

Webinar: Building a multimedia digital replica that delivers the goods

May 4, 2017



Today's agenda: Live e-Editions

- e-Edition archiving
- Generating revenue with BLOX Live e-Edition ad positions
- e-Edition segmenting options
- Increasing user engagement with cutout asset upgrades
- Creating a better experience with simplified segmentation in BLOX Total CMS
- Q&A session to follow the presentation



BLOX Live e-Editions archiving

- No Storage Fees
- Page processing fees only
- predictable cost for budgeting



BLOX Live e-Editions banner ads

- BLOX Ad Manager
- OAS (Open Adstream)
- Google DFP
- Two banner ad positions per segmented page
- One popup position





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Area_news

Theme park ideas that never hap County

By KEVIN REAGAN Staff Writer

02.25.17

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CASA GRANDE — Pinal County has a history of drawing big ideas that don't se

Since the 1980s, there have been a variety of proposals for building an amusemen
Eloy, Apache Junction and Florence areas. The ideas have always been grand i
such as live animals, vintage airplanes and a football stadium.

But after the community got buzzed about the idea, it slowly fizzled out and w
behind a few artifacts that can be seen while driving along Interstate 10 in Elo

The blue, birdcage-like structures stationed near the freeway were intended to
called Family World Adventures. In 1995, Richard Songer began planning the z
that was to house a number of non-carnivorous African animals.

"Where else in the world can you get a camel looking in your car window?" So
when it reviewed the developer's rezoning petition. The council approved the

BLOX Live e-Editions segmenting options

- **Self Service:** Create and link the segments yourself using our built-in visual segmentation tool.
- **Full Service:** Let us handle the processing for you. Upload your PDF files and we'll send you an email when your e-Edition is ready to go.
 - Optionally link segments to existing editorial content rather than using extracted content only.
- **Fully Automated:** With BLOX Total CMS, your Live e-Edition can be seamlessly created as you build your print edition.



BLOX Live e-Editions cutout assets

- Link extraction
- Automated when sourced through BLOX Total CMS
- Map advertisers to BLOX Business Directory profiles

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BLOX Live e-Editions editorial integration

- Currently support automatic insertion of images and video into the River of News when children of segmented articles.

Coates: Riding along with the I-10 safety patrol | 5A

A GRANDE patch SUNDAY FEBRUARY 26, 2017

AD. 49 VOL. 100 PinalCentral.com ONE DOLLAR

PCSO: Missing woman may be in Mexico

By [Name] [Location]

12:15 — A missing woman who was last seen in the United States may be in Mexico, according to a Pinal County Sheriff's Office (PCSO) report. The woman, who is 30 years old and has dark hair, was last seen in the United States in the month of January. She is currently missing and is believed to be in Mexico. The PCSO is currently searching for her and has a reward of \$1,000 for any information that leads to her safe return.

on this

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ve come and gone

eriff Lamb faces uphill battle

we have to fix it'

02-06 02:51

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The Pinal County Sheriff's Office is currently searching for a missing woman who was last seen in the United States in the month of January. She is currently missing and is believed to be in Mexico. The PCSO is currently searching for her and has a reward of \$1,000 for any information that leads to her safe return.

promised change on the campaign trail, and that's what he is bringing to the office — even if some residents don't like his brand of change.

However, criticism has been light.

He was knocked recently in a letter to PinalCentral for not wearing the uniform former Sheriff Paul Babeu regularly donned. But it was just not Lamb's style. He opts for a cowboy hat to top off jeans and button-down shirts more often than the bulky duty belt of the traditional outfit.



"I want to be approachable," he said when he caught up with PinalCentral on Thursday. "This is me. I've never pretended to be anybody I'm not."

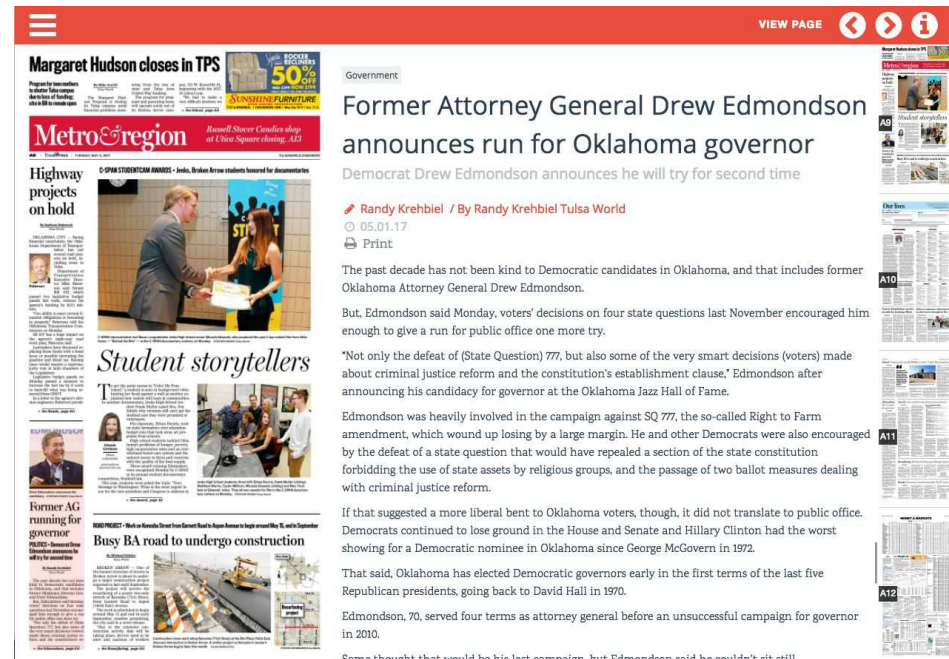
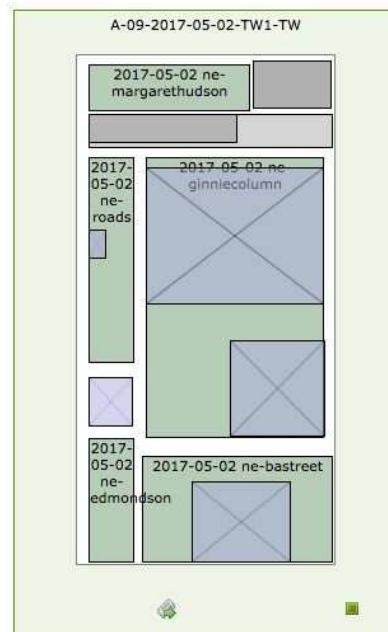
But some concerns brought up in just the first two months of Lamb's administration echo some of the same voter sentiments that knocked Babeu's would-be successor out of the sheriff's race in the August Republican primary. Not only was former

BLOX Live e-Editions frontend update— *Coming this summer!*



BLOX Total CMS based automatic Live e-Edition segmentation

- Pages are Produced in Adobe InDesign using BLOX Total CMS
- During final output for the press, BLOX Total CMS's Page Tracker receives PDF and segmentation from the BLOX Total CMS client for Adobe InDesign
- Page Tracker automatically forwards PDF and segmentation for Live e-Edition



Page Tracker's Live e-Edition wireframe view

- Preview segmentation

The screenshot displays the BLOXCMS Editorial / Page tracker interface. The top navigation bar includes the BLOXCMS logo, the title 'Editorial / Page tracker', a search bar with 'Search Terms', a 'Search' button, and a date filter '2016-02-05-BUD'. A red box highlights the 'Wireframes' button in the top right corner. The main content area shows a grid of wireframe segments for a page layout. The segments are organized into two sections: Section A and Section B. Each segment is labeled with a unique identifier (e.g., A01_02_05_16_01_BUD_RP) and contains a visual representation of the content layout, including text blocks, images, and other elements. An orange arrow points from a segment in Section A to a larger, detailed view of a segment on the right. This detailed view shows a wireframe for a segment labeled 'A02_02_05_16_01_BUD_RP' with the following content blocks: 'YOMIUR-EDITORIAL-NUCLEAR', 'BC-YOSEMITE-EDITORIAL:LA - op-ed (550 words)', 'BC-USIRAN-EDITORIAL:TB - op-ed (650 words)', and 'BC-SANDERS-EDITORIAL:TB - op-ed (700 words)'. The word 'nation' is visible at the bottom of the detailed view.

BLOXCMS Editorial / Page tracker

Search Terms: Search results: 2016-02-05-BUD

Reset Search

Wireframes

Ed: 2016-02-05-BUD

Publication: Budget View Testing

Section A

A01_02_05_16_01_BUD_RP

A02_02_05_16_01_BUD_RP

A03_02_05_16_01_BUD_RP

A04_02_05_16_01_BUD_RP

Section B

B01_02_05_16_01_BUD_RP

B02_02_05_16_01_BUD_RP

B03_02_05_16_01_BUD_RP

B04_02_05_16_01_BUD_RP

A02_02_05_16_01_BUD_RP

YOMIUR-EDITORIAL-NUCLEAR

BC-YOSEMITE-EDITORIAL:LA - op-ed (550 words)

BC-USIRAN-EDITORIAL:TB - op-ed (650 words)

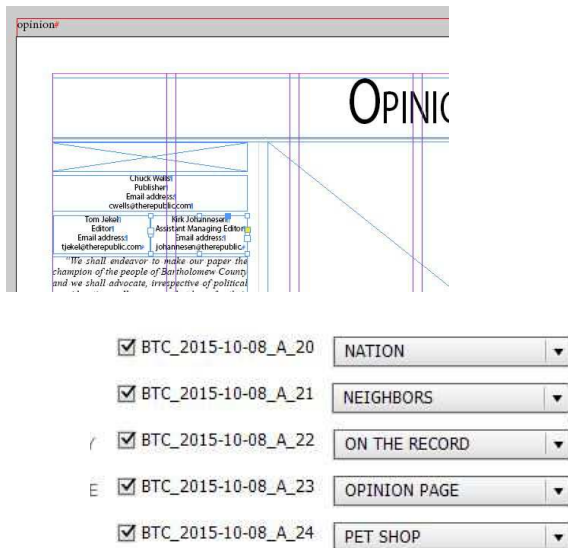
BC-SANDERS-EDITORIAL:TB - op-ed (700 words)

nation

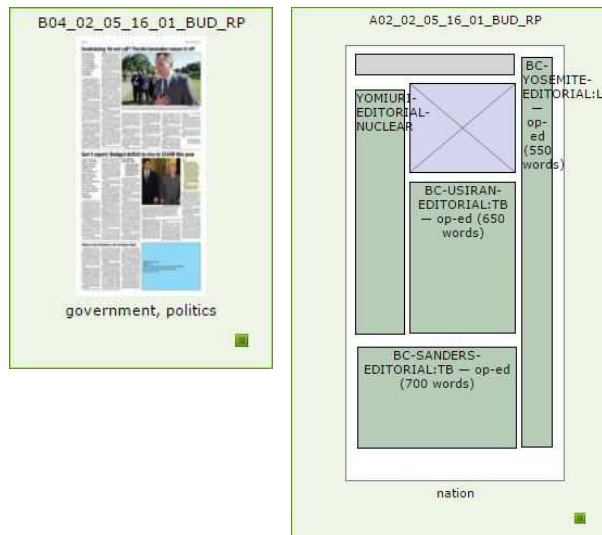
Content-based Browsing

- Advertising systems automatically feed Page Content Type to the BLOX Total CMS client for Adobe InDesign
- Page Designer can adjust as needed
- Content Type is fed to Page Tracker and forwarded to Live e-Edition

Page Content Type in Adobe InDesign



Displayed below pages in Page Tracker

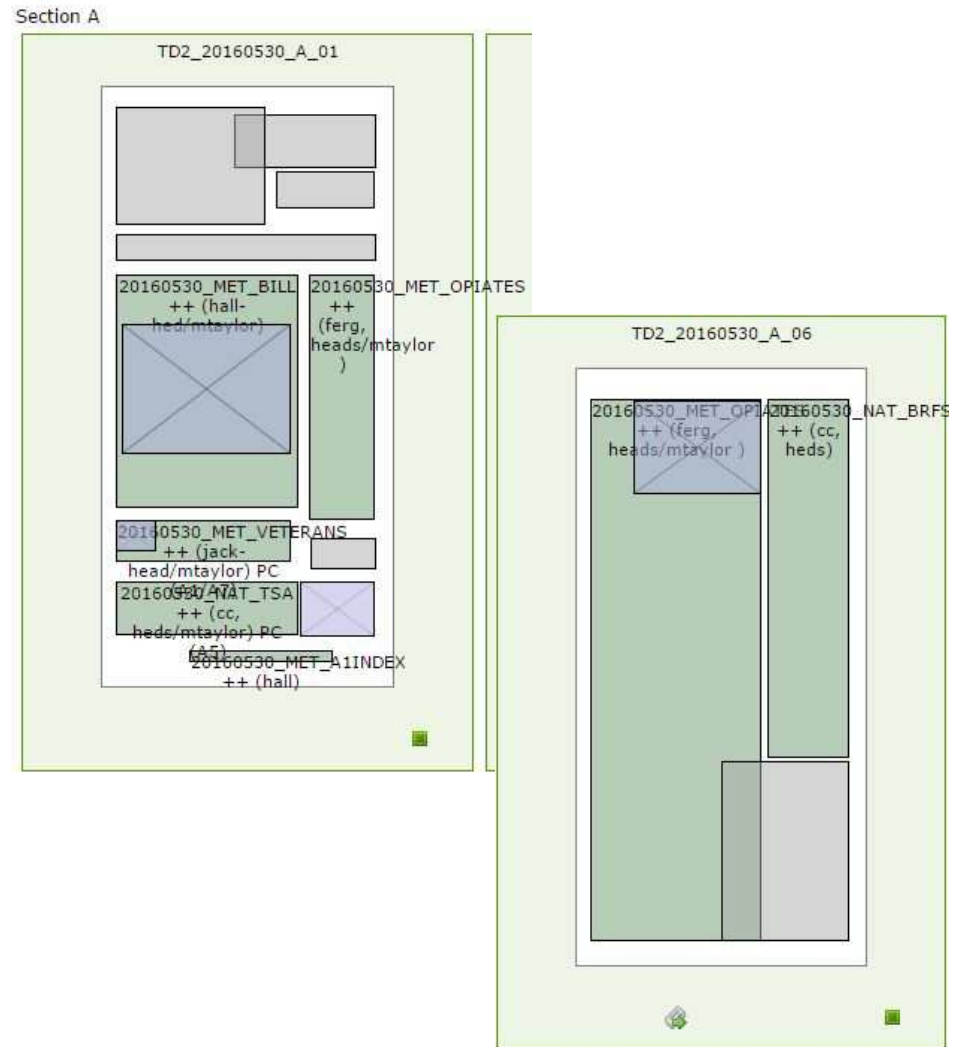


Provides browsing in Live e-Editions



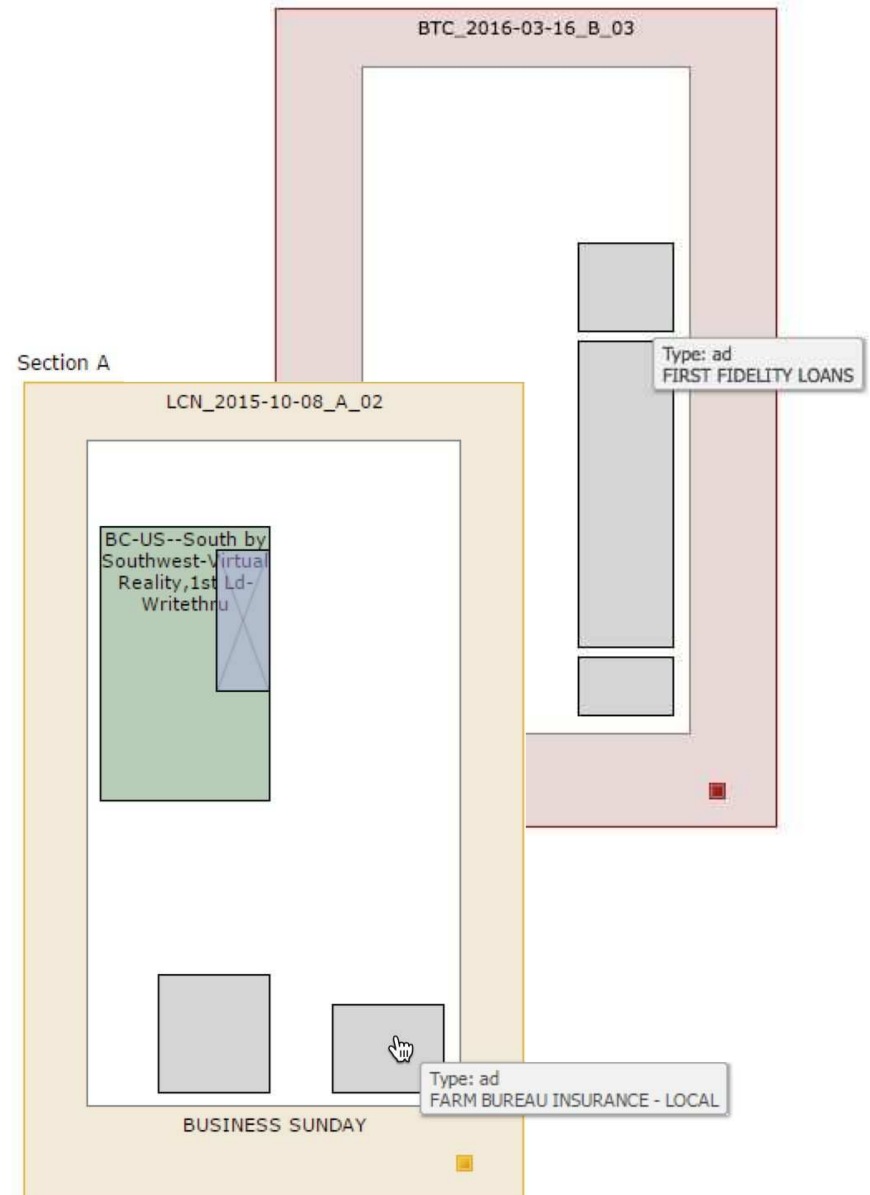
Automatic segmentation of article jumps

- No user manipulation needed, it just works



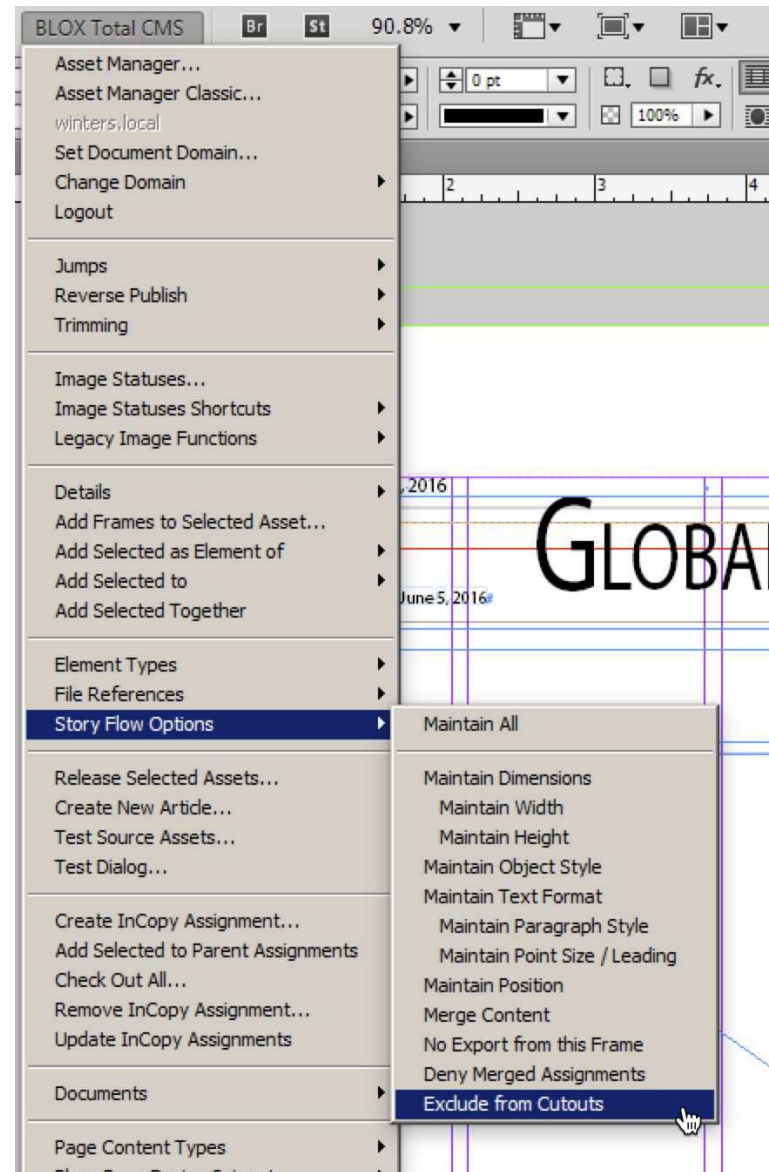
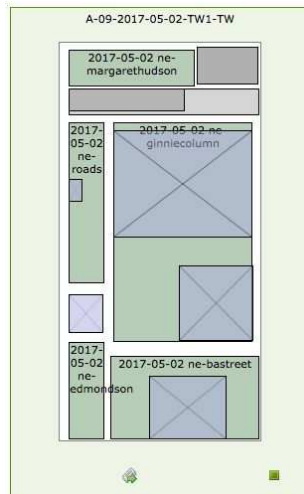
Automatic segmentation of advertisements

- All ads are included
- Future version can link to BLOX Business Directory



Limiting segmentation

- Each Domain has an XML-based preferences file for minimum sizes
- Manual exclusion can be handled via menu option



Always Improving

- Coming Soon: All merged assets will automatically be included in the River of News!
- The BLOX Total CMS client for Adobe InDesign gets new features related to Live e-Edition segmentation frequently. Check out the release notes:
https://www.help.bloxcms.com/knowledge-base/total-cms/technical_users/plugin_version_release_notes/2017/article_c4afbaa0-adab-554f-94fb-d2f911b308d8.html
- We maintain a Best Practices document on help.bloxcms.com:
https://help.bloxcms.com/knowledge-base/total-cms/technical_users/article_64146b8c-1110-11e5-809b-93167d167373.html

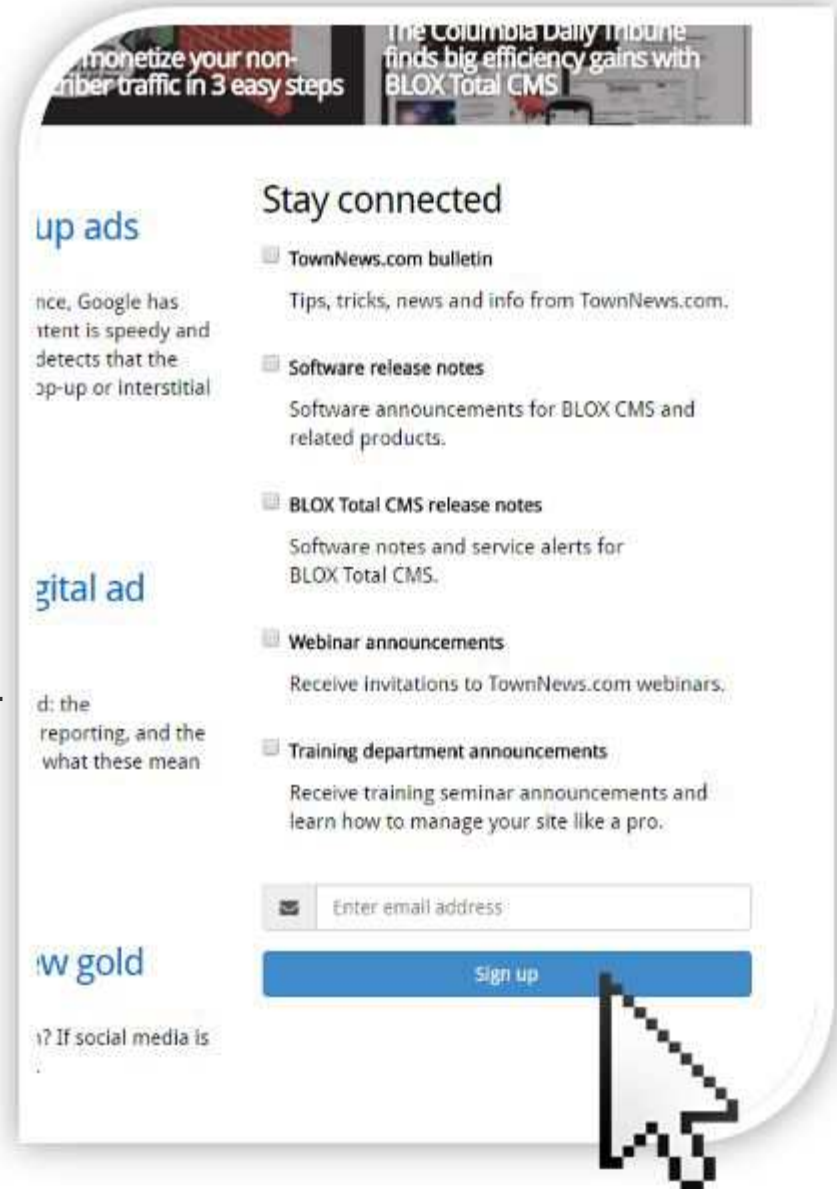
Takeaways

- Earn revenue through new banner & popup ad positions
- Use Page Content Types to easily feed content into your Live e-Edition
- Segmentation of document jumps is now fully functional and automatic
- Link extraction allows for mapping advertisers to BLOX Business Directory profiles
 - Automated when sourced through BLOX Total CMS



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Thank you!

