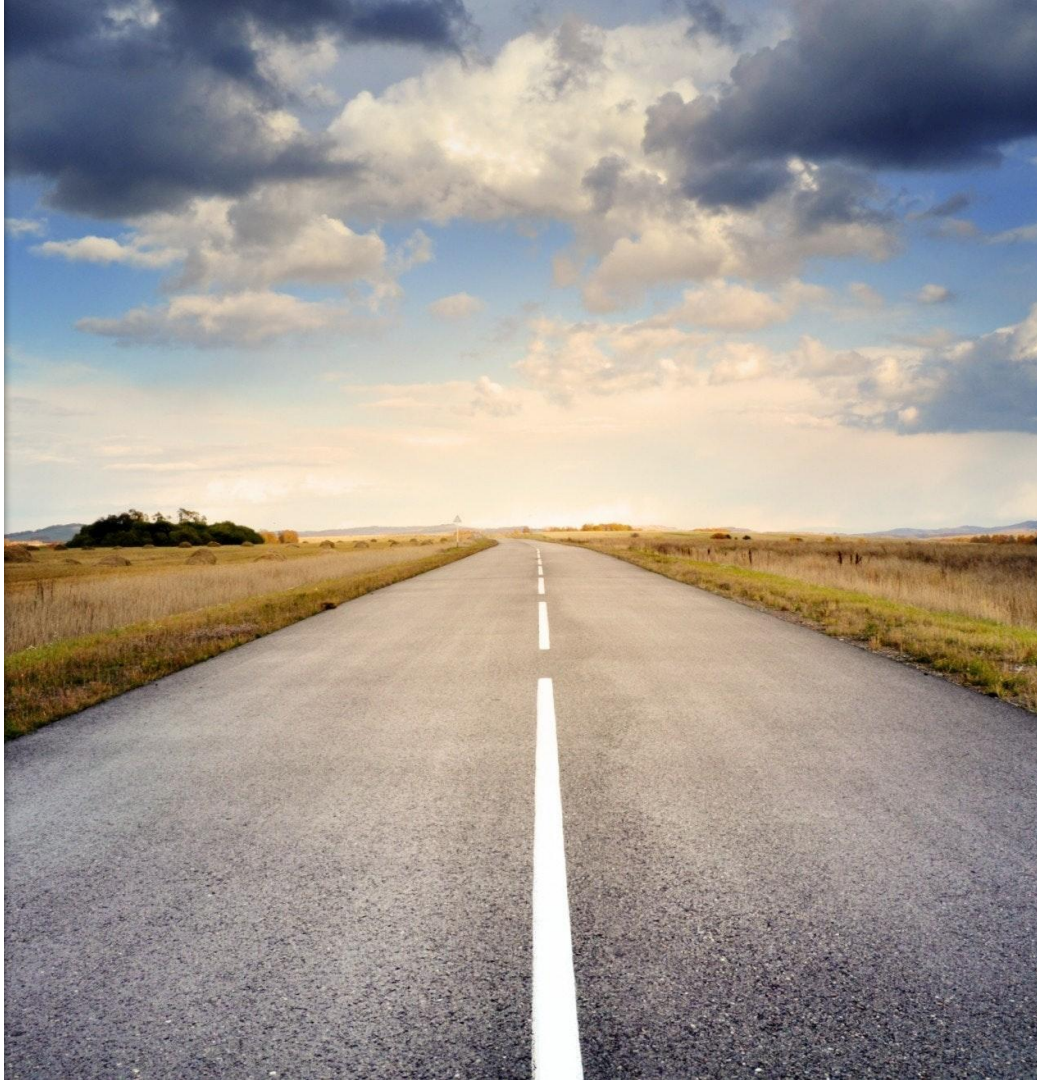
What's next:

TownNews enhancements to fuel revenue and audience growth

March 25, 2021



Focus for 2021

Revenue

Opportunities for monetization

Engagement

Tools to engage and delight your audience

Efficiency

Do more with less

Security & Performance

Protection and compliance

Revenue Opportunities

Boosting reader revenue

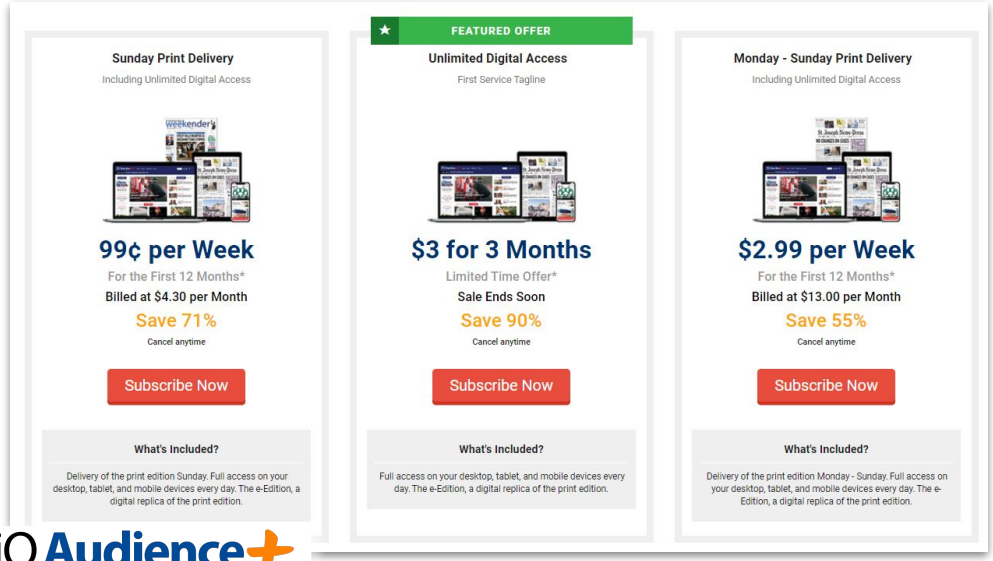
New purchase workflow

In-app subscriptions

Mobile friendly

Proven best practices

Free CSS Refresh



iQ Audience+ by TownNews

TN TownNews

Streaming ad insertion

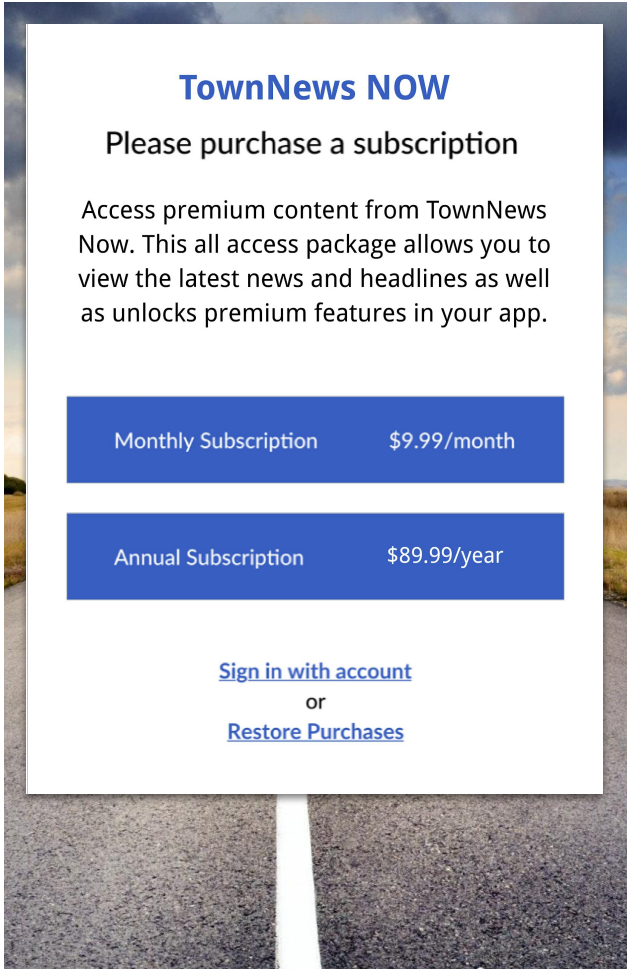
Currently in beta phase

- Allows newscast to trigger ad placement
- Requests ads from TownNews iQ Ad Server
- Programmatic video partnerships

BLOX Now app: In-App purchases

Apple **Google**

- ➔ Compliant with legal store guidelines
- ➔ Current subscription honored
- ➔ Multiple purchase options



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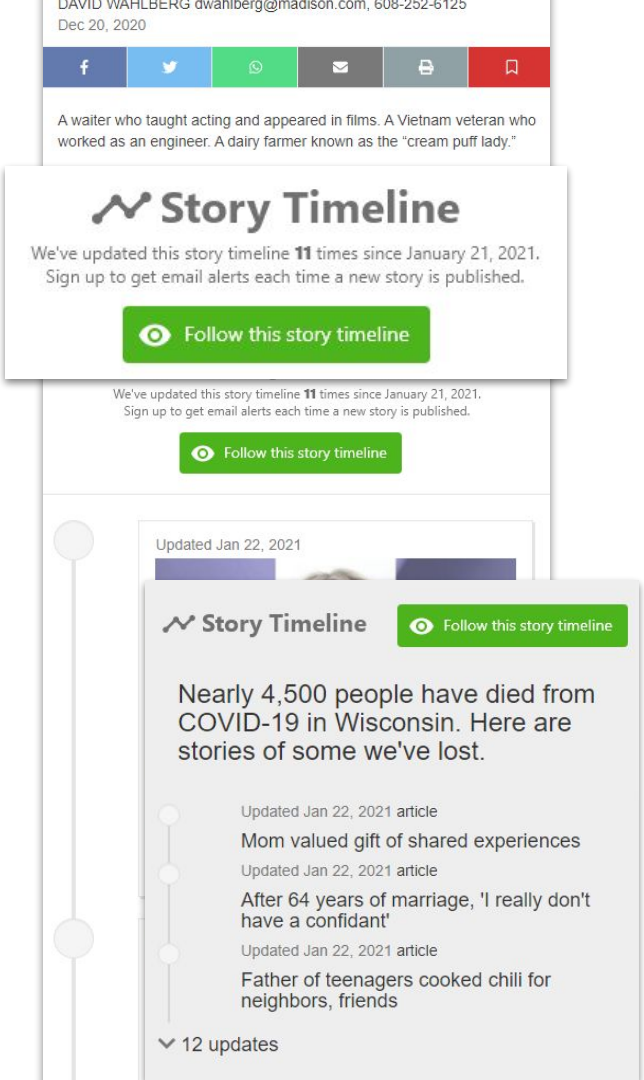
Supercharged Engagement

New Multimedia Player

- ➔ Better prioritization
- ➔ Enhanced mobile experience
- ➔ Auto-advance functionality
- ➔ Monetization opportunities



Story Timelines

Specialized keywords

Presented together

Email updates

Personalized notifications

TownNews

Article Designer updates

Inline

New inline presentations

Widths

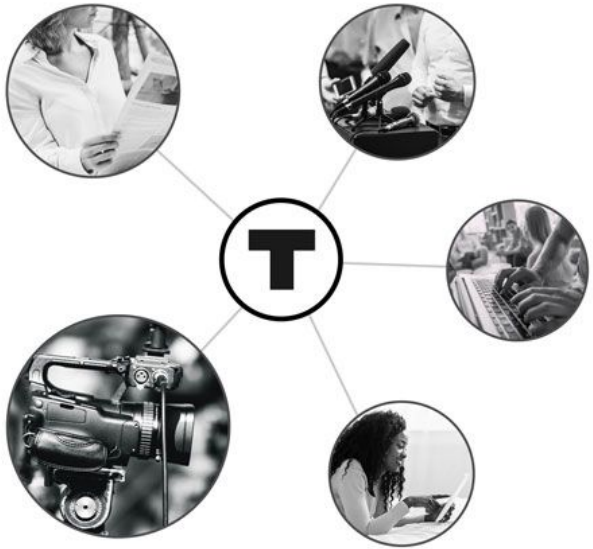
25% and 75% being added

Super SEO

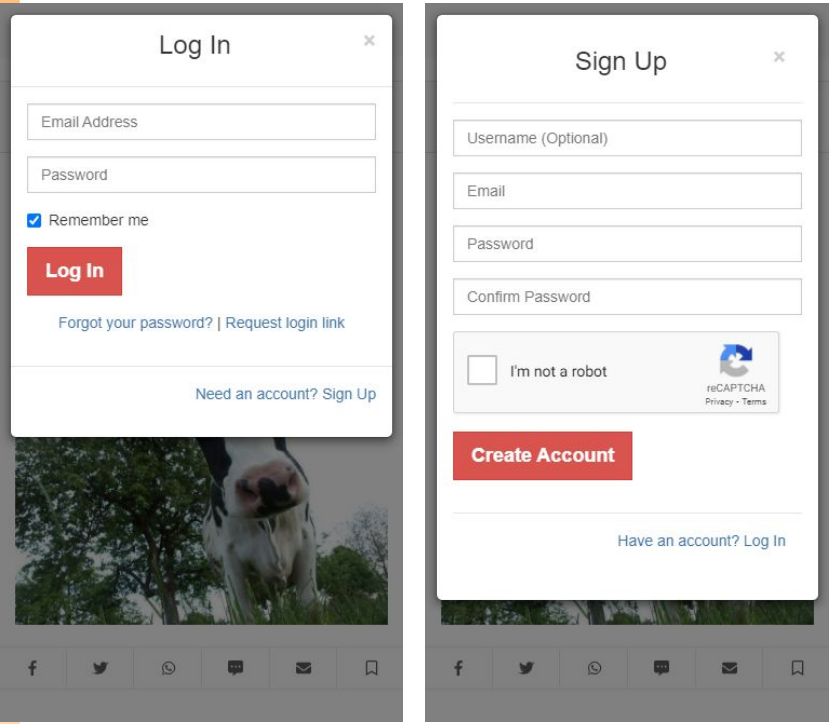
The Trust Project

schema.org

New **article subtype** schema technology to add depth and meaning to site content

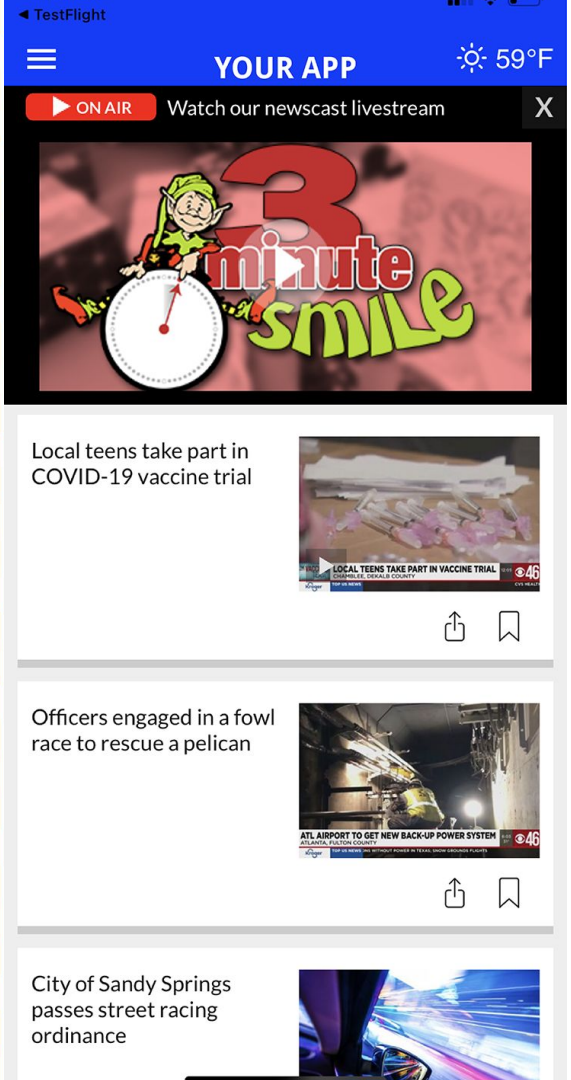


Improving first party data collection



In production

- Reducing friction for login and registration
- New mobile-friendly modal
- Reducing steps for forgot password
- More visible “Instant Login”



Live Stream Enhancements

New player in topic feed

Easy, optional set up

Increased engagement

Revenue opportunities

TN TownNews

BLOX OTT

User login

Resume watching

Recommended videos

Save across devices

Efficient Newsroom Tools

Data Insights

Dive deeper

Meter stop rate

Paid conversion rate

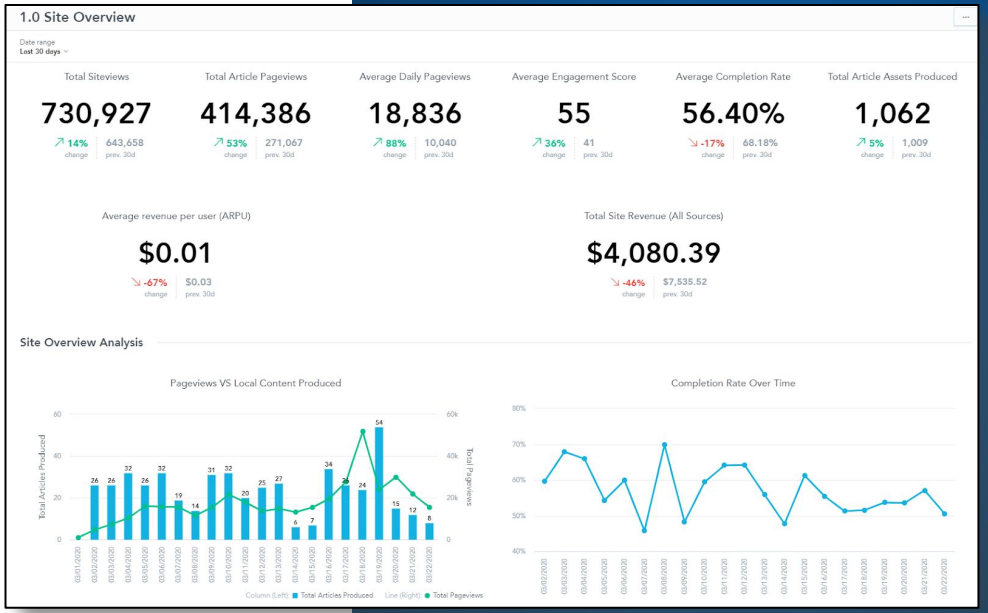
Last articles

Logins

Paywall stops

Audience conversion

Revenue reporting



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Smart Cropping

Detect important areas

Crop hints

Adjustable

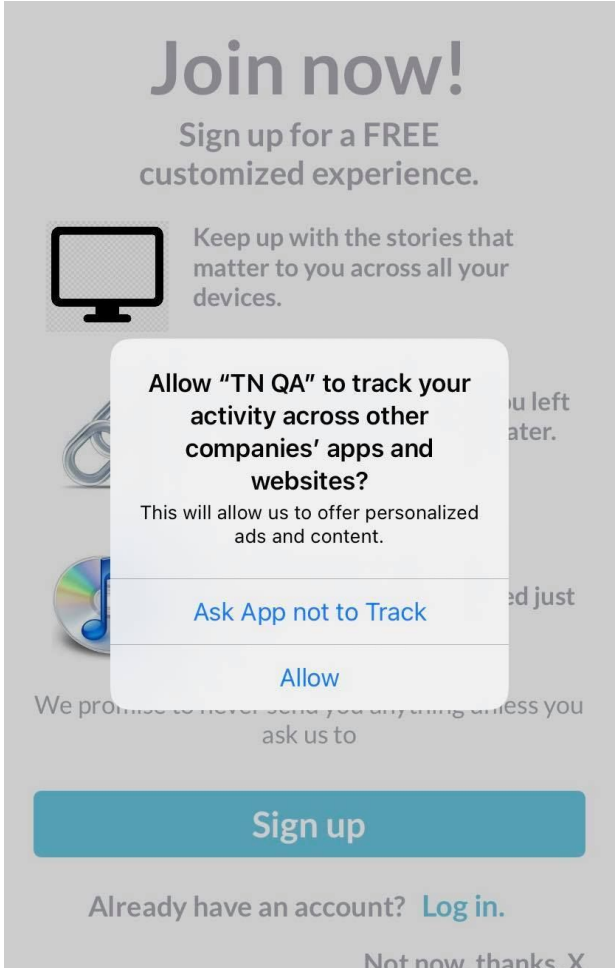
Google Cloud Vision API

Security & Performance

IDFA Consent for mobile applications

Identifier for Advertisers

- ➔ Assigned by Apple
- ➔ Consent prompt
- ➔ User can allow or deny
- ➔ Impacts targeted campaigns



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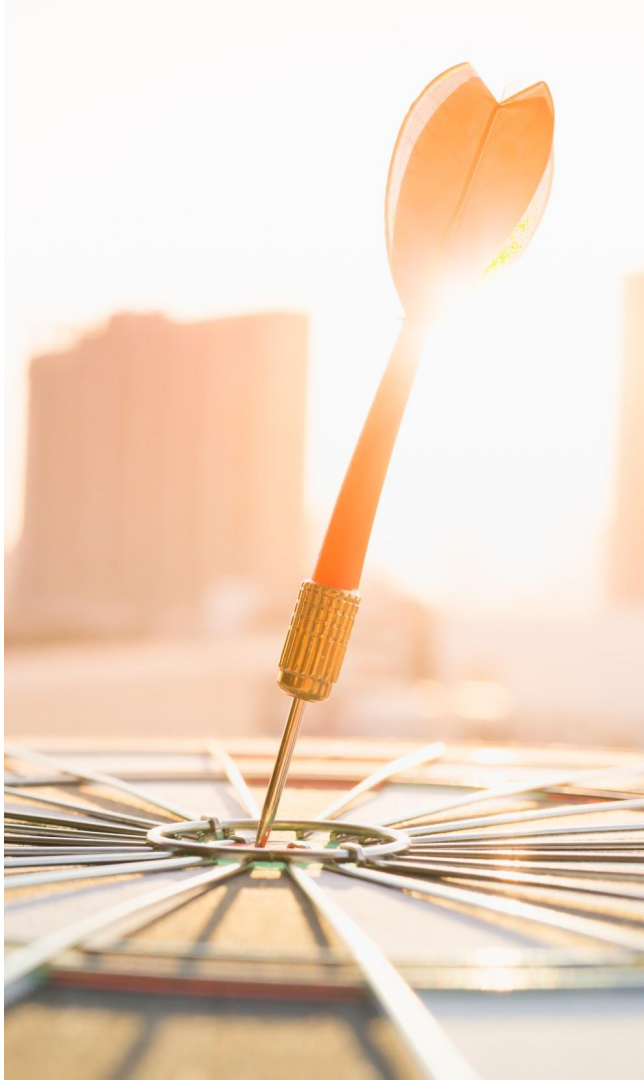
Single Sign On (SSO) support

- ➔ Integration with local site's ADFS using SAML 2.0
- ➔ Permission new users automatically in BLOX Admin
- ➔ Keep user accounts up to date when permissions change

Beta testing in Q2.

Questions?

We've got answers.



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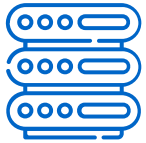
community.TownNews.com



Status

TownNews.status.io

Social Media

Follow us on Twitter, LinkedIn, Facebook, YouTube