

Webinar:

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

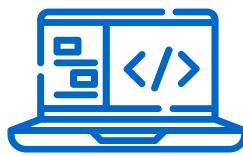
Our cutting-edge connected TV suite
gets a big, engagement-boosting update

WITH SUSAN BELL
SR. PRODUCT MANAGER

TN TownNews



Today's agenda



Design



Content



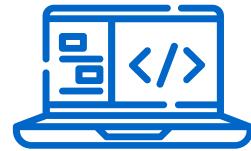
Monetization



**Enhanced
features**



Customization



Design

Focusing on user engagement and experience



Video preview player

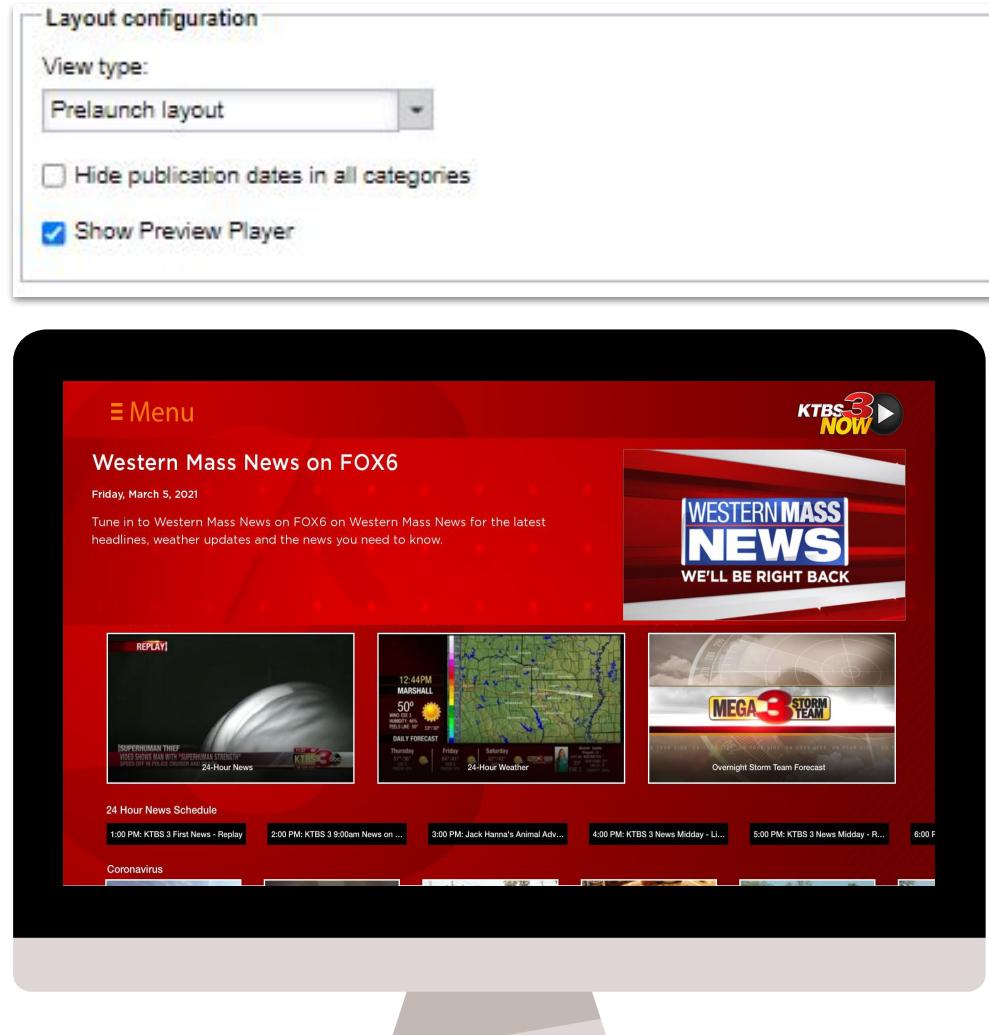
- Highlights videos as the customer scrolls around thumbnails on the home page
- Dynamically turned on/off
- Available for all customers

Layout configuration

View type: Prelaunch layout

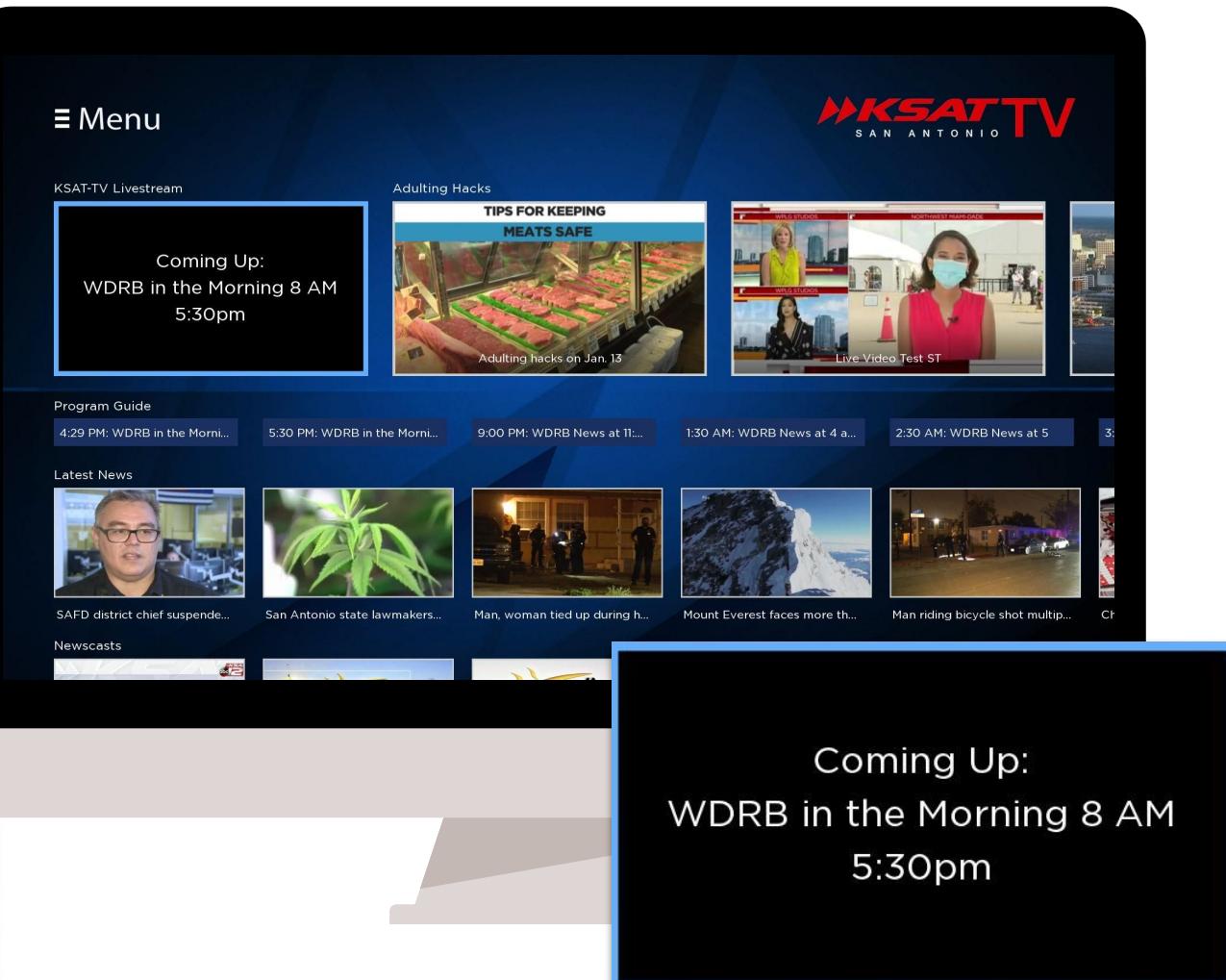
Hide publication dates in all categories

Show Preview Player



Live Stream improvements

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



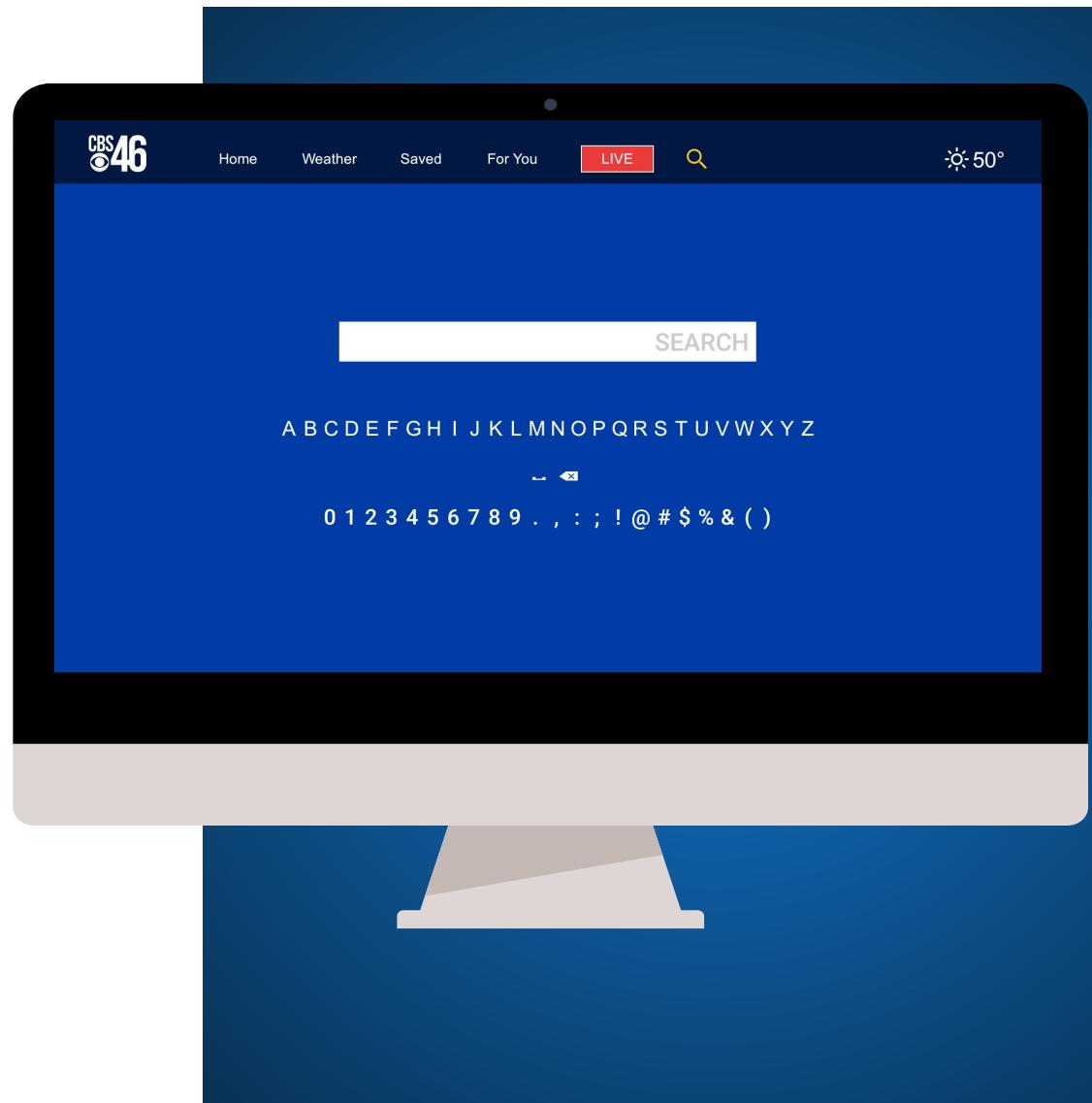
Search

► Universal

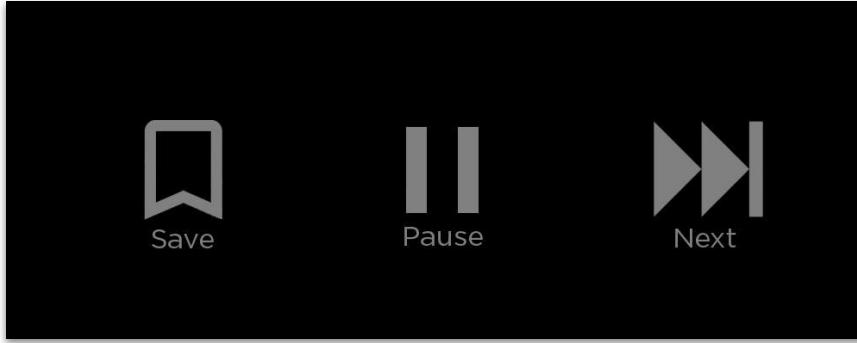
Now available for all customers

► Dynamic

Dynamic options for customers to
turn search on and off



Video player controls

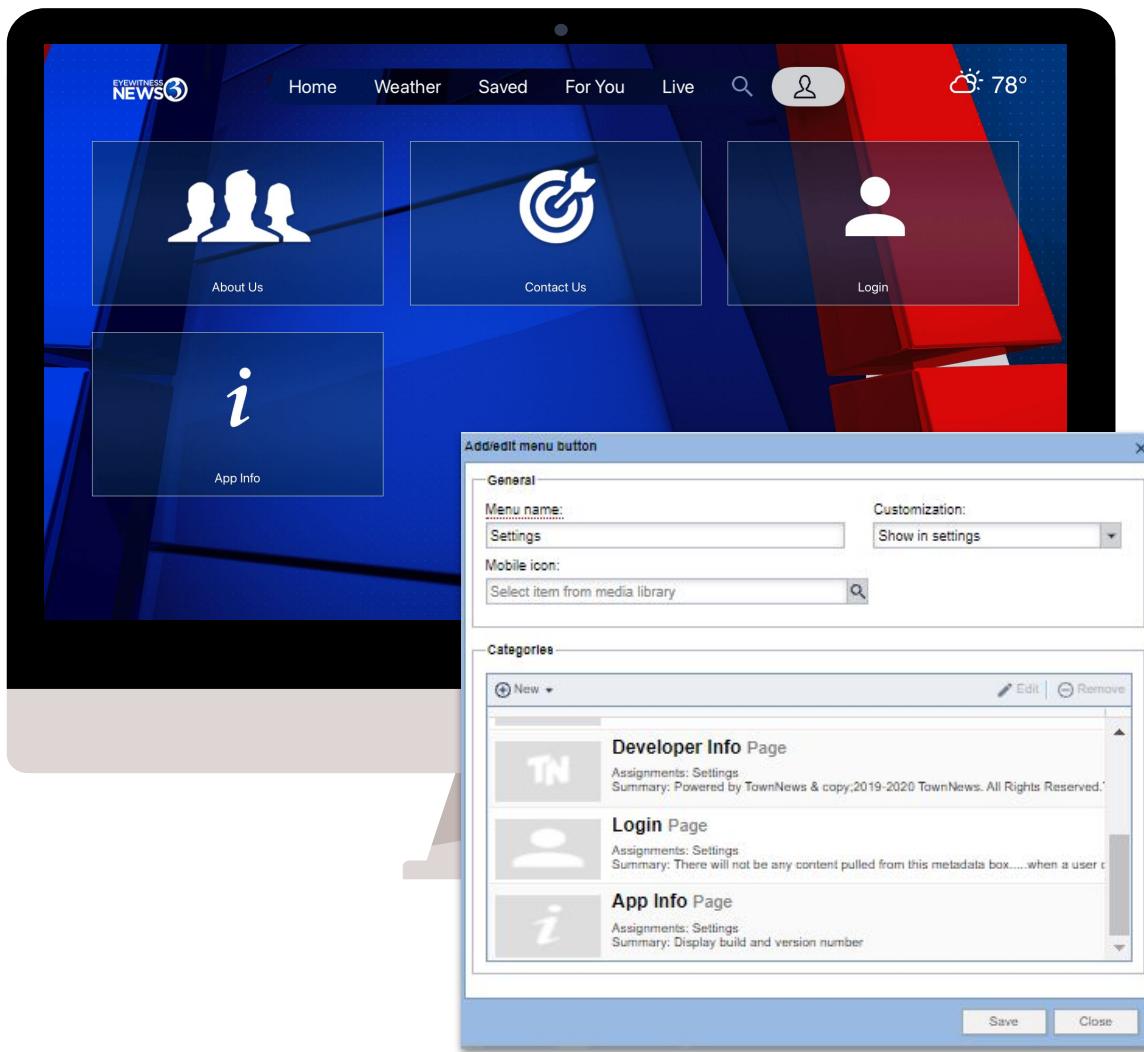


► **User engagement**

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



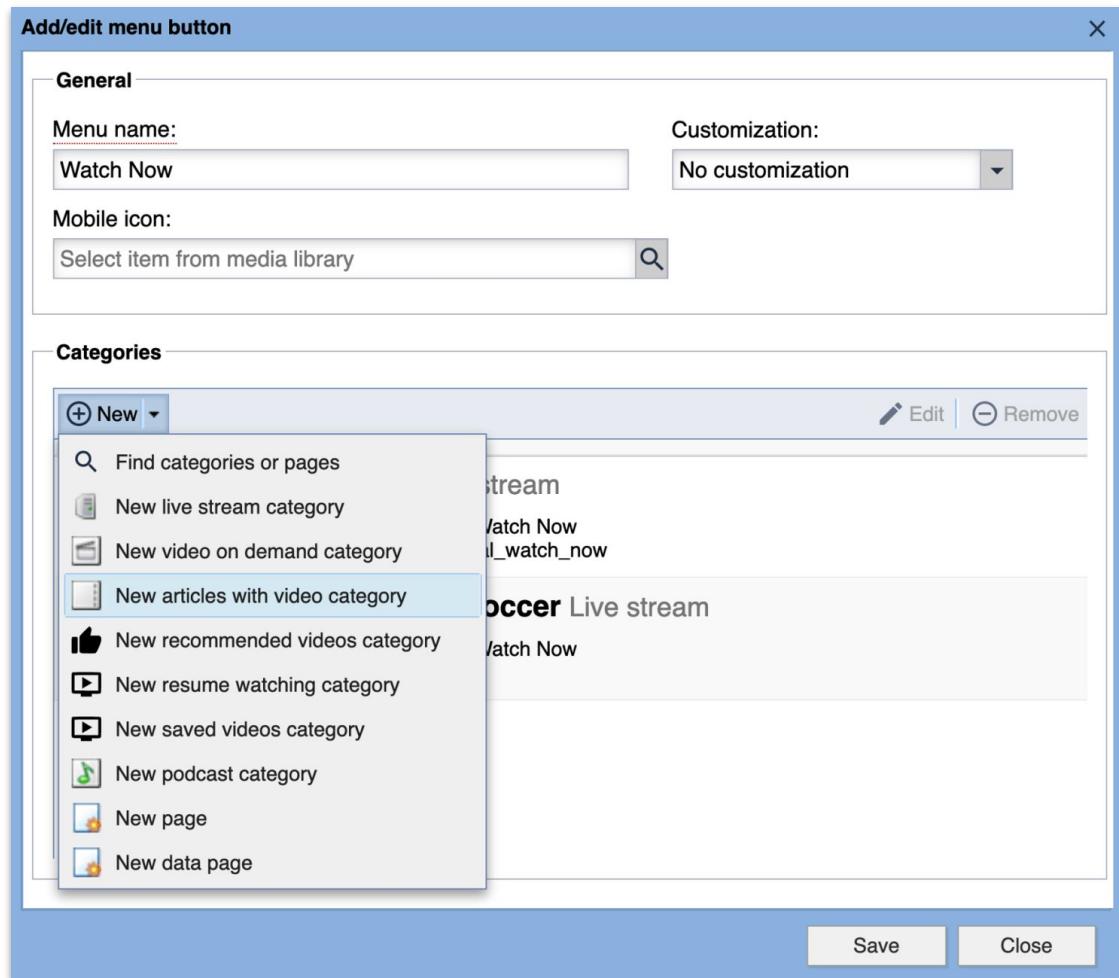
Additional category options

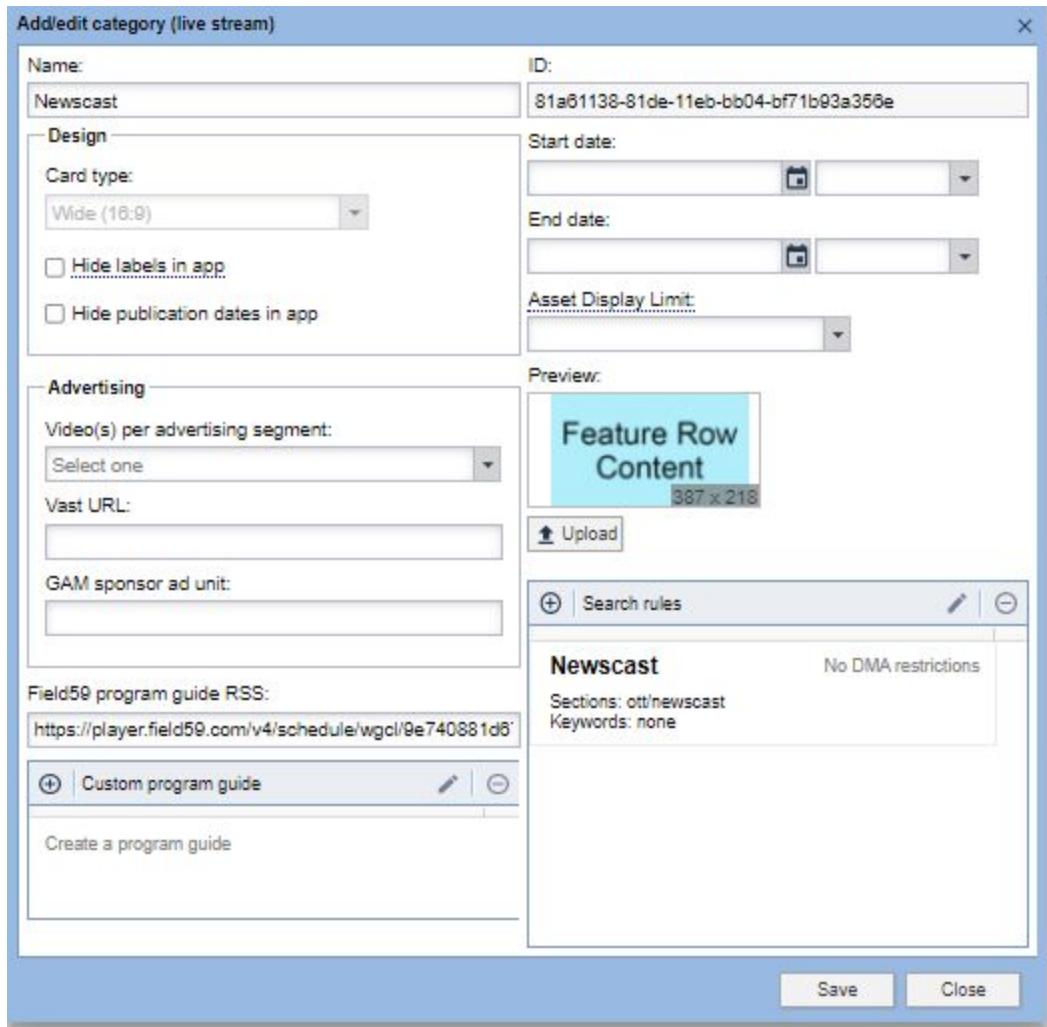
Article + video category

Saved Videos

Enhanced feature categories:

- Recommended Videos
- Resume Watching





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)

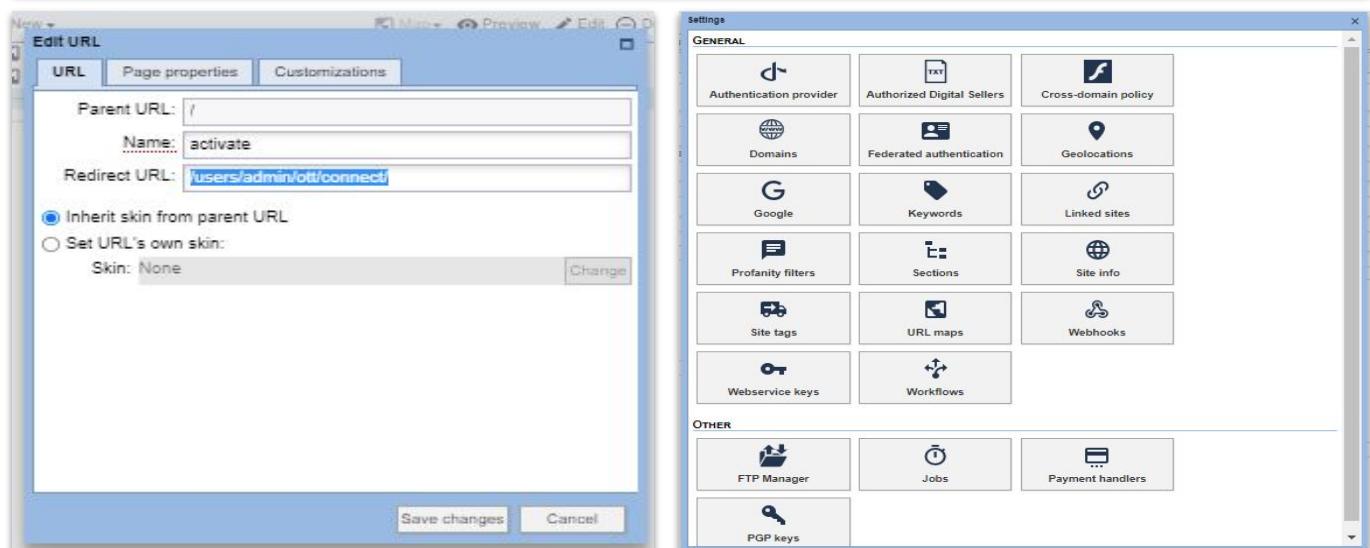


User activation

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 App Genre: News

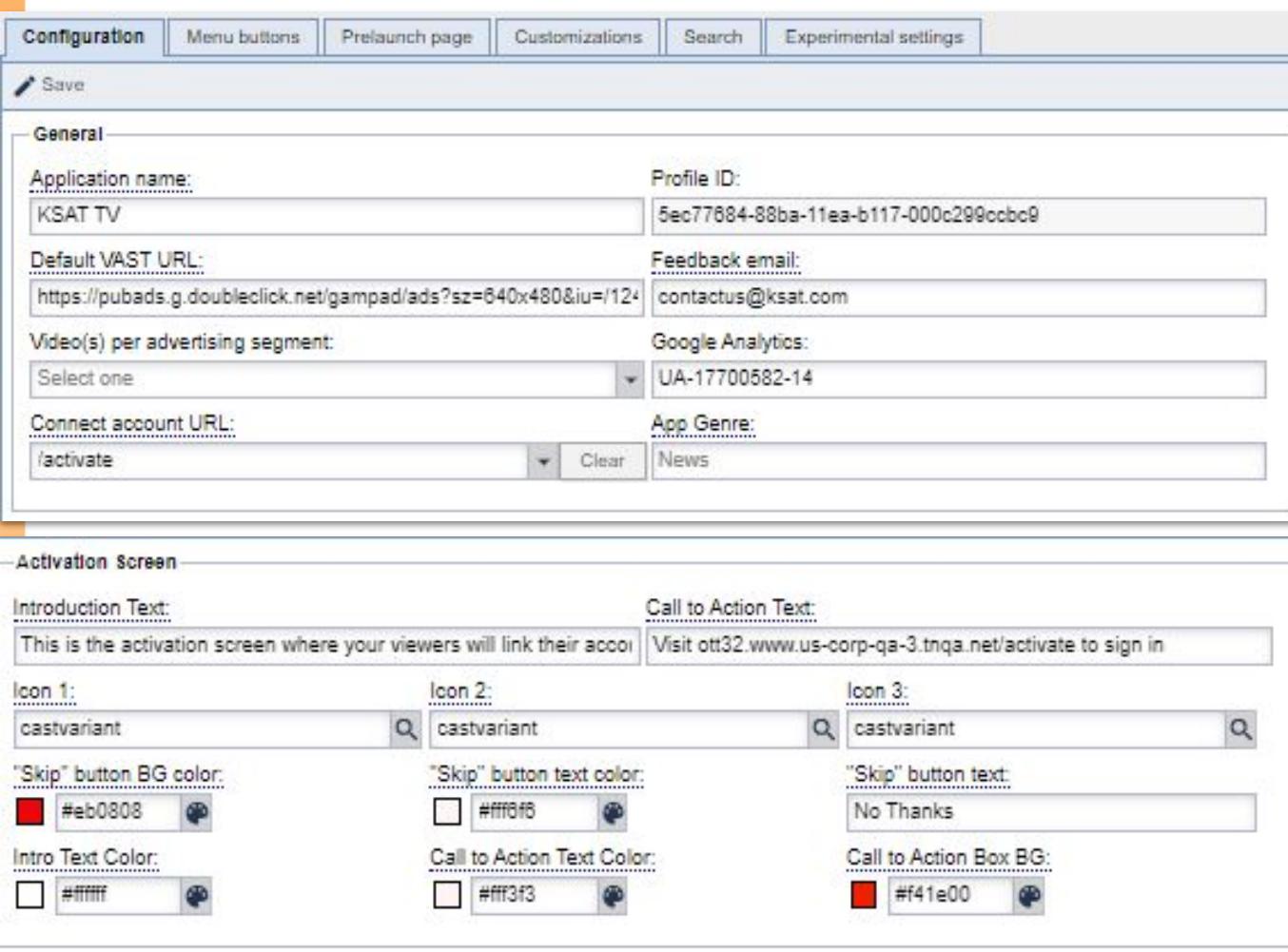
Activation Screen

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: #ffff00 "Skip" button text: No Thanks

Intro Text Color: #ffff00 Call to Action Text Color: #ffff3f3 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 shows the WDRB website's video recommendation interface. At the top, a red banner reads "WDRB RECOMMENDED FOR YOU". Below it, a "Watch All" button is visible. The main content area is titled "Recommended for You" and displays several video thumbnails. The first video is about Colin Powell's death. The second is a public meeting for a bridge improvement. The third is about Dolly Parton's Imagination Library. The bottom section, titled "Recommended call to action", includes fields for "Call to action BG color" (white), "Call to action text color" (black), and "Call to action text" (a button labeled "Sign in to get recommended content").



Continue watching

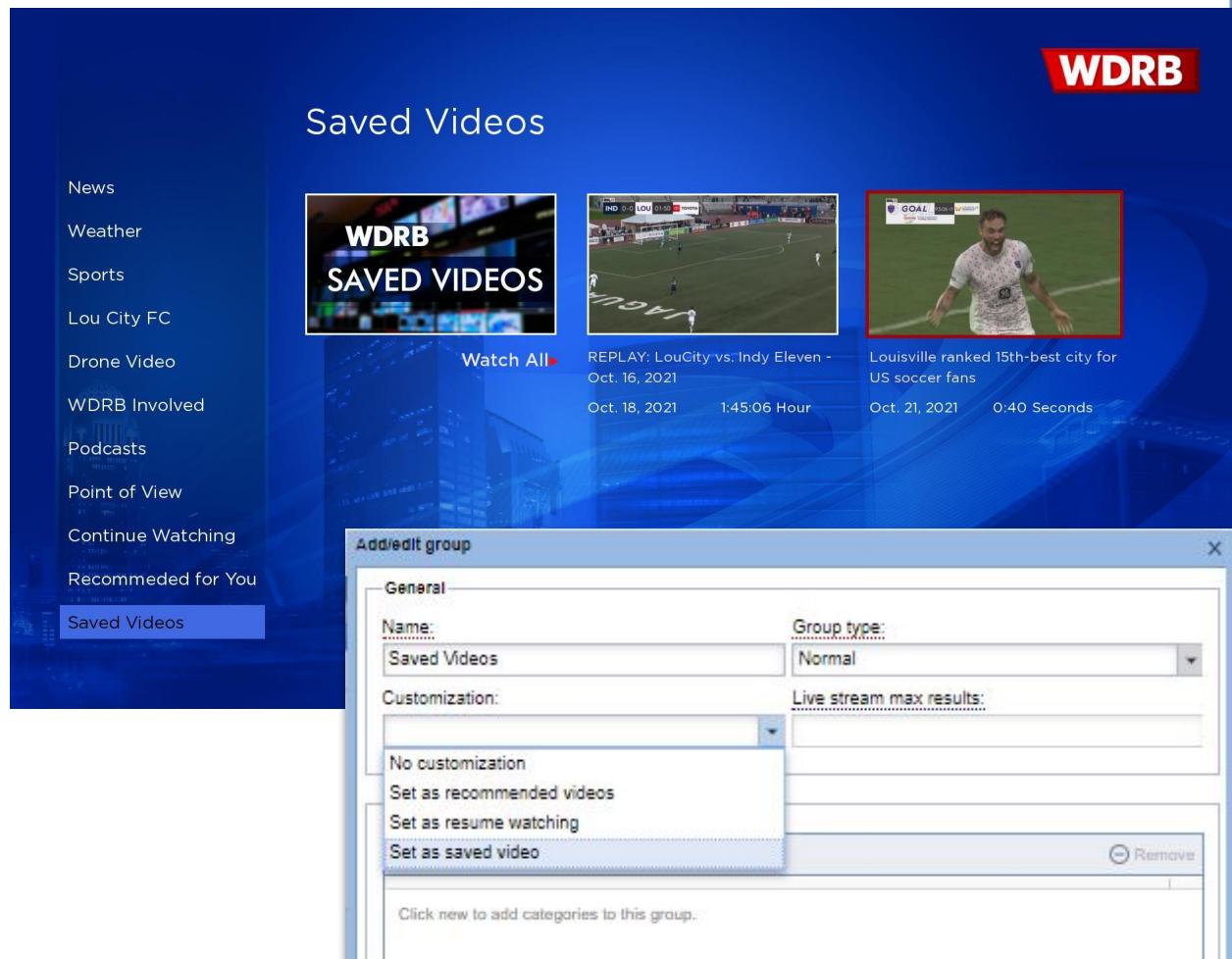
- Premium feature that allows users to pick up videos where they left off
- Cross platform behavior
- End users must sign-in to activate this feature

*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





Customizations

More control for your connected TV applications



New customizations

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

The screenshot displays the 'Customizations' tab in a software application, specifically focusing on 'App Design' and 'About Page' settings.

App Design (Left Panel):

- Background Color:** #0a5fee
- Activity Indicator Color:** #ffffff
- Tab unselected color (Premium):** #ffffff
- Cell title label color:** #ffffff
- Navigation title color:** #ffffff
- "Skip" button focused color:** #000000
- VOD Metadata:** #ffffff
- Tab Selected color (Premium):** #ffff00
- Focus selection color (Prelaunch):** #ffffff
- Progress tint color:** #ff0000
- Prelaunch header color:** #000000
- "Skip" button unfocused color:** #000000
- Side Menu Focus Color:** #4169e1

About Page (Right Panel):

- Show titles:** Checked
- Title label color:** #ffffff
- Search**
 - Search Button Color:** #4169e1
 - Search Button Focused Color:** #ffff00
 - Keyboard Character Color:** #0b0b0b
 - Keyboard Character Select Color:** #ffffff
- Podcast View**
 - Border color:** #000000
 - Focus text color:** #000000
 - Overlay color:** #000000
 - Podcast Item Focus Text Color:** #000000
- Programming Guide Page**
 - Background color:** #727272
 - Title label color:** #ffffff

Live demo

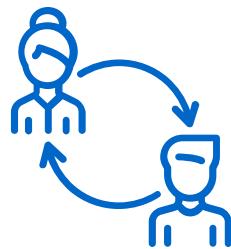


Ready to get started?



BLOX OTT

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



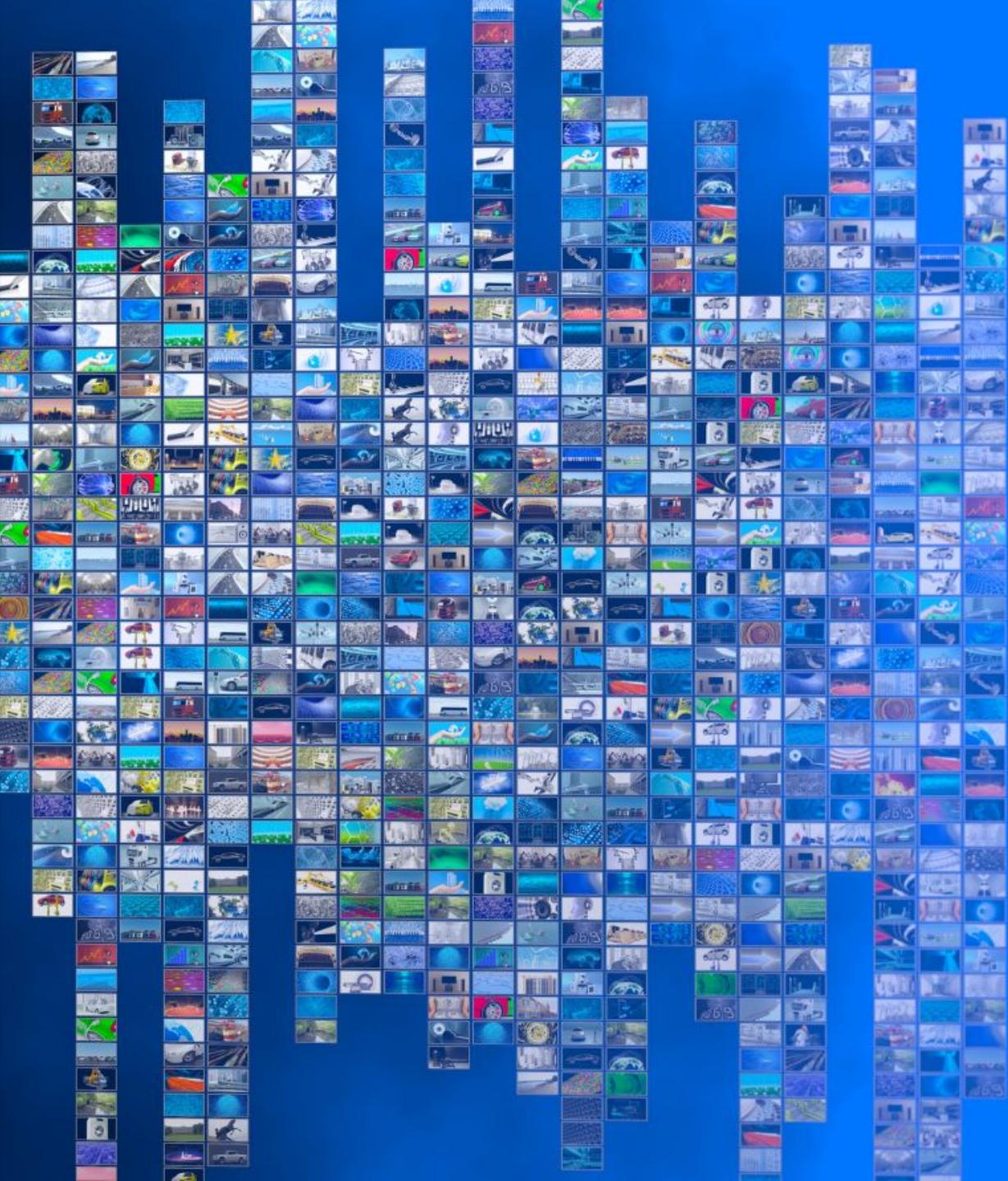
New features

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/)



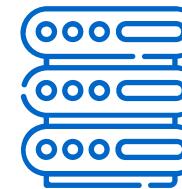
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