into presenting various brands. The significant click-throughs generated by the direct links to products integrated into the liveblog, boosted RTL revenue because they received a portion of the sales from these links. Tickaroo helped RTL integrate these affiliate links into its liveblogs for easy tracking of advertising traffic.



## Boost Your Own Content

Publishers also push their own brands and products within their liveblogs. [The Aschendorff Group](#), for example, manually posts individual messages within their liveblogs to upsell their other products and subscriptions. Carsten Vogel, the digital strategy lead for WN, shared his thoughts on the success of pushing products within liveblogs:

LL

*We determined that this method had significant effects. These ads were seen, and our subscription numbers increased through liveblogging.*

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**Carsten Vogel, Digital Strategy Lead**

**Westfälische Nachrichten**

Publishers also use liveblogs to "lengthen the life of their related articles". This is especially true when covering events like COP27. Editors will add links to articles written on a similar topic, like the effect of the climate crisis on species, for example.

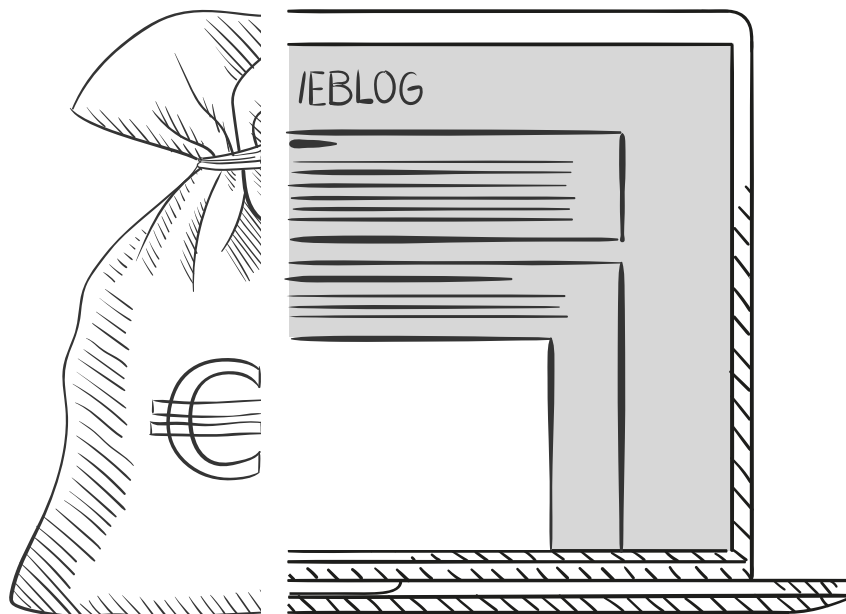
This is also true for election coverage. Journalists will post an interview they did with a candidate from a few years before to provide more compelling context to that candidate's perspective and voting record throughout their time in government. By doing this, they can recycle and add value to their content beyond the peak times of its original publication.

According to [FAZ](#), their liveblogs experience an average of 8 times longer retention rates when compared to an average article. By linking past articles within this high retention format, publishers like the Aschendorff Group add significant value to their article production, lengthening the piece's relevance rate.

Chapter 3:

## How to Monetize Liveblogs

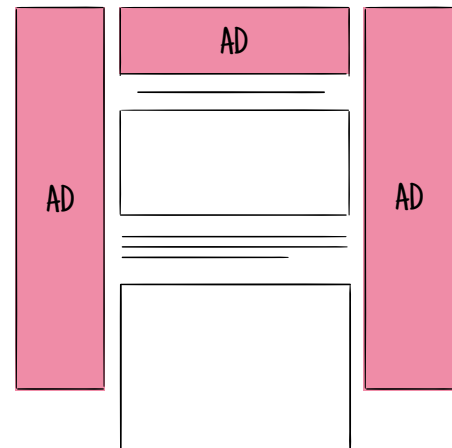
Having discussed the benefits of monetizing liveblogs, let's look at how publishers can implement this strategy. There are many ways liveblogs can be used as a steady revenue stream, including in-blog advertisements, sponsorships, distribution to third parties, paywalls, and more.





## 1 Use What You Have On-Page Ads

On-page ads have been influential for several of Tickaroo's customers, including Freie Presse and Westfälische Nachrichten from the Aschendorff Group. WN, for example, does not use automated ads within their liveblogs, but rather places the liveblogs on pages that have ads running on them. The ads surround the liveblog, rather than being within them.



With our JS Embed, this integration is often seen as the easiest option.

### This method has two benefits:

1. Due to their higher retention rates (on average 8 times longer than an average article), liveblogs bring in more ad revenue than a typical article. The extra amount of time spent on the page translates to more ads that the reader is exposed to. More time means more ad impressions and, therefore, more ad revenue.
2. The user experience is heightened as ads do not disturb the reader's flow within the "reading space." Journalists have [expressed deep frustration](#) with adverts interfering with articles. Listening to such feedback is therefore crucial for publishers from a monetization perspective.

## 2 Use Your Network Sponsorships

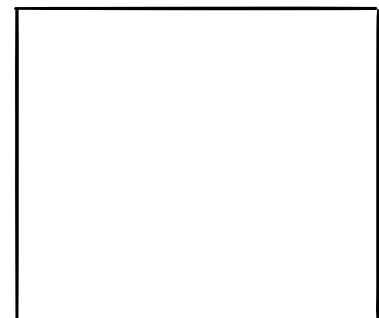
Sponsorships are another fantastic way to generate revenue while providing paid-for content to viewers in a non-intrusive way. This method of advertising is particularly useful during events and conferences.

For example, a German bank created a liveblog with the company's branding for one of their local conventions, generating huge traffic and visibility while providing attendees with important information such as upcoming talks and breaks.

Indeed, the liveblog at FI-Forum Digital generated significant retention success. Over the course of three days, participants, organizers and technical partners used the liveblog, resulting in 12.5 million views, with more than 15,000 of those being unique visitors and the overall retention time being more than 2.5 hours.

Sponsorships are not only successful when covering an event, but also for repetitive content like a daily liveblog, for example. Publisher's morning liveblogs could be powered by the likes of Starbucks or Minute Maid Orange Juice. Opportunities for local shops and bakeries also increase within this space as we see brands looking to find more authentic ways of advertising. Sponsoring liveblogs that are related to their brand identity and goals are a great example of this.

powered by  
tickaroo

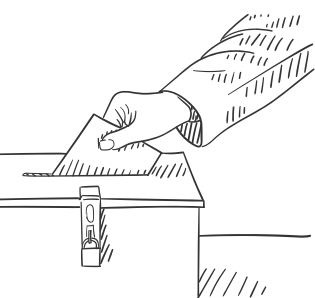


Sponsored liveblogs are an excellent method of authentic advertising for targeting Gen Z.

### 3 Use Your Content Distribute to Third Parties

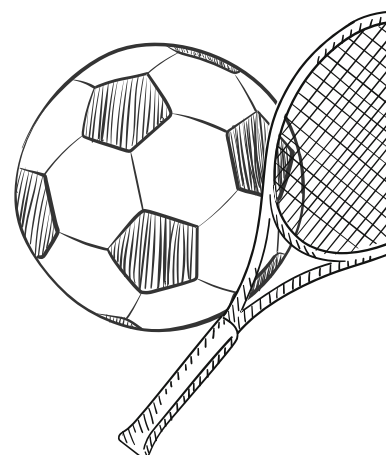
Collaboration and resource sharing can reach new heights for publishers, with huge potential to unlock new revenue streams for a variety of players.

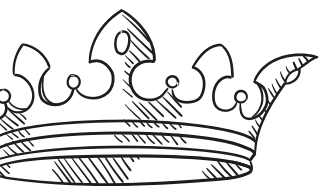
Specifically, publications can sell their content to third parties, especially to those who might not have time or access to certain areas. At Tickaroo, our [Marketplace](#) allows publications to purchase content from others that would cost them less than sending their own journalist to the site.



In the [2020 US Election](#), almost 3,000 individual liveblog posts from the dpa (German Press Agency) were integrated into various German publishers' live event coverage. Using the Tickaroo Marketplace, publishers booked the dpa's live coverage, and added their own regionally relevant posts to their liveblog. This enabled publishers to get the main facts from a trusted source, and allowed them to create audience-specific content that would resonate with their readers.

Sports coverage has also grown in popularity, evidenced by the increase in content being booked from the Tickaroo Marketplace. Smaller publishers, for example, can take advantage of content providers like [kicker](#) - a top German sports publisher, as well as the [Sports Information Dienst](#) and their massive archive of data as well as vast amounts of coverage of various sports and leagues - that would otherwise be too costly to fund themselves. By purchasing and integrating liveblogs from these trusted experts, publishers can provide their readers with crucial game stats without having to send a reporter from their staff to the events themselves, saving huge amounts of time and money.

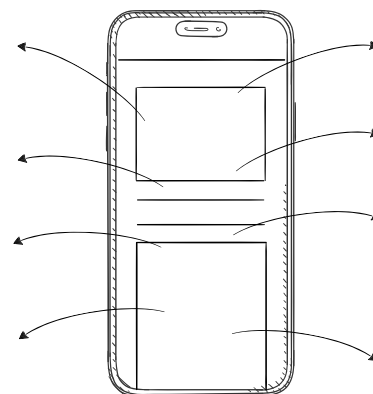




This applies outside of sports, too. Indeed, the Austrian Press Agency covered the [Spanish Royals' visit to Vienna](#) this year using Tickaroo's liveblog software. Our data shows that 22% of publishers who work with the APA purchased the Spanish Royal Liveblog. We also saw an increase in purchasing of liveblog content for Queen Elizabeth II's funeral; our data showed that 35% of these publishers purchased liveblog content around this historical event.

## 4 Use Your Reach Nurture Content

Many publishers make their live content completely free or available after a free registration. For example, despite their plans to integrate ads soon, [FAZ](#) is not looking to place liveblogs behind the paywall. Instead, they recognise the value liveblogs bring to their viewers and focus more on nurturing their potential subscribers. The publication generates engaging content that reaches broad audiences, so this strategy works perfectly for them.



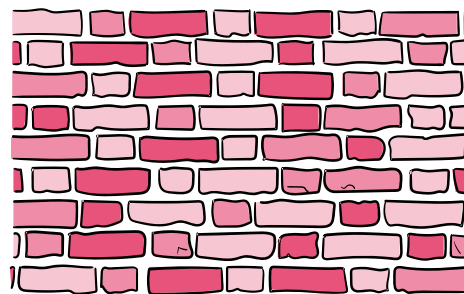
The Freie Presse doesn't monetize directly via their liveblog either. However, they still view liveblogs as an essential part of their monetization strategy. They use liveblogs explicitly for high-reach coverage to reach more readers and, thus, potential subscribers. Because this format is so effective for SEO, they use liveblogs to gain wide reach with their coverage to entice new audiences to appreciate their content and other offerings before suggesting switching to a subscription.

## 5 Use Their Curiosity Paywall

Other publishers generate revenue by hiding the most valuable content behind a paywall. Some publishers do it straight from the get-go, while others may have open access for a limited time to encourage viewers to purchase memberships.

For example, [Zeit Online](#) places some of its most innovative stories behind the paywall after it's

been publicly available for over a week. Some of the liveblogs put behind the paywall discussed [personal experiences with climate change](#) and upcoming elections, like [The 49 Project](#), which interviewed 49 representatives of German demographics on 2021 election topics.



Other clients use a metre paywall (3-5 pieces of free monthly content). Clients using this model see numerous funnel entries and subscription conversions on multi-day liveblogs as audiences want to stay informed throughout the event. The first day acts as a teaser for free, but then the following day, users must pay.

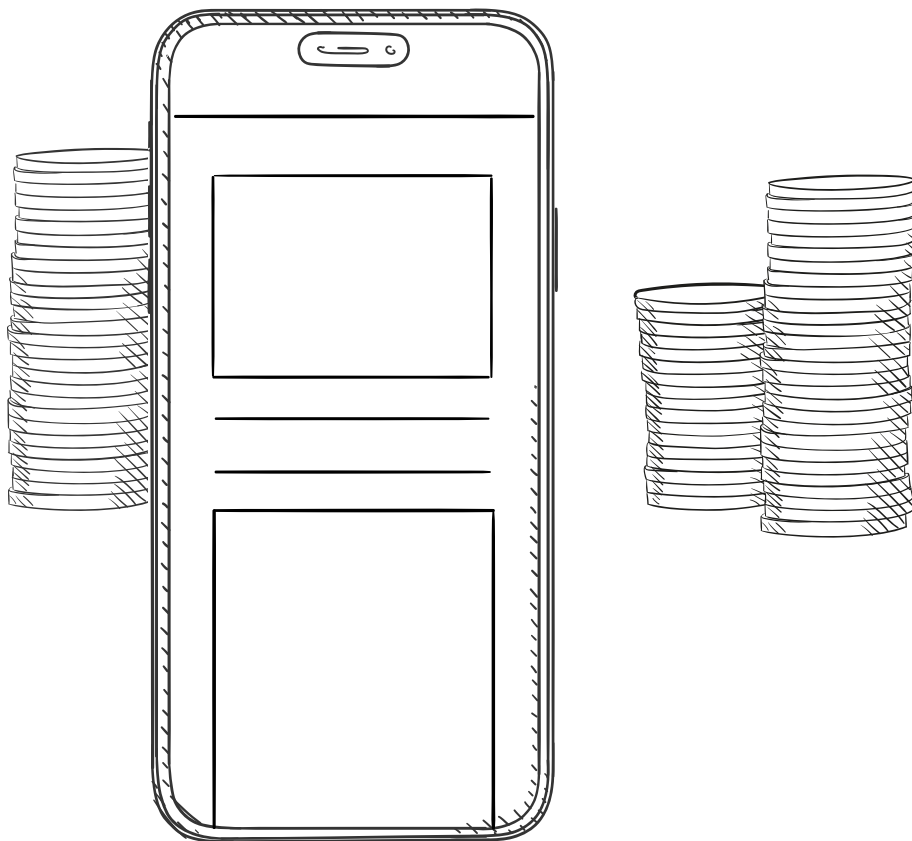
## 6 Use Their Attention In-Blog Advertisements

With the [increase in ad-blocking technology](#), liveblogs are becoming a more viable channel for brands to place their adverts in. The New Zealand publisher Stuff has already experimented with this in-blog format to great result. In their coverage of the ticket frenzy created by Taylor Swift's concerts in Australia, they were able to integrate ads into their coverage without breaking up the flow of the story.

*Whatever the method, liveblogs allow publishers to monetize their content and open up new revenue streams.*

## Conclusion

Short Formats are Here to Stay -  
Monetize them with Liveblogs



As the digitalization of the media industry is rapidly evolving, publications are in a race against time to survive and thrive at such a pivotal moment of transformation. With the rise of TikTok, Insta reels, and shorter news feeds, it's becoming harder to capture people's attention, making old communication channels far less influential.

Publications need to find editorial solutions to keep consumers engaged and make them interact with their content rather than scrolling right past it. As live news updates are here to stay, with **7 in 10 UK adults finding them important**, liveblogs are a perfect fusion of providing authentic and engaging news while monetizing content in real-time.



Having a technology partner that makes adopting this versatile solution easy and seamless is extremely important. If you'd like to learn more about Tickaroo Live Blog and how it can fit into your monetization strategy, start a [free 14-day full-feature trial of our software](#). Our team will happily answer any questions you may have throughout the process.



## **Our Clients' Testimonials**





**L** With Tickaroo, we provide our readers with SZ-quality journalism in real-time! The simple integration of media, other embeds, and highlight posts enables us to provide an organised overview at all times, even in highly dynamic news situations. The user-friendly editor is very popular among our journalists - with both reporters in the field and editors in the newsroom.

Liveblogs uniquely highlight the SZ's strengths. With this format, readers receive impressions from our on-site reporters and correspondents while the news is breaking. Liveblogs enable news to be shared with audiences while other in-depth reports, reportage, or commentaries on the event are prepared. In a sense, they show storytelling in the making.

In our search for a liveblogging tool for the SZ, we emphasised user-friendliness, reliability, and speed. We also wanted to be able to check and edit entries thoroughly before publication. Tickaroo fully satisfied all these criteria.

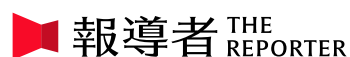
**Michael Koenig, Managing Editor of the Sueddeutsche Zeitung**

**Süddeutsche Zeitung**

**L** Tickaroo provides excellent UI/UX design in the content management system. Even though the editorial department members are not familiar with digital tools, they can instantly understand how to use Tickaroo.

Using Tickaroo makes curation effortless, and it also provides a user-friendly interface for the audience so that they can enjoy a great reading experience.

**Ivory Chia, Product Manager at The Reporter Cultural Foundation  
(Taiwan)**



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.*

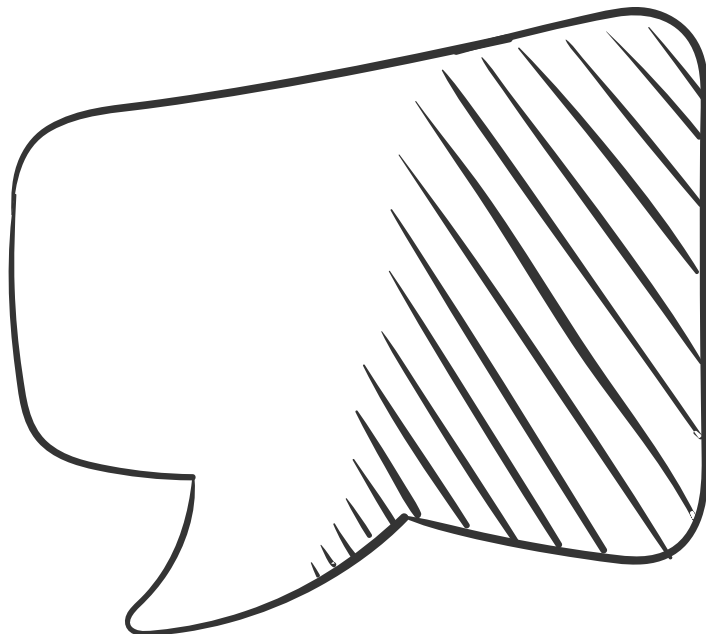
*Our collaboration now goes beyond their liveblog solution, as our news app was also designed and implemented by Tickaroo. Together, we are constantly developing new approaches to scale and further develop our digital products.*

TT

**Christian Rothmund, Product Manager Olympia-Verlag GmbH**



## About Tickaroo



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A leader in news and sports media solutions, Tickaroo (tickaroo.com) develops software and applications that enable organizations to engage with their audiences in real-time and reach their monetization goals. Its live blogging software is used by media houses, event organizers, and professional sports clubs and associations. The live-content software combines professional digital storytelling and live reporting. Clients include Süddeutsche Zeitung, Mediahuis, Stuff, Der Spiegel, Singapore Mediacorp, and the German, Swiss, and Austrian Press Agencies. In the UK, clients include Tri247, Sotic, and Territory. Over 72,000 journalists rely on its digital publishing software, which is available as a native mobile app and web application.

The company also has a dedicated team of developers who create custom media solutions for brands like kicker, the German Handball Federation, and ran.de.

The logo for Tickaroo, featuring the word "tickaroo" in a bold, rounded, white font with a thick black outline. The letters are lowercase and have a slightly irregular, hand-drawn feel.

To find out more about Tickaroo Live Blog and our Marketplace, start [a free 14-day full-feature trial of our software](#) or email us at [support@tickaroo.com](mailto:support@tickaroo.com).

Our team will happily answer any questions you may have.