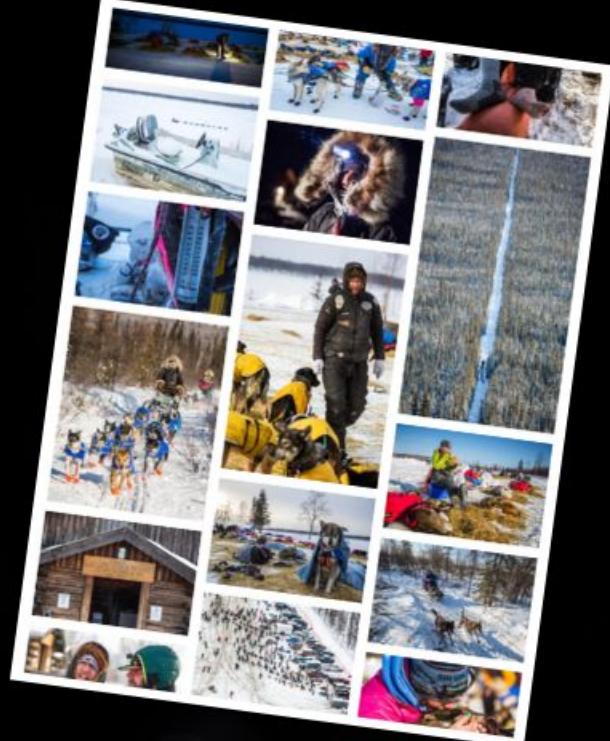


WEBINAR: LOOK BACK @ 2021

ESSENTIAL FEATURES AND
UPDATES YOU MAY HAVE MISSED

THURS., JAN. 13TH, 2022
AT 10:30 AM CT

TN TownNews



SPECIAL OFFER

Unlimited Digital Subscription

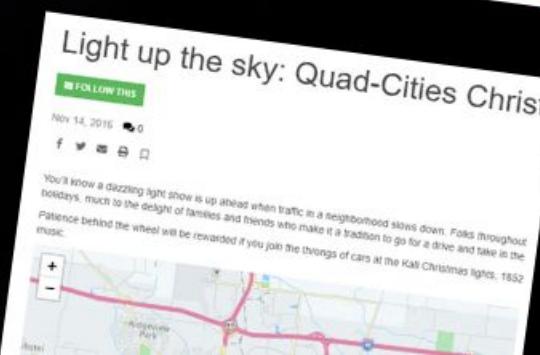
\$5 for 5 Months

\$1/mo. for 5 months, then \$12/mo.
Cancel anytime

Claim Offer

What's Included?

- ✓ Digital access when and where you want it 7 days a week
- ✓ Unlimited access to all stories and E-Editions
- ✓ Unlimited access to our News Apps



Today's presenters



Aaron Gillette
Director of Marketing



Christine Masters
*Senior Director
of Core Platforms*



Leah Foss
*Product Manager,
Syndication*



Cody Dyer
*Product Manager,
BLOX Total CMS*



Derek Gebler
*VP of Broadcast &
Video*



Laura Rauch
*Product Manager,
BLOX Now app*



**Bridget
Sibthorpe-Moecker**
Director of Audience



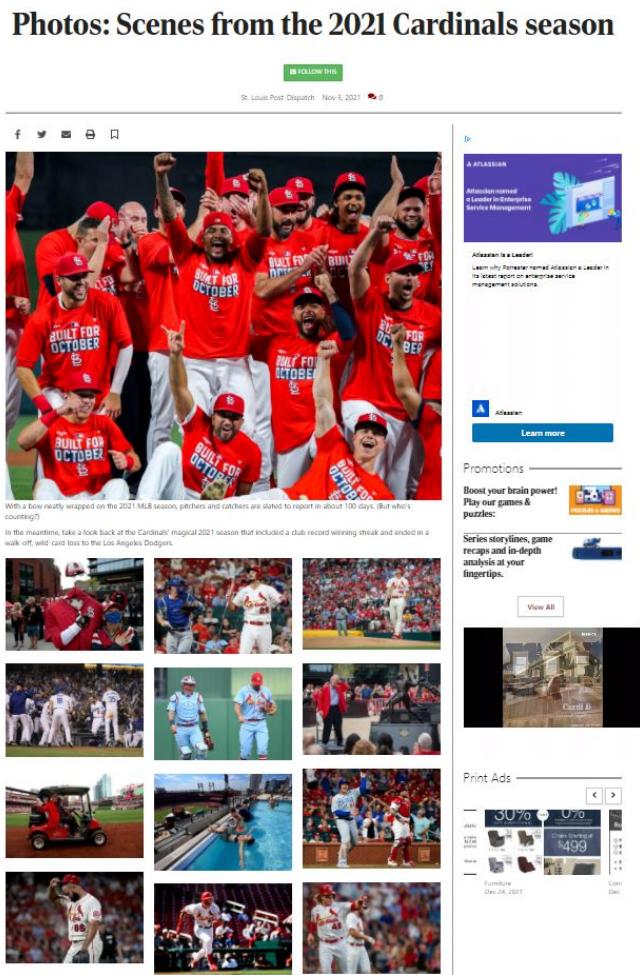
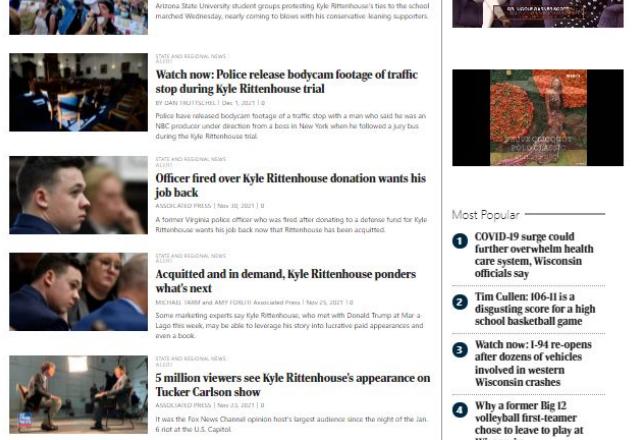
BLOX Core

Christine Masters, Senior Director of Core Platforms



Boost engagement with new BLOX storytelling tools

Dynamic collection presentation modes include five existing designs plus two new ones.



- ▶ NEW Special Report
- ▶ NEW Search Grid
- ▶ Mapped
- ▶ Paging Gallery
- ▶ Series Mode
- ▶ Timeline
- ▶ Vertical Gallery

Search / 7 results found Showing: 7 of 7

★ Follow this search

dog

Did you mean...

NEWS
News about dogs and cats
Keeping you up to date on dogs and cats in your area
<https://cricketts.cms.dev1.vip.inn.mwn.leeent.net/news>

See 3 more highlighted results

More results for "dog"

ON REPEAT in this... By Francis The quick l



Edit URL

URL Page properties Customizations

Page title: Email Newsletters for Northwest Indiana - Breaking News & Loca
Label: Email Newsletters
Description: Updates, breaking news and location information for the Northwest Indiana region. Including news, community information, coupons, local sales and great deals!
Keywords: breaking news, local information, sports, community, parenting, parks, parades, local news, updates
Priority: 0.5
Change frequency: daily

Additional options

Require HTTPS
 Allow archiving
 Prevent indexing
 Searchable

Save changes Cancel

Help readers find what they're looking for with searchable URLs

- ▶ Readers will often search your site for things that aren't pure content
- ▶ Now you can flag these URLs so they are highlighted in the site search results
- ▶ Add a good title and description
- ▶ Mark these items as "searchable" in the URL map

Improved admin interface

Author query
field focus
improvements

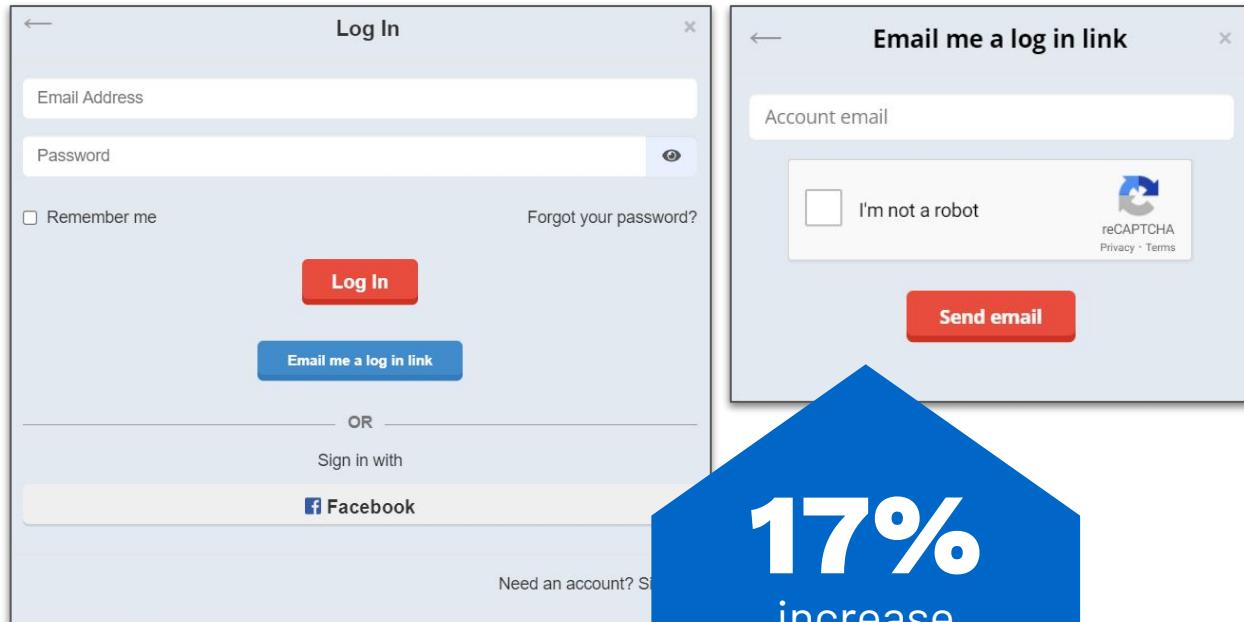
Add multiple
keywords to asset
at same time

Ability to sort
by recently-created
blocks

Larger image
previews in
editorial search

And much more!

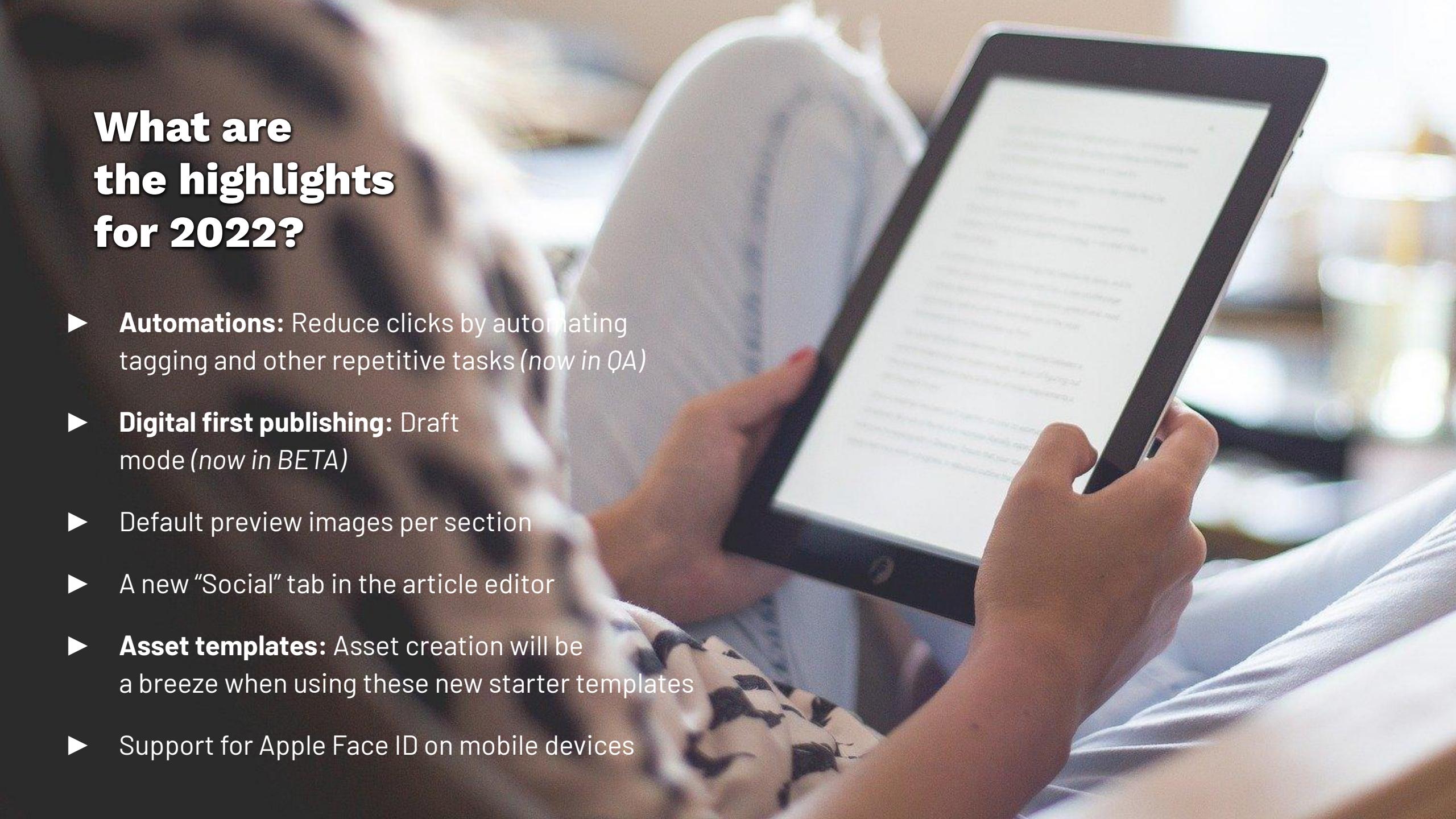
Frictionless experience means more logged in users



The image displays two side-by-side screenshots of login interfaces. The left screenshot shows a standard 'Log In' page with fields for 'Email Address' and 'Password', a 'Remember me' checkbox, and a red 'Log In' button. Below these are links for 'Forgot your password?' and 'Email me a log in link'. The right screenshot shows a simplified interface titled 'Email me a log in link' with a single 'Account email' field, a 'reCAPTCHA' checkbox, and a red 'Send email' button. This comparison illustrates how a simplified design can improve user experience.

17%
increase
in percentage
of logged-in users
versus December
2020

- ▶ Better design for login pages with eye-catching buttons
- ▶ Simultaneous registration and subscription
- ▶ Improved renewal form design
- ▶ “Easy” button to login via email
- ▶ Toggle to show password in login forms



What are the highlights for 2022?

- ▶ **Automations:** Reduce clicks by automating tagging and other repetitive tasks (*now in QA*)
- ▶ **Digital first publishing:** Draft mode (*now in BETA*)
- ▶ Default preview images per section
- ▶ A new “Social” tab in the article editor
- ▶ **Asset templates:** Asset creation will be a breeze when using these new starter templates
- ▶ Support for Apple Face ID on mobile devices



Rayos Platform

Christine Masters, Senior Director of Core Platforms



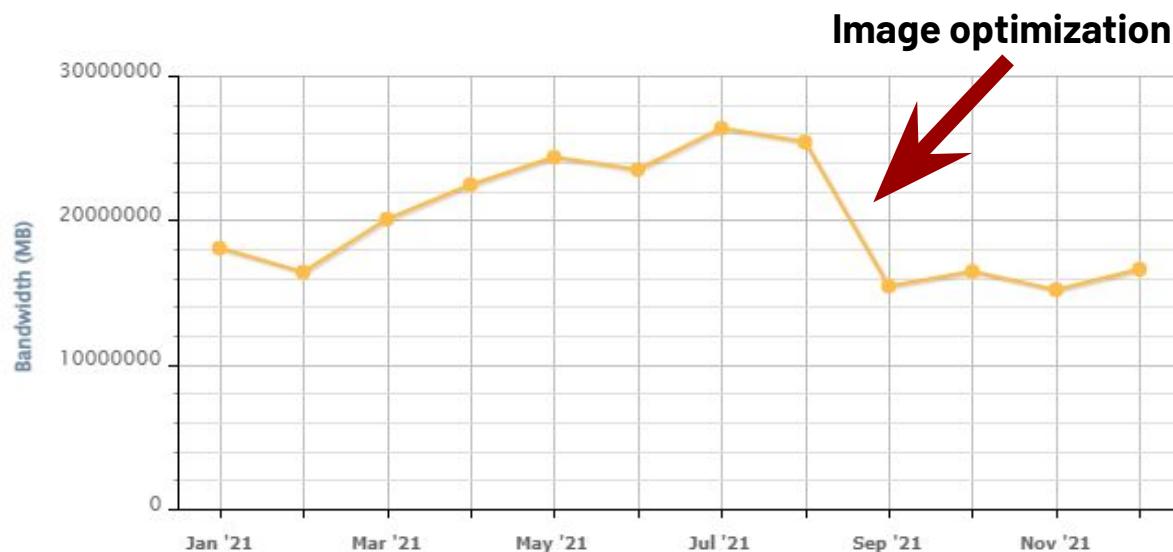
Customizable Trending Topics



- ▶ Editorial control of custom topics to promote special sections, new services or breaking news
- ▶ Automatic inclusion of breaking news or weather alerts
- ▶ New options allow for the inclusion of different colors or styling
- ▶ Mobile-friendly design adapts to a scrollable bar on smaller devices



Better security and performance



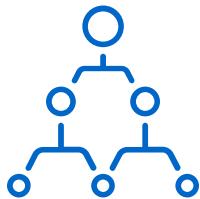
Bandwidth on example live site is indicative of improved bandwidth utilization.

- ▶ Two-factor authentication improves security for Rayos platform sites
- ▶ Image optimization rolled out via our Content Delivery Network (CDN) implements WebP image format which are smaller files but similar quality

What are the highlights for 2022?

- ▶ New Creative Templates for advertising
- ▶ Better advertising performance
- ▶ Election improvements
- ▶ More security and performance updates





Syndication

Leah Foss, Product Manager

Top highlights from 2021



AP Media

New features and faster response times



Wordpress

Improvements to support efficient distribution



CNN

Migration to the new CNN API



PRNewswire

New channel to source content



ATOM & RSS

Support for many third-party RSS feeds



Coming up in 2022



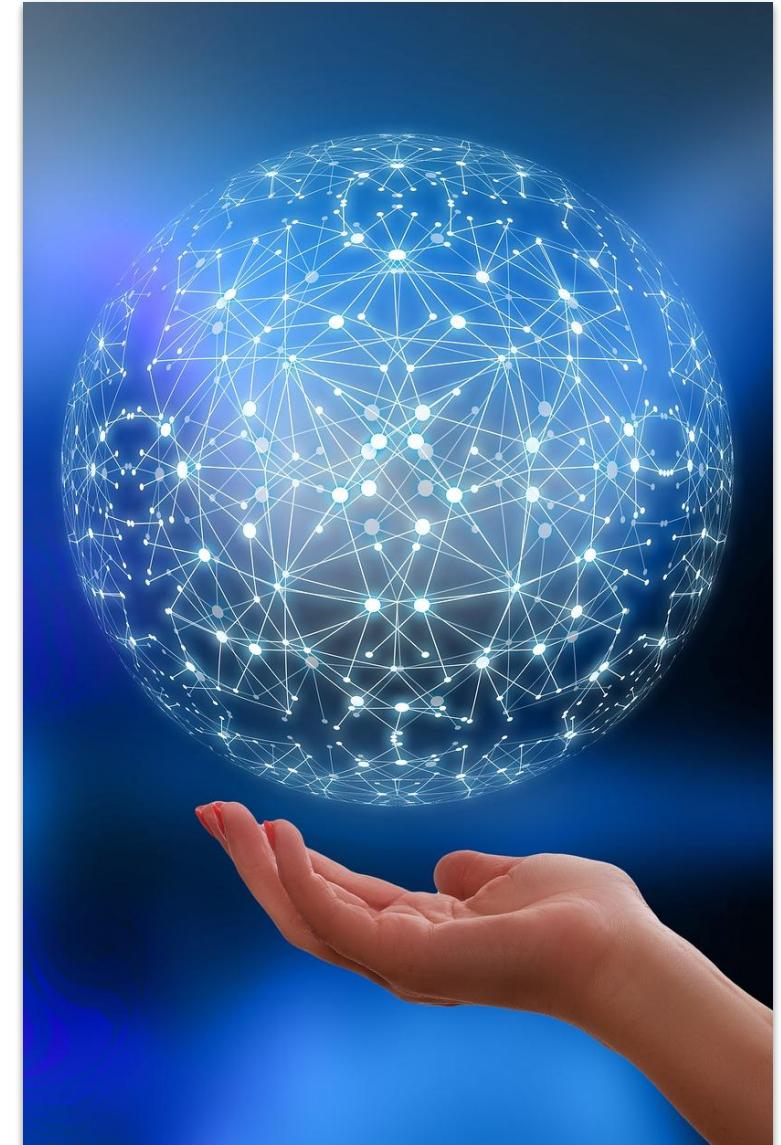
Videos

Create Field59
Videos directly in
BLOX CMS



Articles

Enable metering
with Associated
Press content





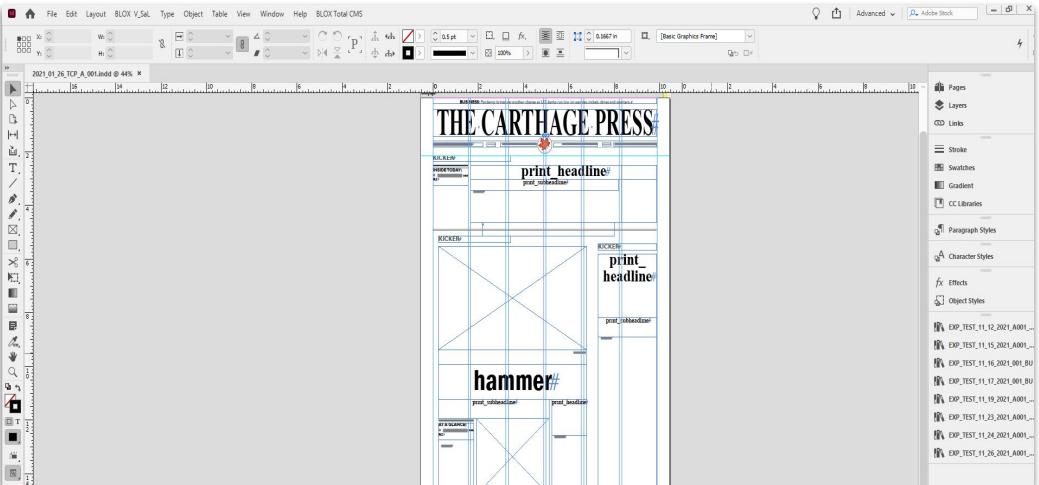
Blox Total CMS

Cody Dyer, Product Manager



Enhancing end-user experience with upgrades for remote production

- ▶ Beta testing launched for Distributed Production
- ▶ Enhanced Page Tracker features
- ▶ Blox Total CMS client code improvements
- ▶ Additional appliance and hosted resources
- ▶ Launched revamped BLOX Total CMS section on Help.TownNews.com
- ▶ Consolidated resources for remote users
- ▶ Infrastructure started for Automated Production



EXP_TEST_12_21_2021_A001

Name: EXP_TEST_12_21_2021_A001
Parent edition: 2021-12-21-EXP_TEST
Assigned User:
Status: incomplete
Progress: Process 2 of 6 (In Progress)
Deadline: Dec 21, 2021 01:21 PM
Document name: EXP_TEST_12_21_2021_A001
Notes:

Preview

Page 1 of 11

De Blasio says 'no more shutdowns' as NYC faces virus spike

Blox administration moves to expand solar power in US land

Blox administration moves to expand solar power in US land

California man gets prison for threats over 2020 election

Omron overhauls data as Trump's dominant COVID-19 variant

NFL Hall of Famer charged with failing to report new address

Drought-stricken Las Vegas processes grass bid for new homes

Drought-stricken Las Vegas processes grass bid for new homes

Application settings

- e-Edition Configuration
- Assets and Assignments
- Output and Segmenting
- Advertising
- Event Handlers
- NITF
- Miscellaneous Options
- Deadline tracking
- Download InDesign client

Download the InDesign Client plugin version 5.54.04 below by clicking the download button. You can also download previous releases from the updates page.

Download client

Search...

TN TownNews

HOME BLOX CMS BLOX TOTAL CMS RAYOS PLATFORM FIELD59 FAQ TownNews Support

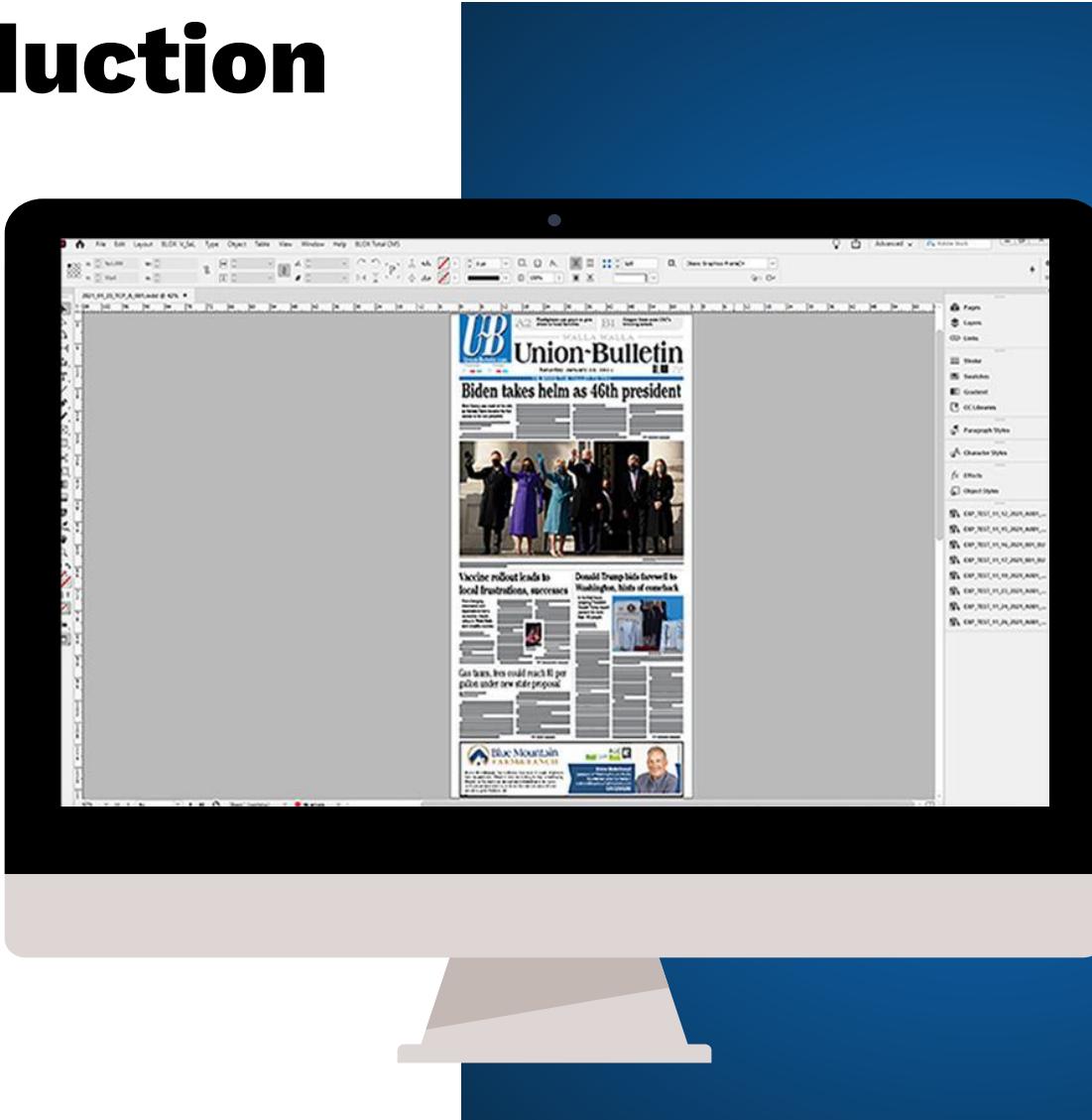
Distributed production

**Produce without
requiring a VPN** ►

Templates and pages are
“checked out” by users on to
their local machine

Available now ►

This release is a FREE BLOX
Total CMS upgrade for
existing partners





What are the highlights for 2022?

- ▶ Full release of Distributed Production, phase I
- ▶ Enhanced User Interface to show edition production progress for Page Tracker
- ▶ Page approval system for Page Tracker
- ▶ Automated Page Production, phase A
- ▶ Distributed Production beta testing, phase II
- ▶ Development for Automated Production, phase B
- ▶ Development for Automated Page Production with InDesign server
- ▶ Improved email notifications for assignments
- ▶ Ability to open Adobe InCopy files from edition wireframe view in Page Tracker



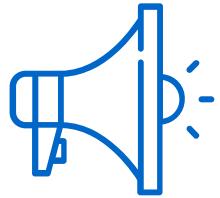
Field59 VMS

Derek Gebler, VP of Broadcast & Video

What we accomplished in 2021



**Related
video**



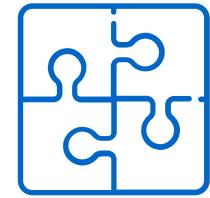
**Go Live
Now**



**Upload and
replace**



**Faster
autoplay**



**Upgrade to
framework**



Coming up in 2022

- ▶ Dynamic ad insertion for live streaming
- ▶ Move on to a new video player framework
- ▶ Create and schedule an entire live stream based on your video library
- ▶ Allow for any WordPress site to have Field59 VMS integration



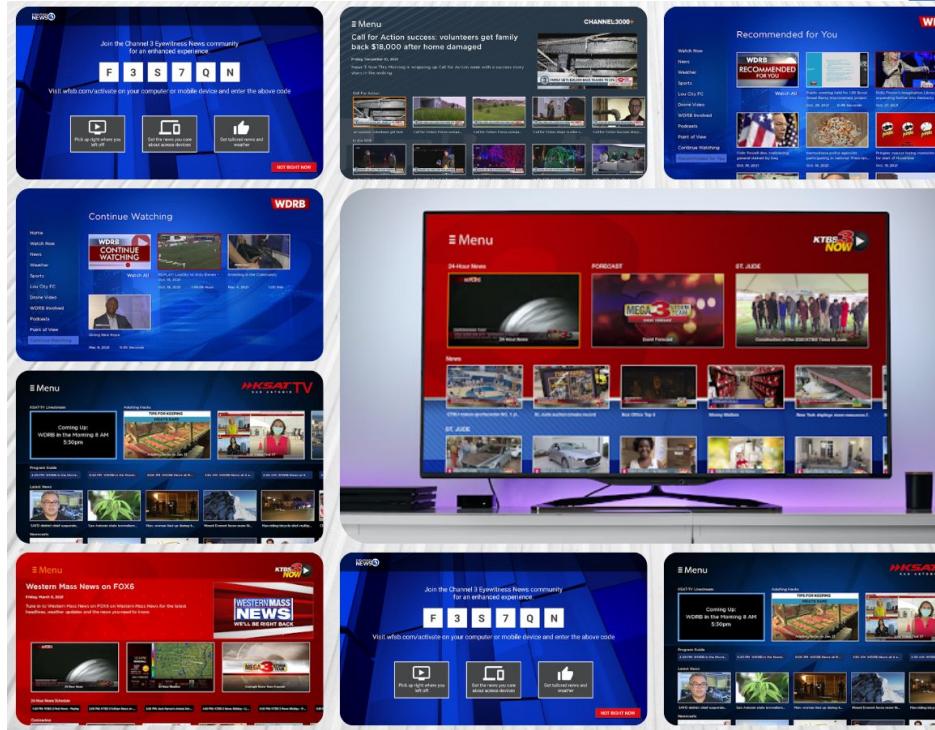
Connected TV

Derek Gebler, VP of Broadcast & Video

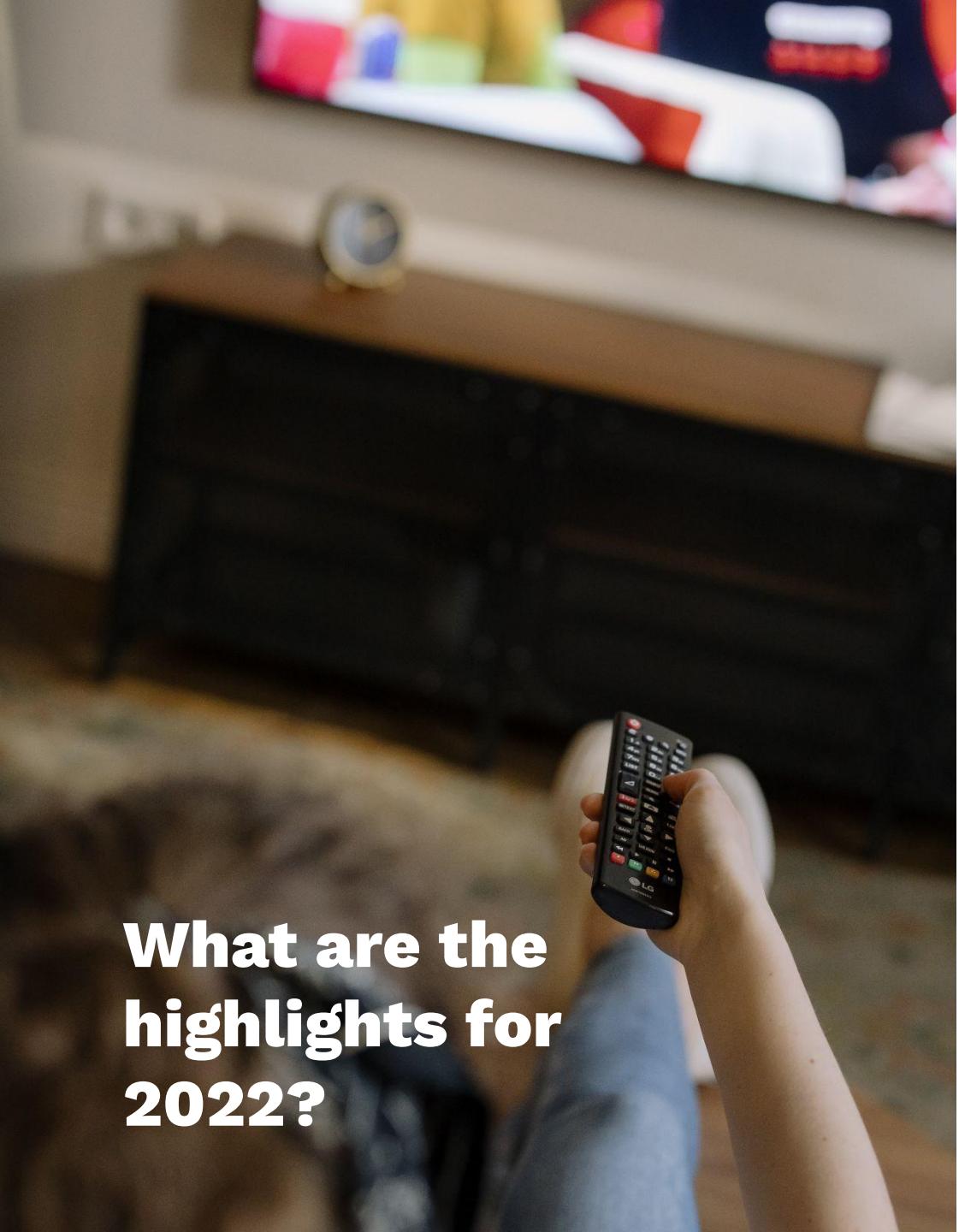


Eight new things you can do with our cutting-edge connected TV app suite

- ▶ Monetize your videos with improved programmatic ad targeting
- ▶ Let viewers pick up where they left off, regardless of device
- ▶ Showcase more content with related videos
- ▶ Enable viewers to save videos from any device to watch later
- ▶ Collect first-party data by allowing users to sign in
- ▶ Engage viewers with video previews
- ▶ Promote your next live stream
- ▶ Carry your branding over to your connected TV channel



Watch our in-depth [webinar](#) from November 2021 for more details or read our recent [blog post](#).



What are the highlights for 2022?

- ▶ Secure the future of CTV analytics
- ▶ Using Data to create “Smart Content Feeds”
- ▶ Reach beyond our CMS customer base
- ▶ Showcase Niche Channel ideas
- ▶ Provide users with weather info beyond video
- ▶ Improve homepage UI
- ▶ Develop on device authentication
- ▶ Offer spot insertion for live streams through Field59
- ▶ Create low-risk entry for Publishers
- ▶ Improve ad targeting for Video
- ▶ Increase customer on-boarding efficiency
- ▶ Create universal setup for live assets cross platform



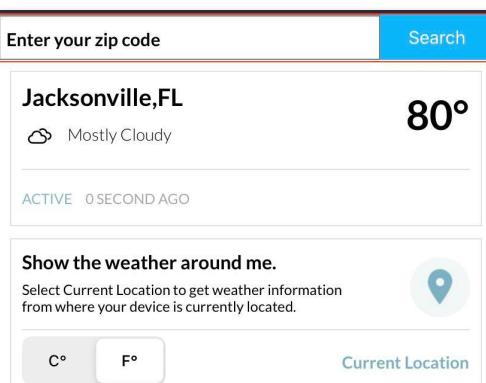
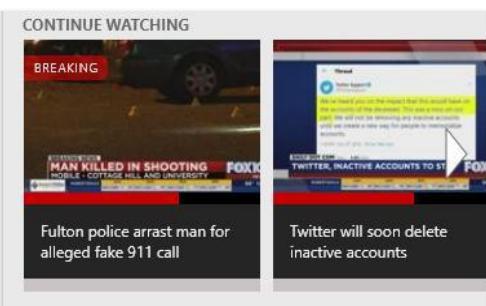
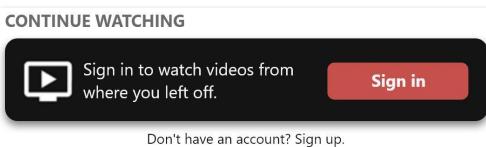
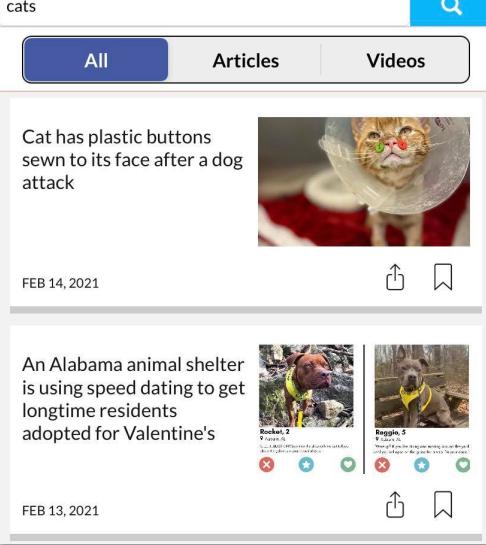
BLOX Now app

Laura Rauch, Product Manager



What we accomplished!

- ▶ Promote engagement with your livestreams
- ▶ Encourage users to login for recommended content cross-device
- ▶ Show videos previously watched with personalized blocks and cards
- ▶ Save video across devices
- ▶ Launch of APPMAN software to create better logic for robust features



- ▶ Push Notification deduplication
- ▶ Universal deep-linking
- ▶ In-App purchase
- ▶ Native weather functionality: Customize Your Weather list page
- ▶ UI improvements for Saved and Share
- ▶ Native Video blocks
- ▶ Search Page overhaul

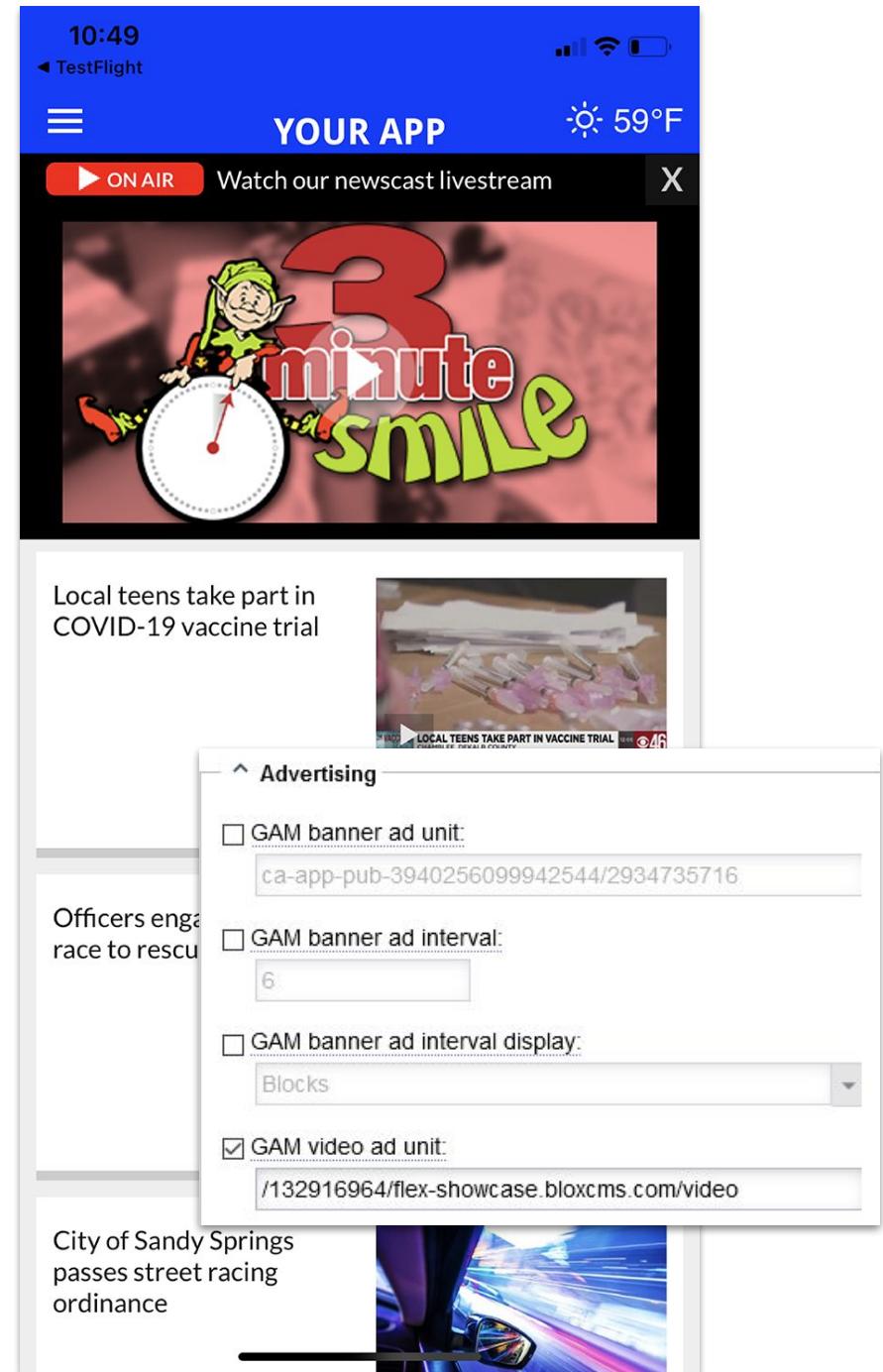
Watch our in-depth [webinar](#) from 2021 for more details or read the [blog post](#).

Promote engagement with your live streams

- New Live Stream Player in topic feed
- Easy, optional setup
- Native Live Stream
- Native Revenue opportunities

Benefit: User Engagement, Native Video Revenue

Native Video Revenue: The live stream is not playing from a webkit page where video advertising is scheduled through the web players.



In-App Purchasing (IAP)



Legacy

Web Subscription
Pro/Access Control **DO**
give users access to app
content



IAP

IAP **DOES NOT** give users
access to web content



Challenge

Customer **CANNOT**
promote web
subscription in-app



Benefit

Customers **CAN**
promote IAP in-app



Benefit

Does integrate with 3rd
Party billing
Does collect user
information

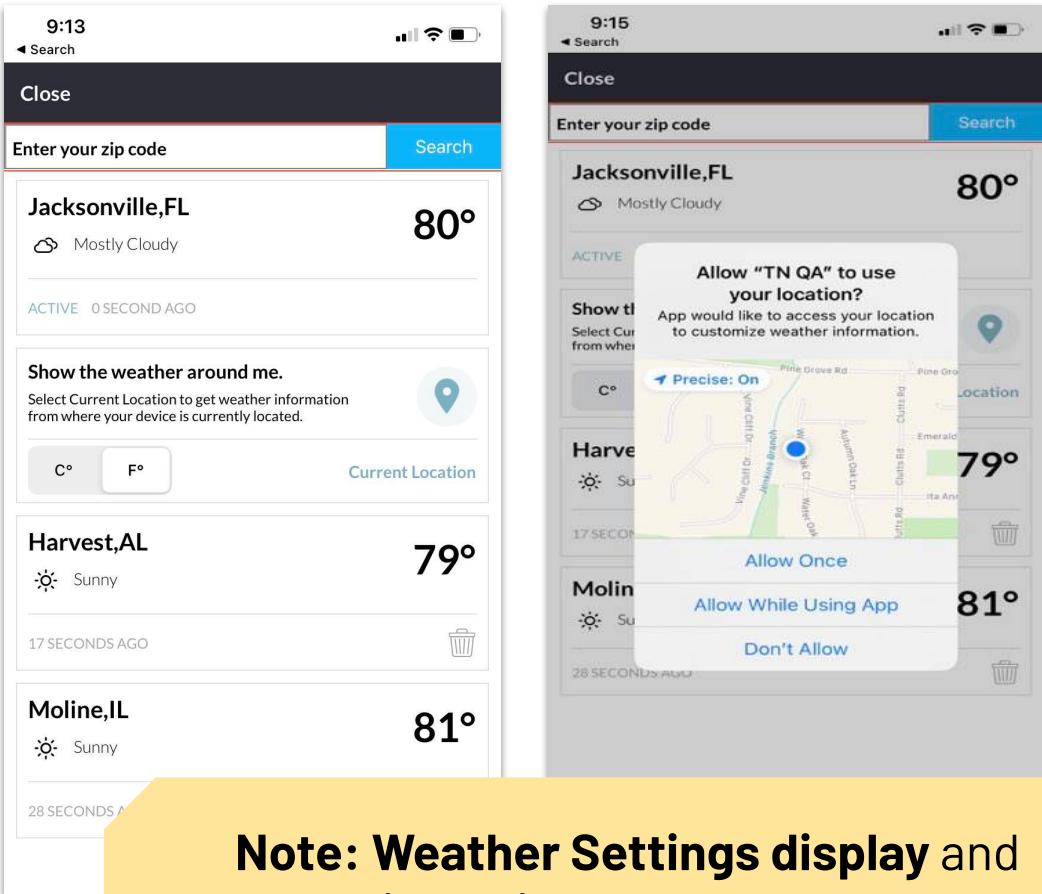


Challenge

NO 3rd Party billing
integration
NO user information
collected

Customize your Weather List page

- Weather List page
- Automatically builds a list for frequently searched zip codes
- Give permissions to “Show Weather Around You”



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



SPORTS
Golfer Tiger Woods delivers apology speech



EDITOR'S PICK

NEWS
Article Asset: Personality Presentation | Now App Test



UI Changes for Saved & Share

- 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.



What are the highlights for 2022?

- ▶ Provide more meaningful reporting and analytics
- ▶ Expand product offerings to include Radio
- ▶ Build and launch Native applications
- ▶ Develop purposeful e-Edition integration
- ▶ Build weather radar to increase engagement
- ▶ Improve our subscription integration
- ▶ Standardizing parameters for videos, vast tags and add content mapping
- ▶ Increase customer on-boarding efficiency
- ▶ Create universal set-up for live assets cross platform



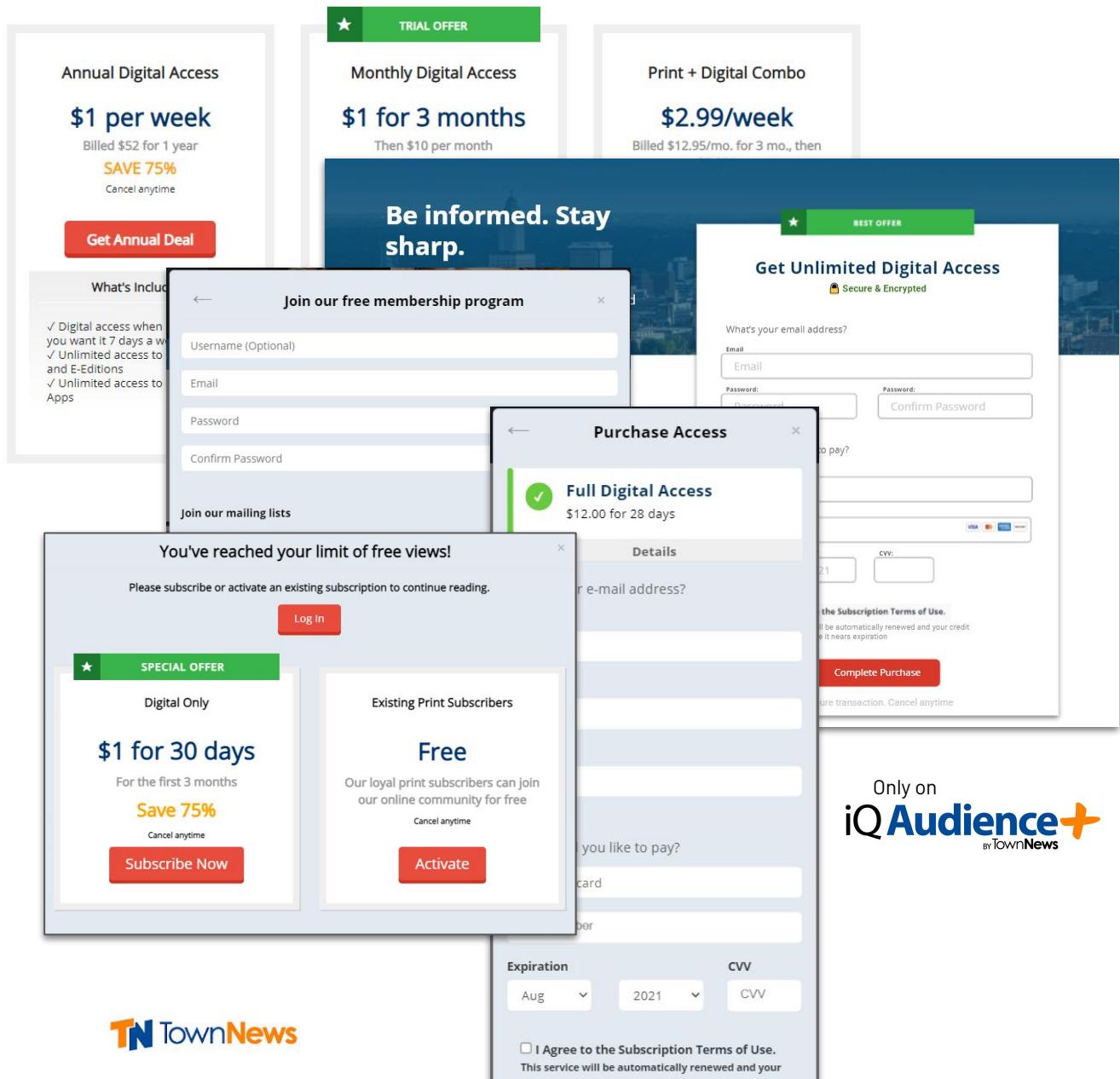
Audience

Bridget Sibthorp-Moecker, Director of Audience



Driving revenue with consumer-focused solutions

- ▶ Eliminated Friction with One-Page Payment
- ▶ Launched Offer Builder
- ▶ Paywall Targeting Options
- ▶ Enhanced Landing Pages & Buttons
- ▶ Improved Metering Tech
- ▶ Improved Access Control Efficiency
- ▶ Improved Login/Signup
- ▶ Launching Memberships
- ▶ Started Retention & Email Improvements



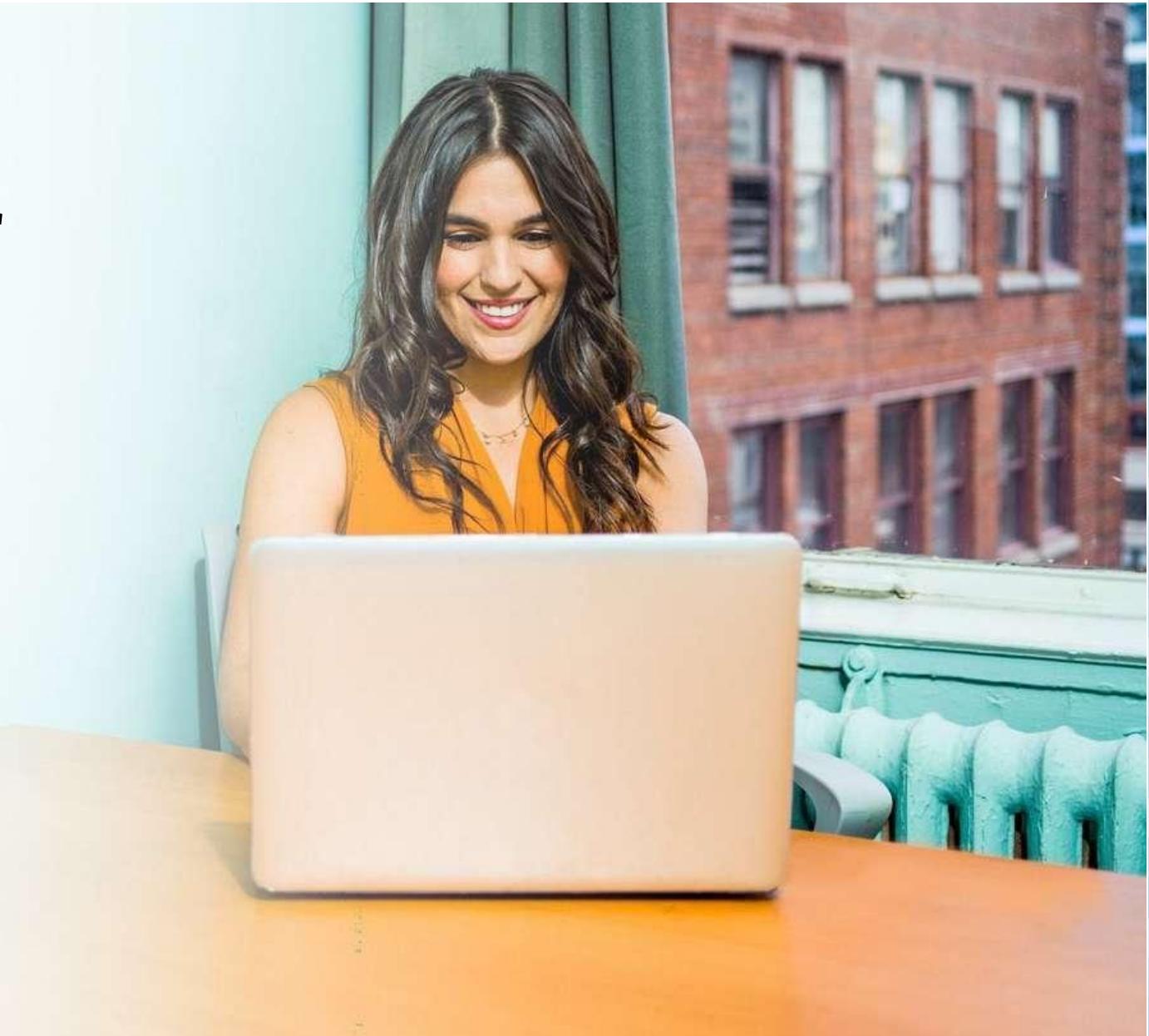
Our partners are enjoying higher conversions, better results

32%

Conversions increased compared to prior year

2x

Users presented with offers has doubled



A photograph of a woman with dark skin and braided hair, wearing glasses and a dark jacket. She is smiling and looking down at a smartphone she is holding in her hands. The background is blurred with warm, golden sunlight.

What are the highlights for 2022?

- ▶ Save involuntary stops with automated credit card updating
- ▶ Accelerate conversion growth with nag mode, additional entry points
- ▶ Drive email collection with an email newsletter wall
- ▶ Better paywall control with iQ Audience+ Native NOW app integration
- ▶ Track subscriber churn with improved analytics
- ▶ Accelerate conversions with 1-tap payments
- ▶ Online cancelation form
- ▶ Improved email notifications



YieldUp

Aaron Gillette, Marketing Director



YieldUp by TownNews

Full sell-through

- ▶ TownNews buys all of your non-excluded* programmatic and remnant advertising impressions
- ▶ Our digital advertising experts manage your inventory to maximize your digital revenue potential
- ▶ Take advantage of our ultra-advanced advertising technology stack

* Non-excluded impressions are impressions that are not included in the revenue calculation. The following impression types will not be counted: ad blocked, invalid traffic, unfilled, and locally-sold impressions.





YieldUp by TownNews

Guaranteed rates

- ▶ TownNews' scale assures you're getting premium CPM rates from Tier 1 Supply Side Platforms (SSPs)
- ▶ Know what your CPM will be 20 days prior to the beginning of each month
- ▶ Eliminate the guesswork—reliable, predictable revenue
- ▶ Shift the risk of declining rates from your books to ours!

YieldUp by TownNews

Rapid payment

- ▶ We pay you Net 30—an industry best!
- ▶ More predictable cash flow
- ▶ Eliminate late payments and chargebacks

We offer the best payment terms and turnaround in the local media industry!

Questions about YieldUp?
Email AdOps@TownNews.com today.



Questions?

We've got answers.



The collage includes the following elements:

- Top right:** A news snippet about the Brian Laundrie case, with a headline: "Case winds down, but remanders of Gatsby finger". It includes a photo of a group of people and a short text summary.
- Top center:** A news snippet about authorities mistaking Brian Laundrie's mother for him during surveillance into Gabby Petito's disappearance. It includes a photo of a man and a short text summary.
- Top left:** A news snippet about the 2021 Iditarod race, with a headline: "2021 Iditarod: The dogs are back". It includes a photo of a musher and a short text summary.
- Middle right:** A digital subscription offer for "Unlimited Digital Subscription" at "\$5 for 5 Months". It includes a "Claim Offer" button and a "What's Included?" section with a list of benefits: "✓ Digital access when and where you want it 7 days a week ✓ Unlimited access to all stories and E-Editions ✓ Unlimited access to our News Apps".
- Bottom right:** A news snippet about the Quad-Cities Christmas lights, with a headline: "Light up the sky: Quad-Cities Christ". It includes a photo of a person and a short text summary.
- Bottom left:** A news snippet about the 2016 Iditarod race, with a headline: "Up: Iditarod 2016". It includes a photo of a musher and a short text summary.
- Center:** A grid of 16 small images showing various scenes from the Iditarod race, including mushers, dogs, and snowy landscapes.

Stay connected



Documentation

Help.TownNews.com



Support

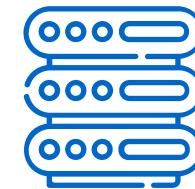
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Community

Community.TownNews.com



Status

TownNews.status.io



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