



Webinar:

NOV. 4TH, 2021
AT 10:30 AM CT

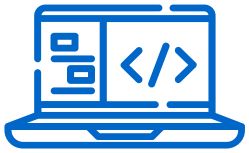
Our cutting-edge connected TV suite gets a big, engagement-boosting update

WITH SUSAN BELL
SR. PRODUCT MANAGER



TN TownNews

Today's agenda



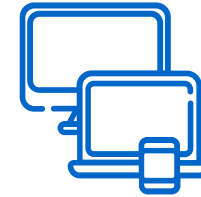
Design



Content



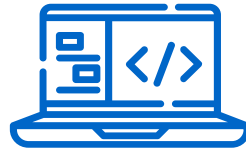
Monetization



**Enhanced
features**



Customization



Design

Focusing on user engagement and experience



Video preview player

- Highlights videos as the customer scrolls around thumbnails on the home page
- Dynamically turned on/off
- Available for all customers

Layout configuration

View type:

Prelaunch layout

☐ Hide publication dates in all categories

☒ Show Preview Player





Live Stream improvements

- Interactive program guide
- Notifies users what time the next live stream will be

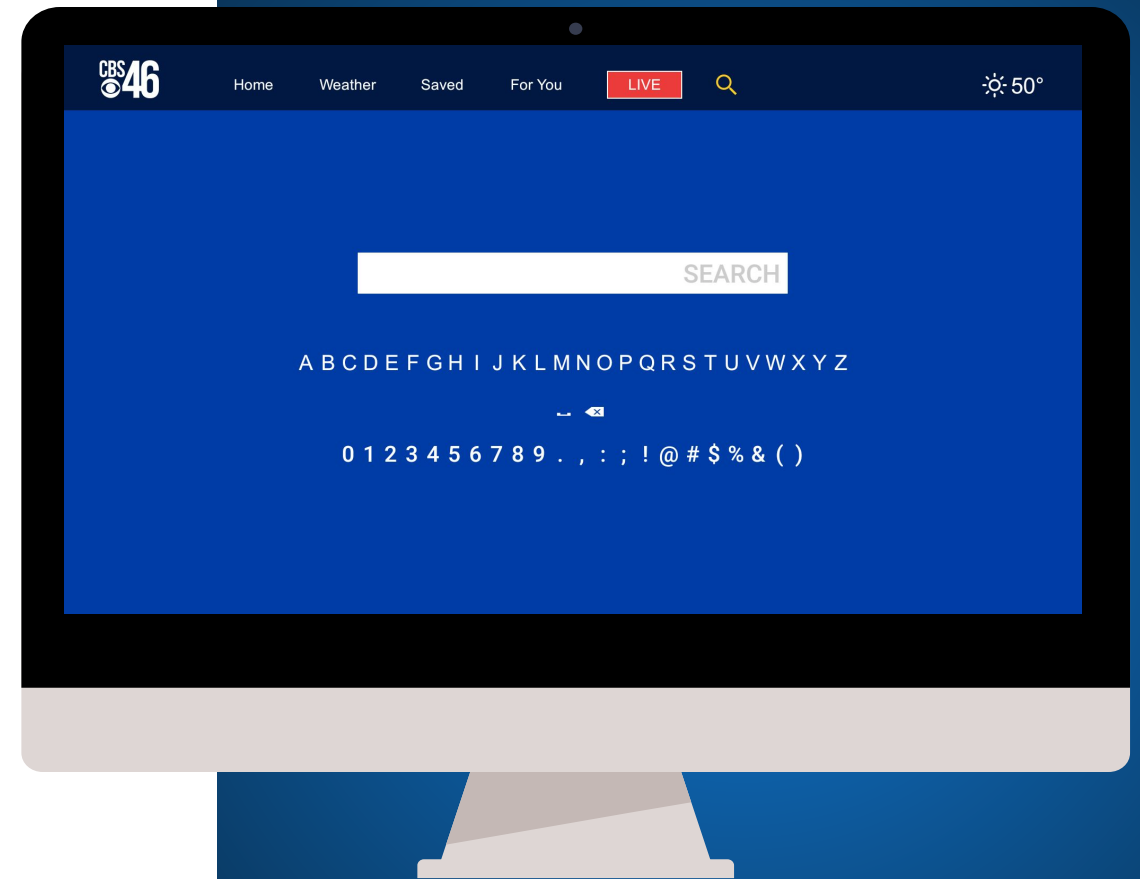
Search

► Universal

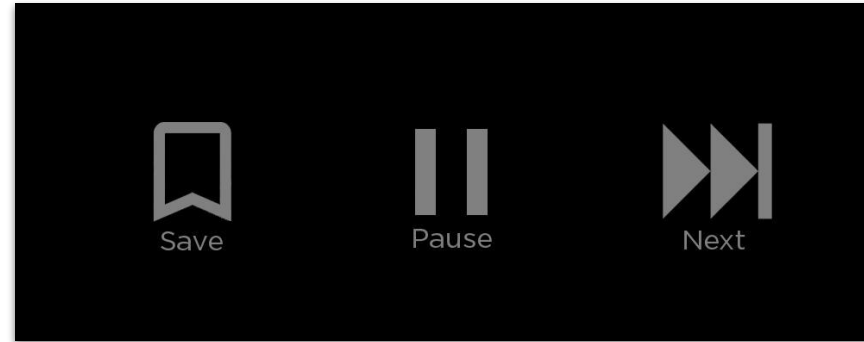
Now available for all customers

► Dynamic

Dynamic options for customers to turn search on and off



Video player controls

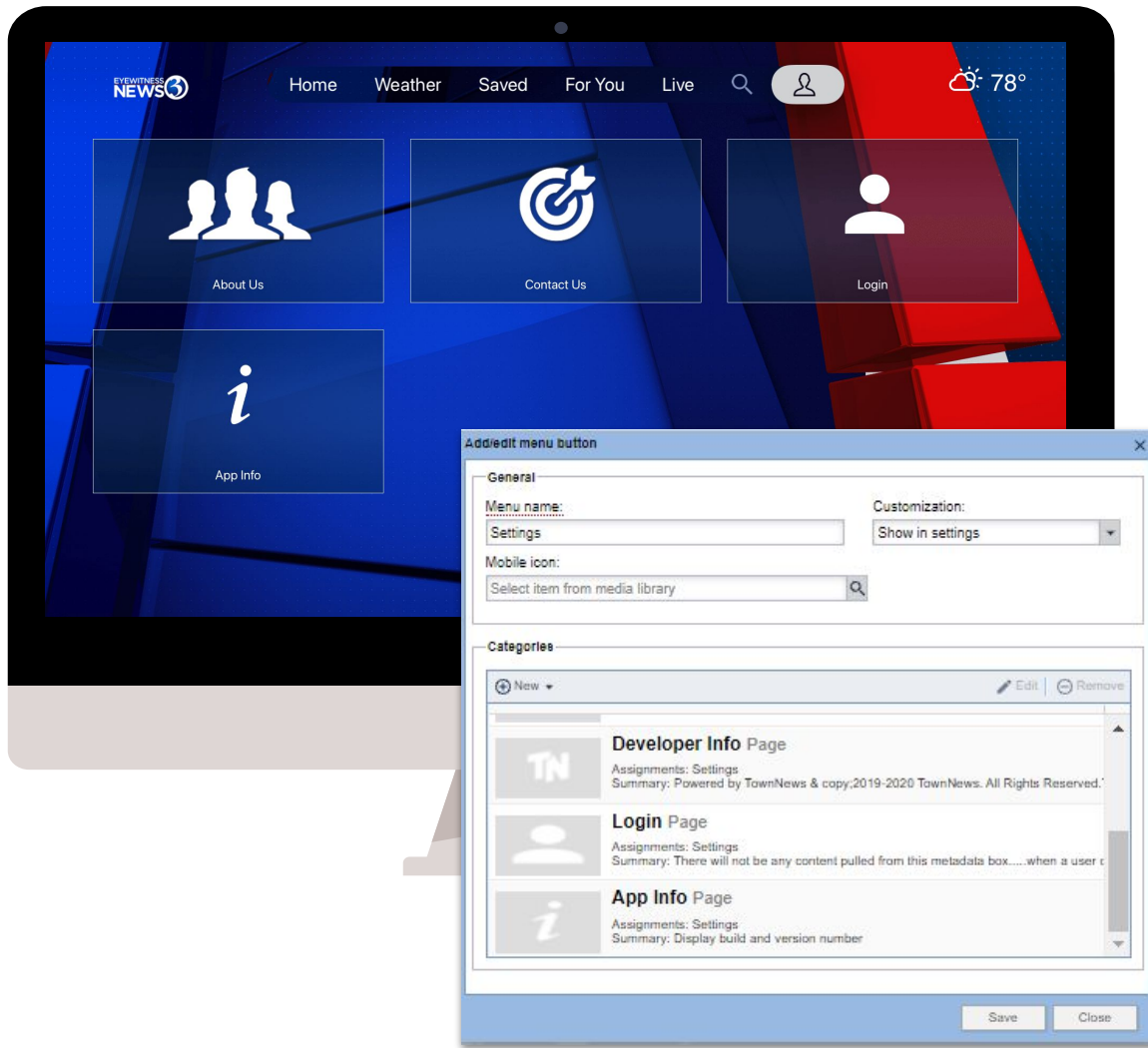


▶ **User engagement**

Allows users to skip to the next video from the player controls

▶ **Retention**

Allows users to save videos, then creates a category prompt for the next visit



New settings information

App info

→ Shows version name and build

Login

→ Supports the user activation screen



Content

Attract and retain viewers by creating and curating relevant and valuable content



Additional category options

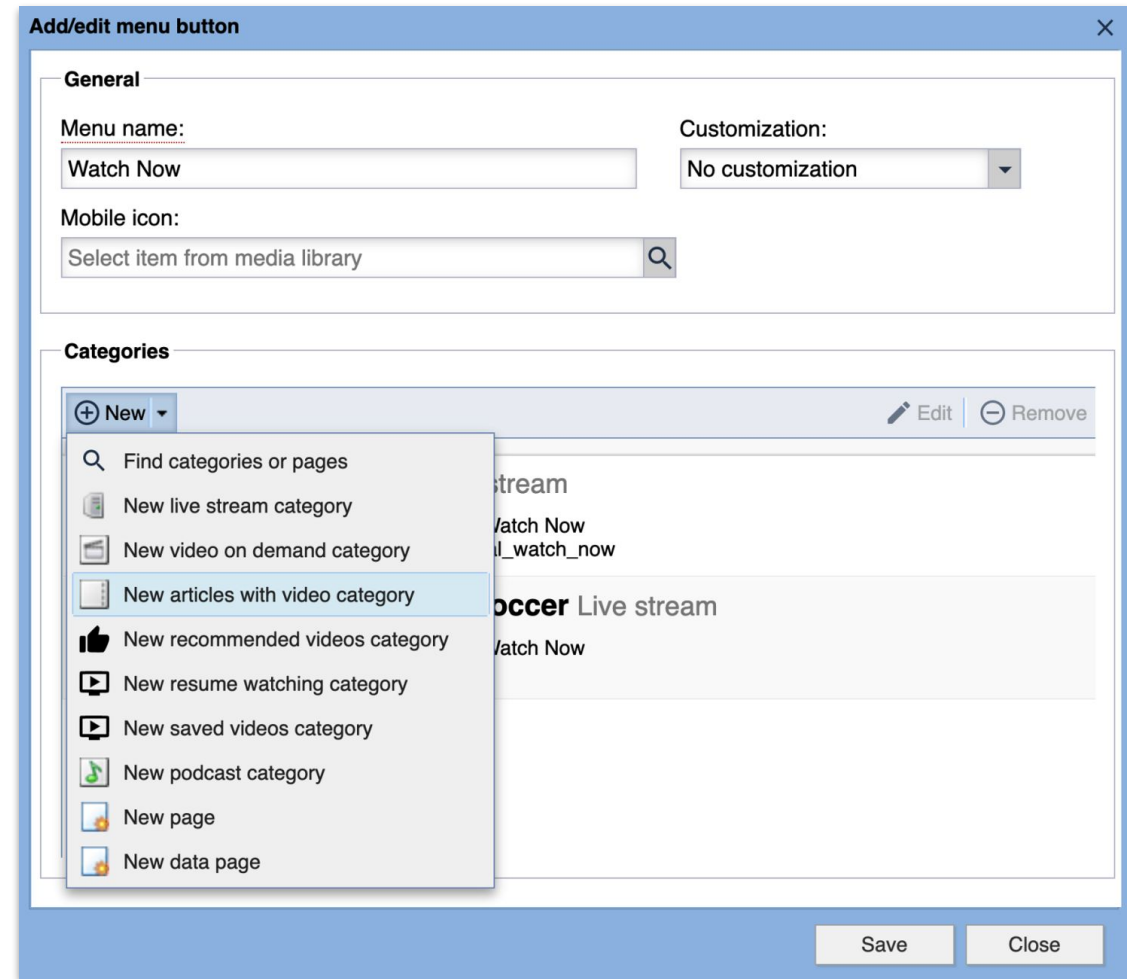
Article + video category

Saved Videos

Enhanced feature categories:

→ Recommended Videos

→ Resume Watching



The screenshot shows a web application interface for adding or editing a menu button. The dialog box is titled "Add/edit menu button" and has a close button (X) in the top right corner. It is divided into two main sections: "General" and "Categories".

General section:

- Menu name:** A text input field containing "Watch Now".
- Customization:** A dropdown menu currently set to "No customization".
- Mobile icon:** A search input field with the placeholder text "Select item from media library" and a magnifying glass icon.

Categories section:

- A header bar with a "+ New" button, an "Edit" button (pencil icon), and a "Remove" button (minus icon).
- A search input field with the placeholder "Find categories or pages".
- A list of category options, each with an icon and a label:
 - New live stream category (TV icon)
 - New video on demand category (video icon)
 - New articles with video category** (document icon with video symbol, highlighted in blue)
 - New recommended videos category (thumbs up icon)
 - New resume watching category (play button icon)
 - New saved videos category (play button icon)
 - New podcast category (podcast icon)
 - New page (page icon)
 - New data page (data icon)
- Below the list, there is a preview area showing a "soccer Live stream" category with a "Watch Now" button.

Bottom of the dialog:

- Two buttons: "Save" and "Close".

Add/edit category (live stream)

Name: Newscast ID: 81a61138-81de-11eb-bb04-bf71b93a356e

Design

Card type: Wide (16:9)

☐ Hide labels in app

☐ Hide publication dates in app

Advertising

Video(s) per advertising segment: Select one

Vast URL:

GAM sponsor ad unit:

Field59 program guide RSS:
https://player.field59.com/v4/schedule/wgcl/9e740881d6

Custom program guide
Create a program guide

Start date:

End date:

Asset Display Limit:

Preview:

Feature Row Content
387 x 218

Upload

Search rules

Newscast No DMA restrictions

Sections: ott/newscast
Keywords: none

Save Close

Category Display

- Allows video display control for a specific category
- Overrides global settings
- Options are from 1-25

**Use case: Weather forecast videos are out of date after the day they air. This would allow only one video to display in this category, ensuring only the most recent forecast is presented.*



Mobile Icon Upload

- Dynamic loading of icons for navigation on the mobile applications
- Eliminates the need for new builds when adding new menu items
- Icons will need to be added to OTT Admin before we update your mobile applications



Monetization

Improving effectiveness of video ads



Parameter macros for Video URL's



Improves ad targeting

Improves monetization of Advertising

Advertising can be sold based upon universal parameter macros

Support requests from ad vendors

Parameters: *Device ID > Device User Agent > APP bundle > APP Name > App Domain > Size > msid*



Enhanced Features

Detecting and following user behavior cross-platform
(Desktop, mobile web, BLOX Now app, BLOX OTT)

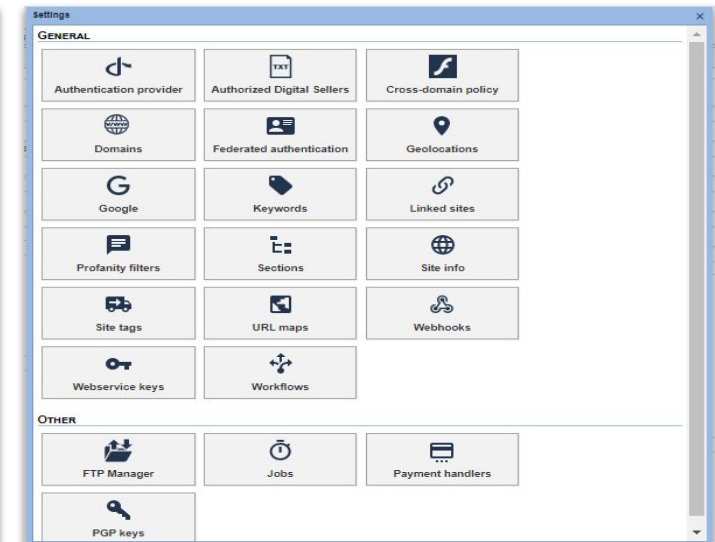
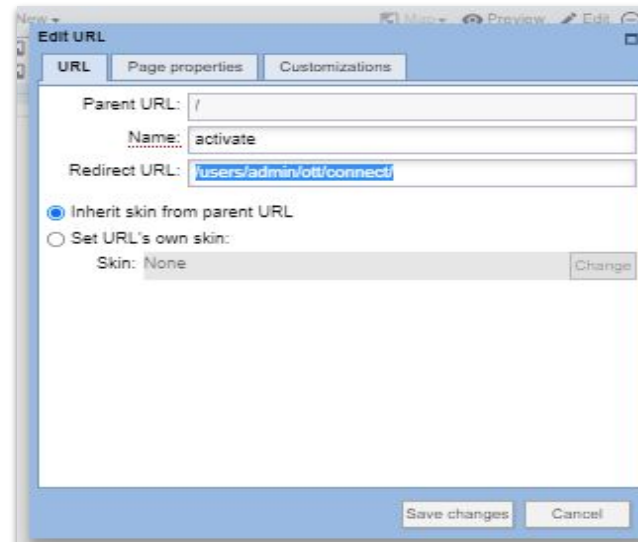


User activation

Offers a code to unlock enhanced cross-platform features:

- Recommended Videos
- Resume Watching
- Saved Videos

Optional for the end user



Configuration Menu buttons Prelaunch page Customizations Search Experimental settings

Save

General

Application name: KSAT TV Profile ID: 5ec77684-88ba-11ea-b117-000c299ccbc9

Default VAST URL: https://pubads.g.doubleclick.net/gampad/ads?sz=640x480&iu=/124 Feedback email: contactus@ksat.com

Video(s) per advertising segment: Select one Google Analytics: UA-17700582-14

Connect account URL: /activate Clear App Genre: News

Activation Screen

Introduction Text: This is the activation screen where your viewers will link their account Call to Action Text: Visit ott32.www.us-corp-qa-3.tnqa.net/activate to sign in

Icon 1: castvariant Icon 2: castvariant Icon 3: castvariant

"Skip" button BG color: #eb0808 "Skip" button text color: #fff0f0 "Skip" button text: No Thanks

Intro Text Color: #ffffff Call to Action Text Color: #fff3f3 Call to Action Box BG: #f41e00

User activation

Foundation piece for:

- Learning more about our users
- Collecting email addresses
- Future features such as Pay Per View

**Requires: BLOX CMS,
User Authentication system*

Recommended videos

- Premium feature based on watch history and interests
- Cross platform behavior
- End users must sign-in to activate this feature

**Requires: iQ Engage, DMP, BLOX User System and BLOX CMS*

The screenshot displays the WDRB website's 'Recommended for You' section. On the left is a navigation menu with links: Watch Now, News, Weather, Sports, Lou City FC, Drone Video, WDRB Involved, Podcasts, Point of View, Continue Watching, and Recommended for You (highlighted). The main content area features a grid of video thumbnails. The first thumbnail is a 'WDRB RECOMMENDED FOR YOU' banner. Below it are three video cards: 'Public meeting held for I-65 Brook Street Ramp improvement project' (Oct. 29, 2021, 0:46 Seconds), 'Colin Powell dies, trailblazing general stained by Iraq' (Oct. 19, 2021), and 'Kentuckiana police agencies participating in national 'Prescript...'' (Oct. 19, 2021). To the right of these are two more cards: 'Dolly Parton's Imagination Library expanding further into Kentucky' (Oct. 27, 2021) and 'Pringles mascot losing mustache for start of Movember' (Oct. 15, 2021). At the bottom, a configuration panel titled 'Recommended call to action' includes settings for 'Call to action BG color' (set to #FFFFFF), 'Call to action text color' (set to #080000), and 'Call to action text' (set to 'Sign in to get recommended content.'). It also has a 'Signed In Text' field with the text 'We don't have any recommendations just y'.



Continue Watching call to action

Call to action BG color:

Call to action text color:

Call to action text:

Signed In Text:

Continue watching

- Premium feature that allows users to pick up videos where the left off
- Cross platform behavior
- End users must sign-in to activate this feature

**Requires: iQ Engage, DMP, BLOX User System and BLOX CMS*

Saved videos

- Premium feature that allows users to save a video from the video player
- Creates a saved video category
- Works without users signing in; videos are saved to that particular platform

**Requires: BLOX User System and BLOX CMS*

The screenshot displays the WDRB website's 'Saved Videos' section. On the left is a navigation menu with links: News, Weather, Sports, Lou City FC, Drone Video, WDRB Involved, Podcasts, Point of View, Continue Watching, Recommended for You, and Saved Videos (highlighted). The main content area, titled 'Saved Videos', features a 'Watch All' button and three video thumbnails. The first thumbnail is a 'REPLAY: LouCity vs. Indy Eleven' from Oct. 16, 2021, with a duration of 1:45:06. The second thumbnail shows 'Louisville ranked 15th-best city for US soccer fans' from Oct. 21, 2021, with a duration of 0:40. An 'Add/edit group' dialog box is open in the foreground, showing the 'General' tab. It has a 'Name' field set to 'Saved Videos' and a 'Group type' dropdown set to 'Normal'. The 'Customization' dropdown is open, showing options: 'No customization', 'Set as recommended videos', 'Set as resume watching', and 'Set as saved video'. The 'Live stream max results' field is empty. A 'Remove' button is visible at the bottom right of the dialog.



Customizations

More control for your connected TV applications



New customizations

Refine colors, messaging, and other items related to the OTT user experience

Configuration Menu buttons Prelaunch page **Customizations** Search Experimental settings

Save

App Design

☒ Use Background Color? Background Color:

Activity Indicator Color:

Tab unselected color (Premium):

Cell title label color:

Navigation title color:

"Skip" button focused color:

VOD Metadata:

Tab Selected color (Premium):

Focus selection color (Prelaunch):

Progress tint color:

Prelaunch header color:

"Skip" button unfocused color:

Side Menu Focus Color:

About Page

☒ Show titles Title label color:

Search

Search Button Color: Search Button Focused Color: Keyword Text Color:

Keyboard Character Color: Keyboard Character Select Color:

Podcast View

Border color: Focus text color: Unfocus text color:

Overlay color: Podcast Item Focus Text Color:

Programming Guide Page

Background color: Title label color:

Live demo

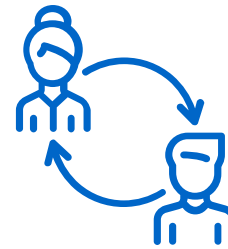


Ready to get started?



BLOX OTT

To learn more, contact your
Sales Representative or visit
TownNews.com/OTT



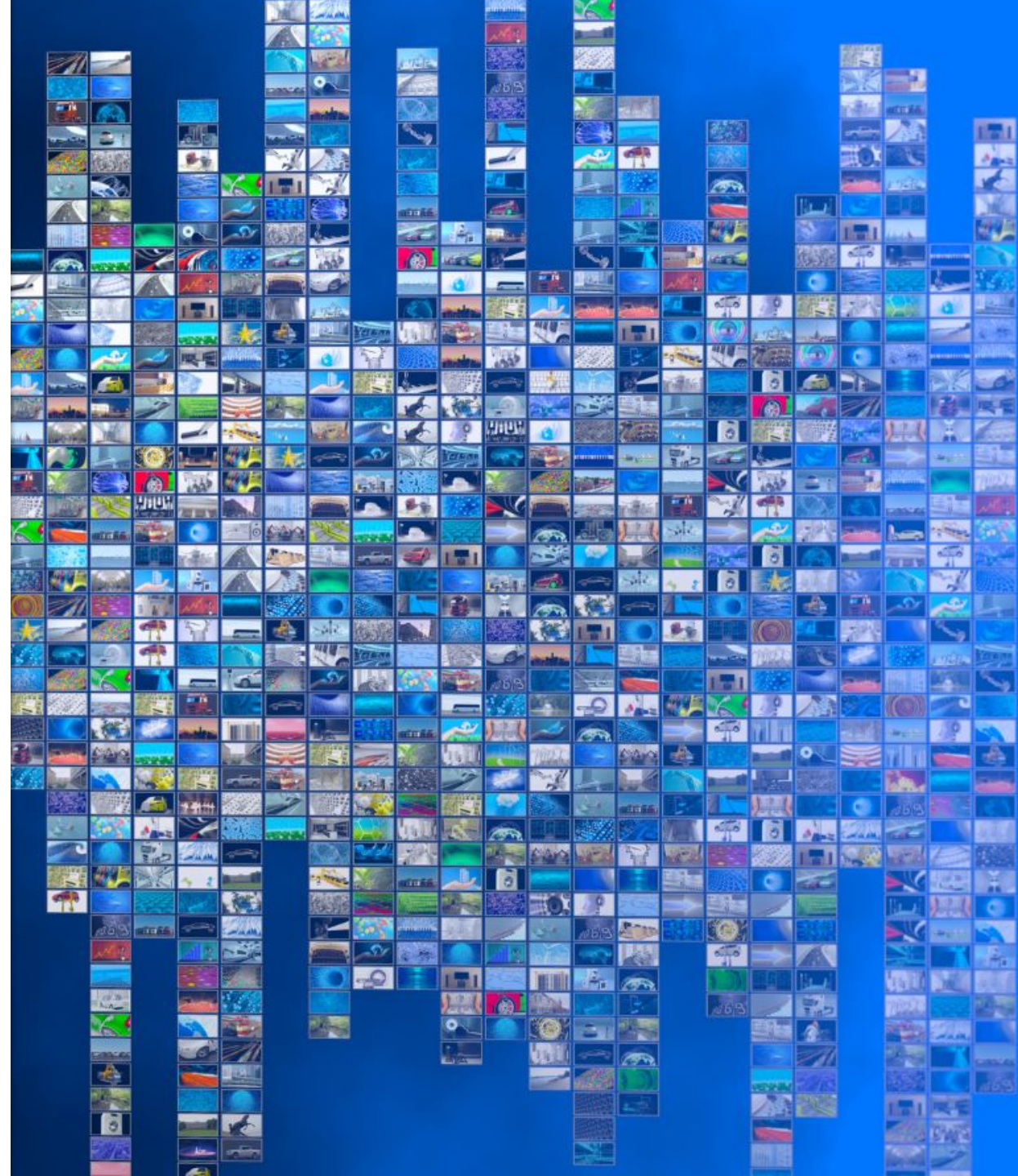
New features

Submit a ticket at
TownNews.com/Support
and include BLOX OTT in the subject



Questions?

We've got answers.



Stay connected



Documentation

[Help.TownNews.com/
blox/cms/design/ott/](https://help.townnews.com/blox/cms/design/ott/)



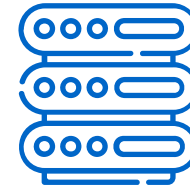
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