



E-book

# Playbook for live blogging sporting events

Score more subscriptions, engage  
with fans, and deliver play-by-play  
live sports news





# Overview



Live sports coverage is a cornerstone of high-volume, popular journalism. Sports fans – ranging from casual enthusiasts to devoted fans – can be a demanding bunch, and tapping into their passion can drive traffic, subscriptions and open up various monetization avenues in the highly competitive realm of sports media.

In this guide, we'll cover:

- Getting the upper hand in the sports media landscape
- The role of live-blogging to score on publishers' growth goals
- Setting the scene for effective live blogging
- 4 key benefits of live blogging





# The golden opportunity of real-time live sports coverage

The excitement surrounding sporting events is unparalleled. Consider the exhilarating Grand Prix races, the thrill of the Game 7 in baseball, or the grand spectacle of a FIFA World Cup every four years, atop the ongoing buzz of football matches worldwide. This persistent excitement provides a fertile ground for live sports coverage.

The zeal with which fans follow their favorite sports is not easily replicated in other types of media. These fans don't just watch; they invest—whether through direct subscriptions or participatory activities like betting.

Offering exclusive, real-time content adds significant value, making fans more likely to subscribe and remain loyal to outlets that offer substantial added value. This includes in-depth context and insights about their favorite athletes, access to historical data and analytics, expert analysis and predictions for upcoming games or races (e.g., in horse racing), and opportunities for interaction with journalists and fellow enthusiasts.





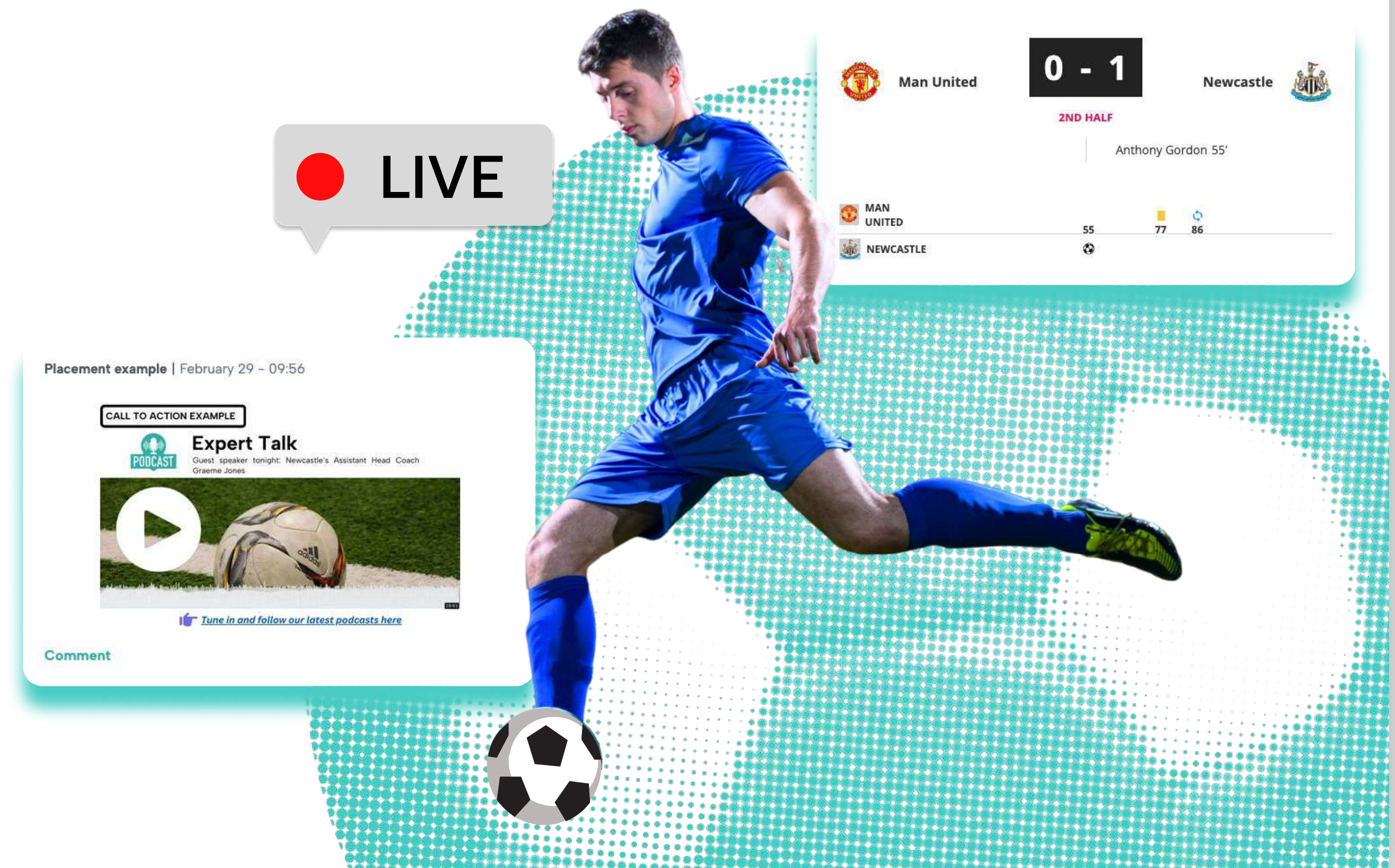
# Strategizing for victory

Although watching sports in person is often preferred, media entities play a crucial role in delivering comprehensive sports coverage and analysis. Beyond traditional live broadcasts, various channels and methods are available to deliver timely news, updates, scores, and results that fans crave.

## Dominating the Field: The Unrivalled Power of Live Blogging

A live-blogging strategy stands out by enabling media companies to cut through the noise and generate a constant flow of fresh content. This dynamic approach empowers journalists to update content instantly, enriching their reports with a mix of multimedia elements—from gripping video highlights to interactive social media feeds.

By creating immersive live experiences, live blogging offers content with unmatched immediacy and relevance, meeting the real-time information needs of the audience while maintaining their engagement and focus.





A photograph of a harness race in progress. Several teams of horses and jockeys are competing on a dirt track. The horses are dark-colored, and the jockeys are wearing colorful silks. A green pickup truck is visible in the background, and a crowd of spectators is gathered behind a white fence. The sky is clear and blue.

Horse racing and betting sites use Live Center for instant updates on race days.

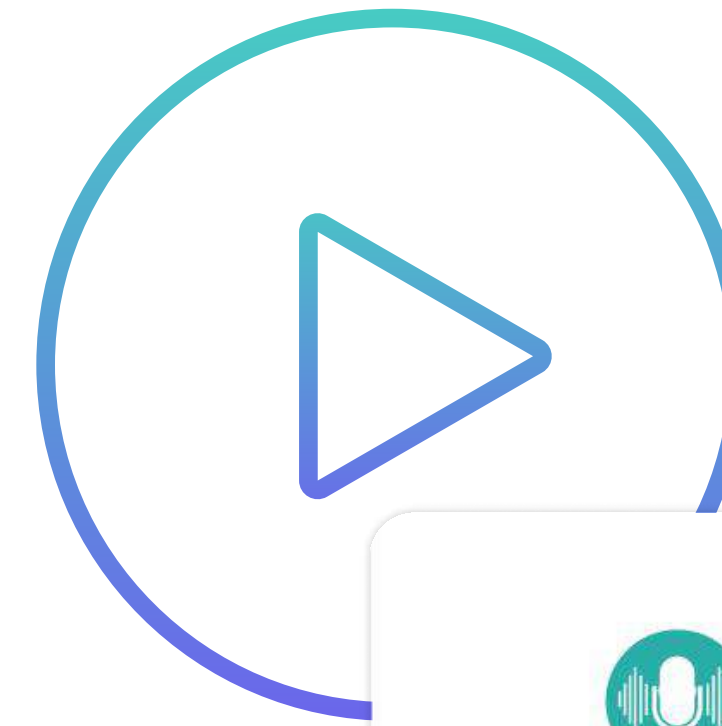
“This kind of live content is time sensitive and specific, and would not make sense on our main website, which is why Live Center is so important. We can also augment this content easily with content from other platforms, such as Twitter or YouTube, as well as images and videos, which makes the content more interactive and fresh.” – Kristoffer Eide, Product Owner at Rikstoto



# Setting the scene for effective live blogging

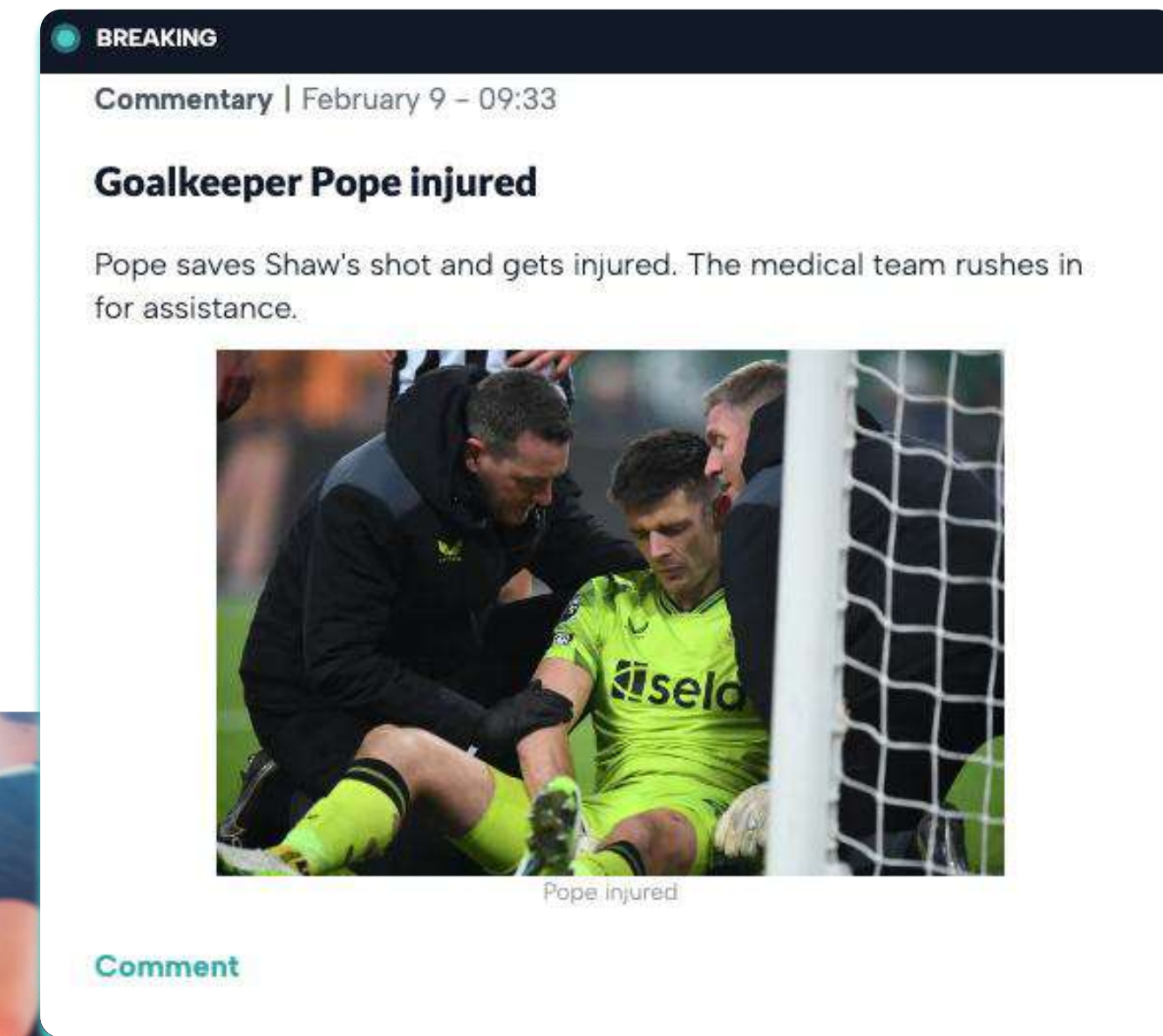
As with everything, preparation and planning is key to successful live coverage. Here's how you can set up an effective live blogging operation:

- **Pre-event planning:** Define your editorial workflow—who does what, when, and how. Establish roles and responsibilities before the game begins.
- **Access control:** Ensure all team members have the necessary access to contribute to content creation and publication.
- **Background and analysis:** For slower moments or breaks in the action, have supplementary content ready. This might include historical data, player profiles, or interesting statistics to keep the content engaging.





- **Dynamic presentation:** Plan how you will display live updates, manage the flow of information, and keep your content organized and accessible. This might involve highlighting key updates or pinning important news to keep it visible.

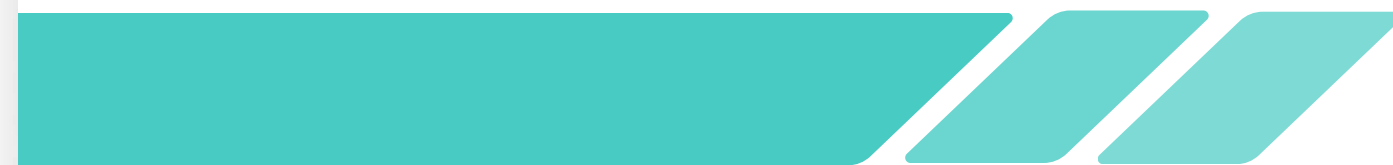


# Kicking off: Play-by-play coverage

- **Hit the strike zone:** Grab readers' attention and organize live blog pages visually by highlighting specific posts or pin them to the top of the blog. Or create a highlight panel containing the header text of key posts in the feed. The idea is to make key information more visible and accessible to keep readers engaged.
- **Score big in real time:** As the game unfolds, editors can log and publish any activity right when it happens. All the action – from score changes to player injuries – helps bring the big game to life. Above all, live blogs can display a sport-specific scoreboard including the most up-to-date game score.



*Create a community experience with interactive features like comments, chat, and polls.*





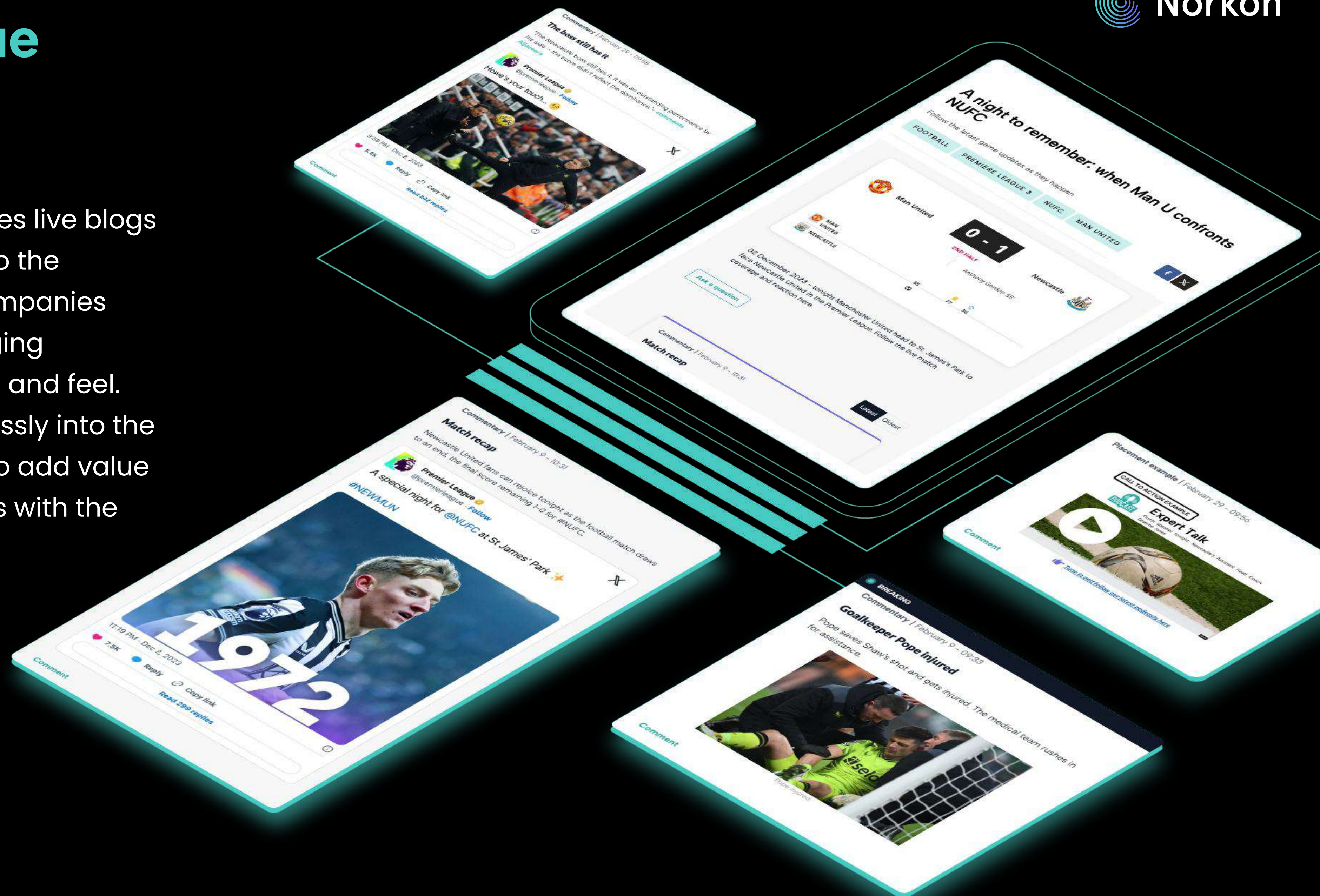
- **Make it visual:** Elevate your live blog's impact by incorporating multimedia elements such as images, videos, and social media feeds. Leverage Live Center's rich features to provide an immersive experience, enhancing engagement.
- **Maximize engagement:** Create a community experience with interactive features like comments, chat, and polls.





# Making it unique

One of the biggest opportunities live blogs offer is the ability to match it to the publication's brand. Media companies can **customize** their live-blogging experience to fit their own look and feel. Making the live blog fit seamlessly into the overall brand is another way to add value and foster deeper connections with the audience.



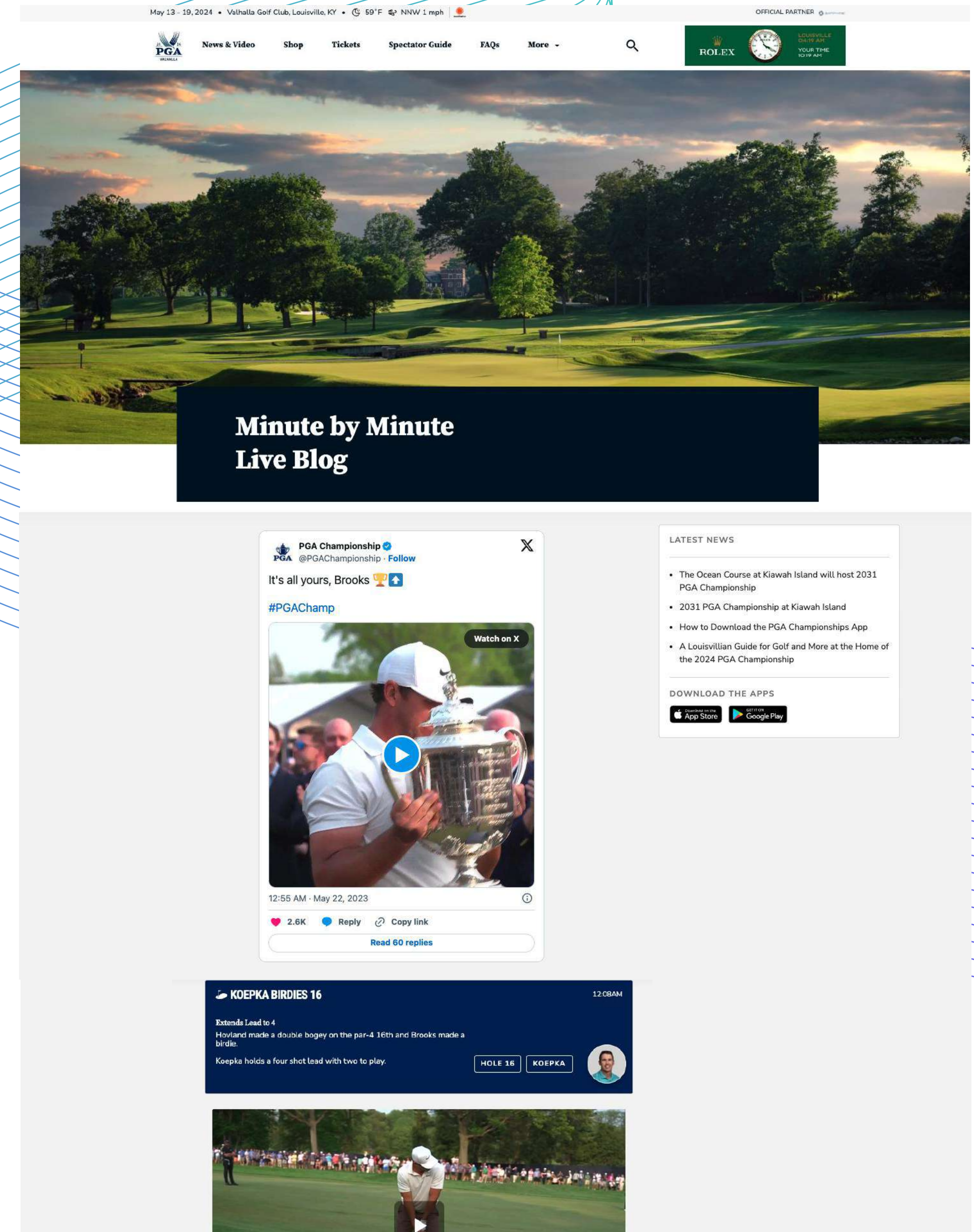


# 4 key benefits of live blogging

**1 Build your fan zone:** Live blogs enables publishers to achieve deep audience engagement by delivering on reader expectations with dynamic, continuous coverage. By enabling reader interaction and involvement, a community feeling or "fan zone" is created, ultimately driving loyalty and time spent on the publisher's platform for both new and existing fans.

**2 Monetize with banner ads, native ads, and sponsorships:** Live blogging presents unique avenues for monetization that go beyond traditional ad placements. By integrating native advertising directly into the live blog feed, publishers can offer a seamless experience that keeps readers engaged without disrupting their consumption of content.

Sponsorships can also be tailored specifically for high-visibility events, where live blogs provide a platform to associate sponsors' brands with significant sports or cultural moments.



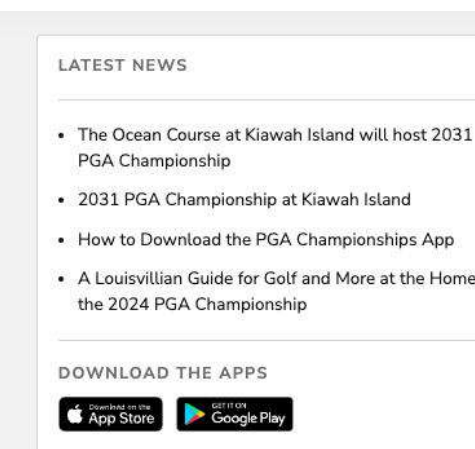
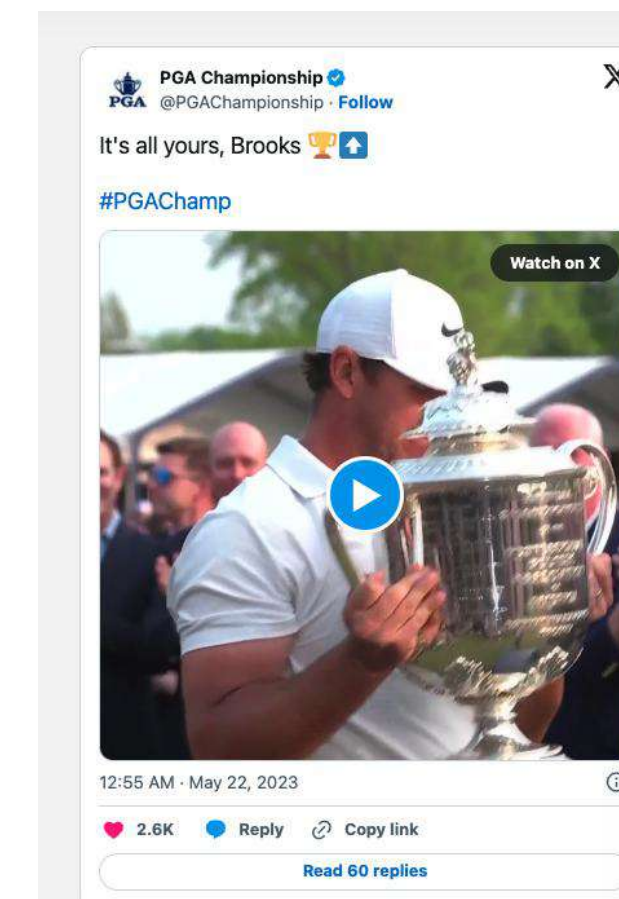


**3 Drive home new subscriptions:** Live blogging acts as a gateway for converting casual readers into registered users and subscribers. By offering a taste of premium, real-time content for free, publishers can entice readers with the value of their full subscription services.

Placing call-to-actions within the live blog to encourage registration towards a relevant podcast, download the app or other is a strategy that fosters reader loyalty.

**4 Seamless editorial workflow:** Tools that integrate smoothly are essential for allowing content creators to focus on what they do best, namely delivering fresh and comprehensive updates in a timely manner. By enabling a multimodal approach with single-click access to third-party data, sports statistics from news agencies, CMS integration, or video platforms, a fully integrated solution grants reporters complete editorial control. This ensures a fluid and immersive storytelling experience.

By leveraging these strategies, publishers can maximize their content's reach and impact, turning every live event into a robust engine for audience growth and revenue generation.



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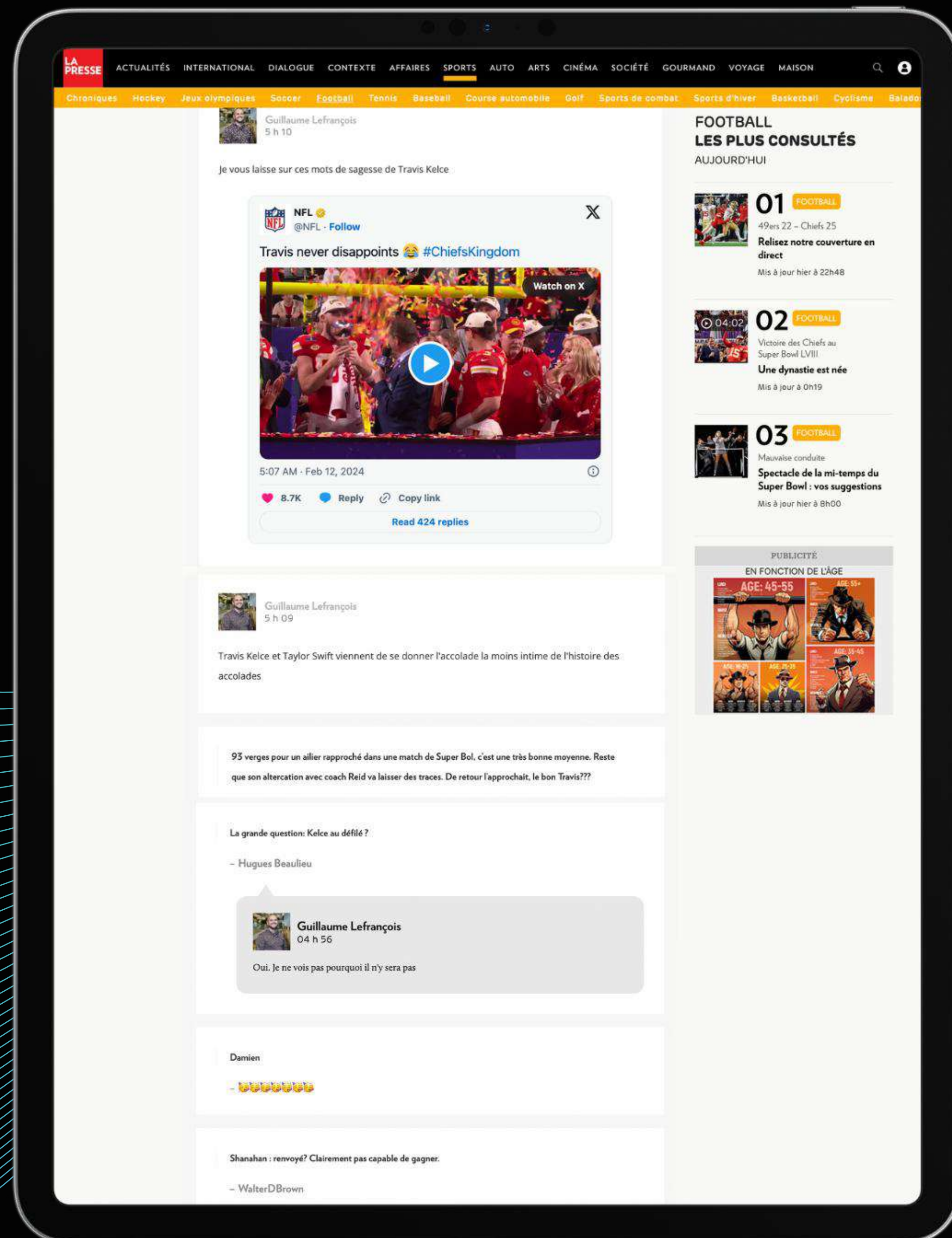




***What's interesting for us, is that live blogs are highly engaging and represent a good feature for highly engaged users. We monetize highly engaged users, not only through advertisement display but also because these are the people who tend to donate. They are participating in the ecosystem of the news activity and are engaged with the brand.***

– François Guy, VP of Technology at La Presse

**LA  
PRESSE**





# Live Center: Best-in-class live publishing platform



Live publishing plays a critical part for leading publishers around the world, whether to achieve growth objectives or improve engagement strategies – particularly in the always-popular sports arena.

Whether you're at the top of the league and want to add to your audience touch-points, or are in a team with small resources, you can leverage best-in-class technology like Live Center to hit a home run.

## Hit a hole in one

Get in touch with our experts or sign up for a free Live Center trial to try out the tool for yourself.

[GET IN TOUCH WITH US](#)



Our reporters can push content quickly, right before races, and we instantly see much higher betting percentages. Live Center delivers much higher revenue per customer, according to analytics data. Live content is a trigger for placing bets, making Live Center a no-brainer and an easy ROI justification."

**Kristoffer Eide**  
*Product Owner*  
Rikstoto



When Scribble Live discontinued their platform, we looked for a replacement and came to Live Center. What really swayed our decision was your team – you guys were super nice, super flexible, understood the fact that we needed a translation of some interface items to French, and were very flexible to building out new modules based on our needs. We highly appreciated the collaboration and the quality of the team.

**François Guy**  
*VP of Technology*  
La Presse



Flexible, feature-rich, and user-friendly tool for minute-by-minute reporting.  
Working with developers at Norkon has been a joy. Live Center solved our (many-faceted) needs admirably to begin with, and we have been able to improve the user experience (for both journalists and readers) continuously since then.

**Bjørn Tore**  
*Senior Project Manager*  
Amedia





# Norkon

[www.norkon.net](http://www.norkon.net)