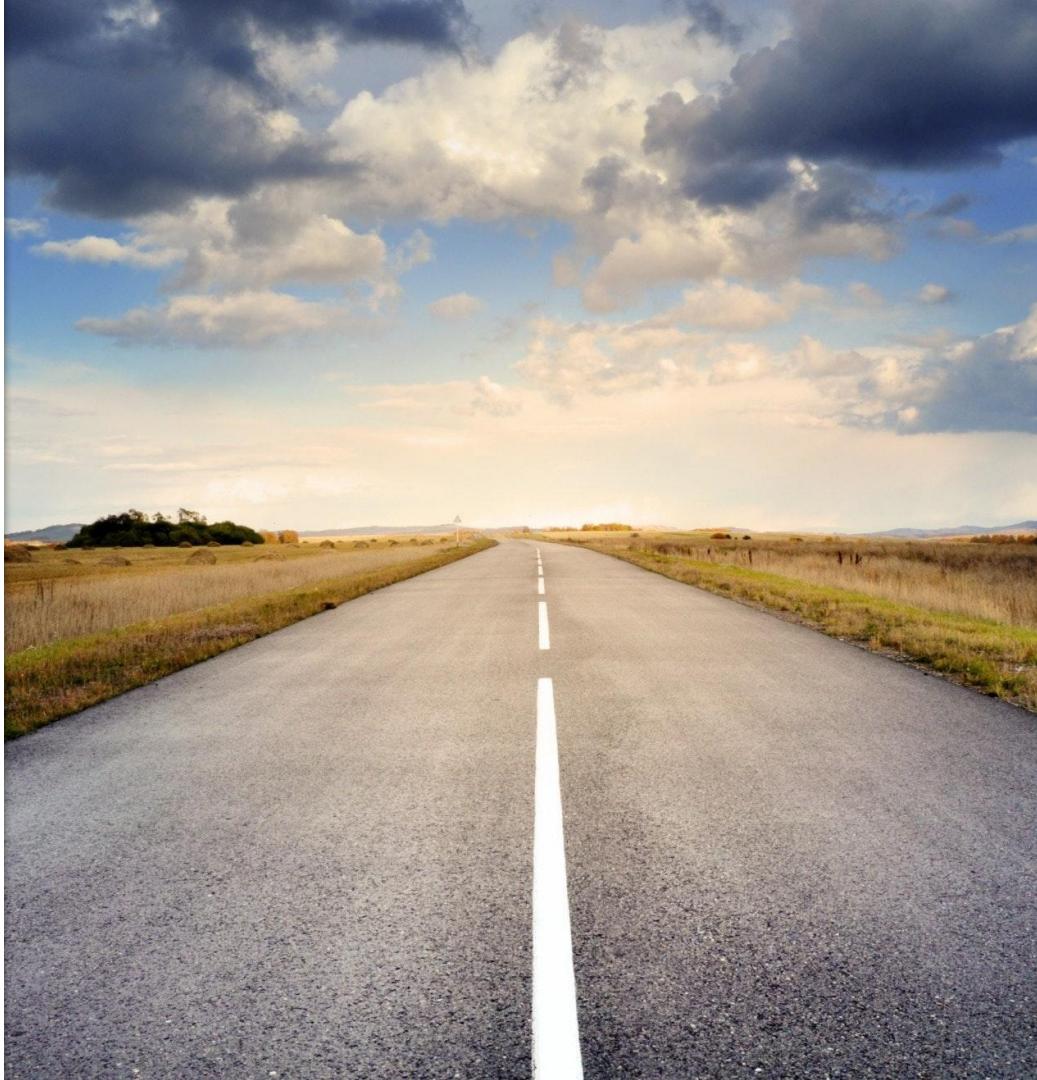


What's next:

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

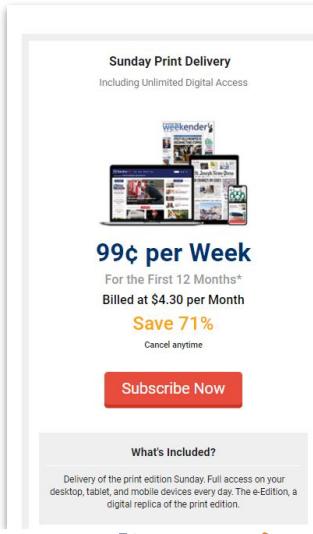


Revenue Opportunities



Boosting reader revenue

New purchase workflow



Sunday Print Delivery
Including Unlimited Digital Access

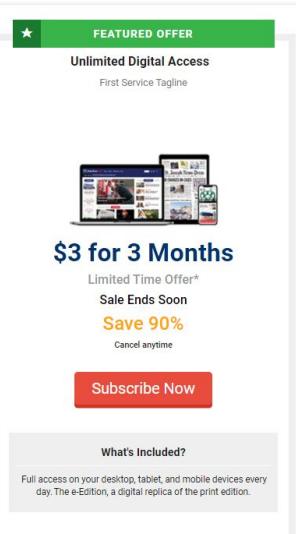
Weekender's [image of a news app on a mobile device]

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Billed at \$4.30 per Month
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In-app subscriptions



FEATURED OFFER
Unlimited Digital Access
First Service Tagline

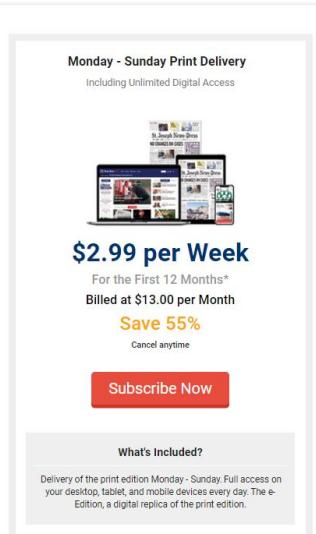
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Get Started

Print and Online

Free CSS Refresh

Streaming ad insertion



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NATIONAL

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Fiber Gigabit \$65/mo
No contract. No bundling.

Speed may not be available in your area. Maximum download/upload speed of up to 940 Mbps via a wired connection. Rate requires paperless billing. Additional taxes, fees and surcharges apply.

Learn More

CenturyLink

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

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.

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**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.
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We've updated this story timeline **11** times since January 21, 2021.
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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

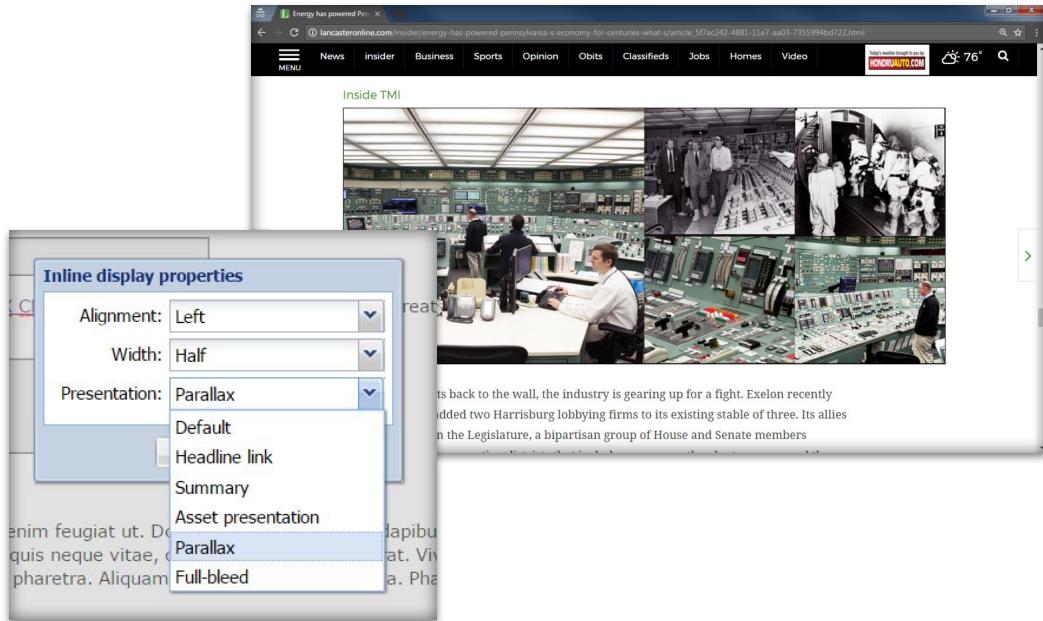
Presented together

Email updates

Personalized notifications



Article Designer updates



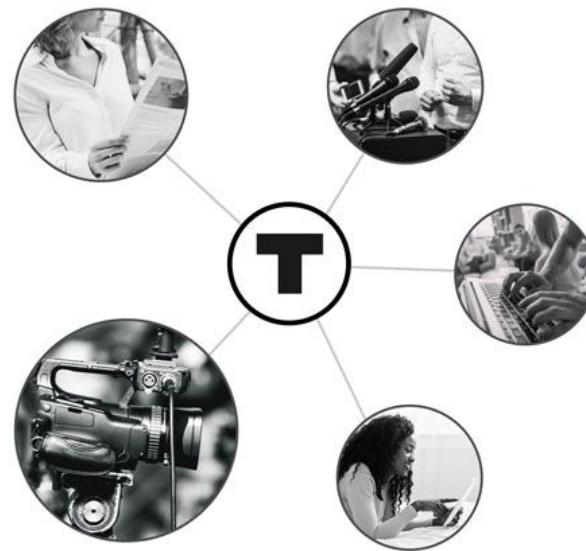
→ **Inline**
New inline presentations

→ **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

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

[Need an account? Sign Up](#)



[f](#) [t](#) [g](#) [m](#) [b](#)

Sign Up

 I'm not a robot 
reCAPTCHA
Privacy - Terms

Create Account

[Have an account? Log In](#)

[f](#) [t](#) [g](#) [m](#) [b](#)

In production

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



YOUR APP

59°F

ON AIR

Watch our newscast livestream

X



Local teens take part in COVID-19 vaccine trial



Officers engaged in a fowl race to rescue a pelican



City of Sandy Springs passes street racing ordinance

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

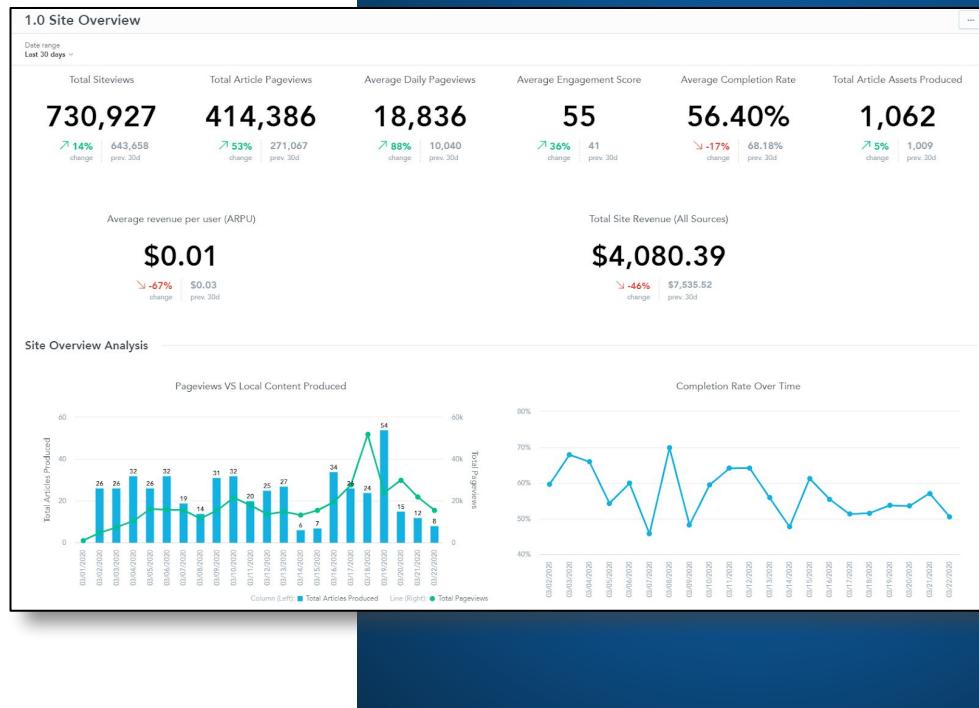
Last articles

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

The image is a composite of two screenshots. The top part shows a mobile application's tracking consent screen. It features a large 'Ask App not to Track' button at the bottom, with 'Allow' and 'Deny' options above it. Above the buttons, text reads: 'Allow "TN QA" to track your activity across other companies' apps and websites? This will allow us to offer personalized ads and content.' The bottom part shows a 'Join now!' sign-up page for 'TN TownNews'. It has a large 'Sign up' button at the bottom, and text above it says: 'Join now! Sign up for a FREE customized experience. Keep up with the stories that matter to you across all your devices.'

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

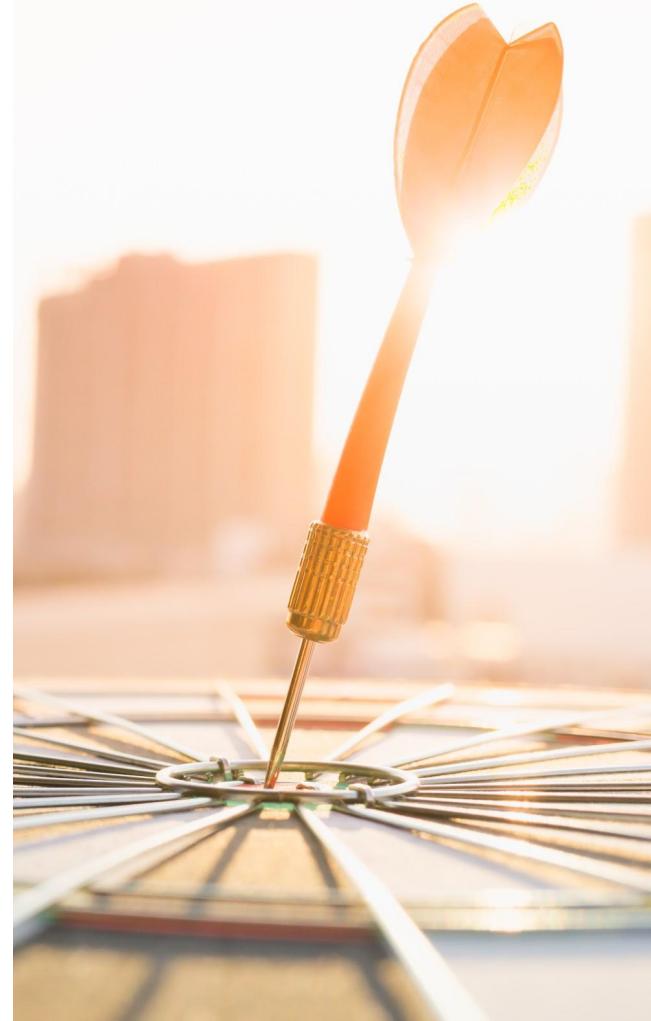
- Integration with local site's ADFS using SAML 2.0
- Permission new users automatically in BLOX Admin
- Keep user accounts up to date when permissions change

Beta testing in Q2.



Questions?

We've got answers.



Stay connected



Documentation

help.TownNews.com



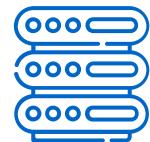
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TownNews.status.io



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