New in BLOX Now:

Live stream enhancements, customizable weather, analytics improvements, and more!

April 15, 2021

TN TownNews

Today's agenda

Live Stream Enhancements

Alert Banner Overhaul

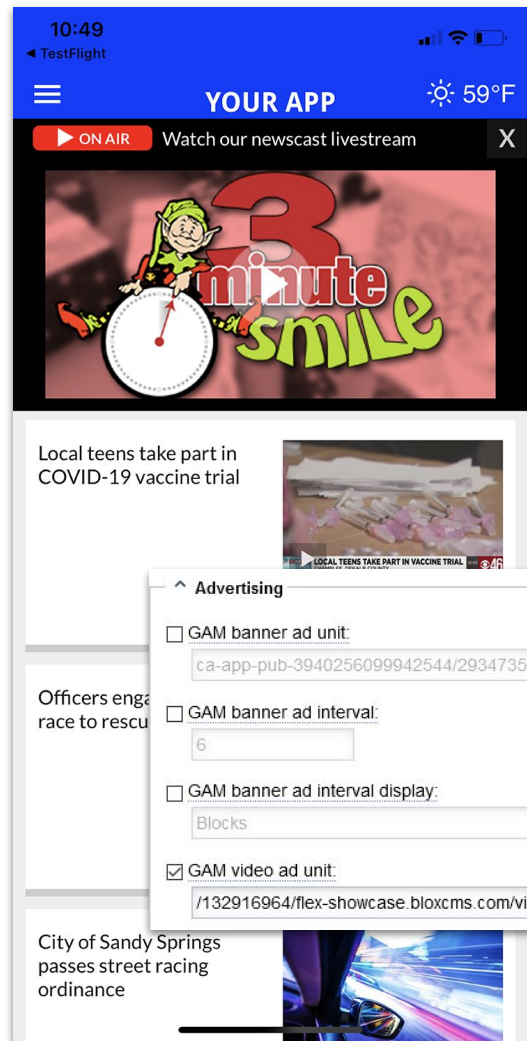Customize your Weather

Design Changes

IDFA

e-Edition Access Control

GA4 Analytics

Promote engagement with your live streams

➔ New player in topic feed

➔ Easy, optional setup

➔ Revenue opportunities:
  Pre-roll
  GAM Video Ad unit
  Native Live Stream
  Multi-media card

Simplified & improved banner

➔ Updated to "Live stream banner"

➔ Live when Live when a schedule URL provided

➔ No schedule, banner remains active

Note: Make sure the Live Streaming messaging is set up to pull from the active messaging fields in page customizations.
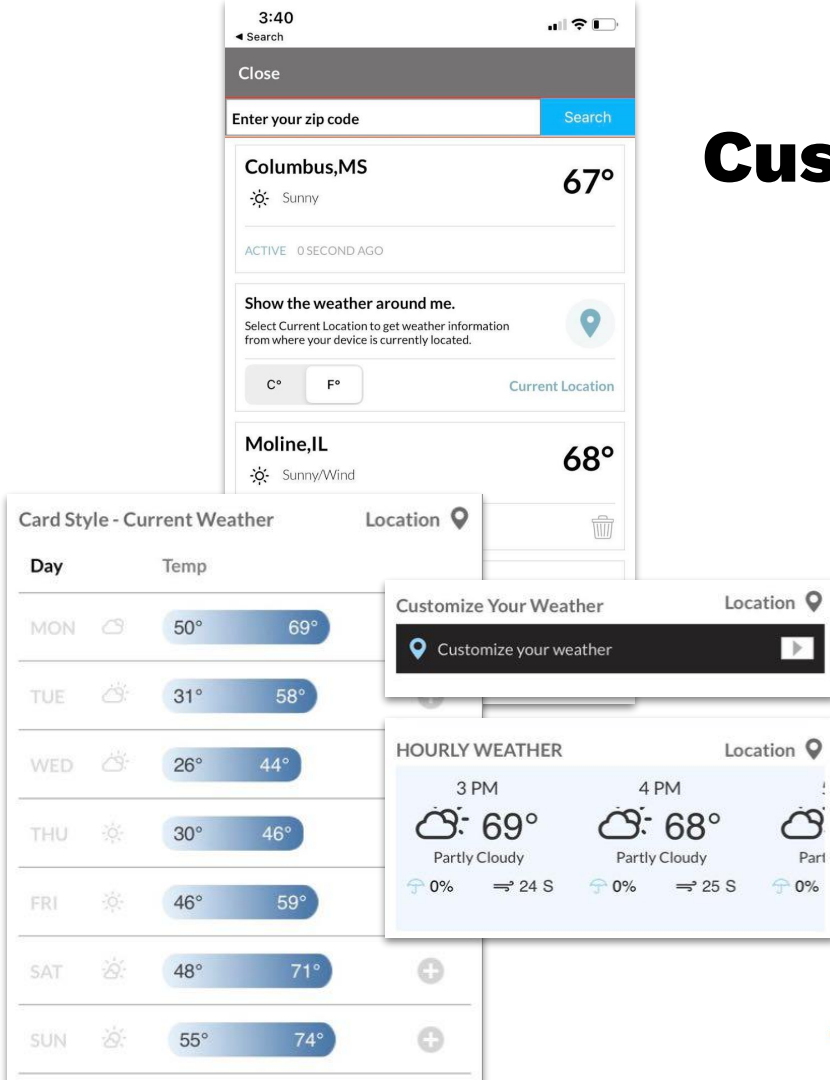
Customize your Weather

➔ Change the zip code

➔ Option in settings panel

➔ New "Location" button

➔ Native weather cards
    Hourly
    7-Day Forecast
    Current Weather
    Customize your Weather
    Severe Weather

Note: Weather Settings display and **Weather icon display** must be enabled to utilize this functionality.

Changes for Saving & Sharing

➔ Improved design to expose options

➔ Now: Bottom right-hand side of the cards

➔ Before: Users would swipe to expose features

➔ Encourages users to share and save their favorites

User engagement is *key* to the success of our products.

NWITIMES.COM

Billy Biehl to be Trojan powerhouse

SPORTS

Golfer Tiger Woods delivers apology speech

EDITOR'S PICK

WHY DO WE USE SANDBAGS FOR FLOODS?

AccuWeather

NEWS

Article Asset: Personality Presentation | Now App Test

We're ready for IDFA

➔ Identifier for Advertisers (IDFA)

➔ Random device identifier

➔ Assigned by Apple to a user's device

Join now!

Sign up for a FREE customized experience.

Keep up with the stories that matter to you across all your devices.

Allow "TN QA" to track your activity across other companies' apps and websites?

This will allow us to offer personalized ads and content.

Ask App not to Track

Allow

We promise to never send you anything unless you ask us to

Sign up

Already have an account? **Log in.**

Not now, t

➔ New app greeting and prompt

➔ Used by Advertisers for tracking

➔ Declined ads will be served by SKAAdNetwork

Note: Documentation is available.
Visit Help.TownNews.com/BLOX_Now

Analytics improvements
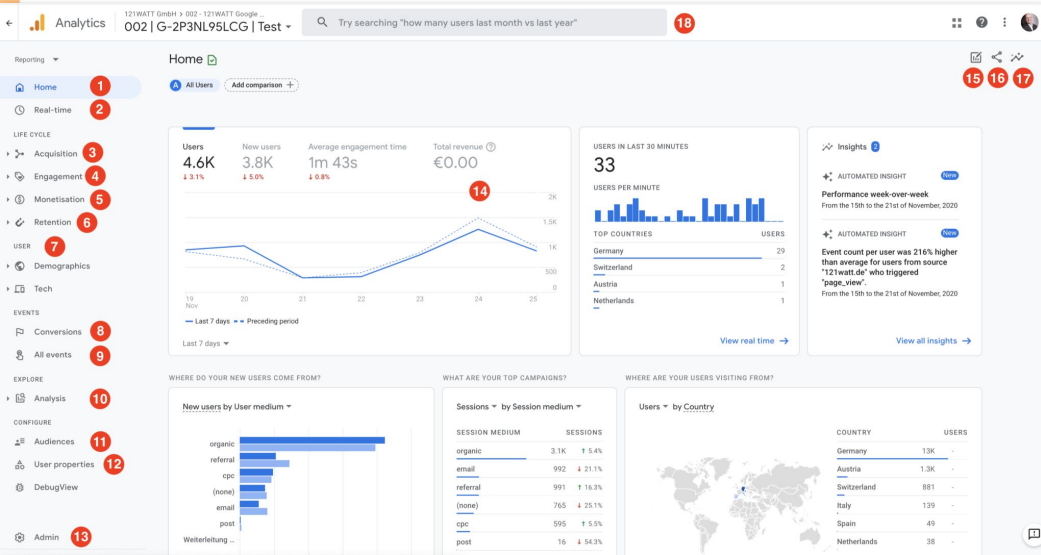
→ Changed to GA4 last October

→ Driven by Firebase

→ First set of improvements

→ Purposeful data to monitor app usage and behavior

Note: Documentation is available. Visit Help.TownNews.com/BLOX_Now

e-Edition & Access Control updates

e-Edition will open in a webkit

➔ Bypass the subscription page

➔ Paywall enabled: users will be presented with a login screen

➔ User account allows the e-Edition, paywall lifted

➔ Paywall not enabled: e-Edition offered free

Access Control awareness has been added to the paywall workflow in the app for smart metering
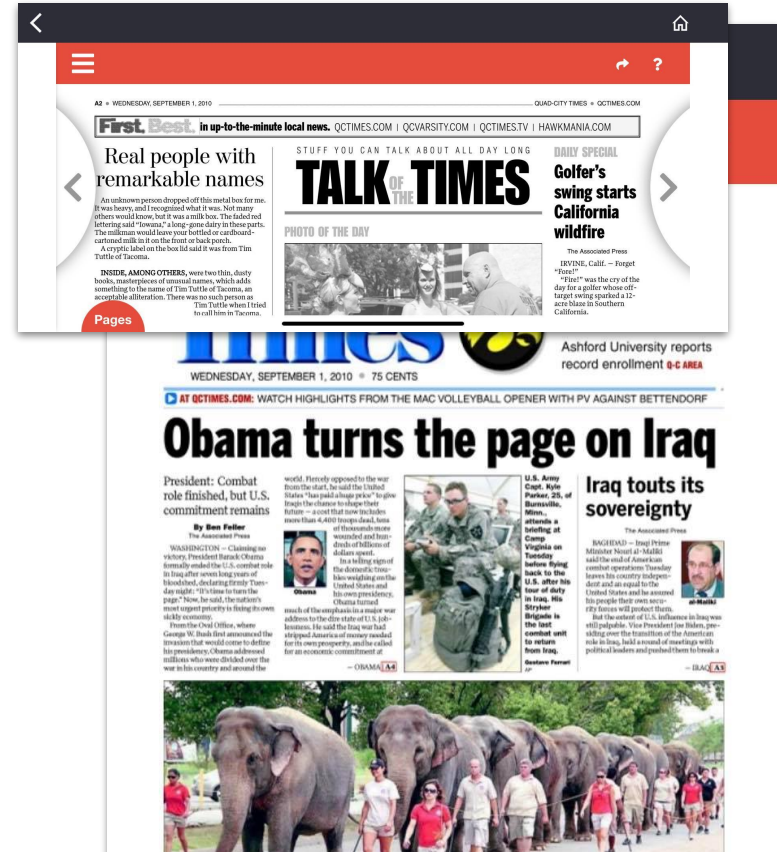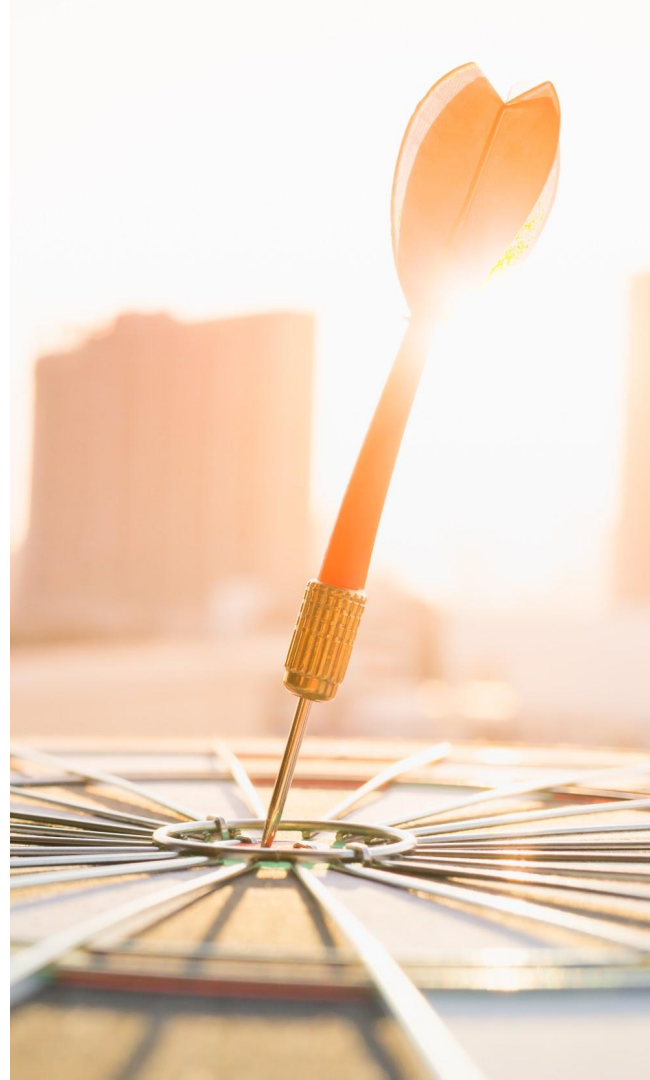
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Questions?

We've got answers.

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Stay connected

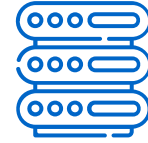### Documentation
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