

# Generate more revenue and build relationships with Live Blog

Germany's main news agency dpa is one of several German-language news agencies using Live Blog as a next-generation platform for syndicating content.

Having a ready-to-publish package of text, photos and a running commentary on the timeline of an event unfolding in

another country or continent is valuable in itself for newspapers and smaller media organisations, and even more so when such events happen outside of regular newsroom hours, i.e. at night or the weekend.

**“We can respond quickly to breaking news and launch a live blog right away, which our clients can put on their websites.”**



**Jirka Albig**

Head of marketing and product management at dpa-infocom, the German news agency's digital arm



## For dpa, live blogs fall into three categories:

- ✔ Breaking news, such as disasters, terror attacks and political crises
- ✔ Planned events such as elections, festivals or trade fairs
- ✔ “Infinite scroll” topics such as the day's top photos or news of the weird

Most of dpa's clients have a subscription entitling them to publish any live blogs on offer, though it is also possible to buy individual blogs “a la carte” from the dpa web shop. Whether through a subscription or one-off purchase, the customer receives an embed code for the live blog, which they can then insert into their website. No matter what website platform a customer is using, integration is seamless: the content of the blog goes live on their site instantly.

Live Blog can be used as a syndication platform in its own right, where news organisations from local publishers to national news agencies can subscribe to one another's breaking news coverage.

Given that not all news organisations use the same systems, dpa-newsab created an open-source component called Livebridge to translate between Live Blog and other

live blogging platforms such as ScribbleLive and Tickaroo. As a result, it's possible to syndicate and sync content across multiple services.

When both news agencies and their customers use the same live blogging platform, they can create something even more valuable for the audience, together. The customer news organisation can add their own local content and commentary to the national or international news delivered by the news agency, turning the live blog into a truly collaborative product. One example of this type of collaboration is elections, where reporting of results at the national level can be supplemented by local context.

Live Blog serves a few key purposes both for a news organisation by itself and in the news ecosystem as a whole. First, it eliminates the technological and financial

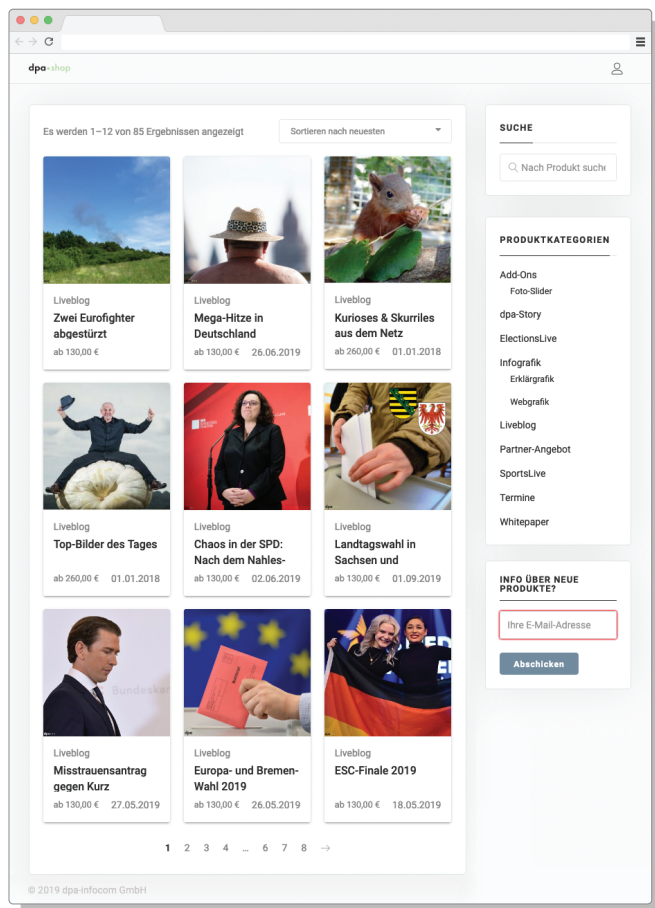
hurdles to producing live coverage, giving smaller media organisations in particular the ability to report on breaking news events. Second, Live Blog's flexibility as a format fosters more creativity in journalistic storytelling. And as a

collaboration platform, Live Blog allows news organisations of various sizes in different parts of the country to work together on something that benefits them all.

Live Blog is free to try! For your no-risk trial version, go to: <https://liveblog.pro/en/try-liveblog-free/>

## Sourcefabric's Live Blog features include:

- >> Live news content syndication
- >> Mobile Reporter App
- >> Blog Analytics
- >> Image Slideshow
- >> Social & Rich media Posts
- >> Highlight & Pin Posts
- >> Native & Remote Ads
- >> Scorecards
- >> Custom Post Types
- >> User Comments
- >> Theme Management



Sourcefabric is Europe's leading open-source developer for news organisations. We have offices in Prague, Belgrade and Toronto. Contact us to find out more: [saas@liveblog.pro](mailto:saas@liveblog.pro)

Sourcefabric z.ú. Salvatorská 10, 110 00 Praha 1, Czech Republic

[@sourcefabric](https://twitter.com/sourcefabric) | [liveblog@sourcefabric.org](mailto:liveblog@sourcefabric.org) | [liveblog.sourcefabric.org](https://liveblog.sourcefabric.org)

© 2019 Sourcefabric

