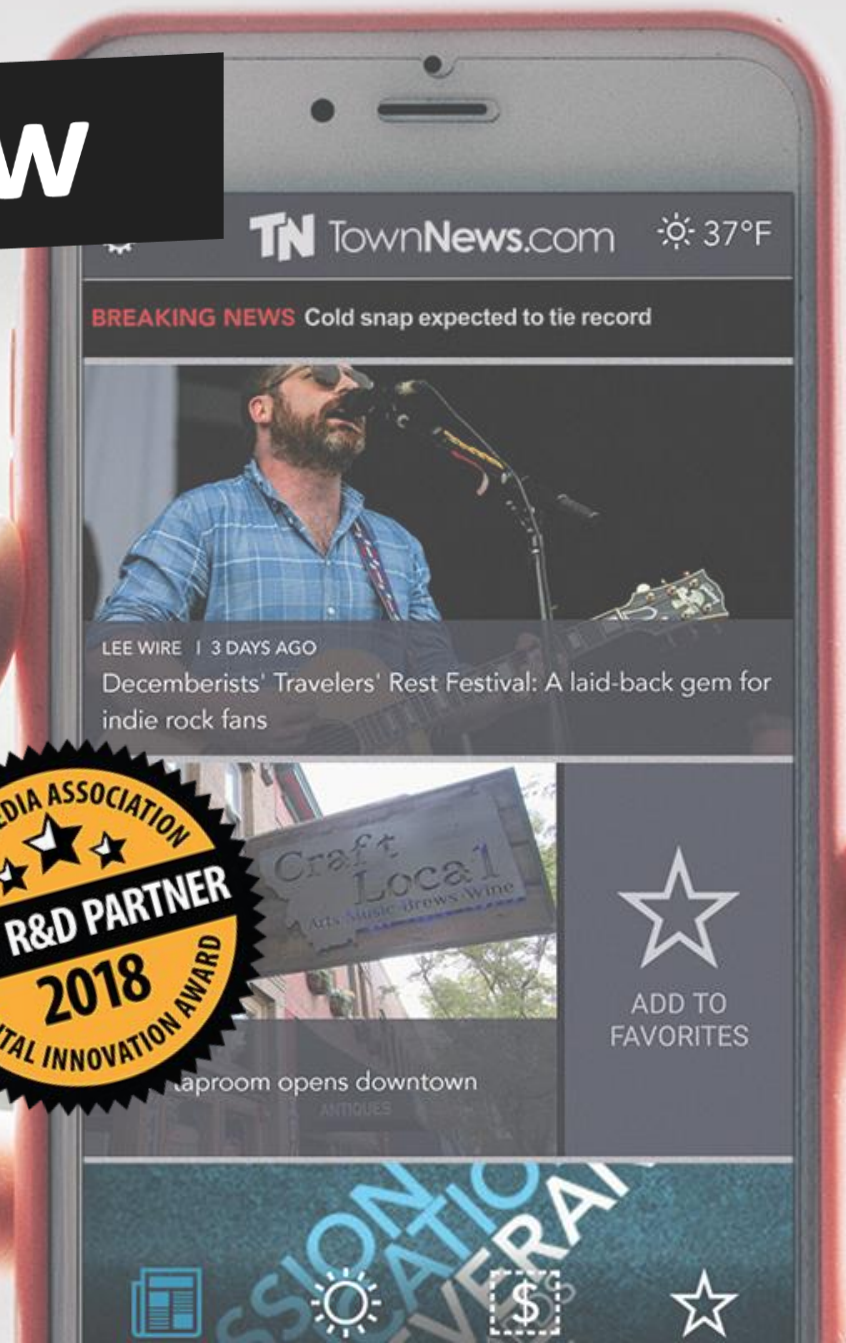


# Introducing BLOX Now

A better mobile experience  
for local news and media



# Important reminders

- Switch to HTTPS secure mode before July 2018
- The Better Ads Standards and Chrome filtering are in effect
- Viewability is impacting CPMs



# Today's agenda

- Increasing user engagement
- Feature highlights
- Monetizing with Google DFP integration
- Managing your app, website, and mobile site in one easy workflow



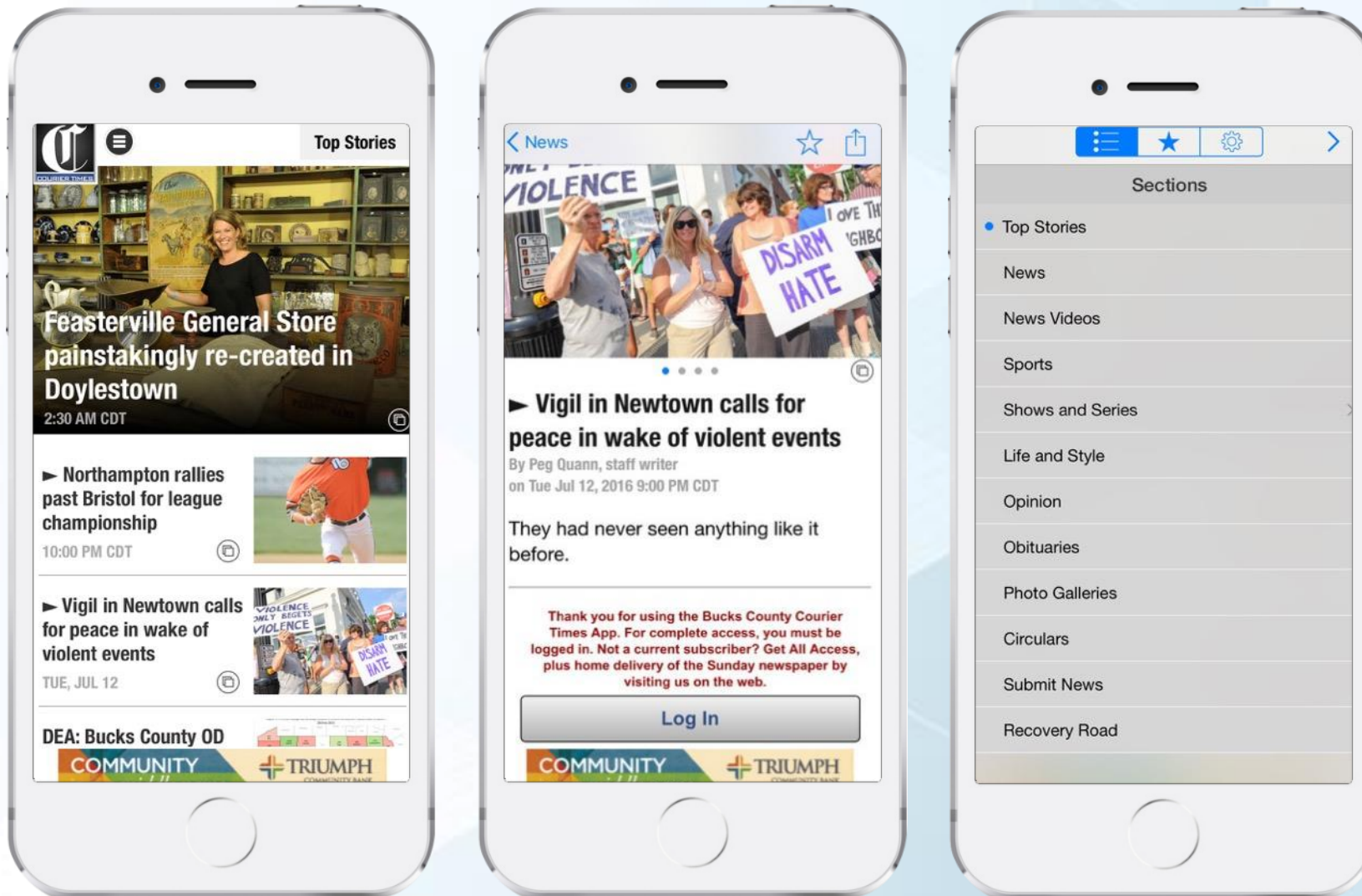


# The challenge

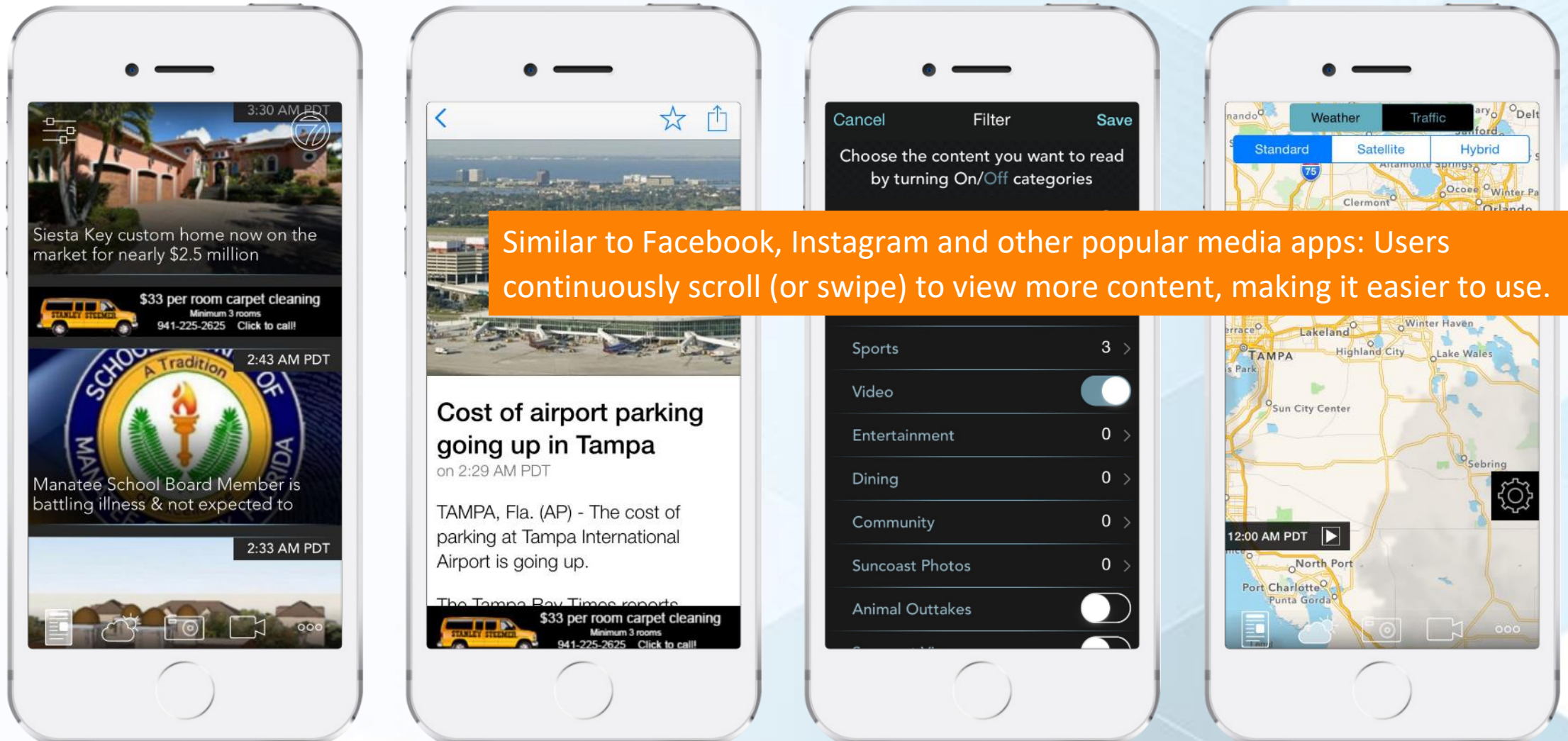
- Mobile app business is hard
- Great debate of mobile web vs. native mobile
- New responsive mobile sites are awesome
- Native mobile app adoption is not awesome



# Other “kitchen sink” apps

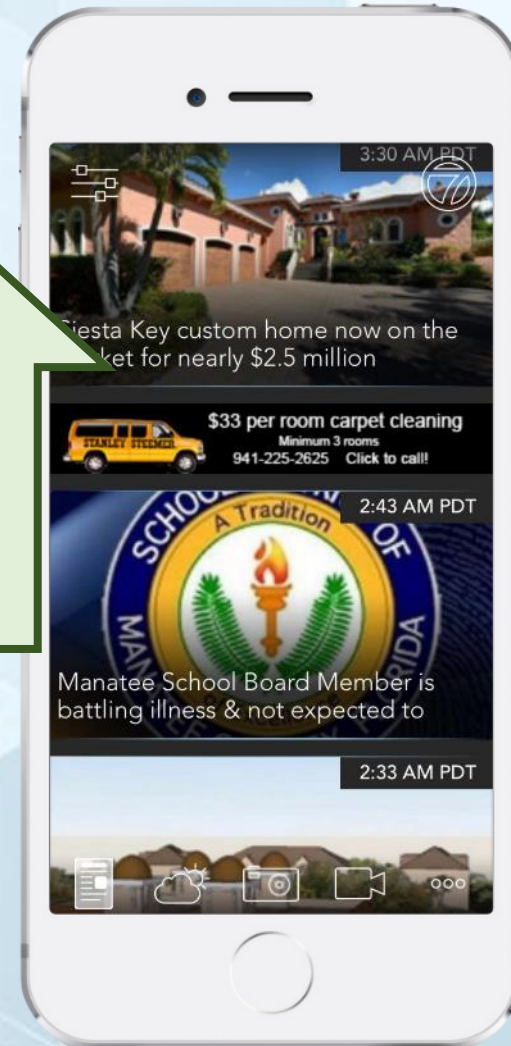
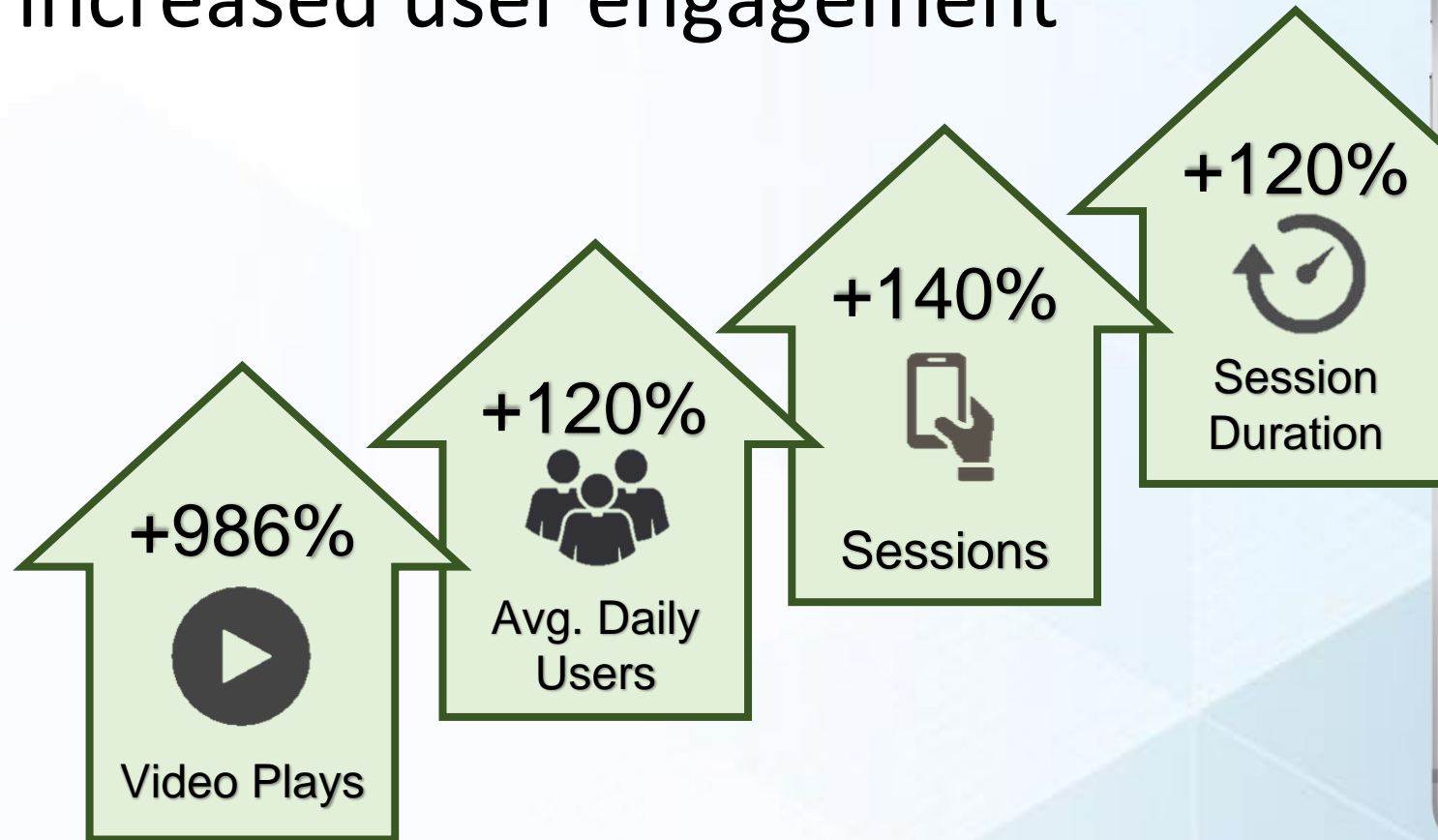


# Firehose app version 1x





# Streamlined design, increased user engagement



Source: Webtrends, WWSB iPhone and Android apps

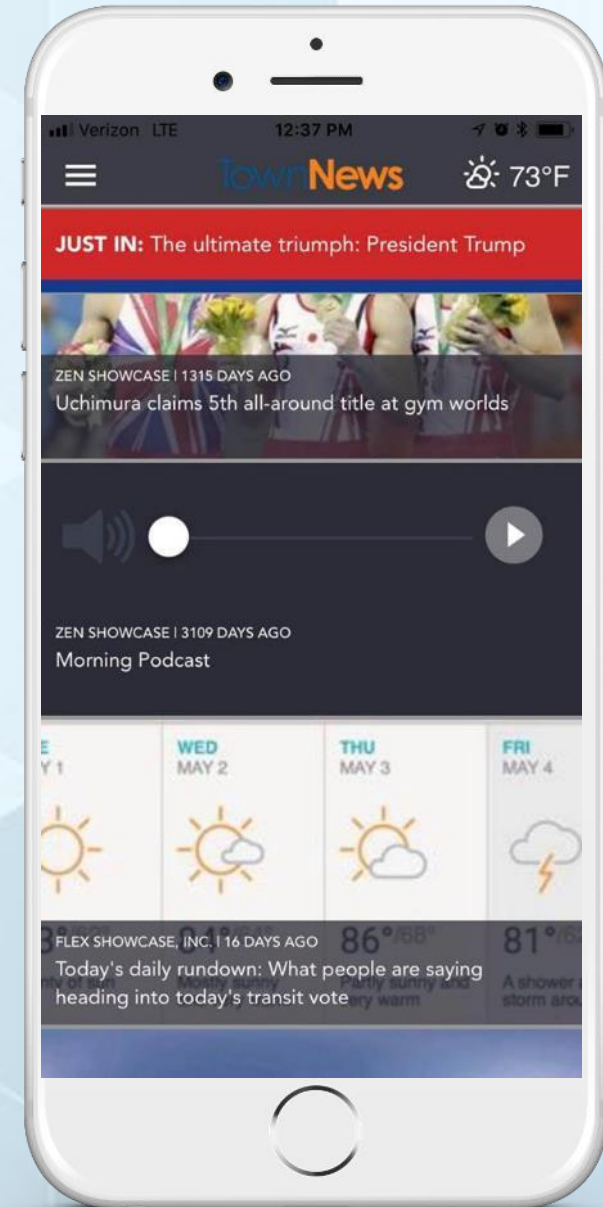
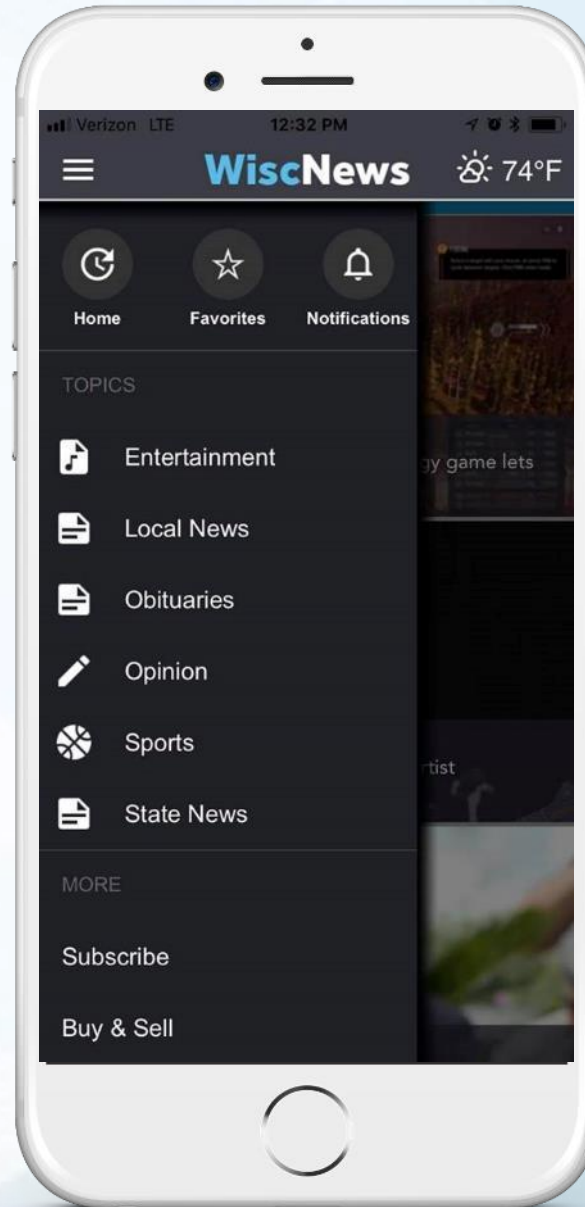
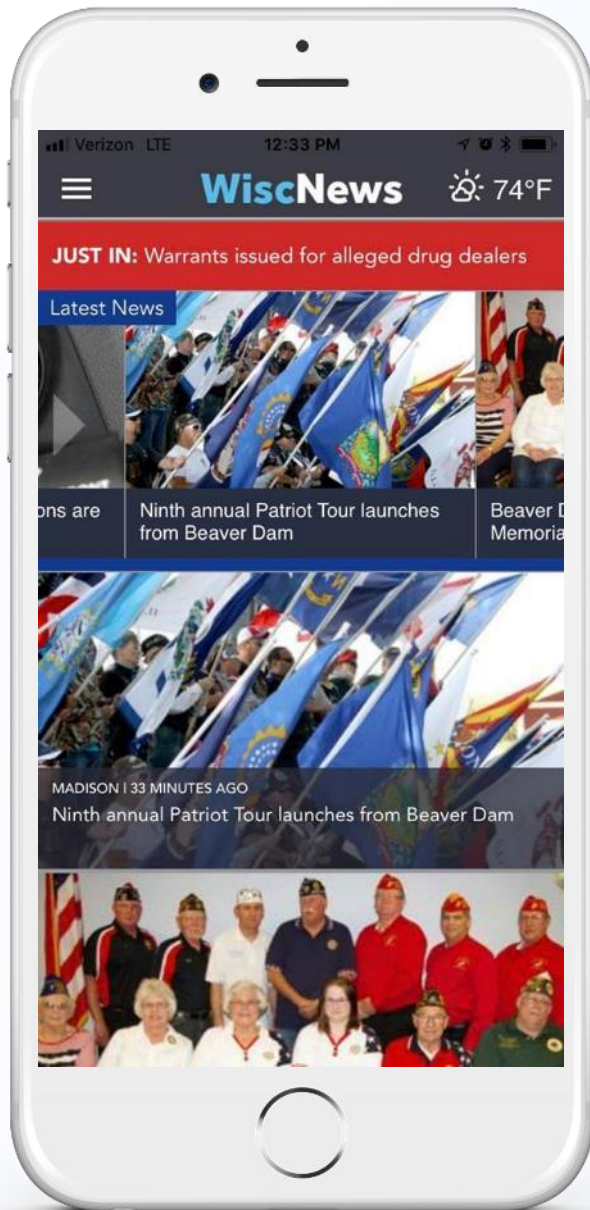
# A better media app

- Hybrid mobile news and information app
- A great user and advertising experience
- Configurable and manageable from CMS
- Maximum flexibility with minimum effort

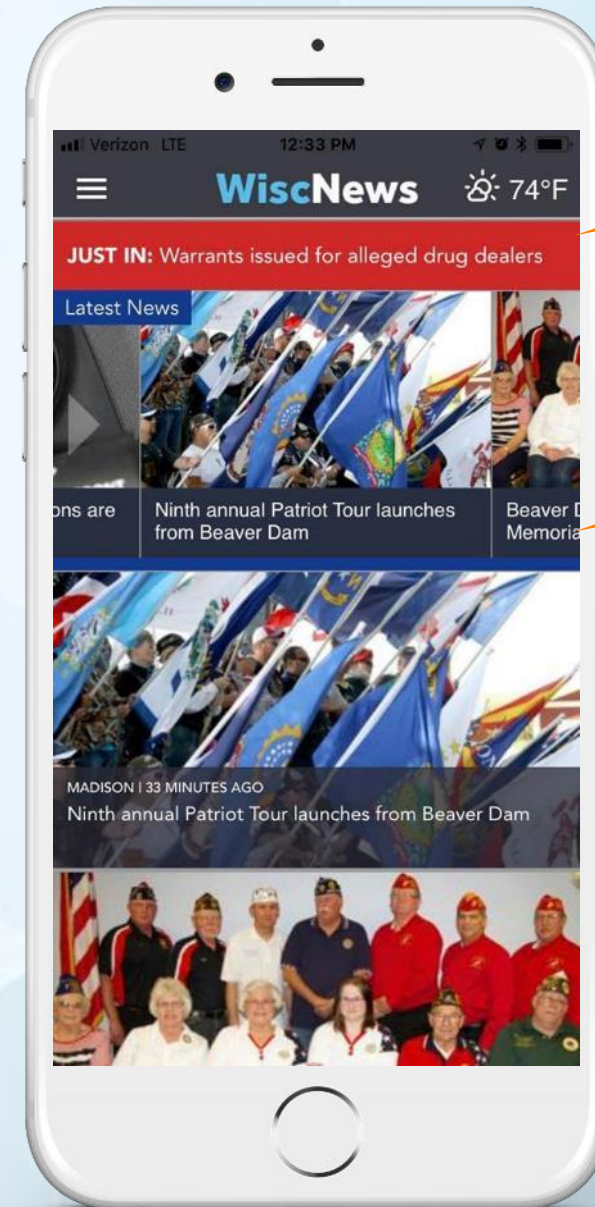




# BLOX Now Mobile App

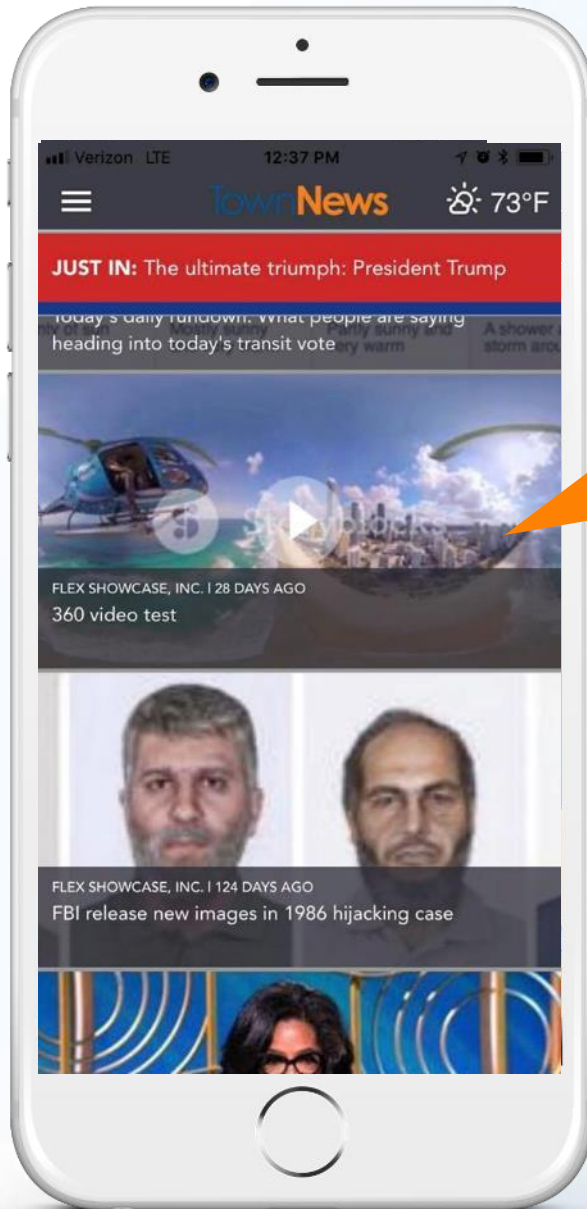


- Design similar to social media with endless scroll
- Streamlined approach creates more user engagement
- Areas include:
  - Breaking news
  - Pinned content carousel
  - Asset feed
- Video and audio assets play inline within the feed

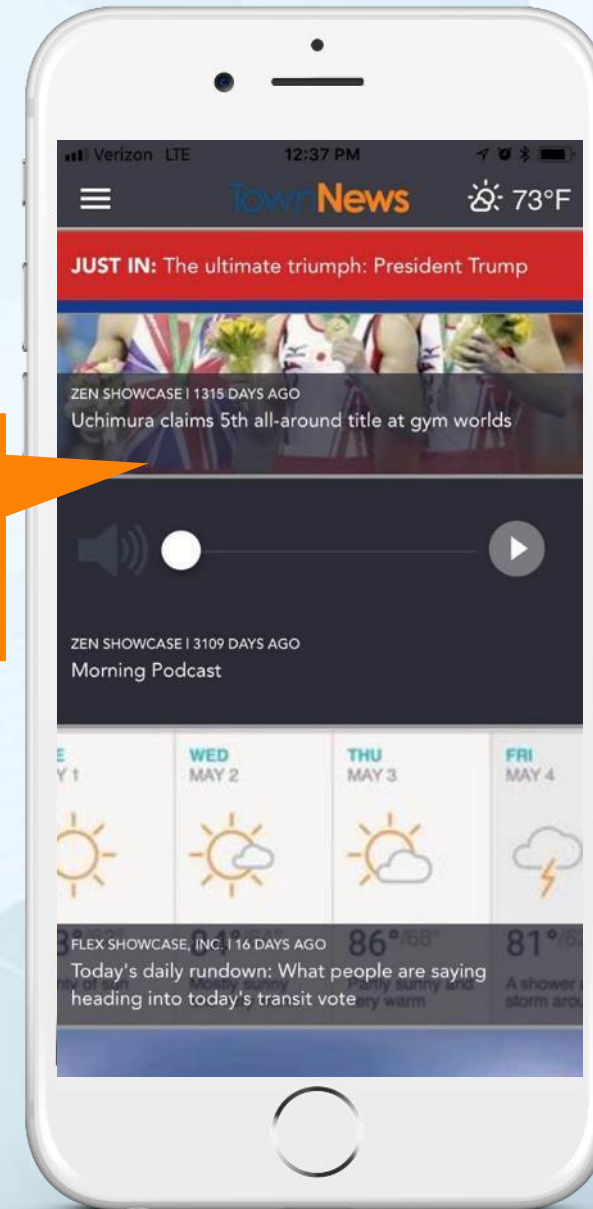


Breaking news

Pinned content



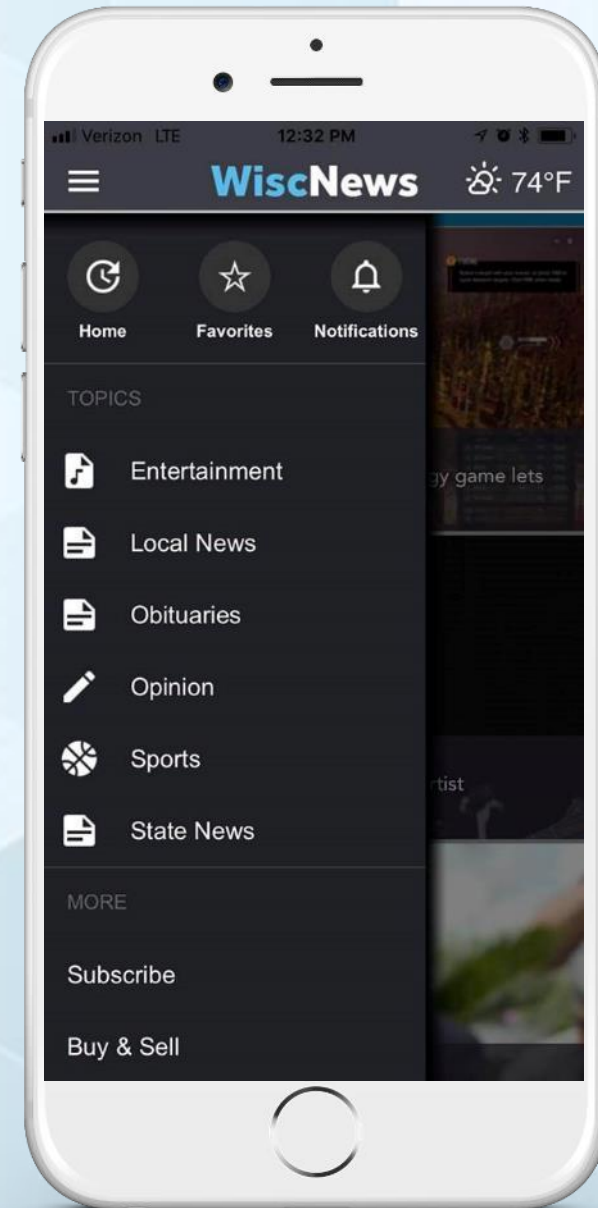
In-stream  
video/audio  
playback





# Fly-out side menu

- Home refresh button
- Favorites button
- Notification settings
- Topics
- More
- Info pages
- Submit feedback



# BLOX Now Mobile App

Single workflow: Easily managed in BLOX CMS!

The screenshot displays the BLOX CMS interface for designing a mobile app layout. The top navigation bar includes the BLOX CMS logo, a 'Design / Blocks' dropdown, and site information: 'Active site: flex-showcase.bloxcms.com' and 'Logged in as: cmasters@townnews.com'.

The main workspace is titled 'Layout for /nowapp on map flexsystem'. It features a central preview area with several blocks:

- more-links**: A list of links including 'Search the Site', 'Weddings', 'Anniversary', 'Subscription Services', 'Online Services', 'Place Classified Ad', and 'Weather'.
- breaking\_news**: A block titled 'Now: Breaking News' displaying a 'BREAKING NEWS' alert about 'The ultimate triumph: President Trump'.
- pinned\_content**: A block titled 'Now: Pinned Content' showing two images: a building and a mountain, with captions 'Meet your elected officials in the Legis' and 'A few of our favo'.
- asset\_feed**: A block titled 'Now: Summary | Asset feed' displaying a colorful, abstract image.

On the left side, there is a file explorer showing a directory structure with folders like 'nativo', 'news', 'news2', 'newsletters', 'newsy', 'now', 'nowapp', 'obituaries', 'online\_features', 'opinion', 'outbrain', 'outdoors', 'parenting', 'pets', 'photostore', 'place\_an\_ad', 'places', 'politics', 'poll', 'product', and 'radar'.

Below the file explorer is a 'Blocks' section with a search query input, a 'Search' button, and a 'Reset' button. It also includes a 'New' button, an 'Edit' button, a 'Disable' button, and a 'Delete' button. A dropdown menu shows 'Ads | Ads: BLOX Ads' and a pagination indicator '1 of 20'. There is also an 'Export / Import' button.

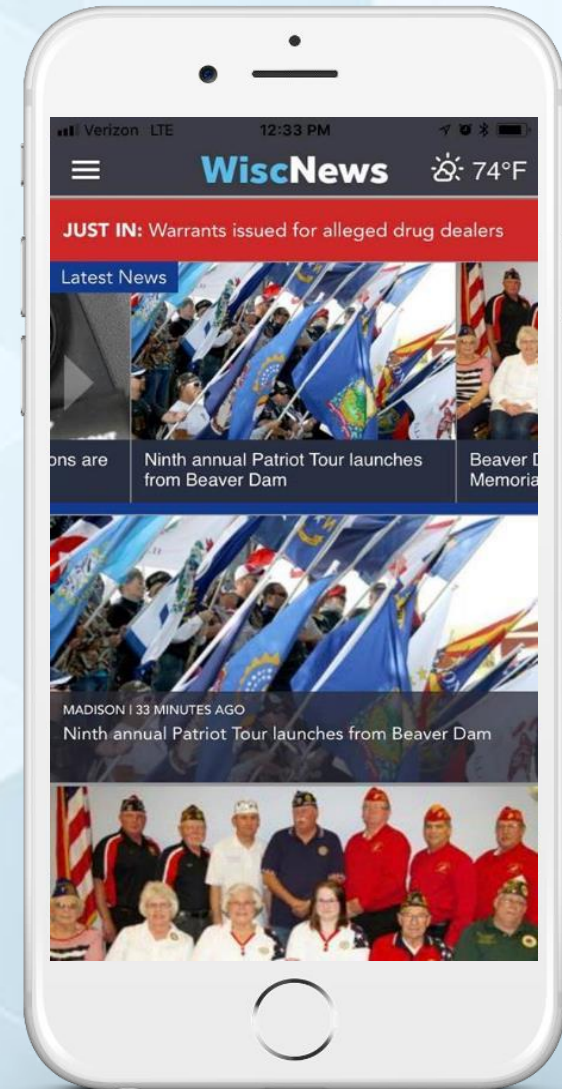
On the right side, there is a 'Page customizations' panel with a 'Save changes' button and a 'Reset' button. It contains several settings sections:

- General settings**: Includes a 'Section icon' checkbox, a 'Set image' button, an 'About text' checkbox with a text input field containing 'About us', an 'About URL' checkbox with a text input field, a 'Privacy URL' checkbox with a text input field, a 'Terms URL' checkbox with a text input field, and a 'Feedback email' checkbox with a text input field.
- Advertising**: A section with a dropdown menu.
- Weather**: A section with a dropdown menu.

# More features

- Full DFP Integration
  - Configurable Ad Intervals
- Google Analytics
- Push Notifications

**Maximum flexibility, minimal effort**





# Looking forward

- More design customization options BLOX CMS admin
- Subscription options
- Additional channels for notifications
- Special tablet design
- More monetization options



# Questions?





# Stay connected

## Documentation

- [help.bloxcms.com](http://help.bloxcms.com)

## Support

- Call 800-293-9576
- [support.townnews.com](http://support.townnews.com)

## Partner Community

- [community.townnews.com](http://community.townnews.com)

## Service Status

- [townnews.status.io](http://townnews.status.io)

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# Thank you!

