

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

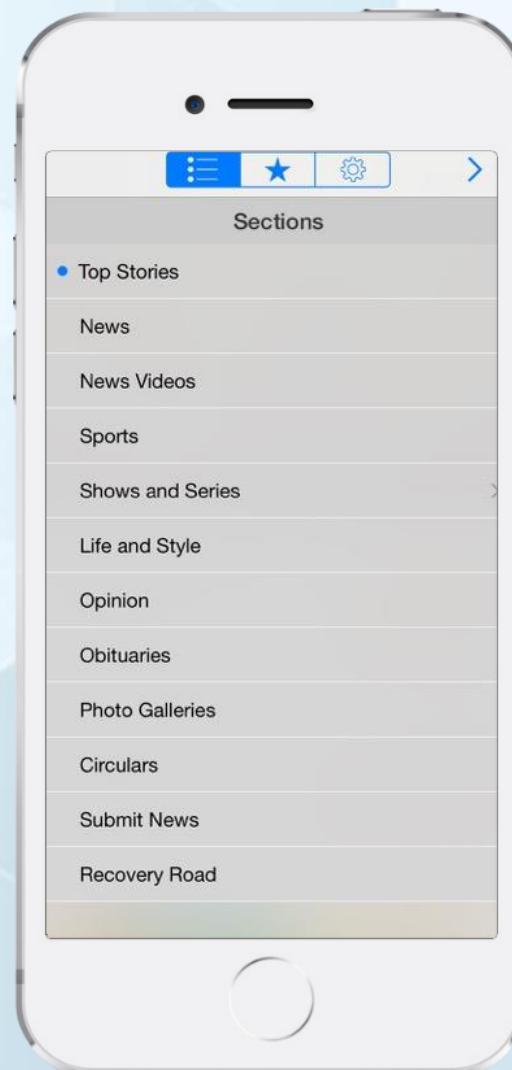
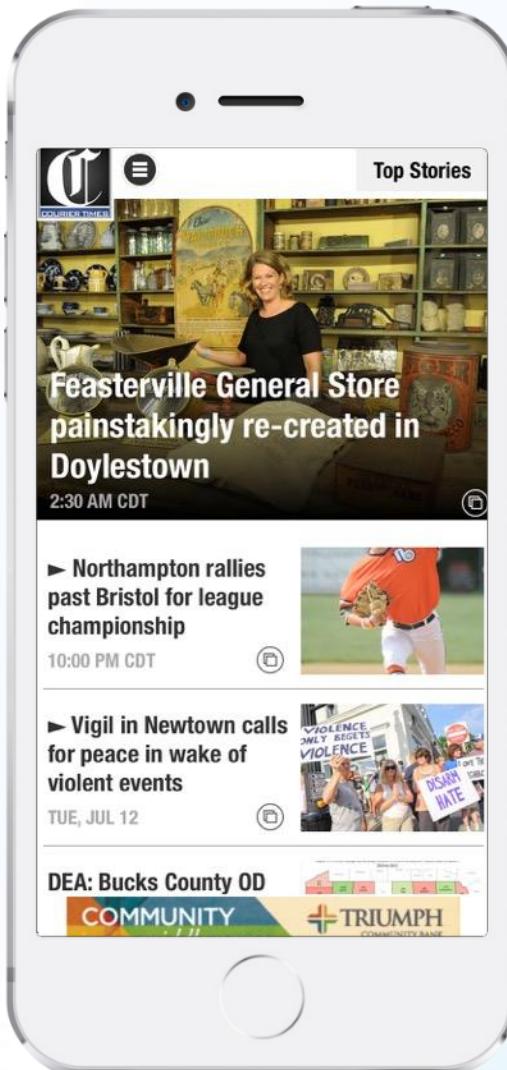


The challenge

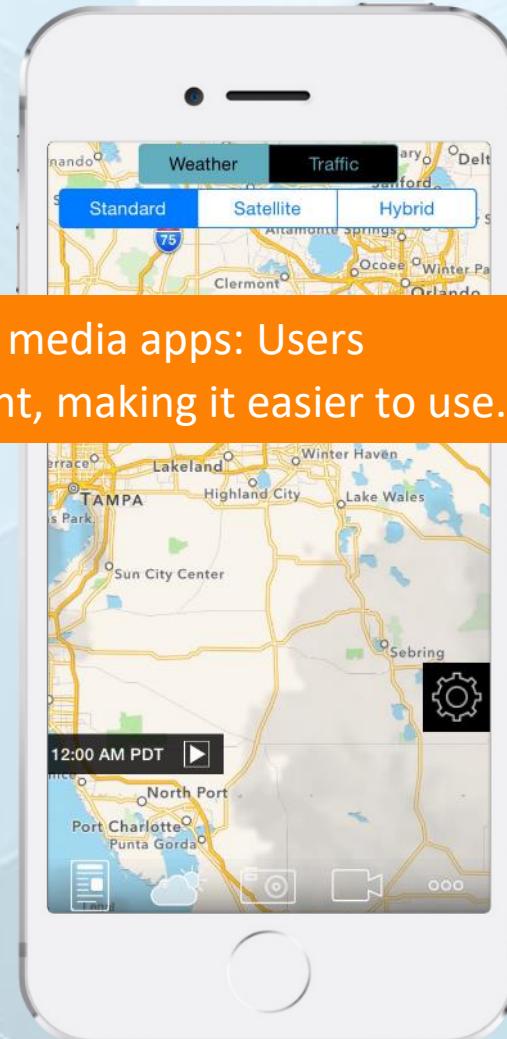
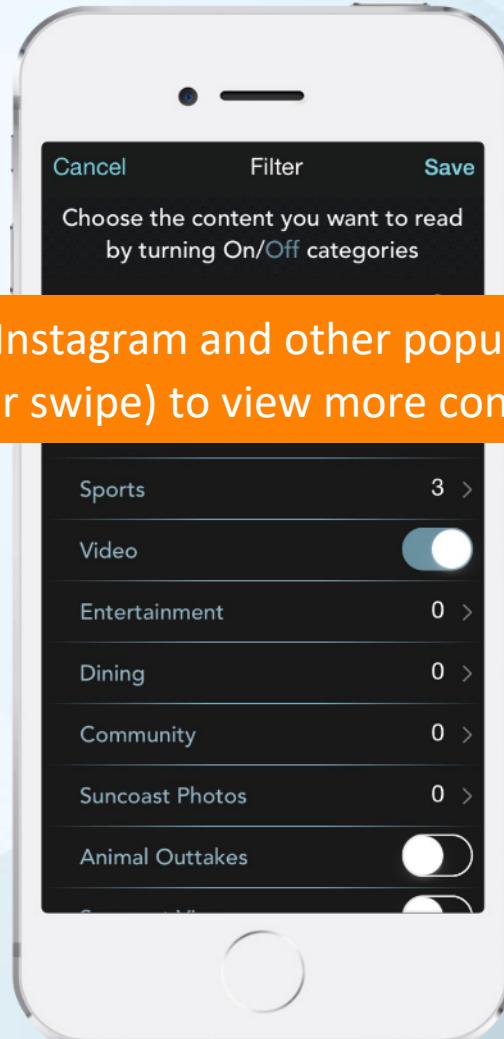
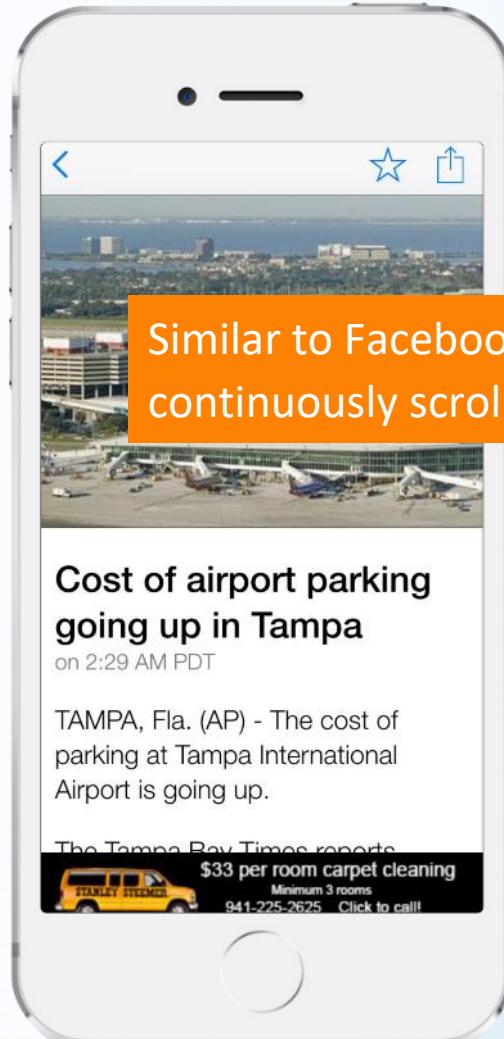
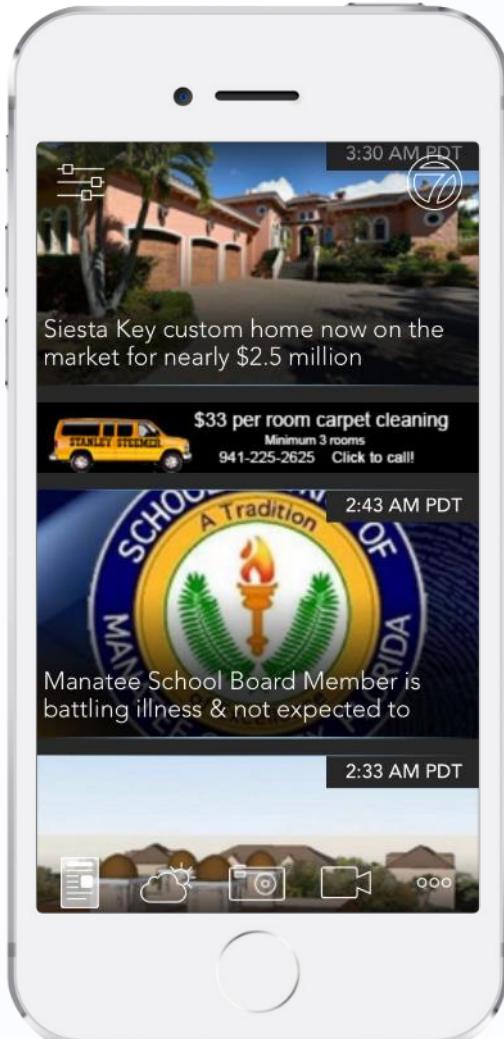
- Mobile app business is hard
- Great debate of mobile web vs. native mobile
- New responsive mobile sites are awesome
- Native mobile app adoption is not awesome



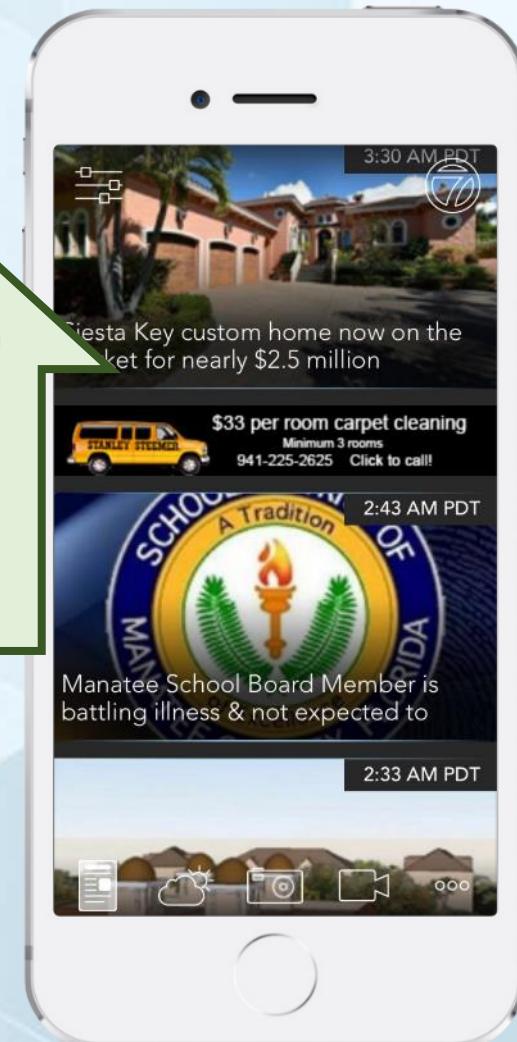
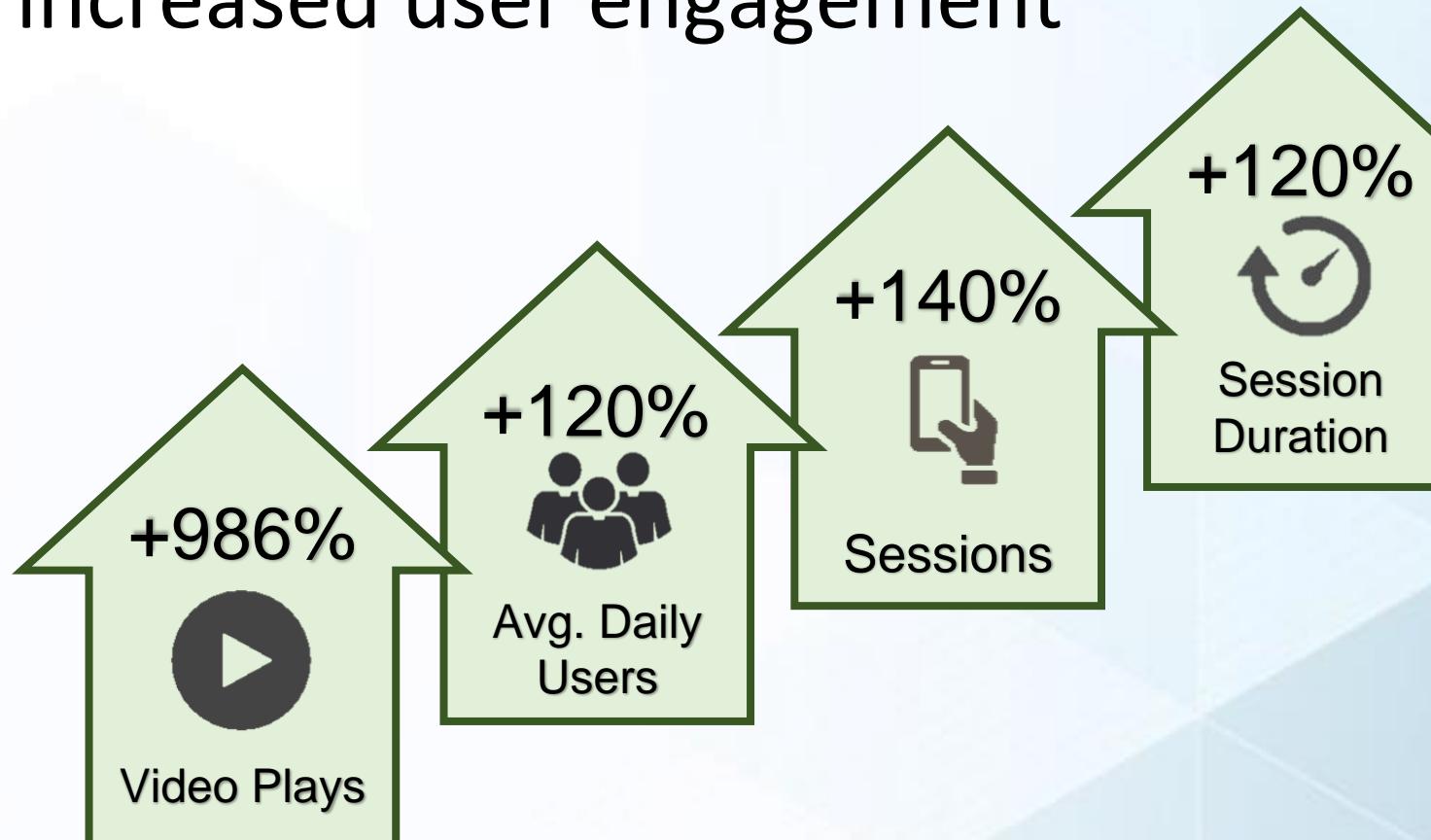
Other “kitchen sink” apps



Firehose app version 1x



Streamlined design, increased user engagement



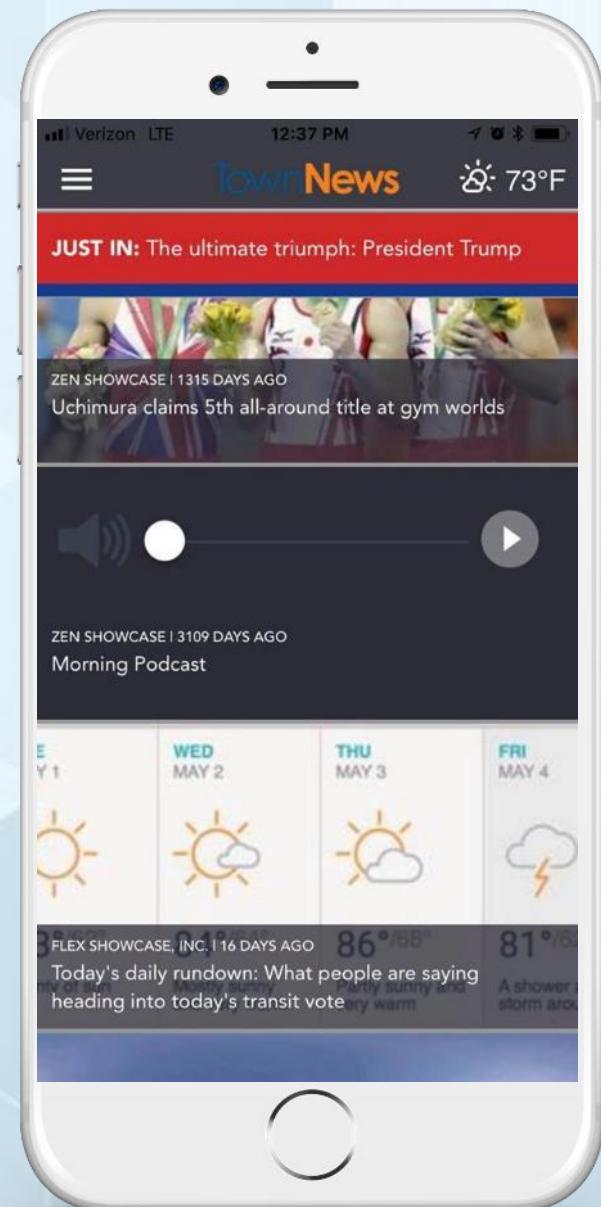
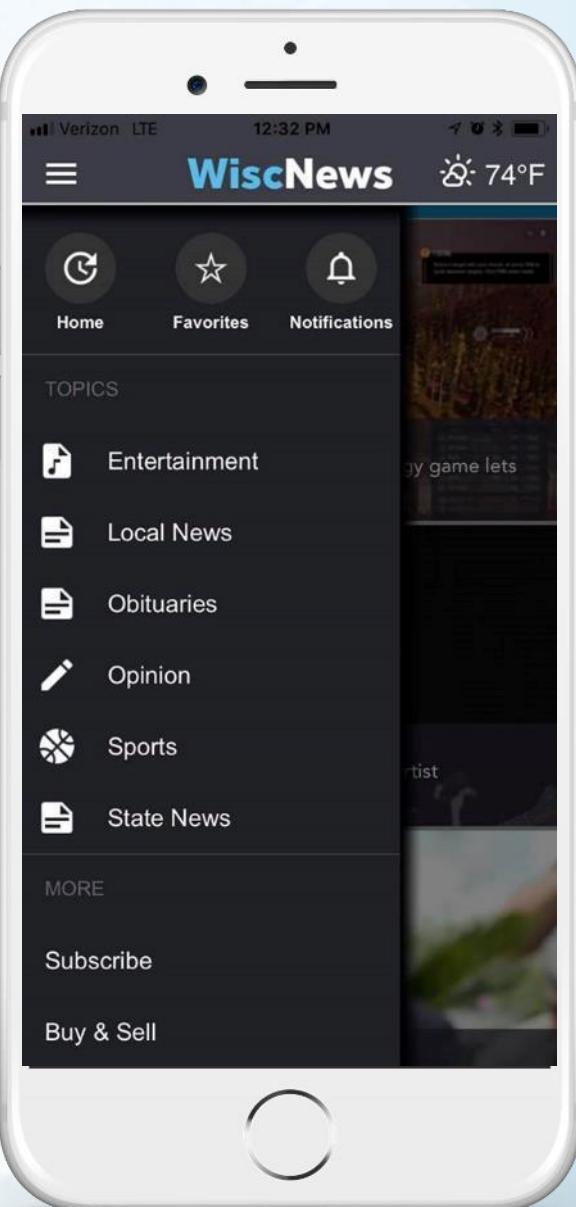
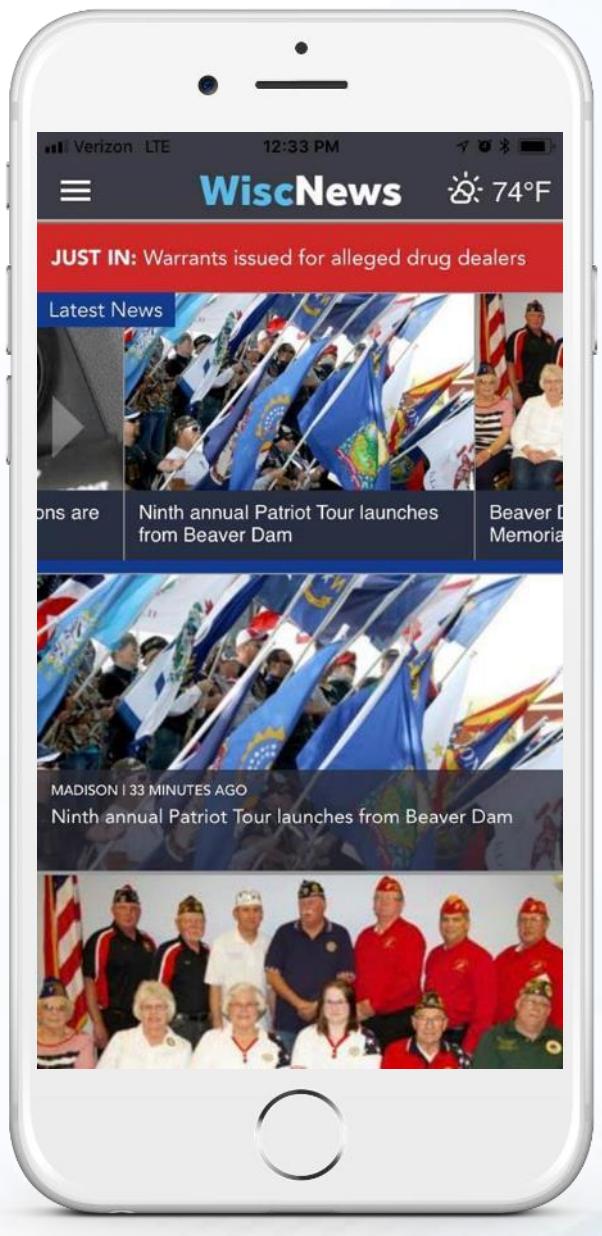
Source: Webtrends, WWSB iPhone and Android apps

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

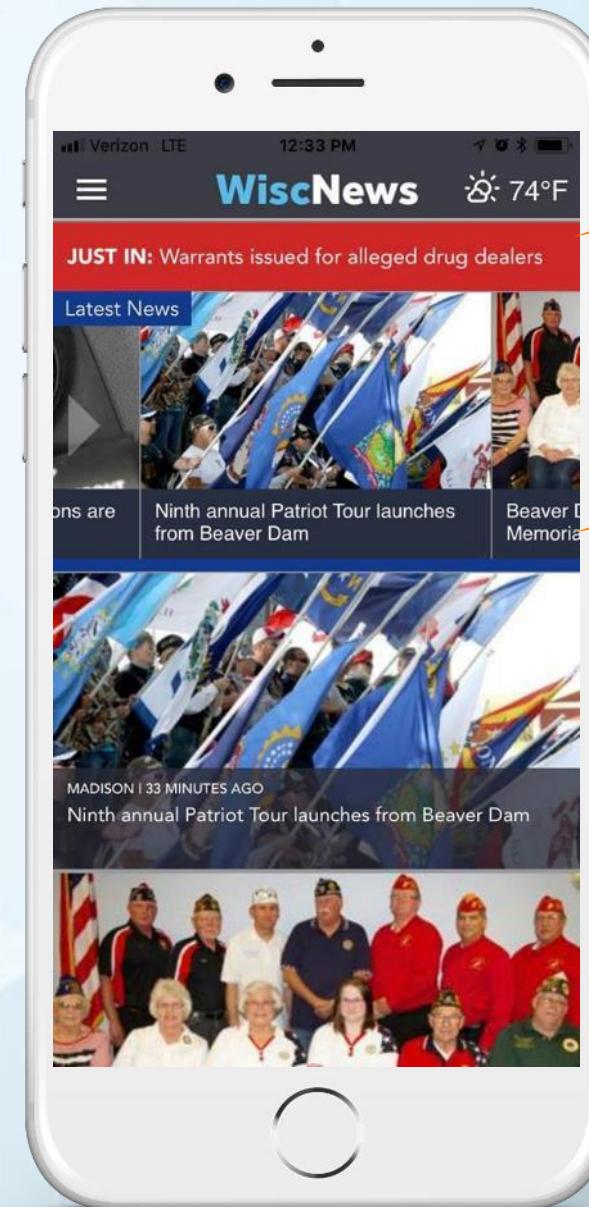


BLOX Now Mobile App



BLOX Now Mobile App

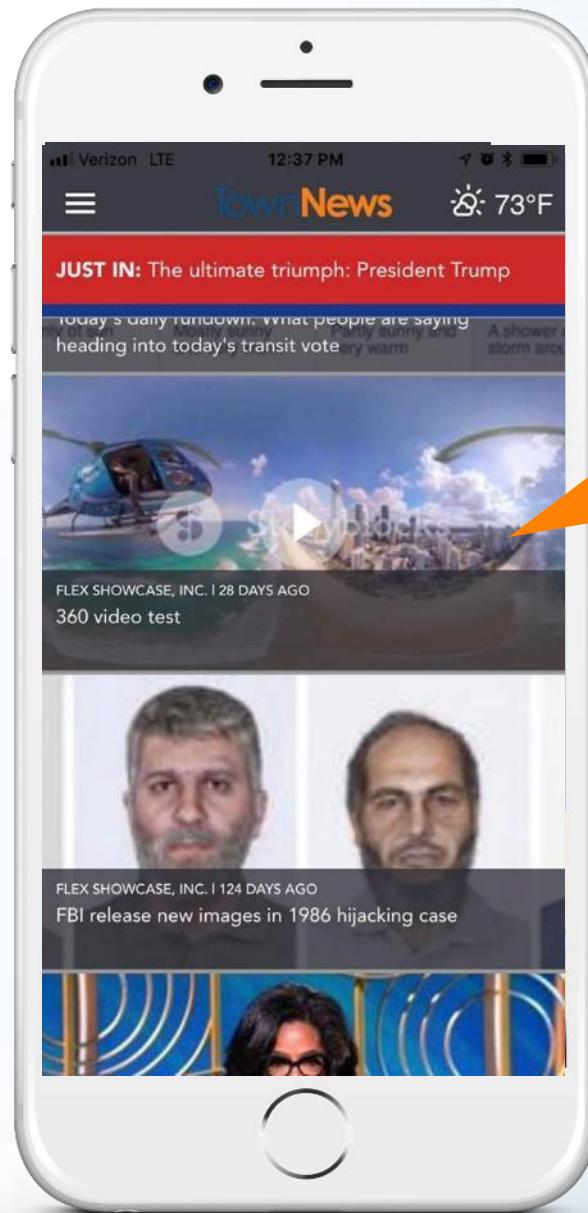
- Design similar to social media with endless scroll
- Streamlined approach creates more user engagement
- Areas include:
 - Breaking news
 - Pinned content carousel
 - Asset feed
- Video and audio assets play inline within the feed



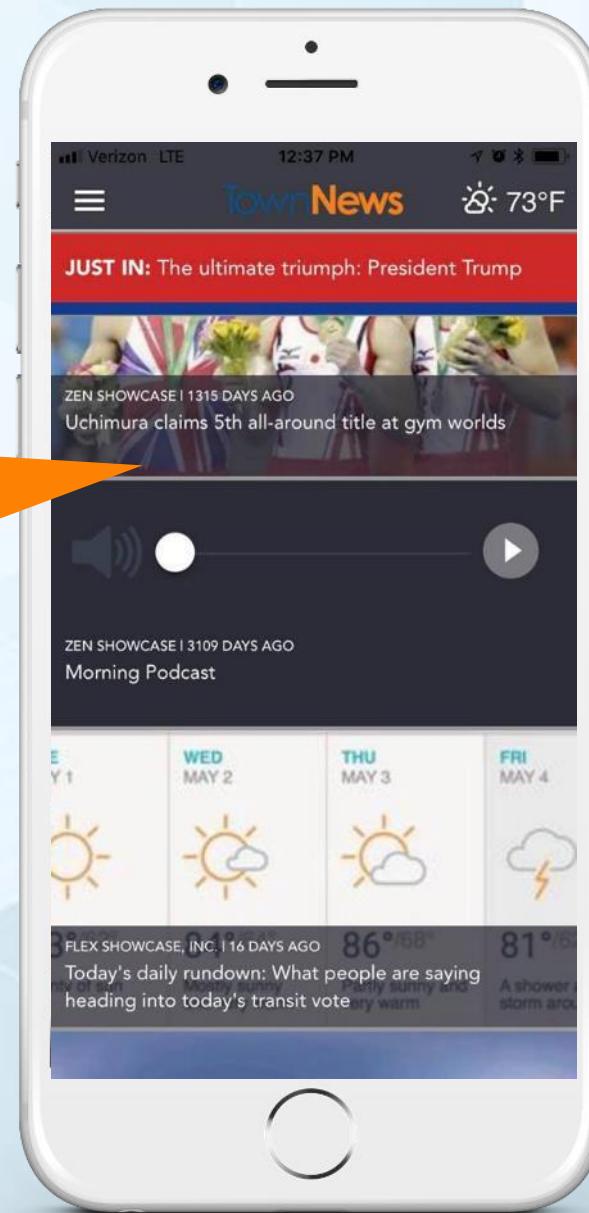
Breaking news

Pinned content

BLOX Now Mobile App

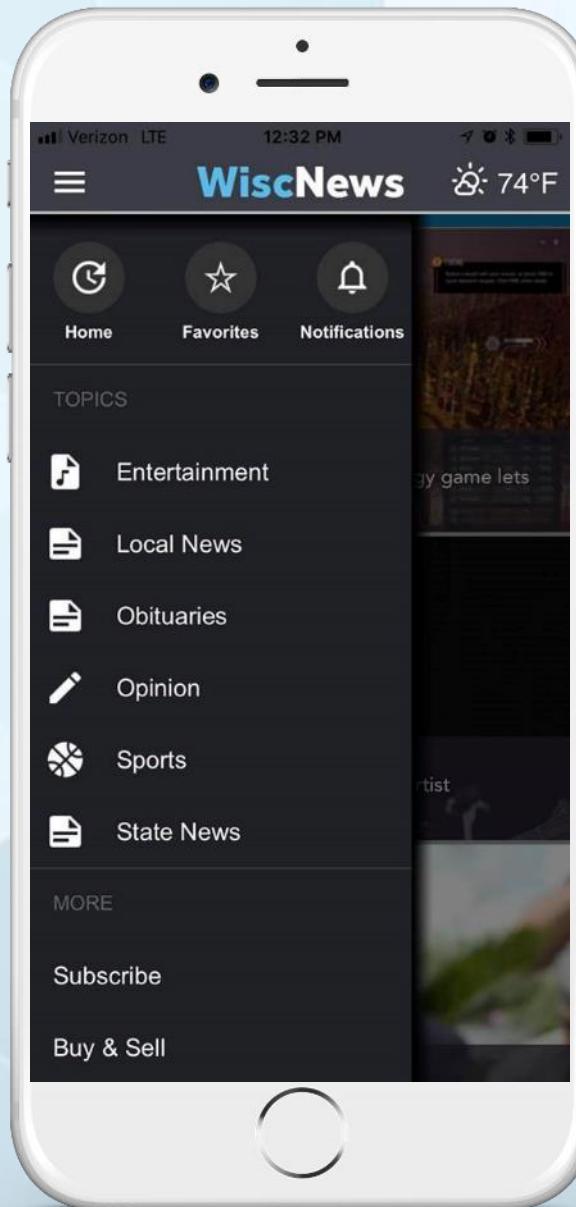


In-stream
video/audio
playback



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!

Layout for /nowapp on map flexsystem

Save block layout changes Hide borders Collapse blocks

Active site: flex-showcase.bloxcms.com | Logged in as: cmasters@townnews.com

more-links

Search the Site Weddings Anniversary
Subscription Services Online Services
Place Classified Ad Weather

breaking_news

Now: Breaking News

BREAKING NEWS The ultimate triumph: President Trump

pinned_content

Now: Pinned Content

Meet your elected officials in the Legis A few of our favo

asset_feed

Now: Summary | Asset feed

Utility regions (0)

Page customizations

Save changes Reset

General settings

Section icon:

About text:

About us

About URL:

Privacy URL:

Terms URL:

Feedback email:

Advertising

Weather

Blocks

Search query Search Reset

New Edit Disable Delete

Ads | Ads: BLOX Ads

Export / Import

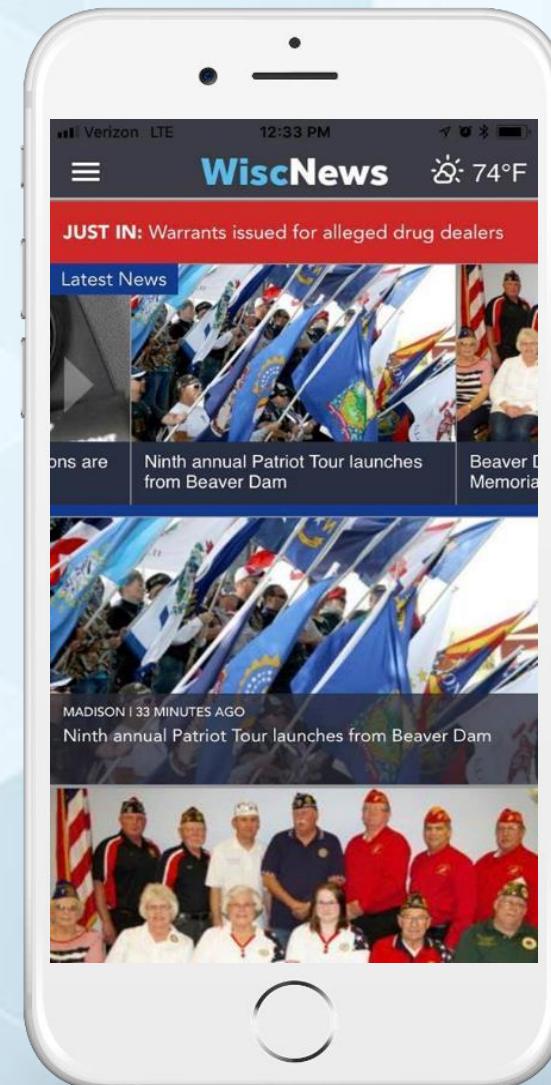
1 of 20

Schedules

More features

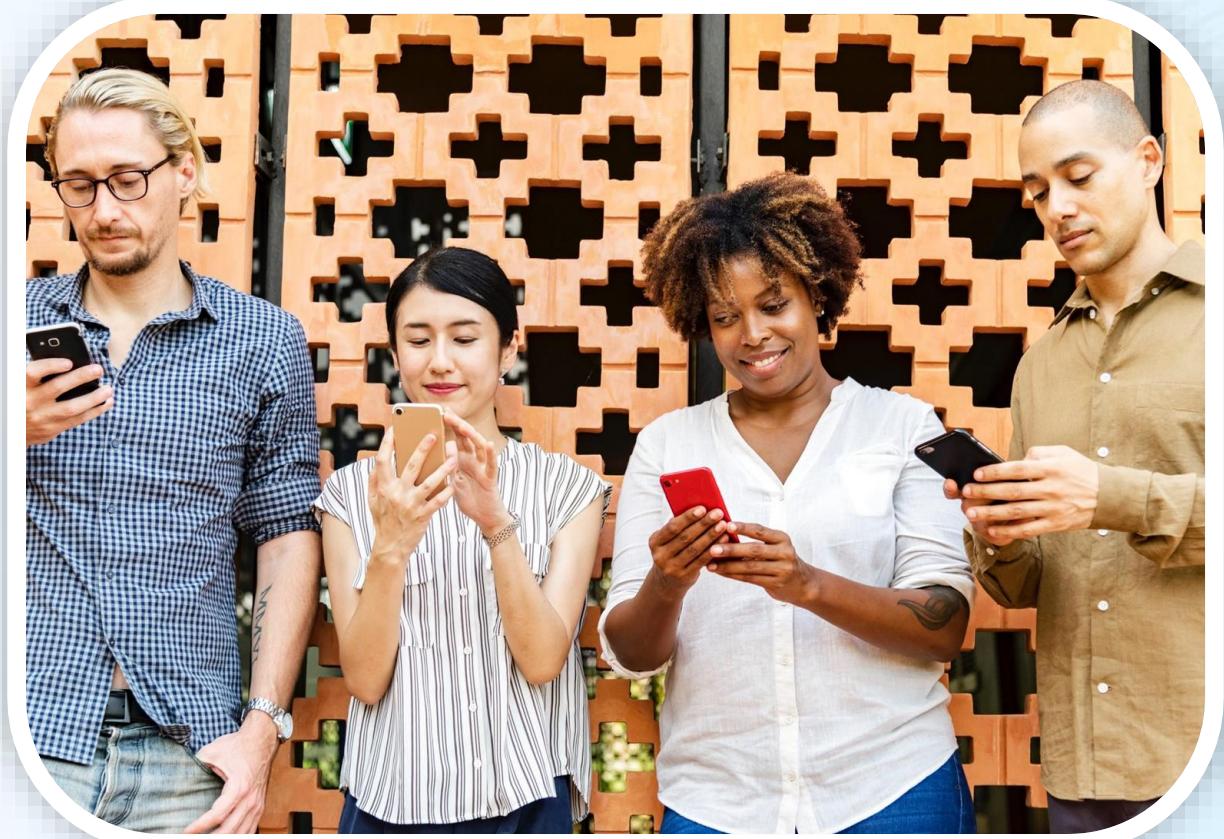
- Full DFP Integration
 - Configurable Ad Intervals
- Google Analytics
- Push Notifications

Maximum flexibility, minimal effort

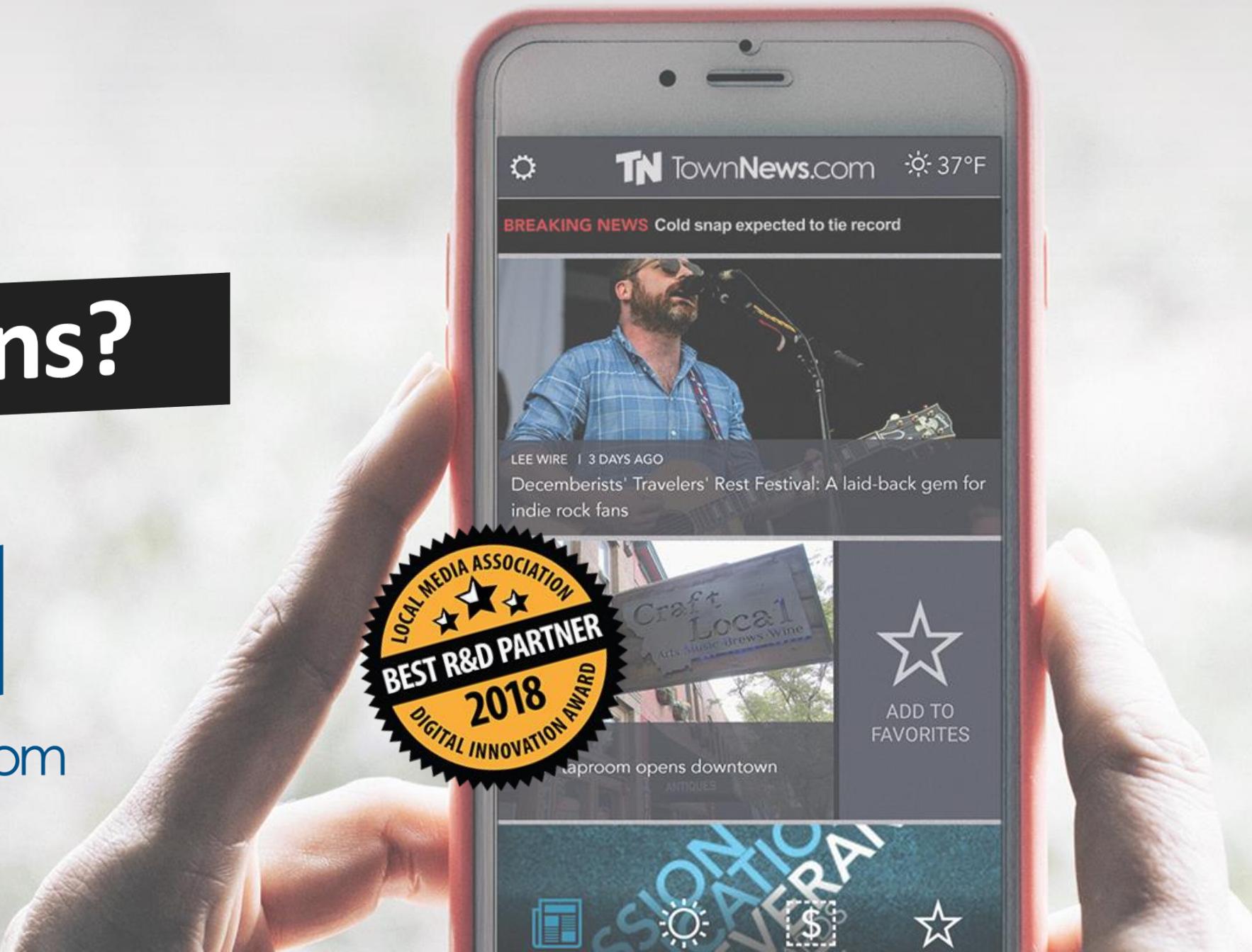


Looking forward

- 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

Support

- Call 800-293-9576
- support.townnews.com

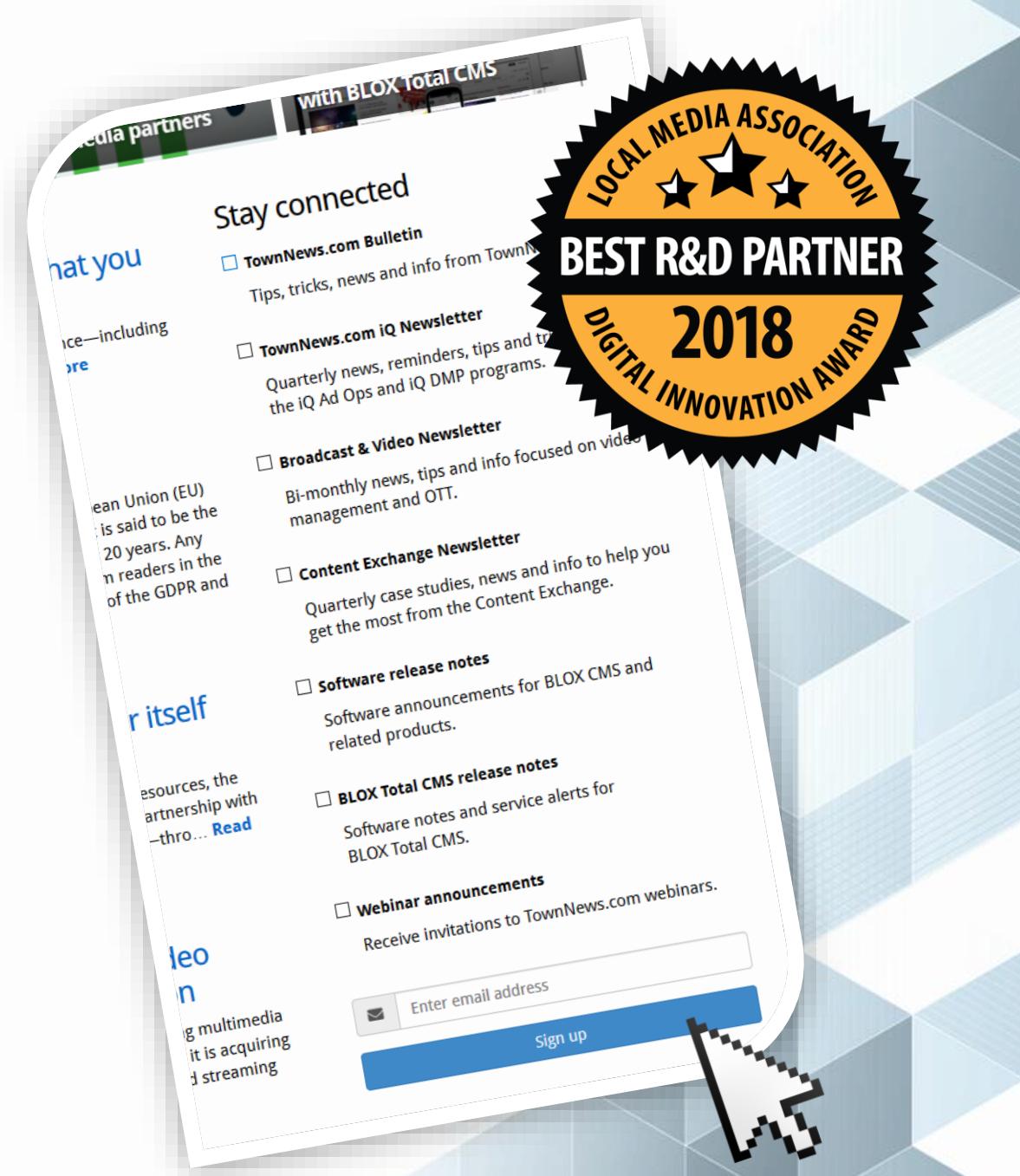
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Thank you!

