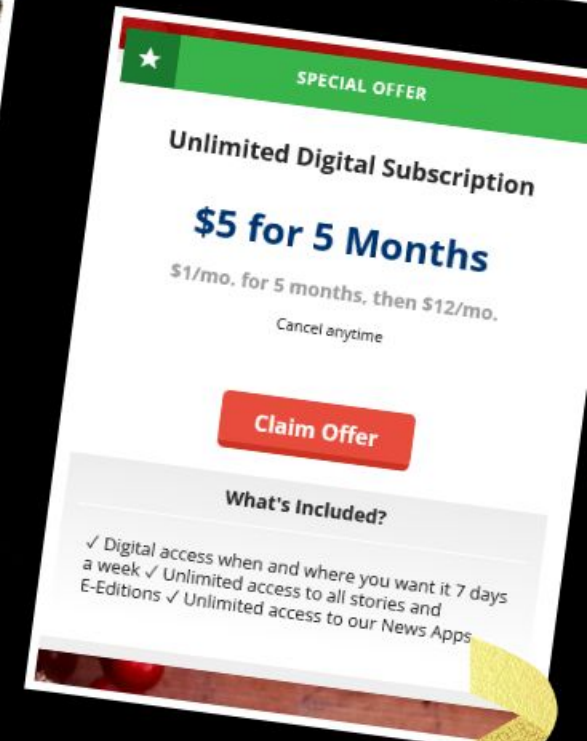
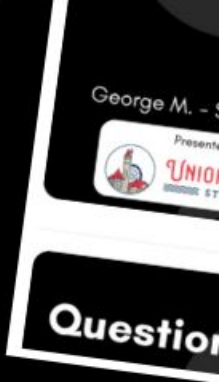


# WEBINAR: LOOK BACK @ 2021

ESSENTIAL FEATURES AND  
UPDATES YOU MAY HAVE MISSED

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

**TN** TownNews



# 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  
Sibthorp-Moecker**  
*Director of Audience*



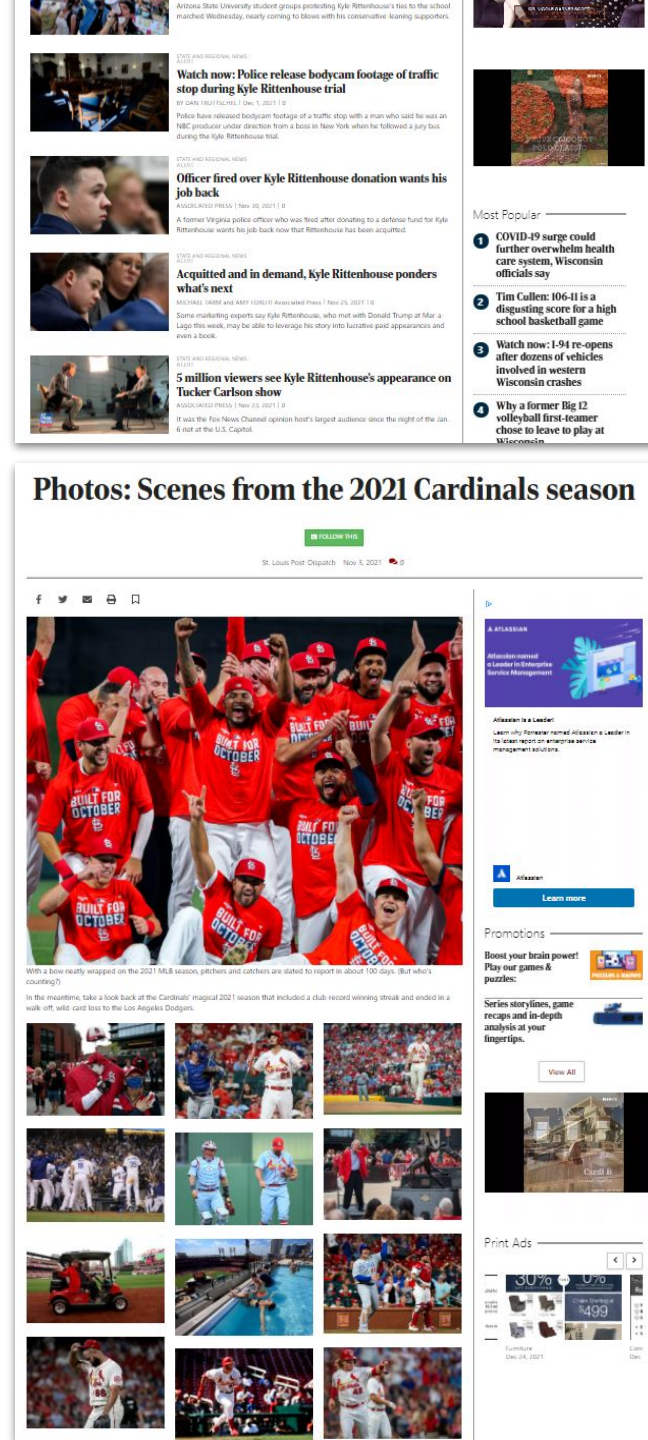
# **BLOX Core**

Christine Masters, Senior Director of Core Platforms



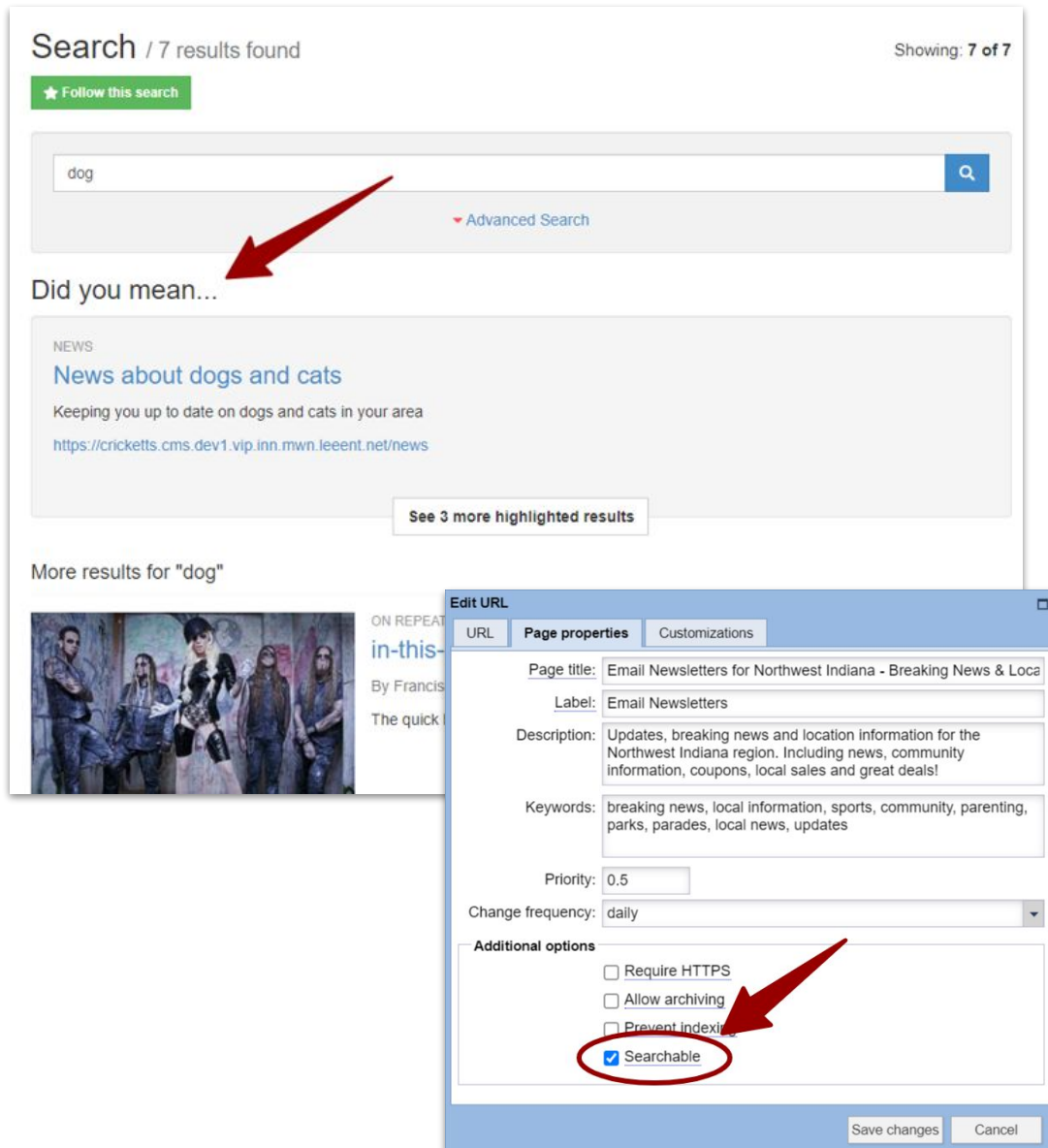
# Boost engagement with new BLOX storytelling tools

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






## 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

Log In

Email Address

Password

☐ Remember me

Forgot your password?

Log In

Email me a log in link

OR

Sign in with

Facebook

Need an account? Sign up

Email me a log in link

Account email

☐ I'm not a robot

reCAPTCHA

Send email

**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





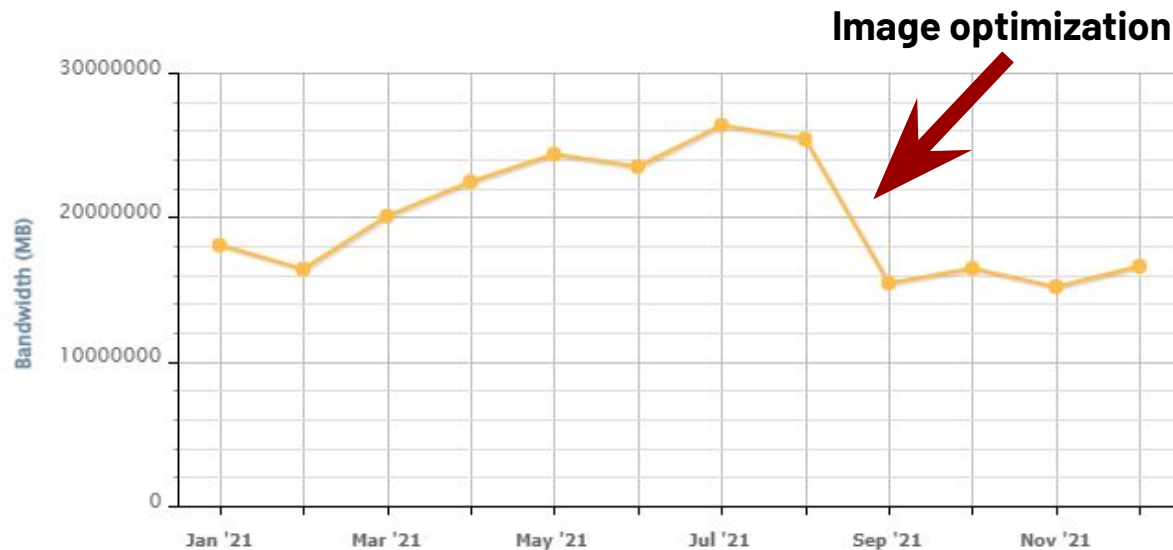
# Customizable Trending Topics



- ▶ 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

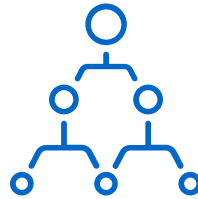


# What are the highlights for 2022?

- ▶ 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



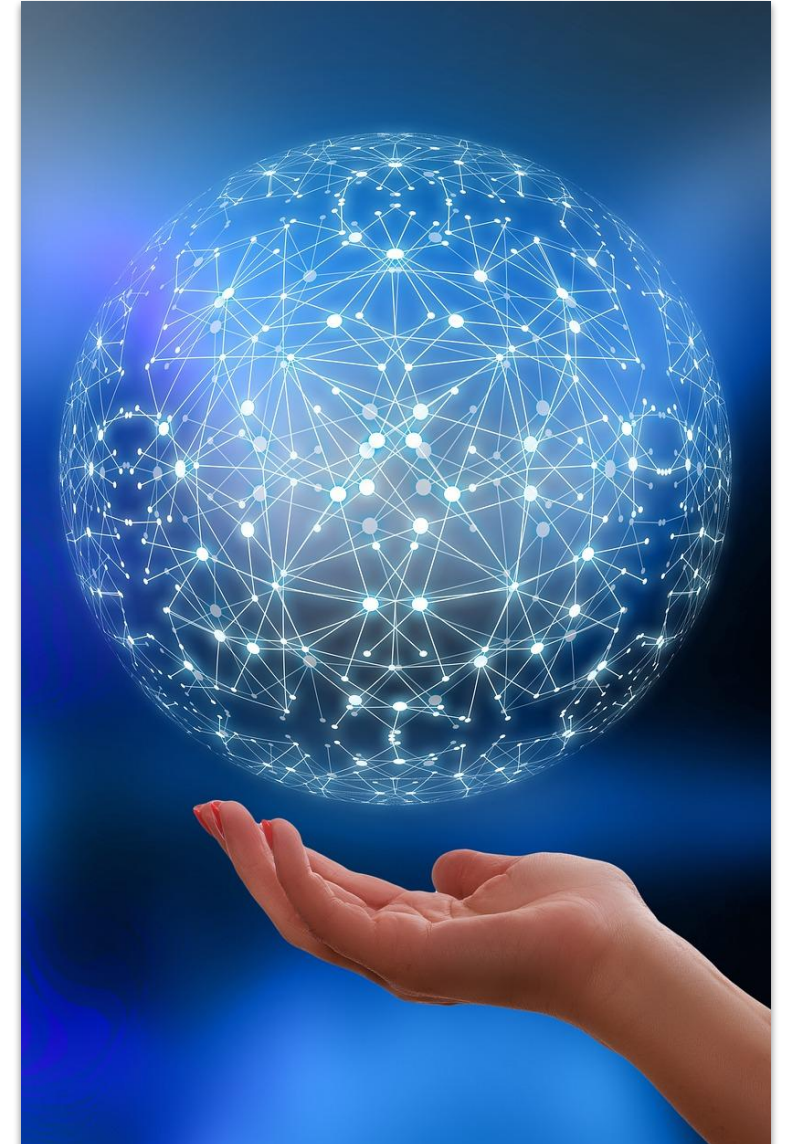
## Videos

Create Field59  
Videos directly in  
BLOX CMS



## Articles

Enable metering  
with Associated  
Press content





# **Blox Total CMS**

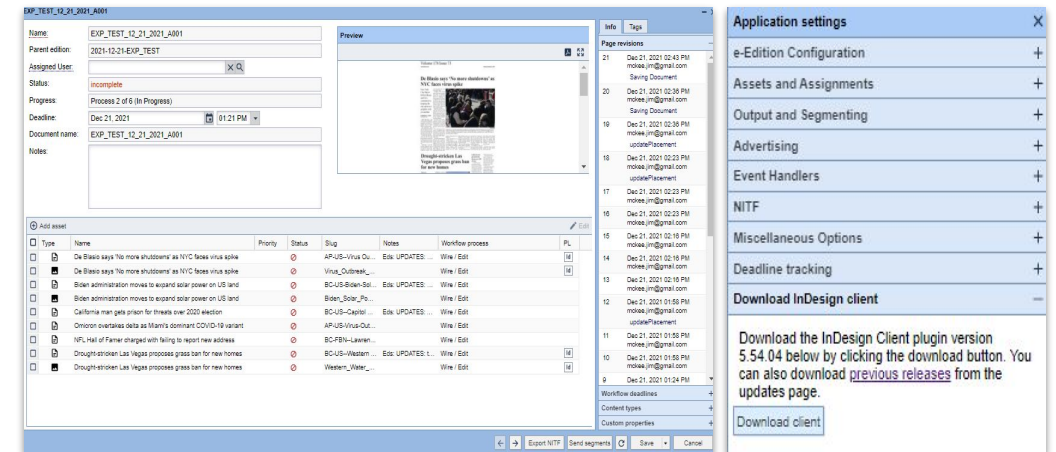
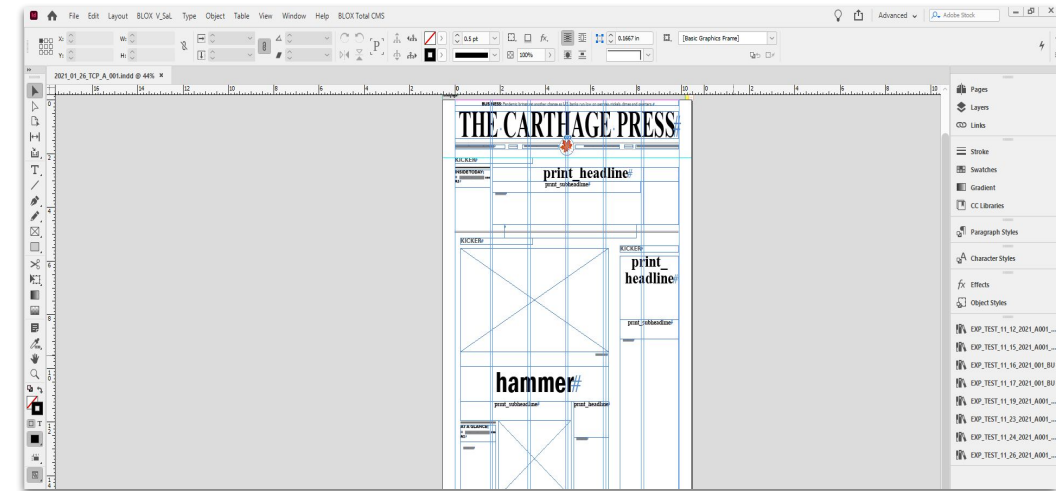
Cody Dyer, Product Manager





# 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



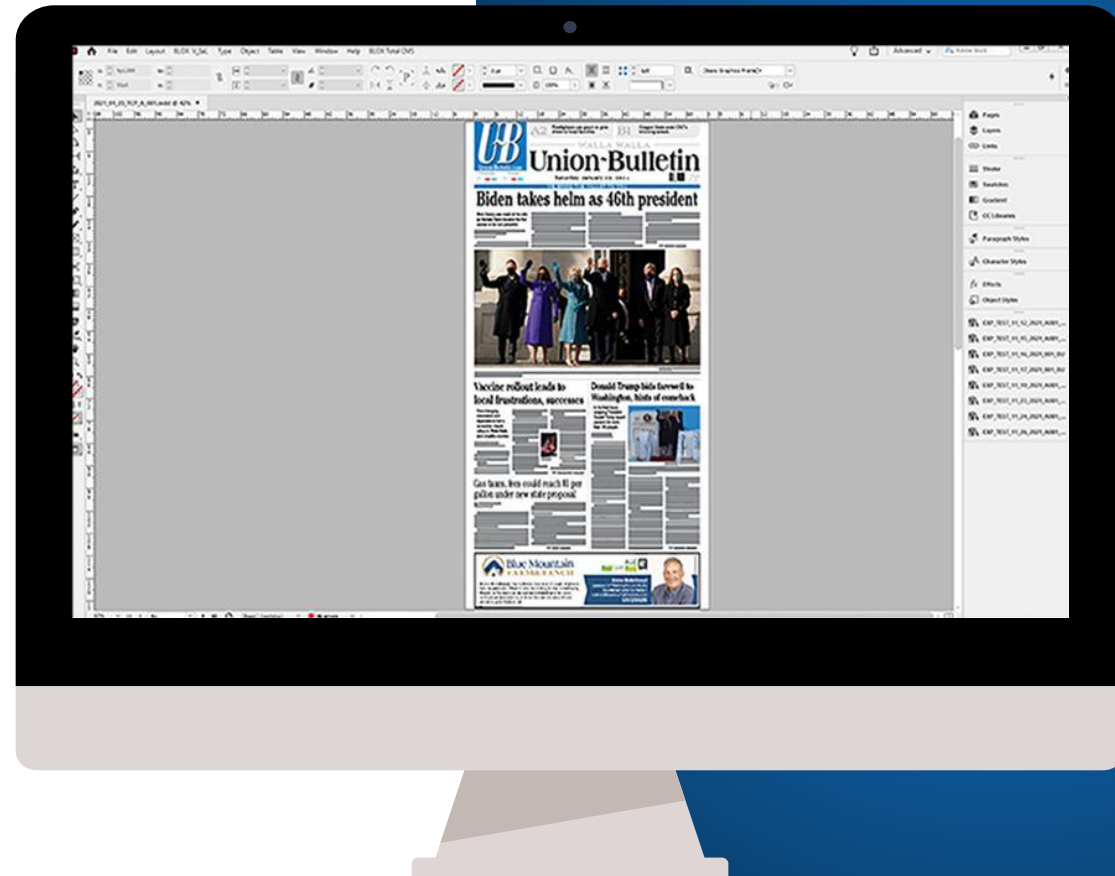
# Distributed production

## 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**



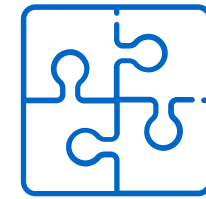
**Go Live  
Now**



**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

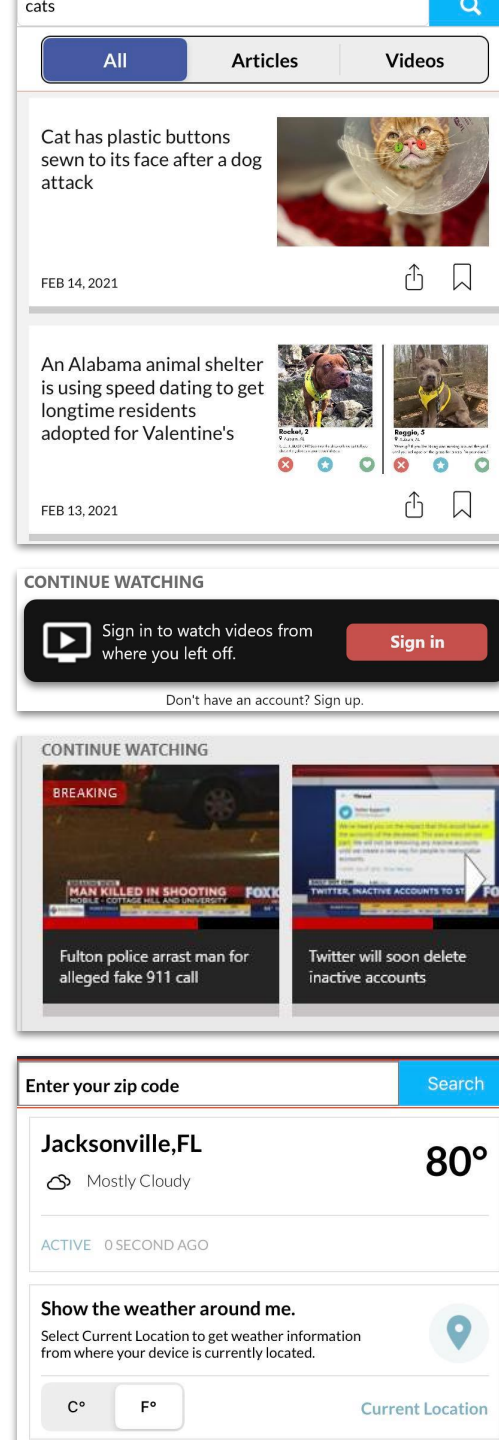


# **BLOX Now app**

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](#).

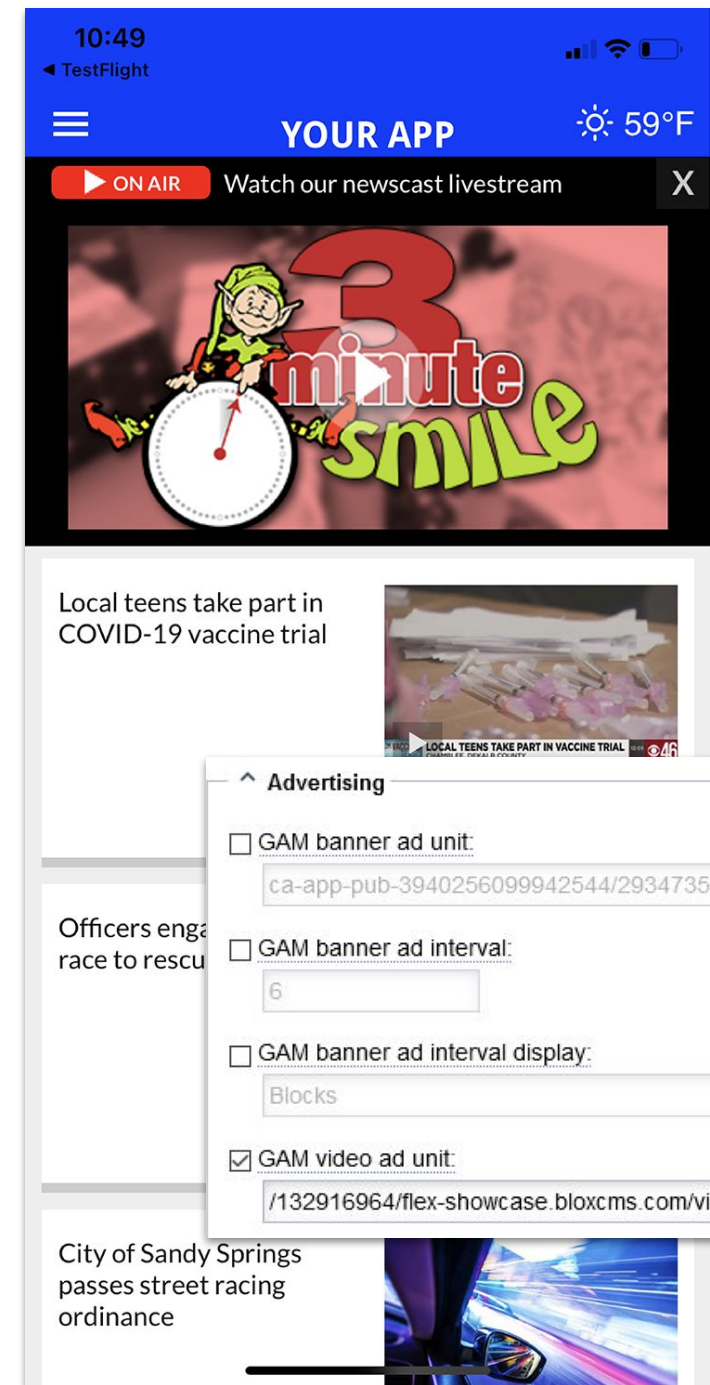


# Promote engagement with your live streams

- 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**  
promoted IAP in-app



## Benefit

**Does** integrate with 3rd  
Party billing  
**Does** collect user  
information

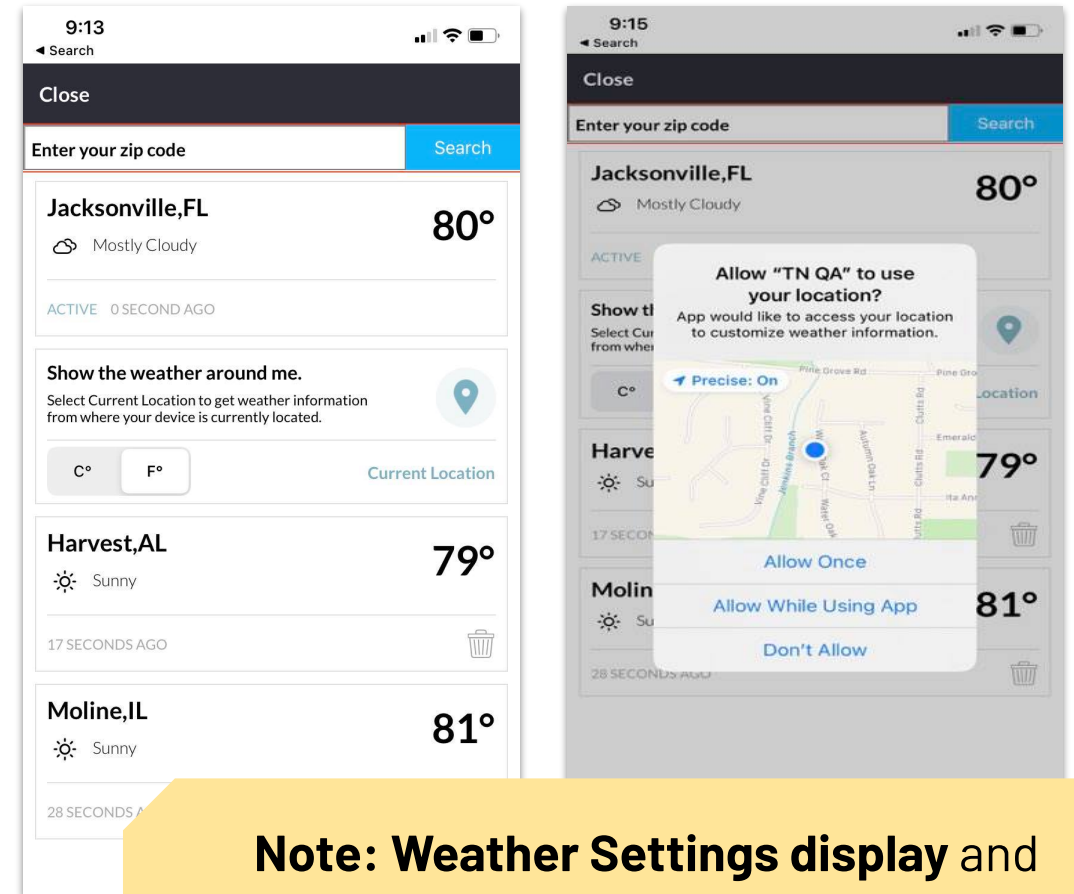


## Challenge

**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.



NWITIMES.COM  
Billy Biehl to be  
Trojan powerhouse



# 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



SPORTS  
Golfer Tiger Woods delivers apology speech



NEWS  
Article Asset: Personality Presentation | Now App  
Test



**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



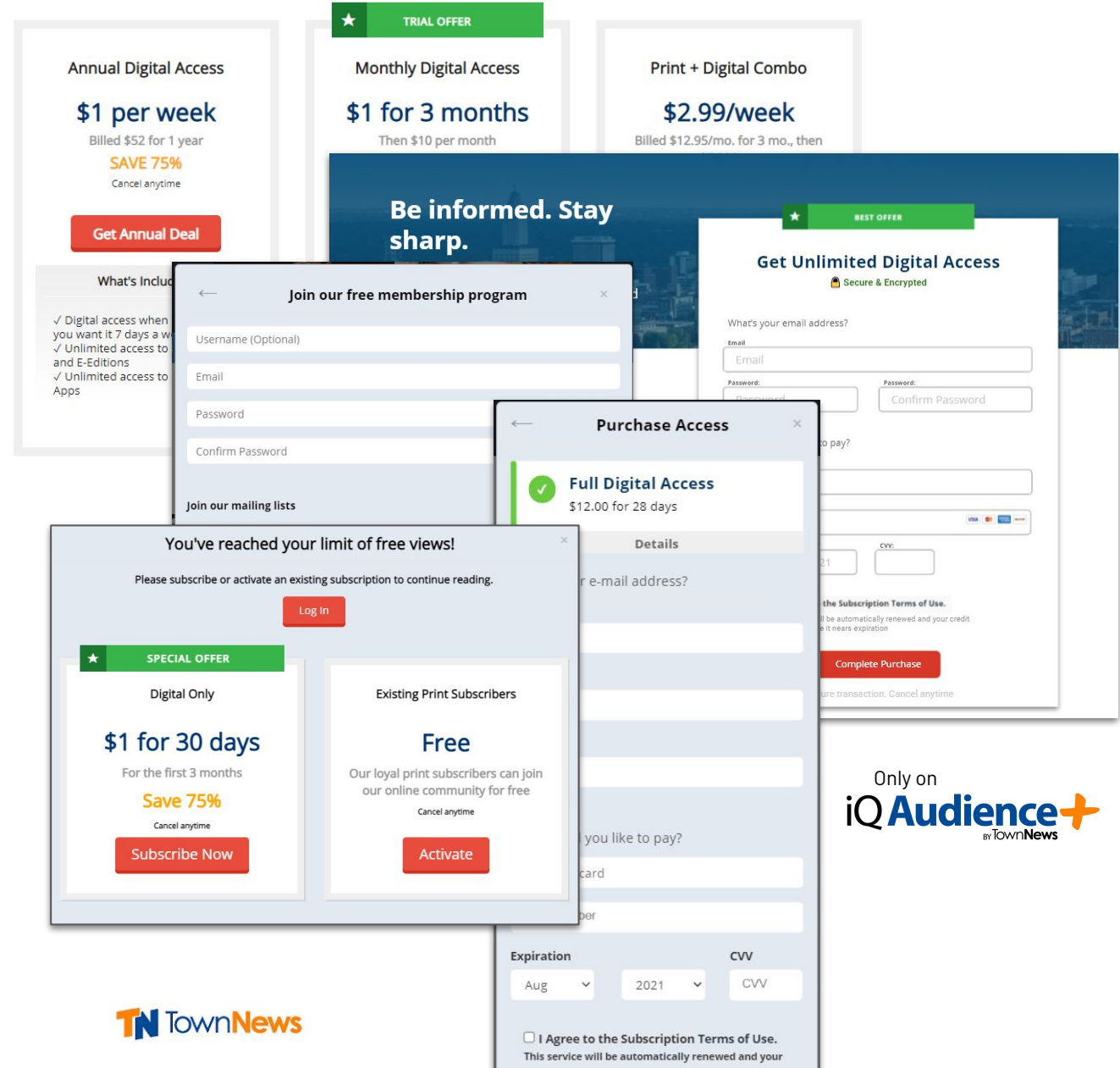
# Audience

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



## **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?**

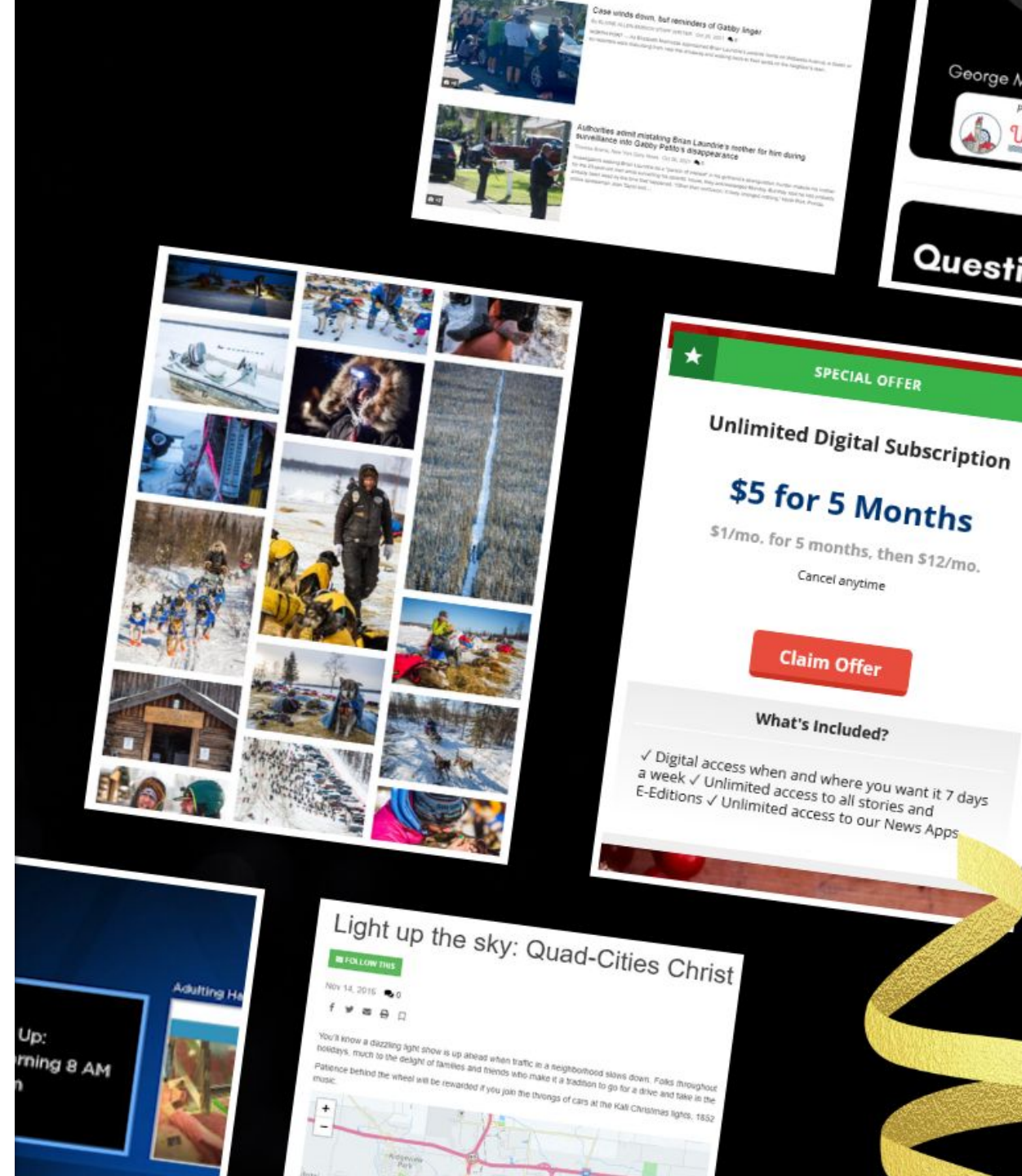
Email [AdOps@TownNews.com](mailto:AdOps@TownNews.com) today.





# Questions?

We've got answers.



# Stay connected



## Documentation

[Help.TownNews.com](https://help.townnews.com)



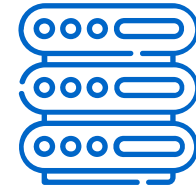
## Support

800-293-9576  
[Support.TownNews.com](https://support.townnews.com)



## Community

[Community.TownNews.com](https://community.townnews.com)



## Status

[TownNews.status.io](https://townnews.status.io)

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