tickaroo

LIVE BLOG

CASE STUDY: EUROPEAN CHAMPIONSHIPS MUNICH 2022

9 Championships & A Festival

The European Championships 2022 in Munich was a collection of 9 European Championships across various disciplines that took place August 11-21,2022 in multiple venues across the city.

The "The Roofs Festival of Munich" also took place in tandem with these championships to integrate local music and art into the sport-focused event.

Due to the complexity and size of this event, organisers needed a way to communicate with the **~1.5 million spectators** without worrying about platform stability.

High Performance Event Communication

The Tickaroo Live Blog software satisfied all of the EC Munich team's communication requirements and more.

Topics like rain delays, available transportation, etc., were all directly communicated with spectators within the liveblog.

This liveblog was integrated into the event's website and app.

The intuitive software also enabled organisers to coordinate with 6000+ volunteers and approximately 1600 employees on site in a separate liveblog.
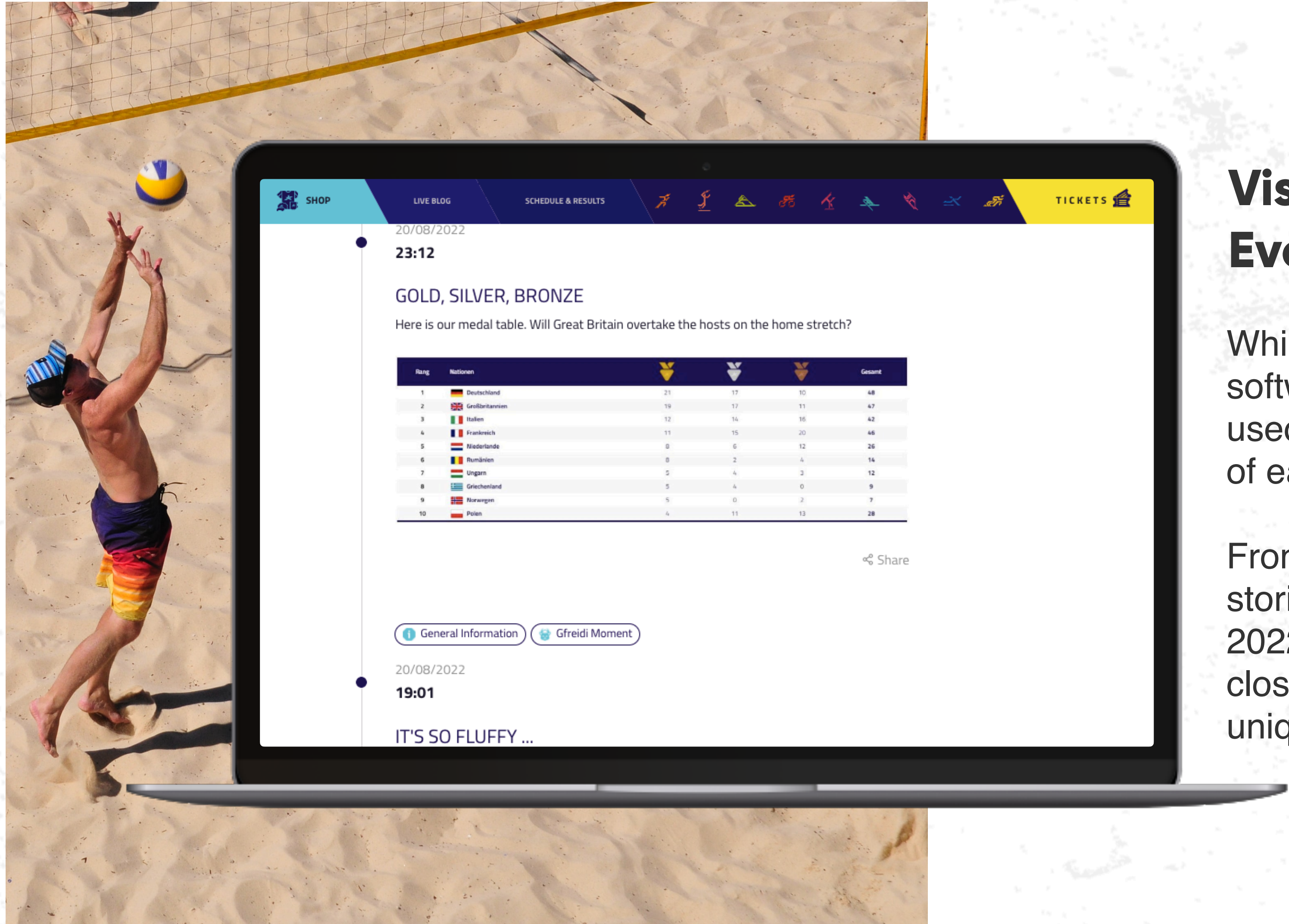
Visually Stunning
Event Coverage

While organisers used the Tickaroo Live Blog software for coordination purposes, they also used the spectator liveblog to share coverage of each of the nine championships.

From medal winners to heart-wrenching athlete stories, funny happenstances, and the EC 2022 mascot's wild antics, reporters shared close to 600 photos of what made this event so unique as events unfolded.

tickaroo

Feature Highlight:
Custom Tags

With the custom tag feature, EC Munich could categorise each post they published within the liveblog into 16 categories.

Spectators could then easily access the information they wanted by selecting a tag within the tag filter, and all posts that contained that tag would appear within the liveblog.

This feature allows all event information to be shared within one liveblog, but still enables readers to find specific content quickly.
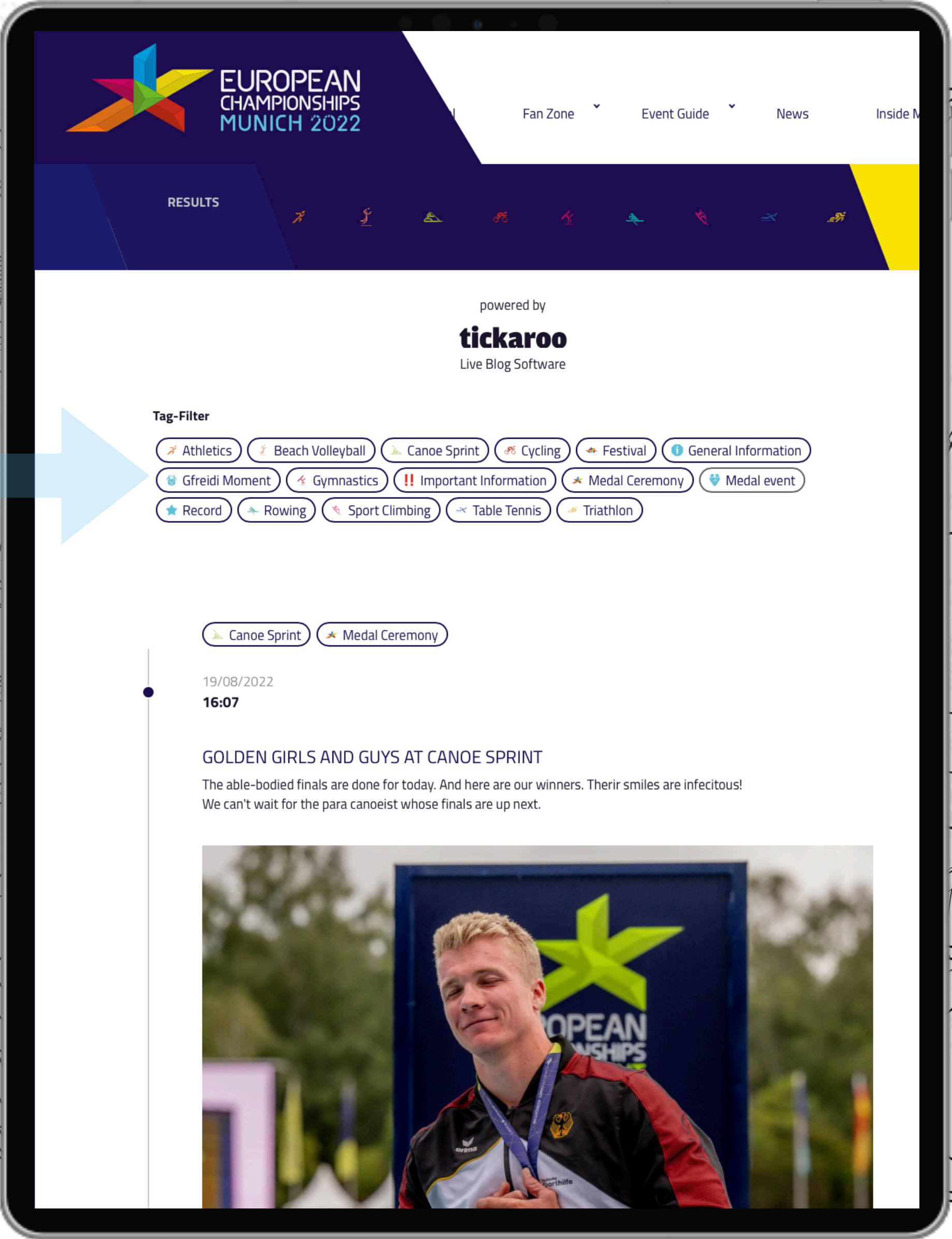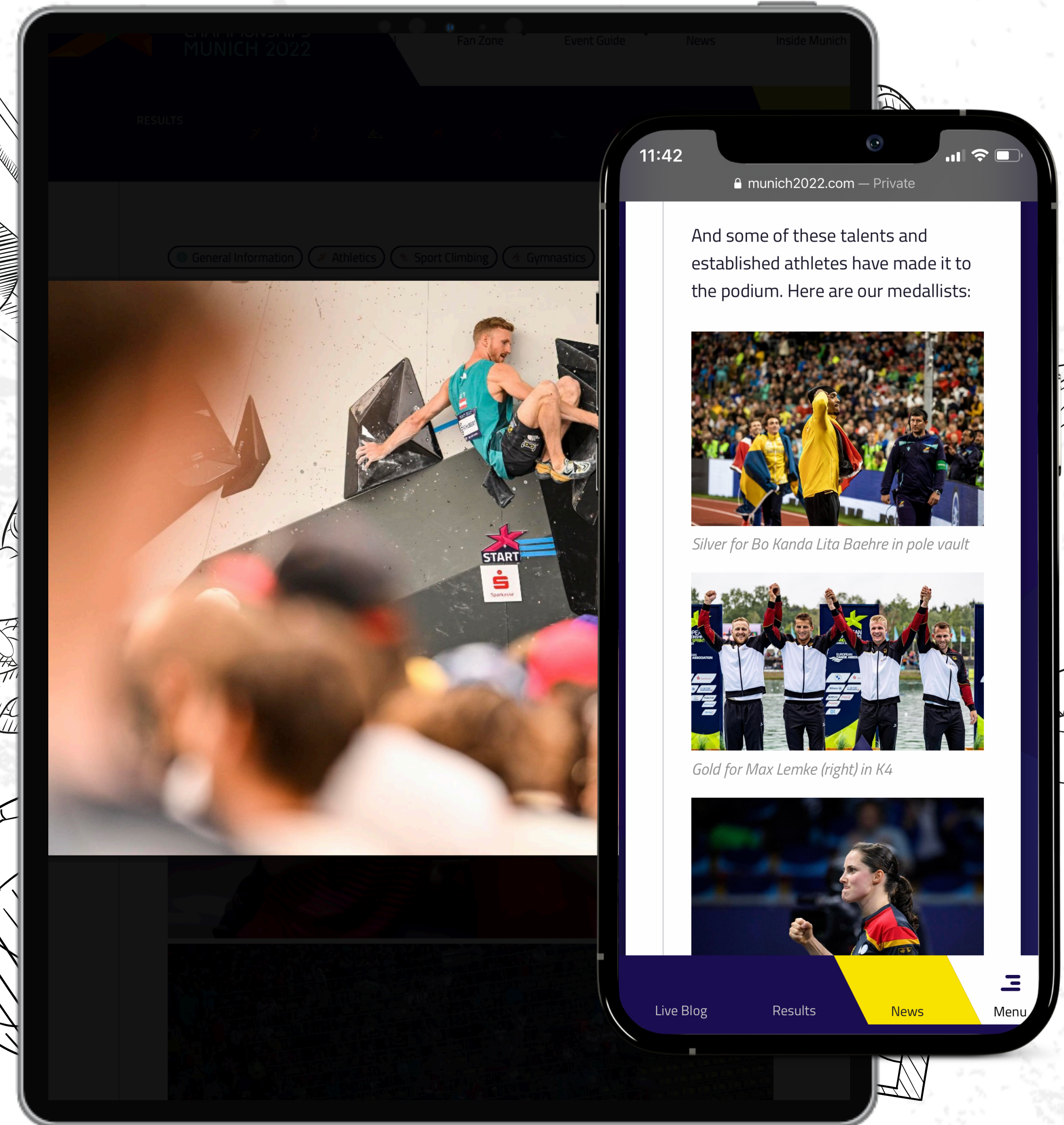
Feature Highlight:
Image Integration

With an easy-to-use "Drag and Drop" feature, over 500 pictures were integrated into the spectator liveblogs within seconds.

With our high-performance liveblogging software, the displayed liveblogs experienced no lag or malfunctions despite the high image volume.

The software also enabled EC Munich to add retrospective photo galleries to share the event's highlights with readers who missed the action.

tickaroo

Feature Highlight:
Social Media Integration

Organisers were able to leverage their and partner associations' social media channels to share event-specific updates.

Social posts containing videos were particularly convenient to share, as the video content was quickly integrated and visible within the event website and app without EC Munich having to host it themselves.

tickaroo
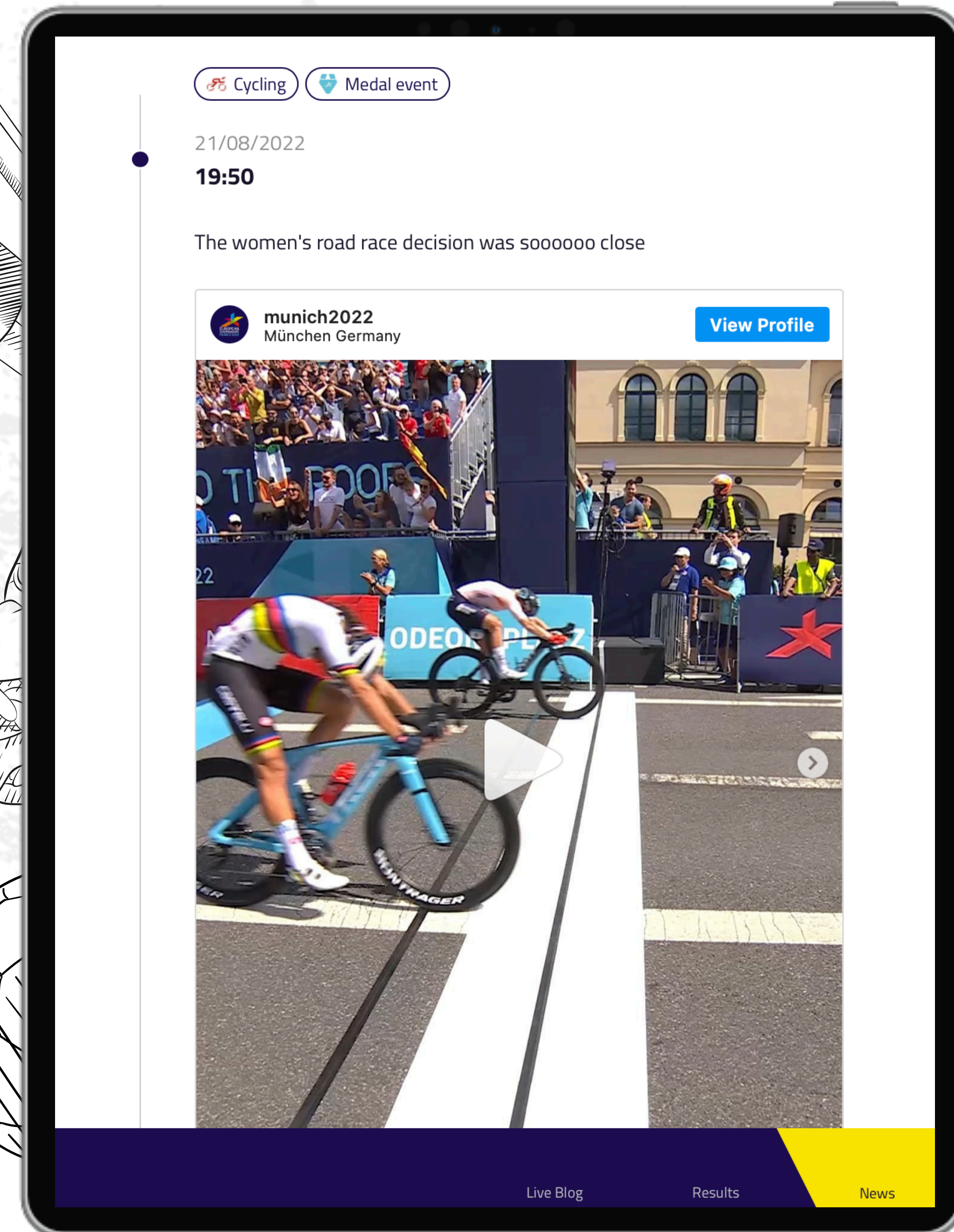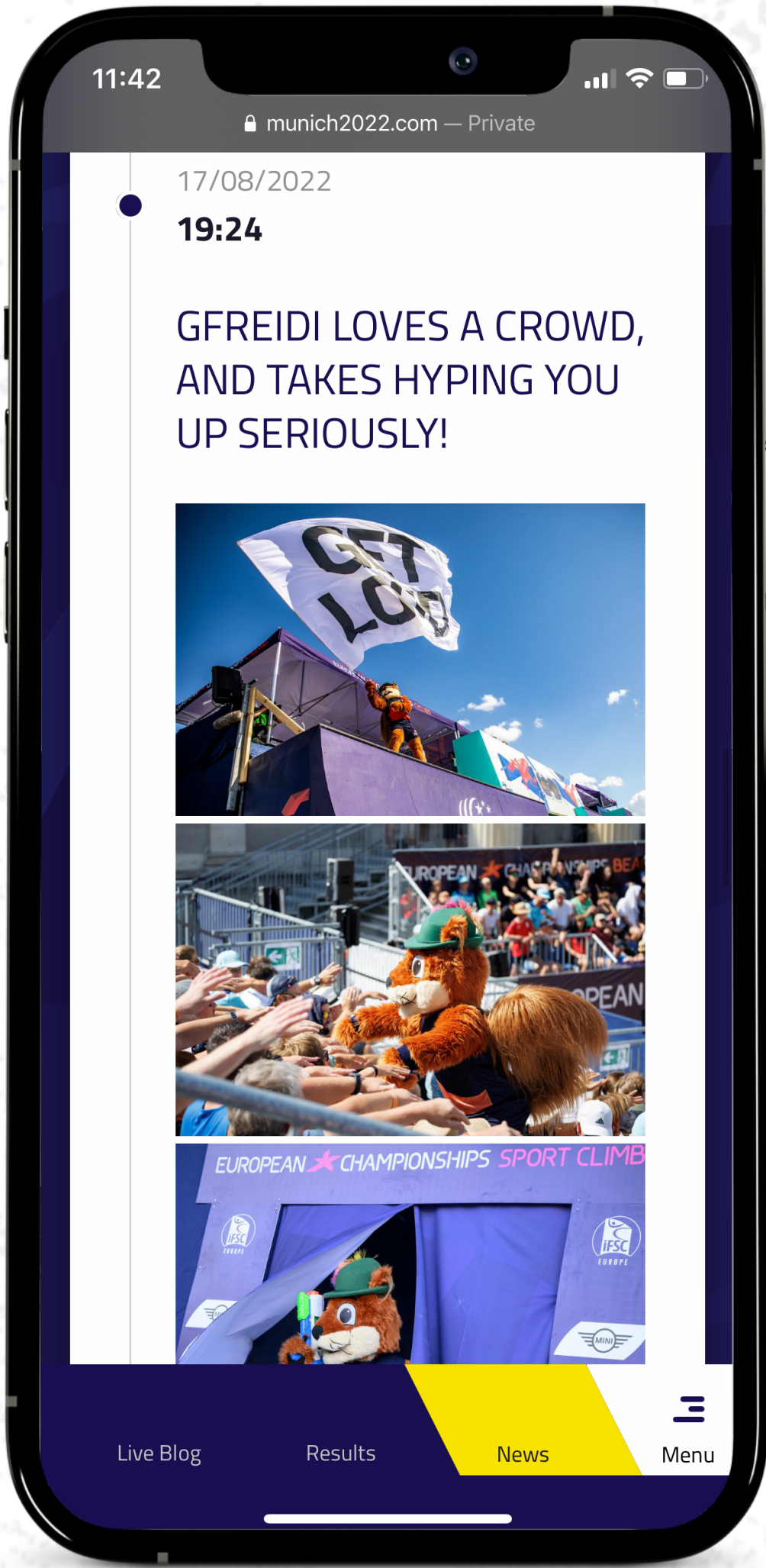
By the Numbers: The Spectators

Participants, organisers, and spectators loved being able to follow along in the liveblog throughout the 10-day event.

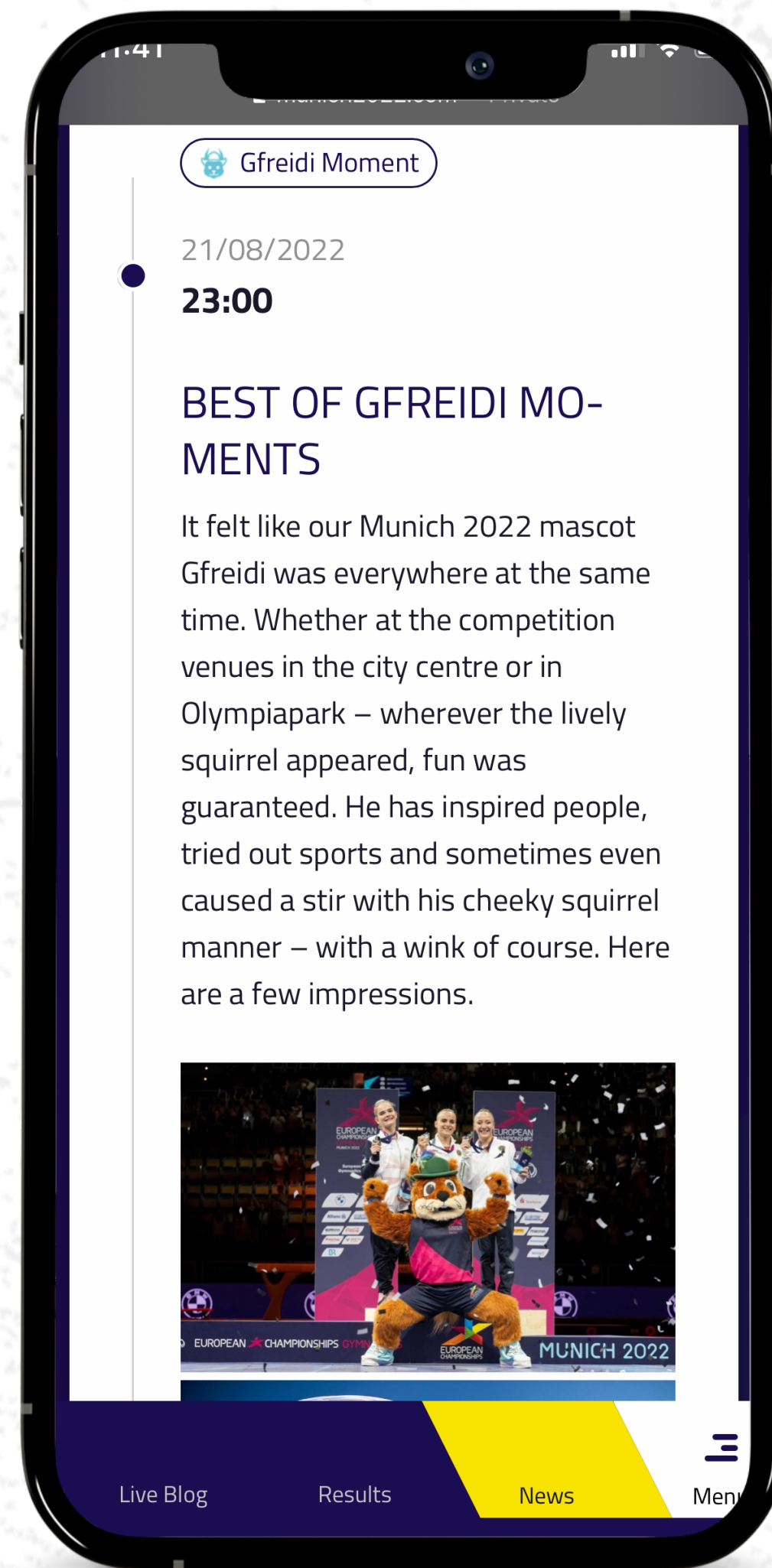**< 757,000 Views**

< 270,000 Uniques

< 1 min. Avg. Retention Time

< 560 Images & 770 Posts

Over the course of the event

tickaroo

By the Numbers: The Volunteers

Organisers, employees, and volunteers had a simple, efficient, and effective communication platform.

< 486,000 Views

~ 6000 Uniques

3:51 Avg. Retention Time

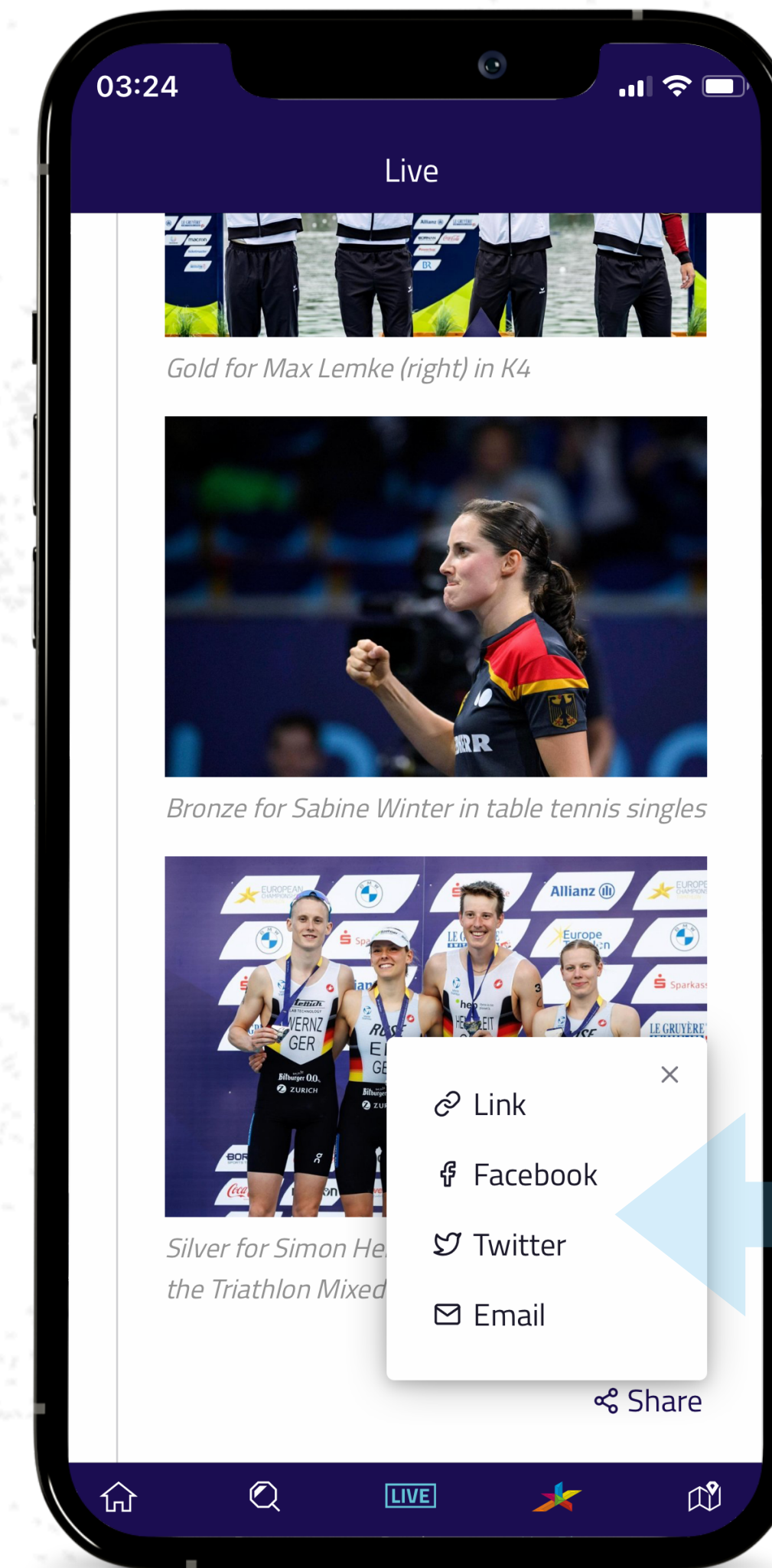**41 Images & 8 Videos**

From June – September 2022

Spectator Engagement Opportunities

The liveblogs weren't created just for passive consumption, however. Engaging with individual posts was encouraged.

One way this was made possible was by allowing spectators to share individual posts from the liveblog on their individual social media channels.

This form of engagement acts as a multiplier for the content and draws attention to the event.

Gold for Max Lemke (right) in K4

Bronze for Sabine Winter in table tennis singles

Silver for Simon He...
the Triathlon Mixed...

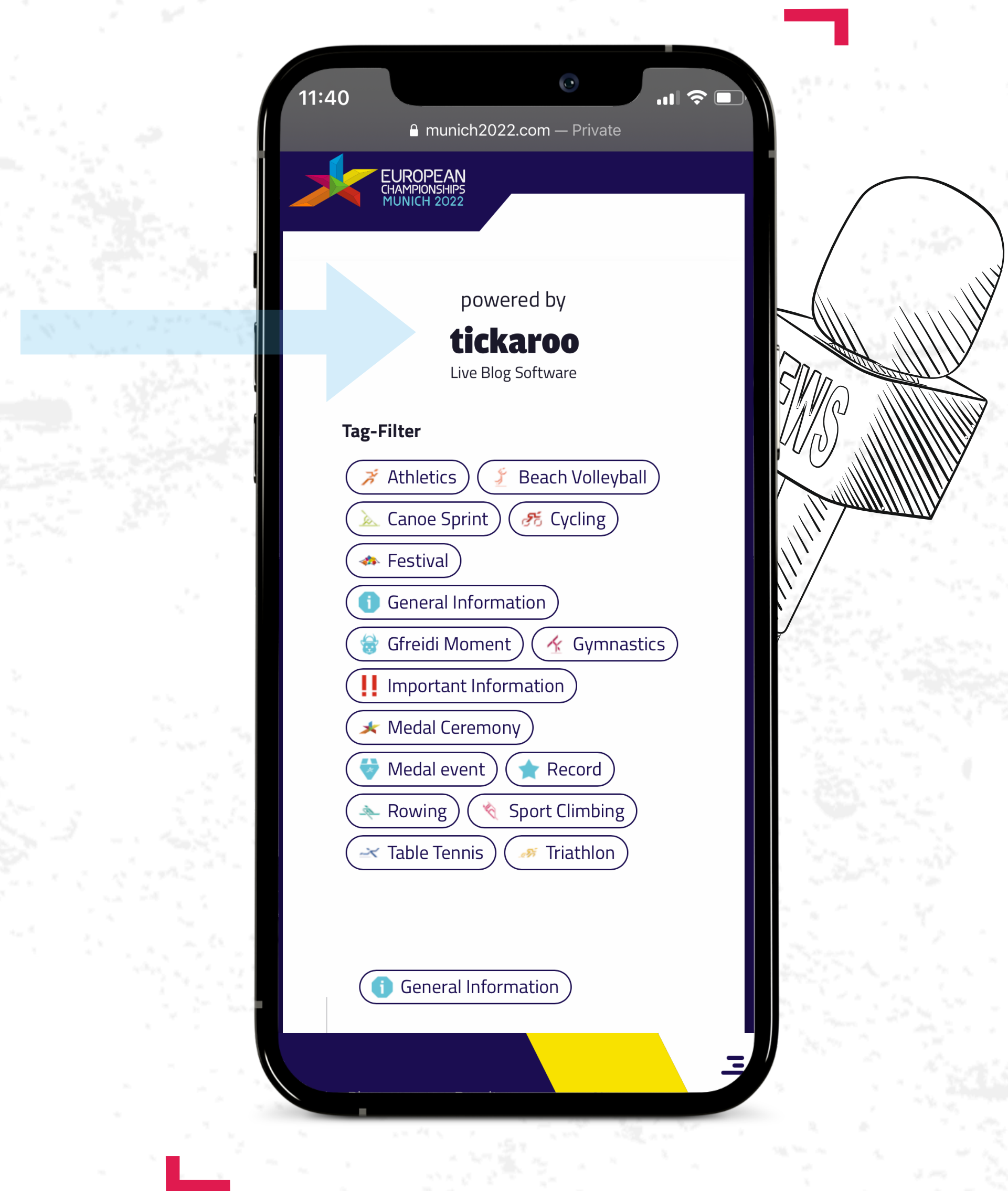Link
Facebook
Twitter
Email

Share

tickaroo

A Model for Monetisation: The Sponsored Liveblog

When hosting an event, organisers can easily use its liveblog as an opportunity to secure a live coverage sponsor.

Unlike ads, a sponsored liveblog provides visibility for the sponsor without interrupting the flow of the coverage.

Event Fast Facts

- 4024 athletes from 50 nations
- 175 sets of medals
- 1.47 Million Visitors
- 772 festival events and more than 150 performers
- 700 hours of live broadcasting
- 40 international TV and radio stations
- 3500 hours of top sports on over 50 digital platform channels
- 6000+ Volunteers and 1595 staff on site
- 6 Liveblogs (Spectator, Volunteer, Media Operations in GER/EN)
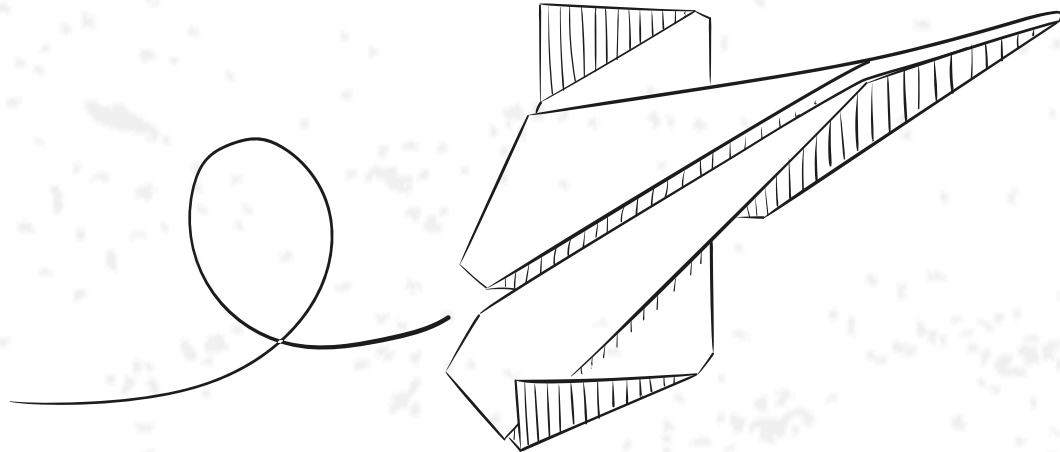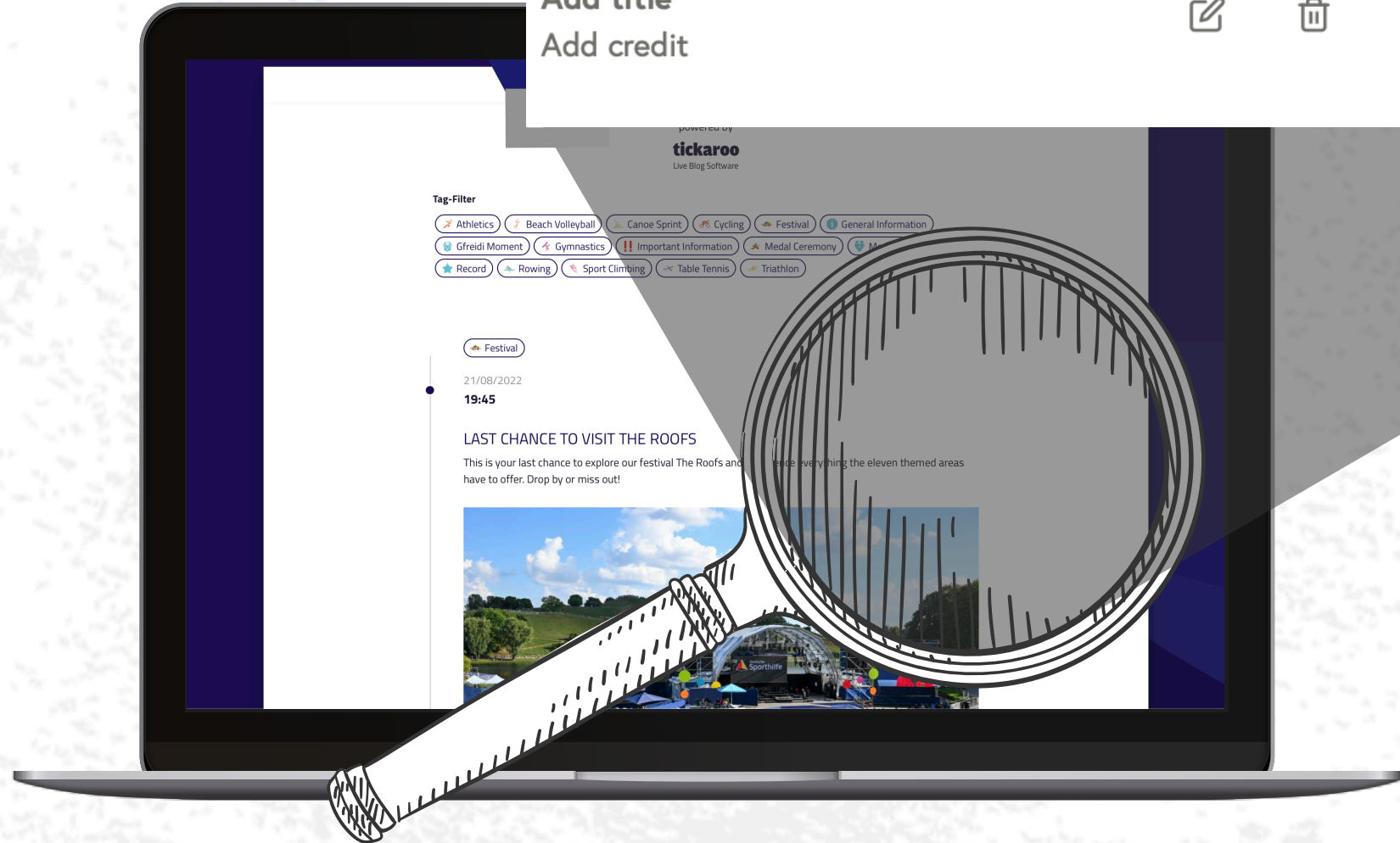
Why Tickaroo Live Blog?

- Intuitive reporting interface for easy onboarding
- Simple website and app integration
- High performance regardless of traffic or image upload volumes
- Visual-centric real-time format to captivate audiences
- Optimised for mobile and on-the-go viewing
- Easy image and Social Media post integration

tickaroo

We'd be happy to answer any questions you may have about how our software can assist with your event organization and coverage.

Head of Sales

Oliver Schittenhelm
Tickaroo
oliver@tickaroo.com

International Sales Manager

Devon Ramirez
Tickaroo
devon@tickaroo.com

Copyright Tickaroo 2022

QUESTIONS?