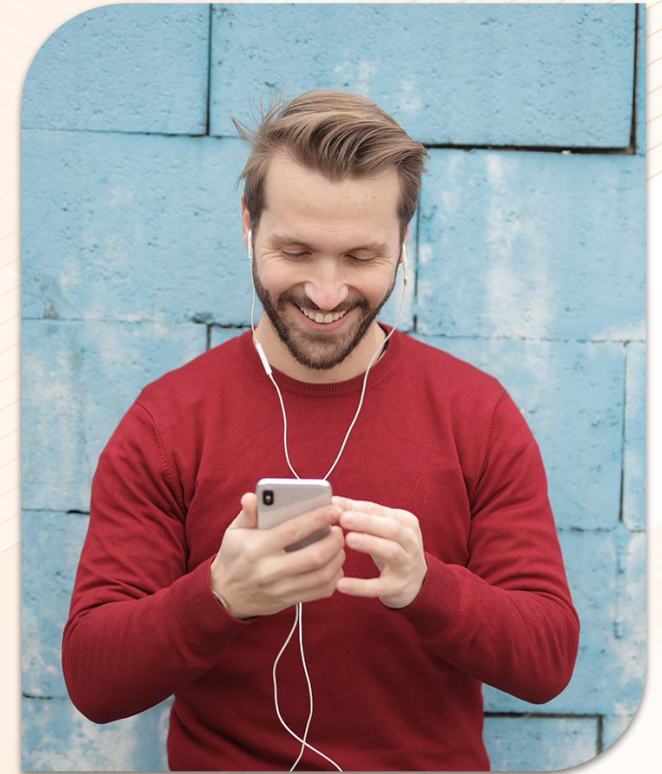


The new and improved BLOX Now mobile app is a can't-miss update

Thursday, June 4th, 2020

Today's agenda

- All-new personalization features and behavioral recommendations
- Innovative new “Continue Watching” functionality lets users start a video on one device, pick up where they left off on another
- A completely revamped user interface for iPads and Android tablets
- A modern “flat” design option that you can enable with the flip of a switch
- Tons of additional card styles to help you show off your content



“Recommended for you”

- Generate behavioral recommendations with
 - Personalization block
 - Card style
- Cross-device functionality
- Powered by TownNews iQ Engage
- Users login for recommended content

RECOMMENDED FOR YOU



Sign in to get recommended content tailored just for you.

Sign in

Don't have an account? Sign up.

RECOMMENDED FOR YOU



Local organizers prepare for Thanksgiving day feedings



Cooler Tonight, Sunny on Thanksgiving

Continue watching

- Show videos previously watched with
 - Personalization block
 - Card style
- Progress indicator
- Cross-device functionality when logged in

CONTINUE WATCHING



Sign in to watch videos from where you left off.

Sign in

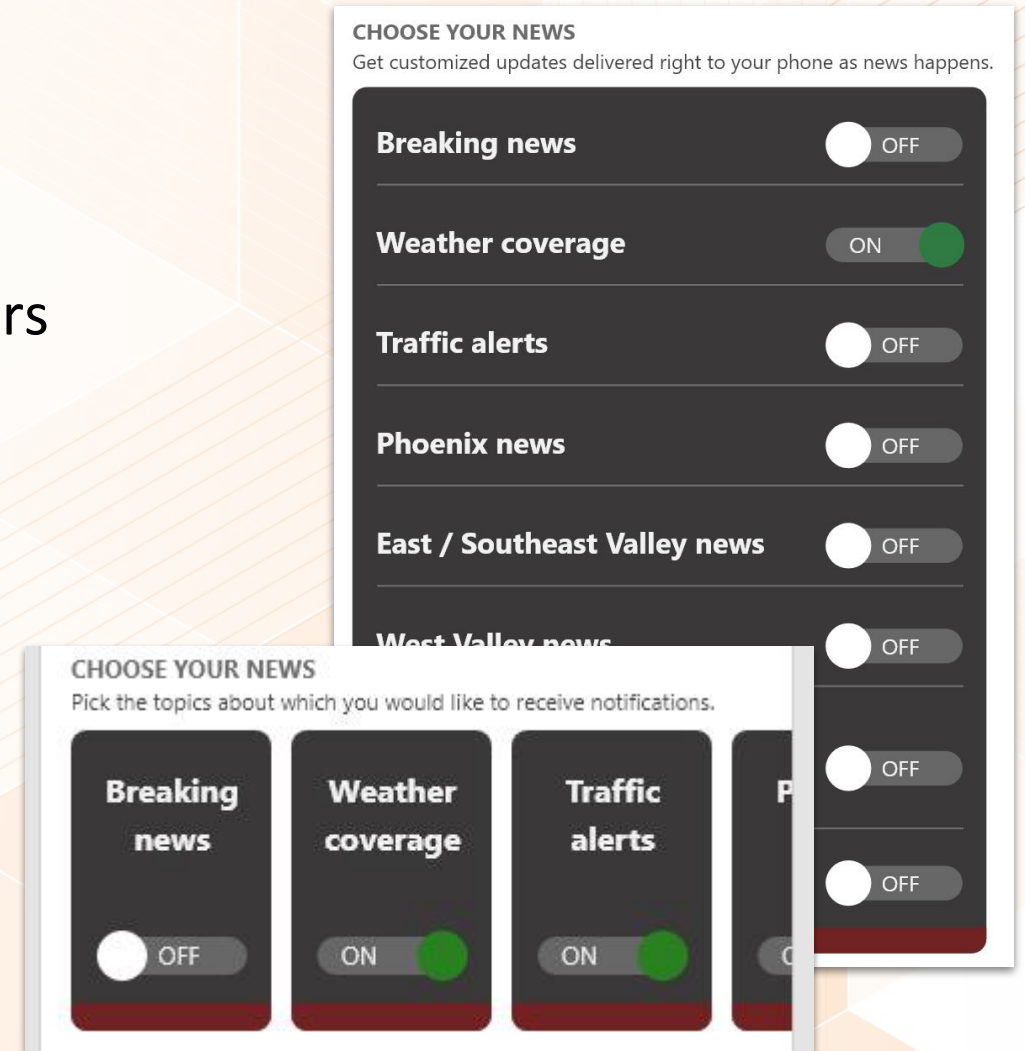
Don't have an account? Sign up.

CONTINUE WATCHING



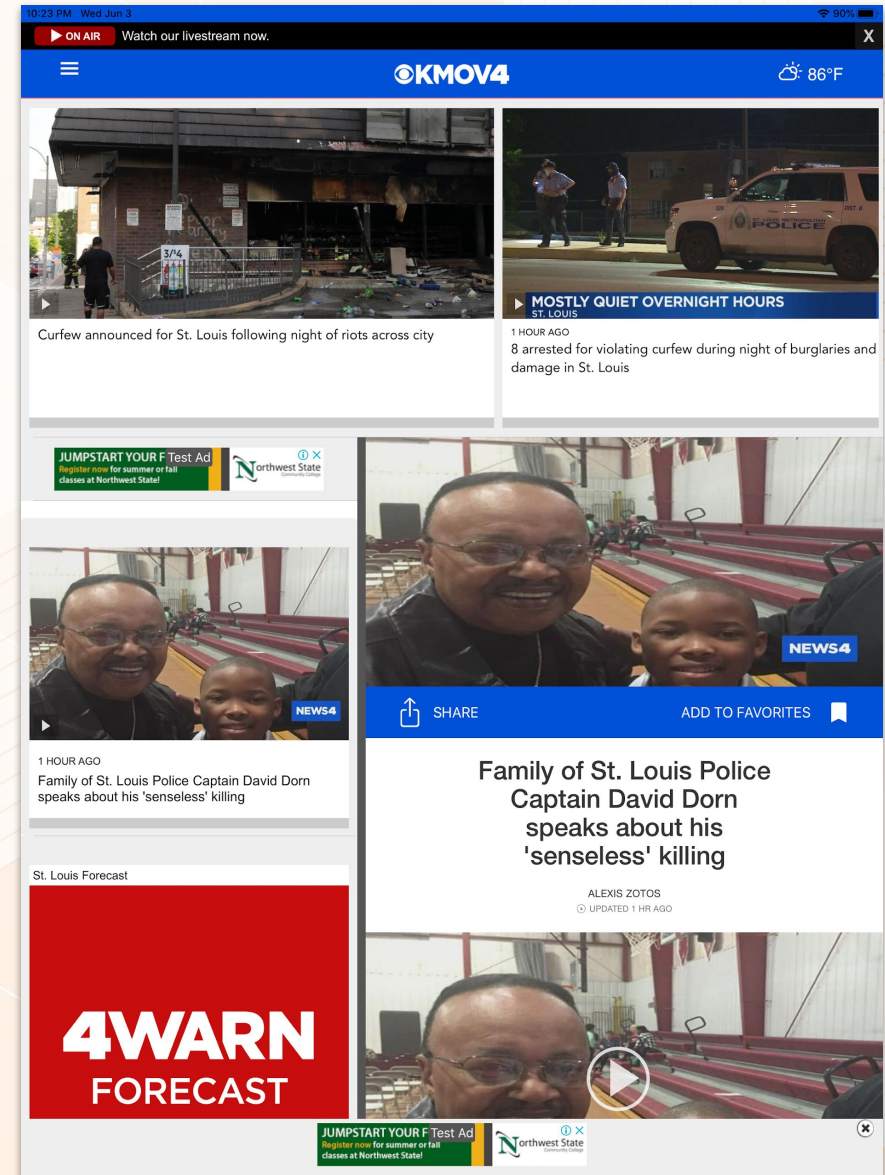
Customized updates and news

- Create a Notification Block that can be placed anywhere in the asset feed
 - In-line notification channel control for users
 - Use the “Now: Notifications” block
 - Choose from two card choices:
 - Notification Slider (horizontal slider)
 - Notification Topics (vertical)



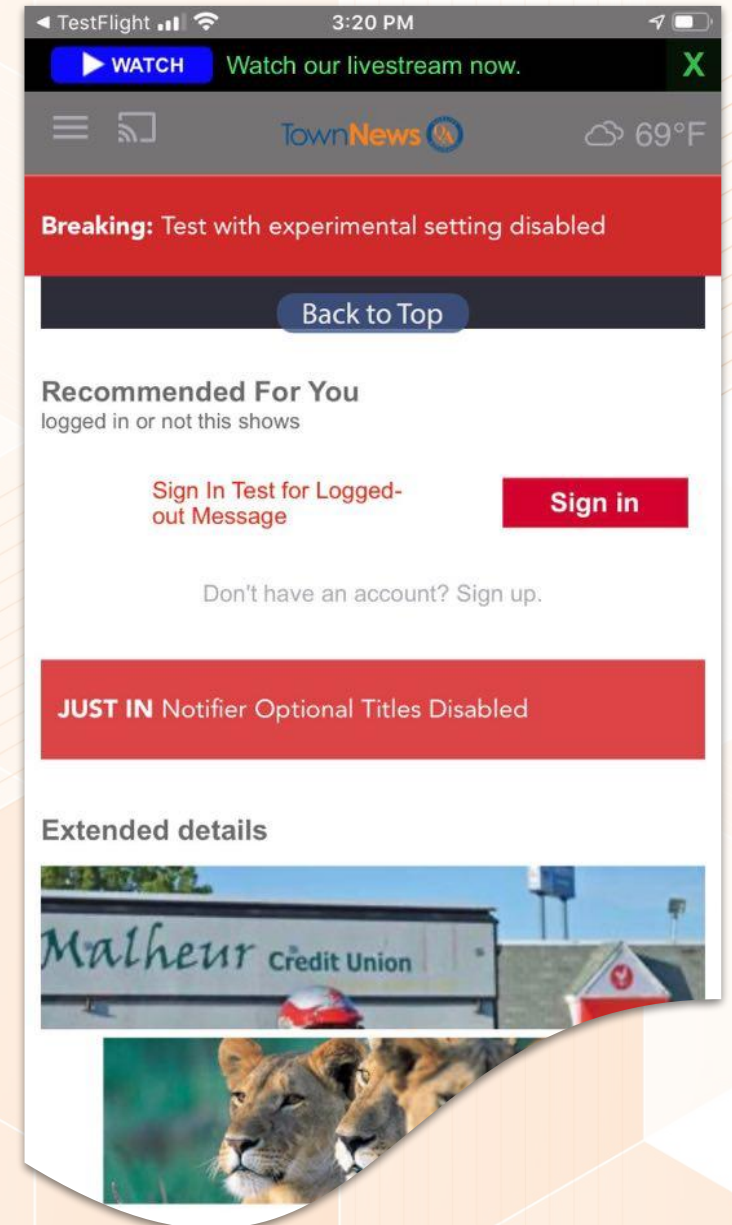
Updated tablet design

- Two-column layout to utilize space
- Vertical and horizontal orientation rotation
- Uses the feature cards available in this new version
- Additional cards in future updates



Floating “breaking news”

- Create a breaking news block that can go anywhere within the feed area of the app
 - Above sections or articles
 - Under the first ad on the page



Modern new design

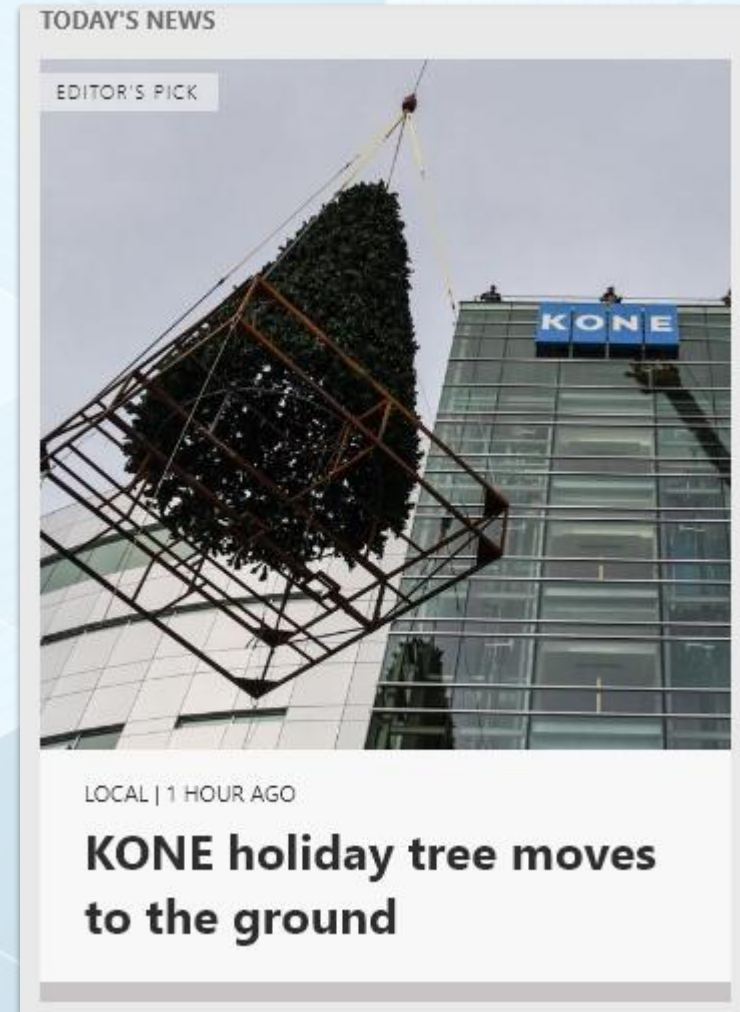
- A crisp, modern look with square corners, very few text elements over pictures and no shadows or gradations
- Enable with the flip of a switch
- Switch over to the new crisp, clean flat theme
- All new cards and blocks are designed specifically for the new flat theme



New: Mega card

- Similar to the Feature card, but bigger to catch more attention
- 1x1 Photo
- Headline is much larger and can be three decks

Select Card Style in *Edit Content Block* under Appearance Tab/Template Customizations




New: Extended Detail card

- Bigger to draw attention and shows additional related content below the main text
- 1x1 Photo
- Larger headline like the Mega card
- Below the RELATED CONTENT bar, include additional stories with links

Select Card Style in *Edit Content Block* under Appearance Tab/Template Customizations

SPOTLIGHT



VIEWPOINT: Bullets flying in downtown Davenport 'just unacceptable'

RELATED COVERAGE

- Fulton police arrest man for alleged fake 911 call
- Mayor Klipsch's statement on Shenanigan's incident
- Alcoholic beverage agency upholds liquor license for downtown bar Shenanigan's

New: Headline with Preview

- Similar to the Headline card but shows an image preview to the right of the headline
- 16x9 Photo
- Four lines for Headline

Headline Card

Man dies weeks after crash that killed 4-year-old child

Headline with Preview Card

ER doctors concerned people in need are forgoing treatment over COVID fears

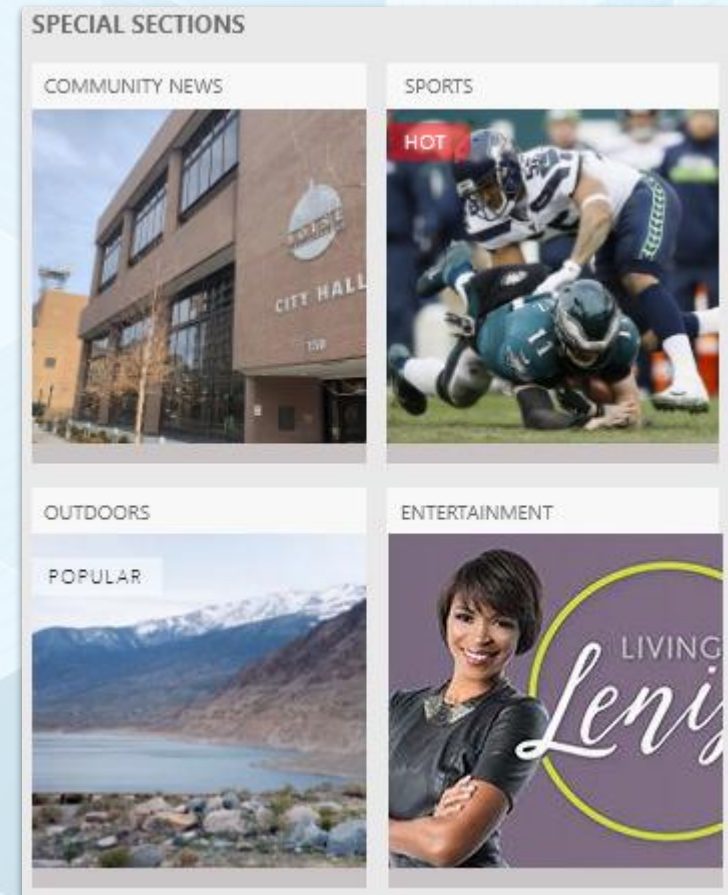


Select Card Style in *Edit Content Block* under Appearance Tab/Template Customizations

New: Square card

- Displays as a square
- Great to highlight special promotions
- 1x1 Photo
- One line for headline

Select Card Style in *Edit Content Block* under Appearance Tab/Template Customizations



New: Two Column Grid card

- Two-column presentation of content
- Great presentation for minor stories below a main mega card
- 1x1 photo ratio
- Four lines for headline

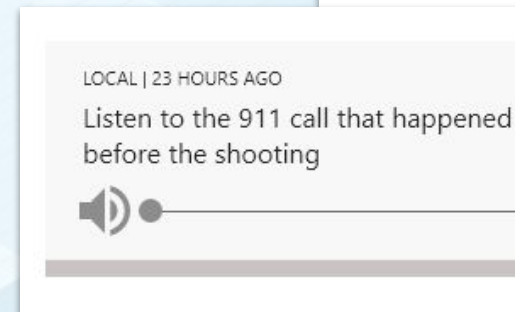
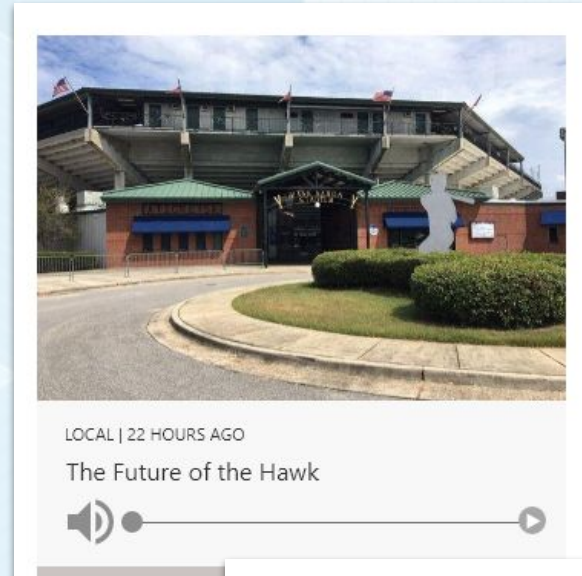
Select Card Style in *Edit Content Block* under Appearance Tab/Template Customizations



New: Multimedia card

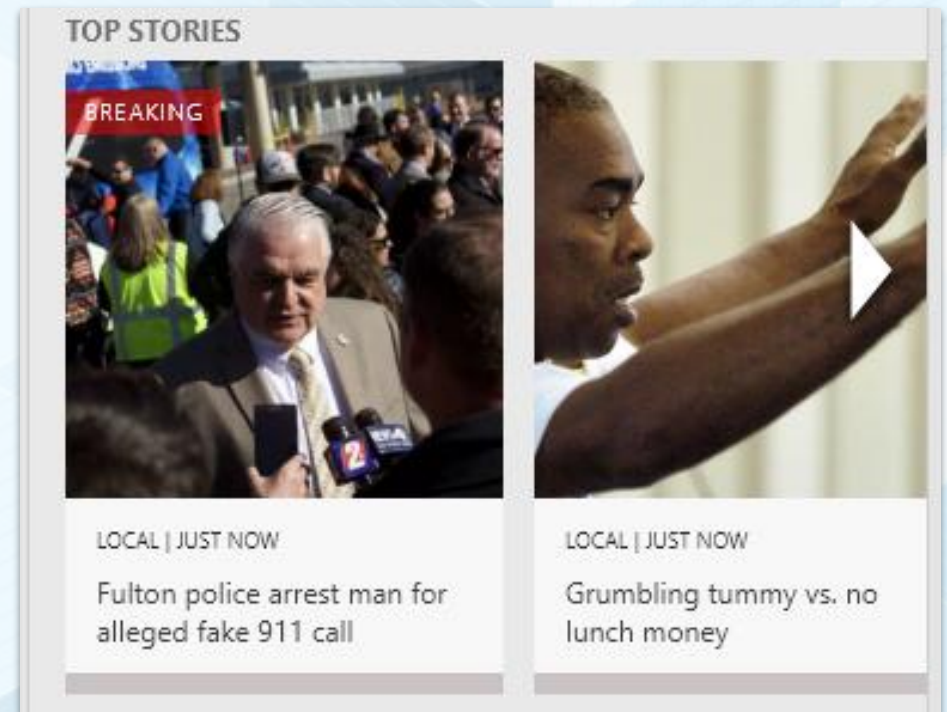
- Designed to support VOD assets, live streaming and audio assets in-line
- Replaces the video functionality component on the feature card
- Support for: mp3, mp4, m3u8 media

Select Card Style in *Edit Content Block* under Appearance Tab/Template Customizations



New: Horizontal Slider card

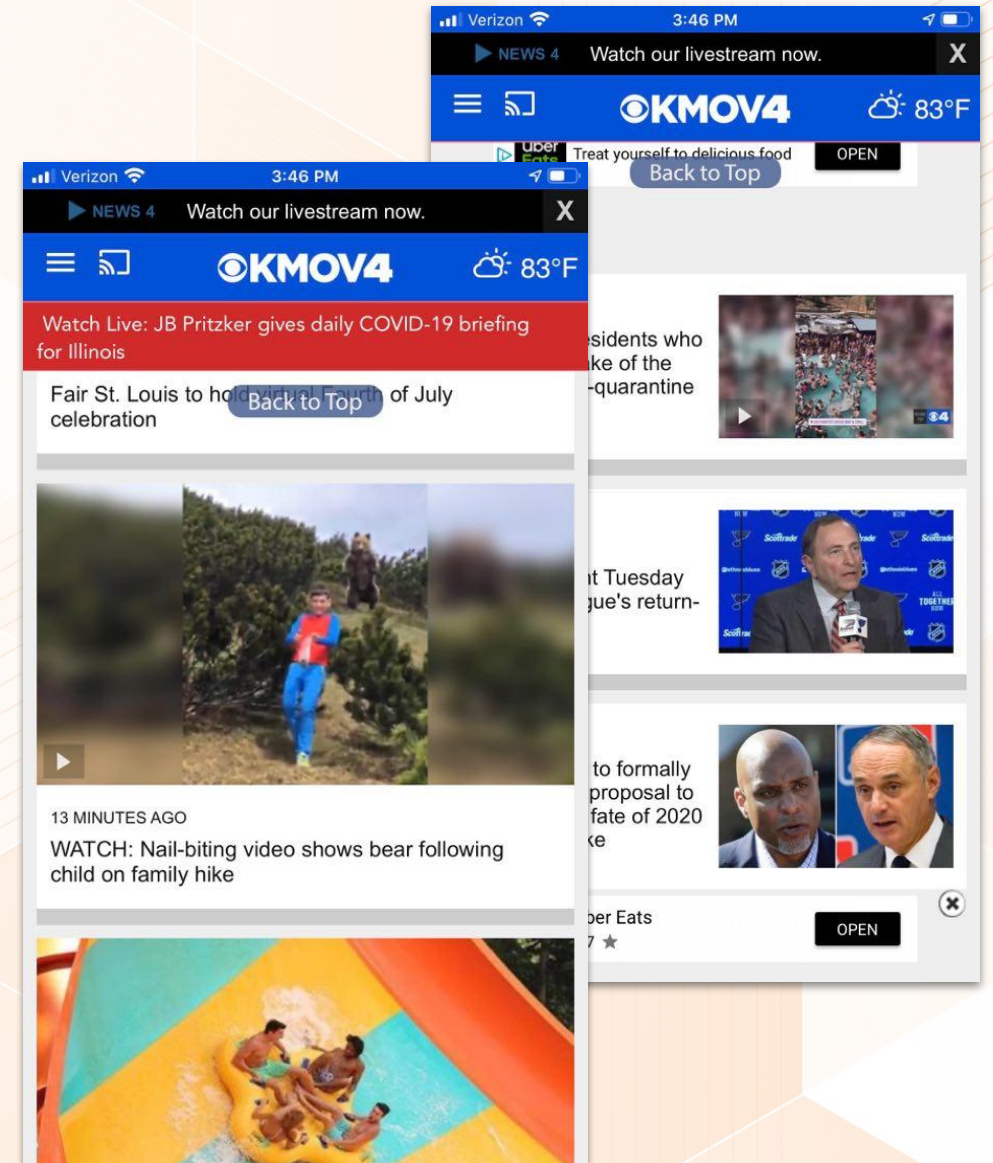
- Similar to the pinned content region
- Place the block anywhere in the topic feed
- Allows swiping from side to side if the content is hidden/off-screen



Select Card Style in *Edit Content Block* under Appearance Tab/Template Customizations

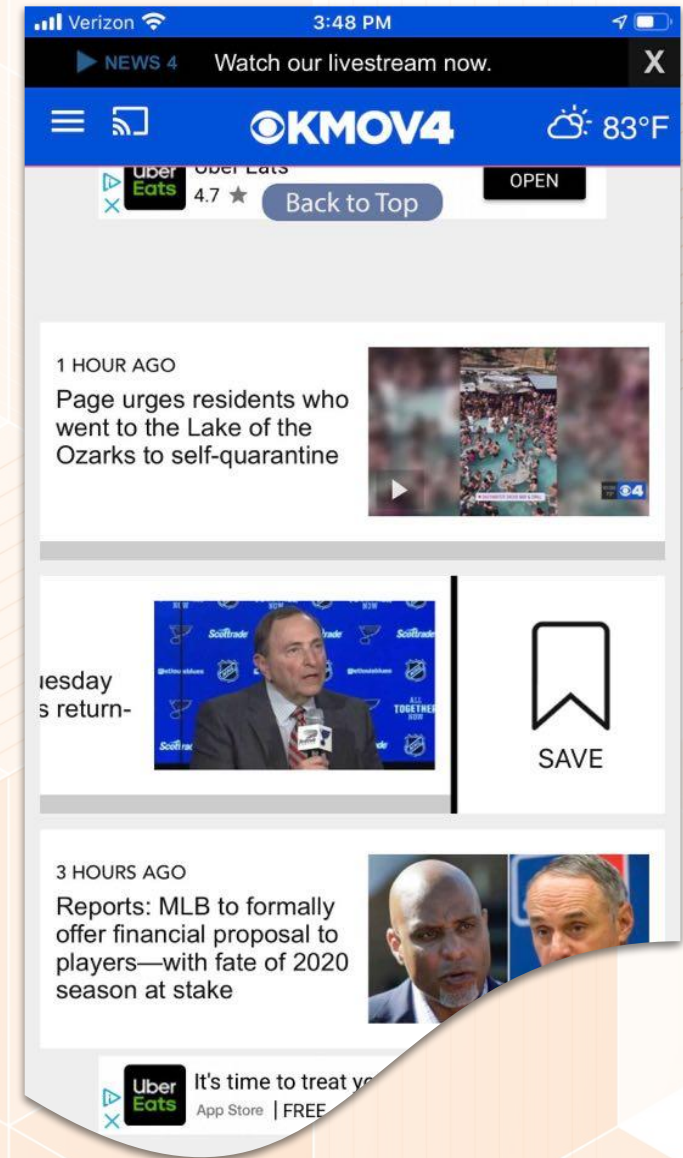
Video play indicator

- For stories with a video child or parent asset
- Video play indicator in the lower-left corner
- Controlled in the Admin/general design tab and the appearance tab in the content block editor
- Available on the following card types:
 - Mega card
 - Feature card
 - Headline with preview
 - Horizontal slider
 - Pinned Content



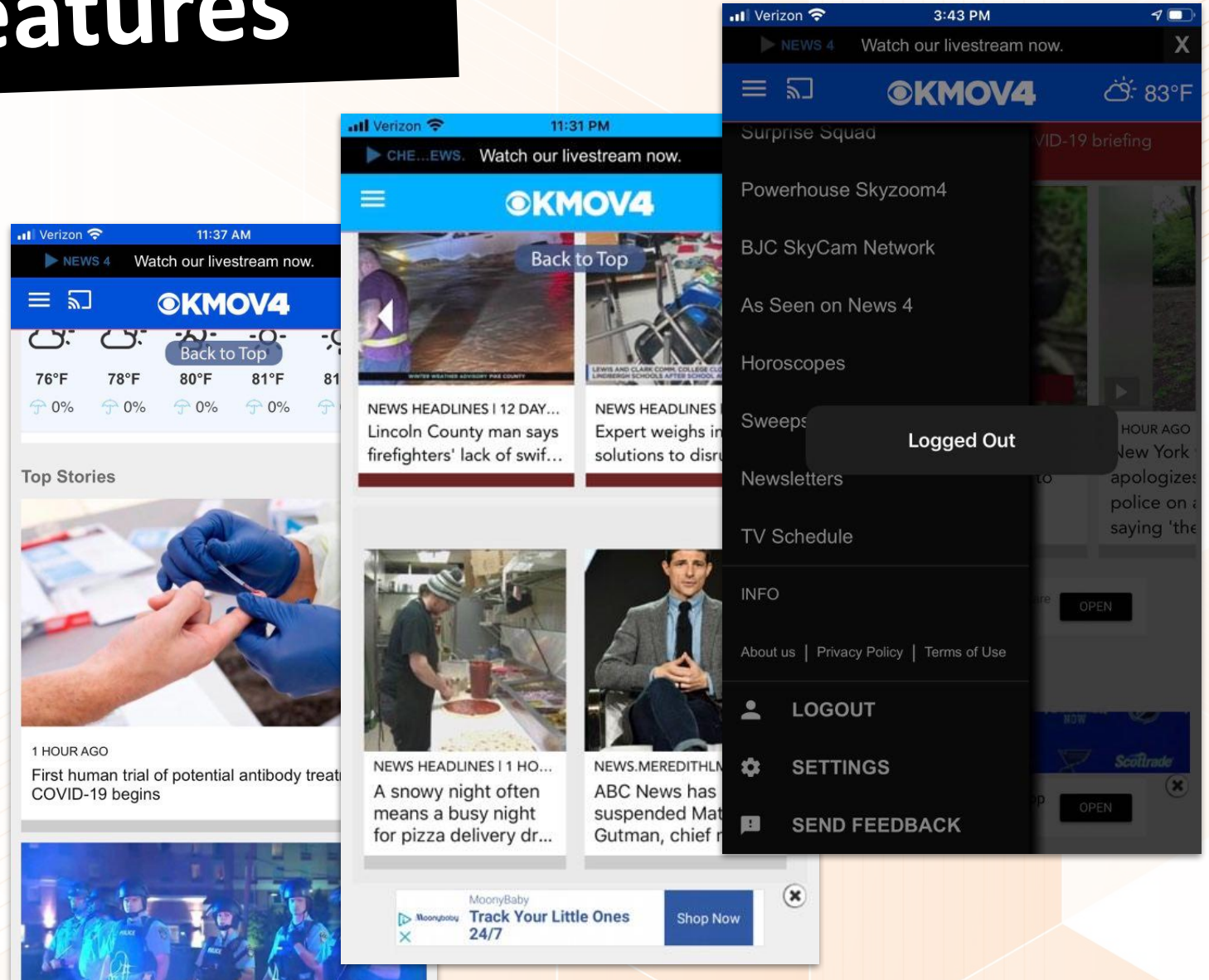
Save across devices

- Allow users to "bookmark" or "favorite" various items and save them to my list
- Access that list of bookmarked items across all of devices:
 - Website
 - Mobile
 - OTT
 - BLOX Now app



Additional new features

- Accent color bar
- Log out workflow
- Additional block titles
- Transition support





Live Demo

TN
TownNews



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