



>>> **LIVE WEBINAR**

EXPLORE THE POWER OF YIELDUP BY TOWNNEWS:

Learn how the latest enhancements to our industry-leading programmatic solution deliver real results for our partners

When: Thurs., January 26th @ 10:30 AM CT



Anthony Humes
Yield manager



Ryan Tornquist
Dir. of new revenue programs

Today's agenda



Trends

An overview of the current programmatic and industry trends



Forecasting

A look into our model and methodology



Revenue

How you can increase revenue by adding video



Q&A

We'll answer your most common questions and more



Trends we saw in 2022



**Strong
start**



**Recession
concerns**



**Soft political
cycle**



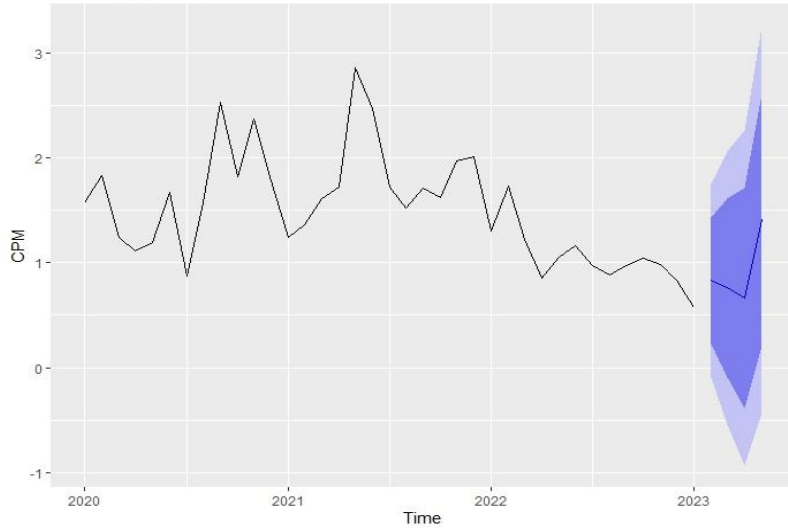
**Privacy
changes**



**Increased use of
pub provided
signals**



**Traffic
Challenges**



Industry model

- Used by Fortune 500 companies
- Handles outliers and missing data points
- Accounts for seasonality
- Observes shifts in trend

How we forecast

Review

Continual monitoring
and adjustments

Historical

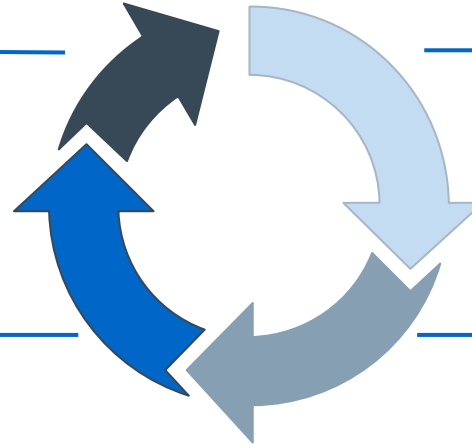
Revenue and
impression data

Expertise

Industry knowledge and
an extensive network

Seasonal

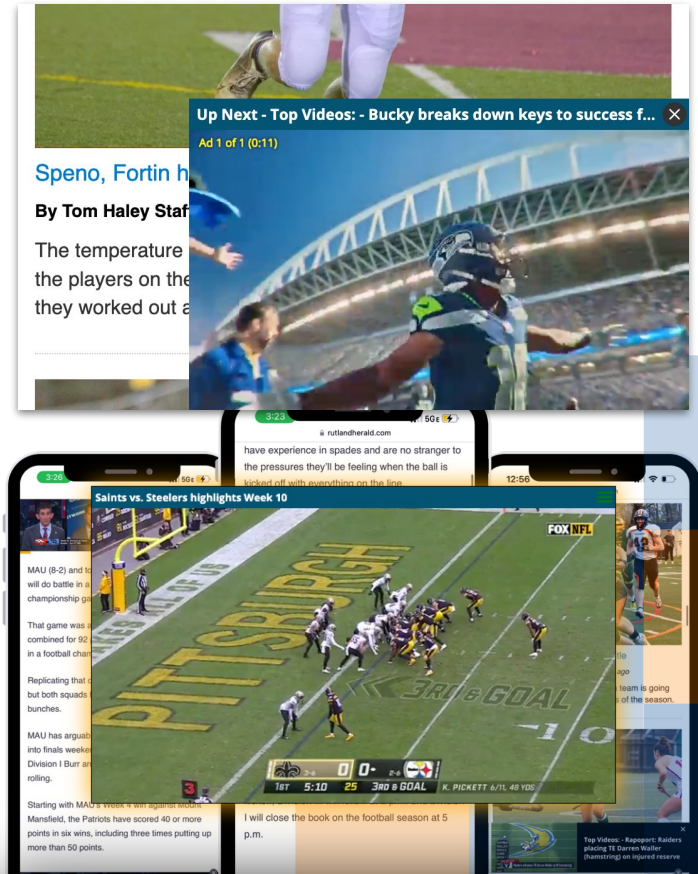
Holiday rushes and
slower months



Increase revenue

With premium content recommendations & premium video

- Leading monetization
- Complies with core web vitals
- Fits seamlessly with any site
- Higher RPMs from adoption uptick
- Higher payout to participants



What's next?



Expansion

More video for web, CTV
and live linear



Adoption

Further support for
ID solutions & PPID
Consent Management



Rollout

New technologies
including Prebid



Questions?

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)

Social Media

Follow us on Twitter, LinkedIn, Facebook, Instagram, YouTube