

# 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

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**Get Started**

**Print and Online**

# Streaming ad insertion

*Currently in beta phase*

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



**WABASH**  
NATIONAL

WabashNational.com/careers

**Fiber Gigabit** **\$65/mo**

No contract. No bundling.

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# BLOX Now app: In-App purchases



**Apple**

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



**Google**

## TownNews NOW

Please purchase a subscription

Access premium content from TownNews Now. This all access package allows you to view the latest news and headlines as well as unlocks premium features in your app.

Monthly Subscription

\$9.99/month

Annual Subscription

\$89.99/year

[Sign in with account](#)

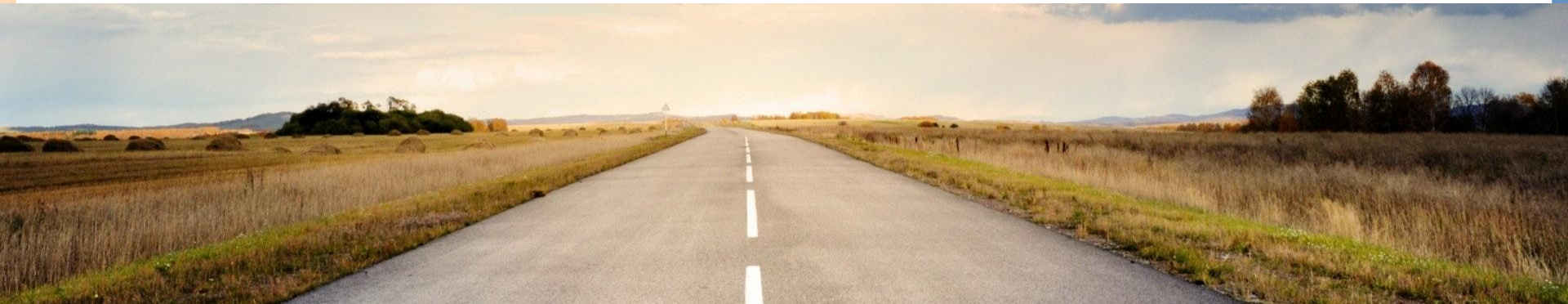
or

[Restore Purchases](#)





# **Supercharged Engagement**



# New Multimedia Player

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







A waiter who taught acting and appeared in films. A Vietnam veteran who worked as an engineer. A dairy farmer known as the "cream puff lady."

## Story Timeline

We've updated this story timeline **11** times since January 21, 2021.  
Sign up to get email alerts each time a new story is published.



Follow this story timeline

We've updated this story timeline **11** times since January 21, 2021.  
Sign up to get email alerts each time a new story is published.



Follow this story timeline

Updated Jan 22, 2021

## Story Timeline



Follow this story timeline

Nearly 4,500 people have died from COVID-19 in Wisconsin. Here are stories of some we've lost.

Updated Jan 22, 2021 article

Mom valued gift of shared experiences

Updated Jan 22, 2021 article

After 64 years of marriage, 'I really don't have a confidant'

Updated Jan 22, 2021 article

Father of teenagers cooked chili for neighbors, friends

▼ 12 updates

# Story Timelines

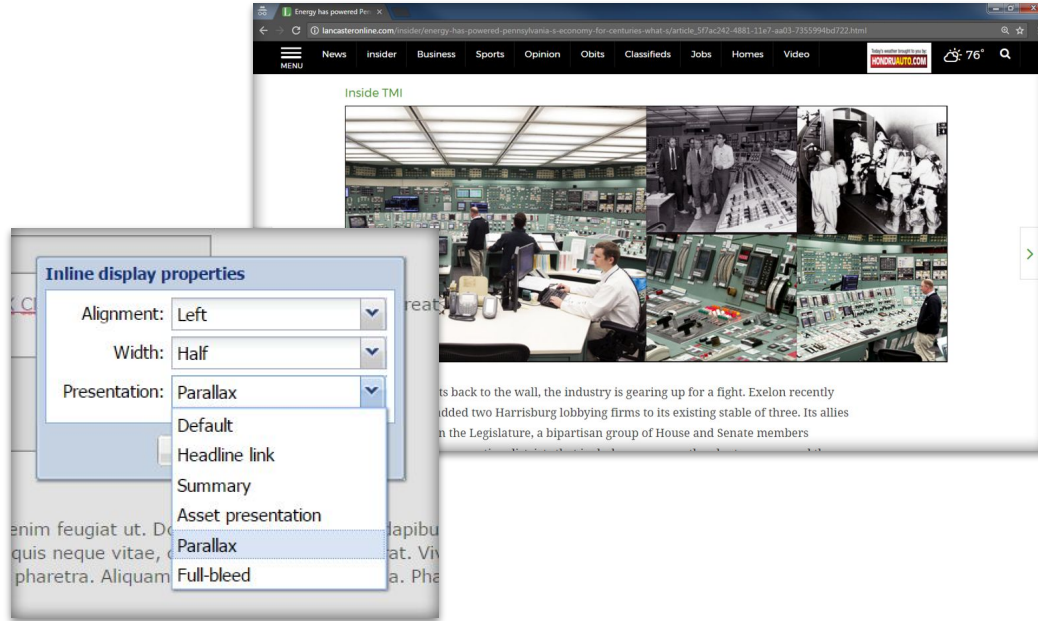
Specialized keywords

Presented together

Email updates

Personalized notifications

# Article Designer updates



## Inline

New inline presentations

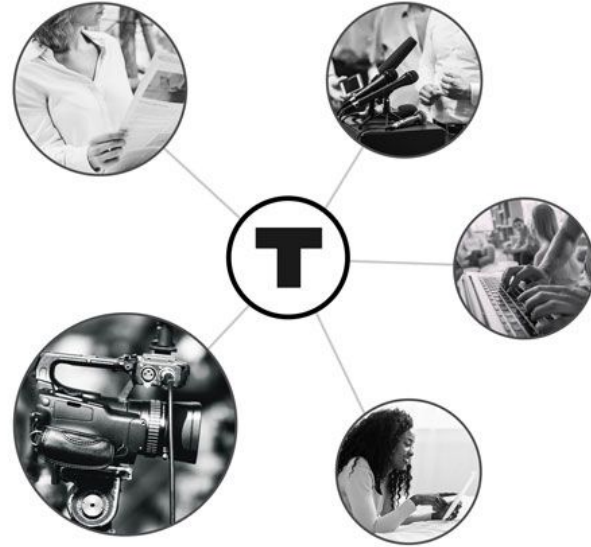
## Widths

25% and 75% being added

# Super SEO



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



# Improving first party data collection

Log In

Email Address

Password

☒ Remember me

**Log In**

[Forgot your password? | Request login link](#)

[Need an account? Sign Up](#)

Sign Up

Username (Optional)

Email

Password

Confirm Password

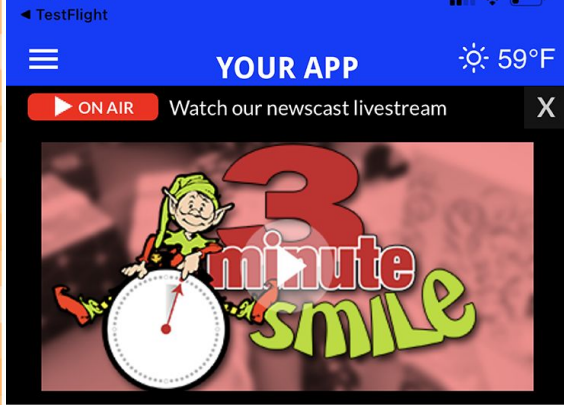
☐ I'm not a robot

**Create Account**

[Have an account? Log In](#)

*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



# BLOX OTT

## User login

Resume watching

Recommended videos

Save across devices







# **Efficient Newsroom Tools**



# Data Insights

Dive deeper

Meter stop rate

Paid conversion rate

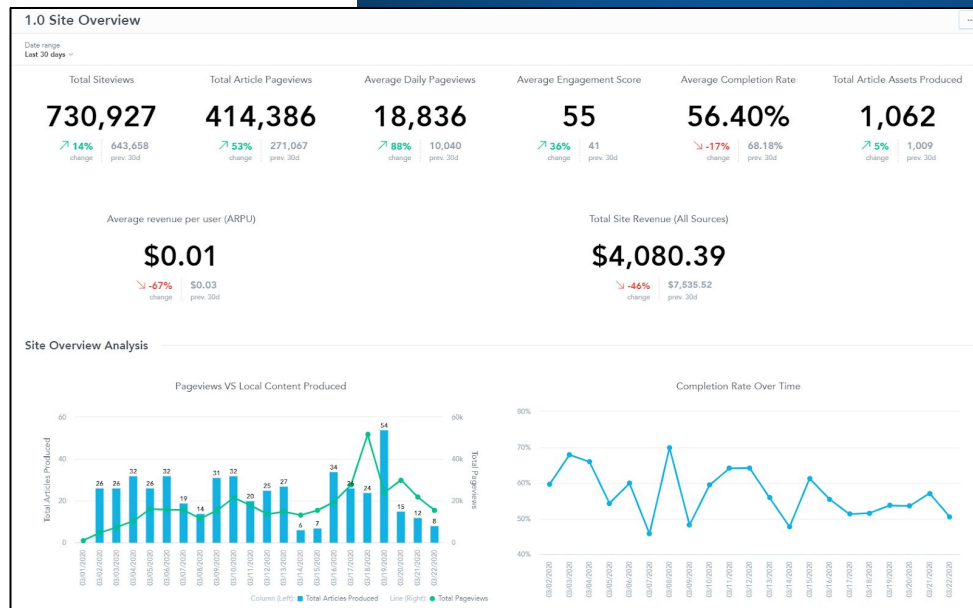
Last articles

Logins

Paywall stops

Audience conversion

Revenue reporting





# Smart Cropping

Detect important areas

Crop hints

Adjustable





# **Security & Performance**


# IDFA Consent for mobile applications



## Identifier for Advertisers

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

**Join now!**  
Sign up for a FREE customized experience.

 Keep up with the stories that matter to you across all your devices.

**Allow "TN QA" to track your activity across other companies' apps and websites?**  
This will allow us to offer personalized ads and content.

[Ask App not to Track](#)

[Allow](#)

We promise to never send you anything unless you ask us to

[Sign up](#)

Already have an account? [Log in.](#)

Not now, thanks X



# 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

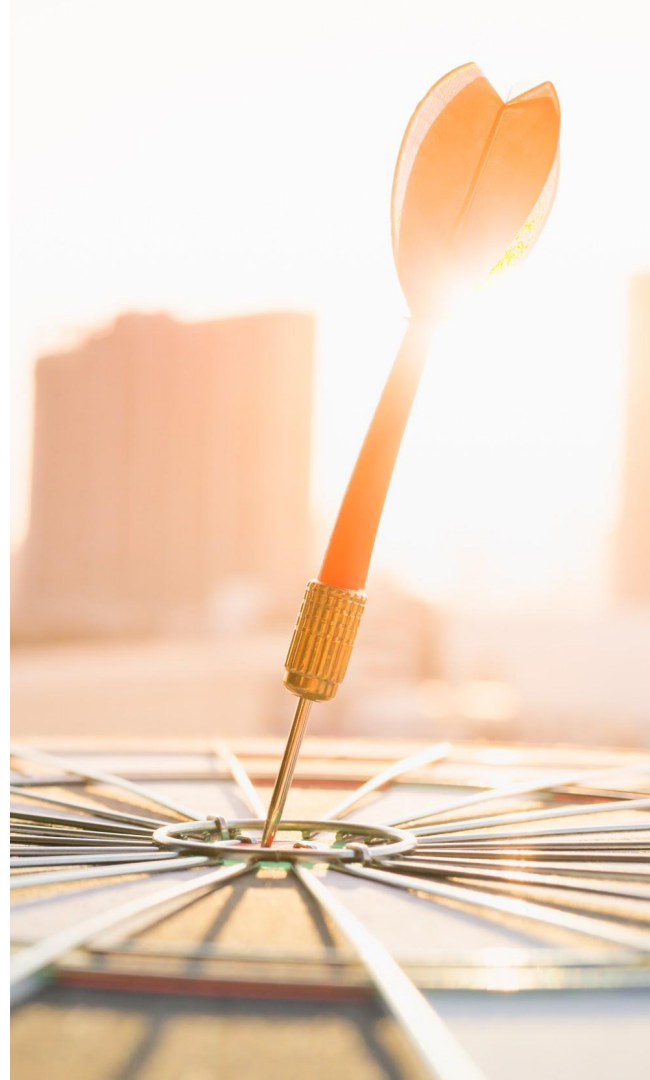
*Beta testing in Q2.*





# Questions?

We've got answers.



# Stay connected



## Documentation

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



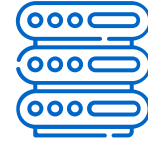
## Support

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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