How Media Can Master and Monetize Live Coverage
What is Live Coverage for Media?

Live coverage is a publishing and engagement tool set up to interact with readers within real-time broadcasts for sports, politics, events or other news media coverage.

Throughout the coverage, live content is published from various contributors and displayed simultaneously on the live streaming page, allowing for the ultimate community viewing experience.
There are several benefits to live coverage through live blogging, when implemented correctly. Overall, it allows publishers to:

- break stories with immediacy and relevancy
- publish intuitively and seamlessly, allowing journalists to focus on in-depth articles
- increase brand reach among target audiences and ultimately, reader loyalty
- offer a chance to get ahead of the competition with curated content
One of the most valuable differences of live content versus more traditional, digital journalism is that live coverage enables media companies and publishers to capitalize on audience engagement. It drives traffic to the publisher’s site and has a notable impact on conversion rates towards paid subscribers.

On average, conversion rates from an online live event (live blog) are 12.6% or higher, while conversion rates from an average website is about 2 to 5%.

*Statistics from AudienceView (2022)*
Live Coverage Helps Publishers Go Mobile-First in a Cost-Efficient Way

The New York Times used live blogging 200 times in 2018 and 400 times in 2019, yet many media houses are just now starting to see the powerful impact it has. If you want to reach a wider audience for your news coverage, it's important to consider how people consume news. Do people spend longer time on articles, or are they satisfied with just the headlines? Let your statistics speak for themselves.

Many people read news on their mobile devices, particularly when commuting or on the go. By implementing a live publication platform with a “mobile first” approach, you can make sure that your live coverage is accessible and engaging for mobile readers without custom development.

By publishing updates seamlessly, you are providing your audience with real-time updates while also giving your team the time they need to work on more in-depth articles. This can be especially beneficial for teams of any size who want to provide comprehensive coverage without sacrificing quality.
Creating a strategic approach is the best way to capitalize on live coverage opportunities. You can use multiple channels and different forms of media to build a loyal following and create a multi-touch experience.

The topic of the weather is an excellent example of how multi-touchpoint immersive experiences add value to both readers and publishers. Every day people watch weather updates and want to be informed about hurricanes, heatwaves, snowstorms, and how they’re evolving.

A UK-based company has found a highly effective way to create an immersive, multi-touch experience using live content. Their live weather updates occur every 10 minutes or so with pictures and opportunities for users to share to their socials.
Master Live Coverage and Build Up Your Journalists

Whether you adopt ongoing live streams or simply rely on live content during specific hours of media coverage, you can help establish the authority and credibility of your journalists. Credible journalism translates to more user engagement on your website. This has both short-term and long-term effects that enhances your brand and maximizes your efforts.

The more people rely on your journalists for news, the stronger their personal brands become. This leads to loyal fans who want to learn more from their publications, which inevitably increases the overall value of your entire site.

In the next few slides, we’ll explore three ways to master live coverage while building your journalists’ reputation.
Establish Author Avatars for Different Purposes

Author avatars are unique identifiers used consistently for each journalist and helping them gain notoriety and recognition. The creation of an avatar allows readers to recognize authors they value, increasing the likelihood of them to return and continue reading their live updates in the long term.

Over time, as journalists establish their expertise around a given topic, engaged viewers become more motivated to tune in for updates posted under the handle of each creative avatar.

Avatars can also work the other way around and protect author’s identities from backlashes in certain situations. A newspaper in New Zealand used standardized logo avatars when they needed to protect their journalists.
If personalized avatars are used, live coverage benefits journalistic authority by allowing them to establish themselves as a leading subject matter expert. Subject matter experts on specific topics add greater depth and detail to your content while introducing a new level of trust and gravitas for your target audience.

Since familiarity with brands is one of the driving factors in how people perceive the quality and trustworthiness of news publishers, subject matter expertise drives higher click throughs and engagement.

This won’t happen overnight, but building a journalist’s personal brand using live content community engagement is worth the effort or change in dynamics. The format of the forum builds their reputation and, by extension, the publication’s reputation.
Create Reader Habits With Live Updates

As you grow your reputation and establish your journalists as subject matter experts, your publication becomes the go-to place where your audience gets breaking news. People are more likely to recognize authors they trust and they'll engage more with content that’s associated with their names.

This instills a habit with your readers—they’ll start to turn to your publication within their daily routine. This consistency over time develops loyalty that, when paired with credibility, grows your audience over time and allows for more opportunities for monetization.
Publishers have several opportunities to build communities of passionately engaged followers using live content. The next step is taking them on a conversion journey across the publishing site. In the next few pages we’ll cover some of the various options for short- and long-term monetization.
People like being the first to know things, so when you offer breaking news updates you can easily capture audience awareness and boost engagement. First-to-market news topics may cover:

- Breaking news in the community
- Criminal story updates
- Real estate and interest rate updates
- Economic news and jobs numbers
- Healthcare and medical breakthroughs
- Post-COVID-19 reflections on global responses to outbreaks
Livecenter Clients Have Covered Stories

Such As:

Sports Betting
By RiksToto

National News
By Dagens Næringsliv

Election News
By Archant Media
Use Live Publishing to Introduce Paywall Visibility

Live coverage is a great way to introduce gated articles to audiences. Loyal viewers who see a publisher as a subject matter expert are more likely to purchase additional, exclusive content.

The more credibility you have, the more you can drive viewers to subscribers. There’s a benchmark of **30-60% paywall visibility rate**. Live content can help your publication achieve that rate.
With live coverage, you start to build an actively engaged audience. This means live comments are viewed by the majority of participants. If you’ve established your brand credibility, a paywall link should motivate a sizable percentage of your viewers to click through as they’re more receptive to special offers and opportunities.
Nurture Audiences in the Long-Run

News media organizations and publishers also need to think of long-term ways to engage with different audiences and monetize on content. The subscription funnel is getting longer and younger audiences may not see the immediate value of a subscription. However, this value will be proven over time, correlating with readers’ maturity and progress through their lives and careers.

To nurture future relationships, news media organizations need to position themselves with the younger audience as early as possible. This can be achieved by leveraging user interaction strategies, including gamification, commenting, Q&A functionalities, and so forth.

Once they’re ready to pay for exclusive content in the future, brand recognition and loyalty will be a deciding factor.
How Do AI Platforms Influence Live Publishing?

AI platforms have had a profound impact on live publishing by enabling news organizations to deliver accurate and up-to-date information to their audiences more rapidly than ever before. For example, AI tools were specifically prominent during the pandemic.

Generative AI tools can be used to augment human journalists’ initial research phase by collecting essential data, statistics, or charts to supplement larger stories.

The integration of AI technology into the newsroom provides valuable support to journalists, allowing them to focus on high-quality reporting and analysis while AI handles more routine or data-heavy tasks.

Some journalists argue, without the assistance of automation in the newsroom, they simply wouldn’t have the time to produce data-based news articles on a daily basis*.

*How Automated Journalism is Shaping the Future of News Media, INMA Nov 2022
AI Can Automate the Information Collection of:

- Background Information
- Contextual Analysis
- Expert Summaries
- Topic Research
Live Center is a live blogging platform that’s focused on live up-to-the-second media coverage. The platform offers a range of interactive tools for audience engagement and subscription growth.

On average, live content feeds have a 2 - 4 times higher pageview rate than non-live blog articles, receives 80% more ad impressions per pageview than with articles that lack the Live Center touch and 8 times more pageviews per live event coverage compared to competitors.
Trusted By Hundreds of Media Companies

Live Center is here to magnify your efforts - whether you want to do more with less and publish like rock stars empower your editorial team, build reader habits, increase audience touch points, or boost engagement.
Add Live Coverage to Your Media Stack

Enhance and further support your media stack with live content.

In doing so, you’ll increase paywall visibility rates while building your journalists’ personal reputations and, by proxy, your publication’s credibility.

Over time, both of these lead to community engagement that converts readers into loyal readers of your content.

All the tactics mentioned develop your publication’s authority and credibility so that you maximize the engagement rates and monetization potential from your audience.

Overall, live coverage allows you to build brand authority and drive readers through the subscription funnel.
Master the Art of Live Coverage
Start a 14-Day Free trial

Livecenter

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