

 Live Webinar

A MOBILE APP THAT CONVERTS:

Creating personalized, ultra-engaging mobile experiences with the all-new BLOX Mobile NX

▶ Join us Thursday, Feb. 16th @ 10:30 AM CT



PRESENTED BY:



Erik Tasaka

Product Director, Apps
BLOX Digital

Today's agenda

Different

BLOX Mobile NX
improves upon
previous apps

Personal

New design and
options for
personalization

Multimedia

Support for PIP
video and
background audio

Get started

Learn how
and ask
questions





Built differently

A completely *redesigned* app built natively to provide the **best possible reading experience for users** and **the tools newsrooms need for storytelling.**

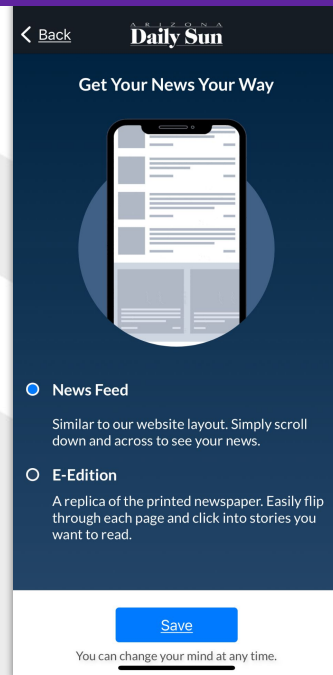
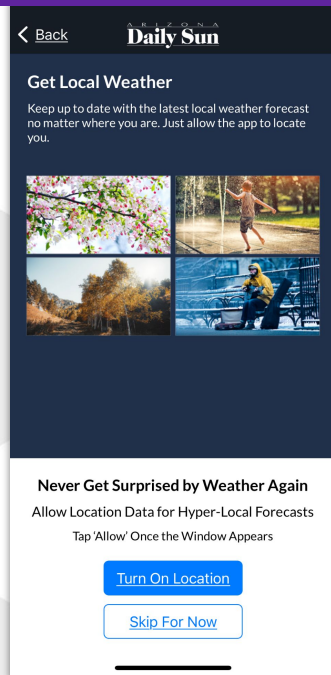
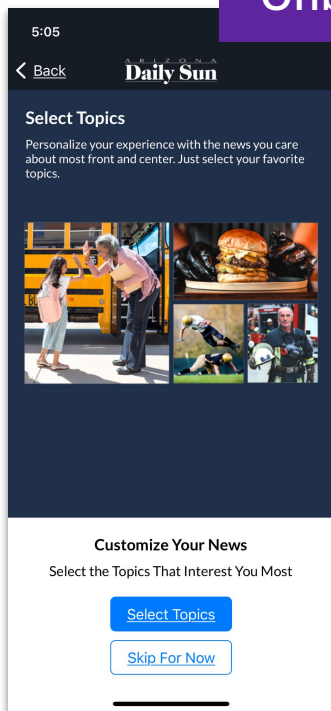
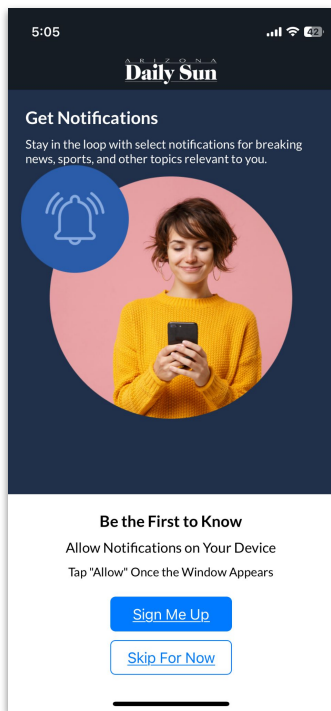
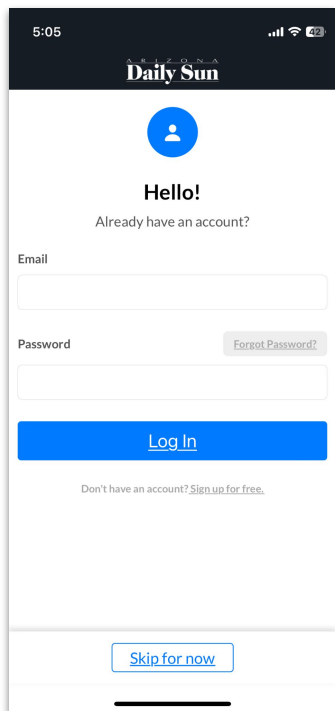


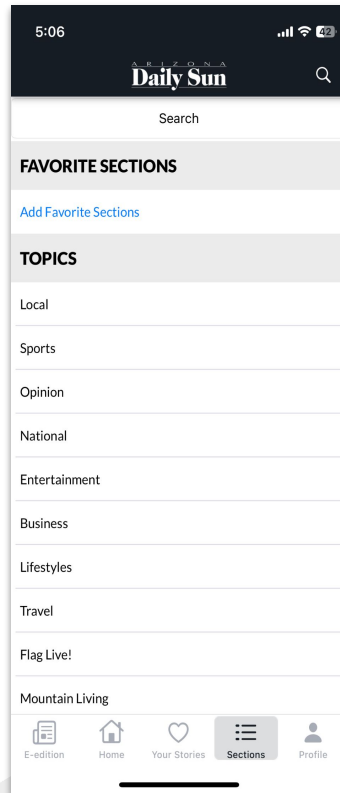
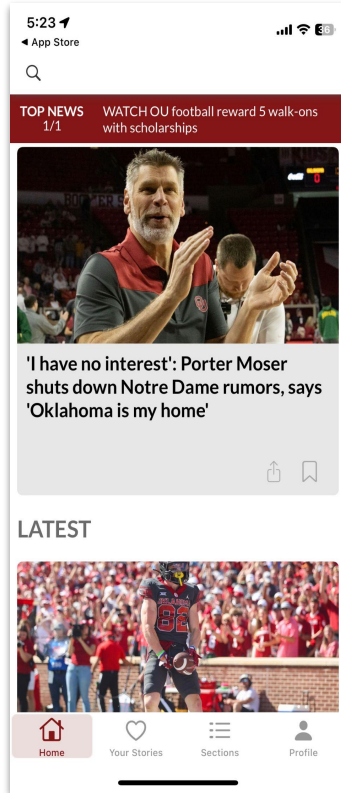
What's new about BLOX Mobile NX

- ▶ Fast, responsive experience
- ▶ Modern design and navigation
- ▶ Improved onboarding experience
- ▶ System compatible features for video, audio and display text
- ▶ Improved notifications
- ▶ Native e-Edition experience
- ▶ Inline video
- ▶ Unique photo collections experience
- ▶ New advertisement opportunities
- ▶ Improved and new block types
- ▶ Full support iAP and Access Control
- ▶ Embedded text-to-speech player inline article



Onboard and welcome screens





Home and sections

- ▶ Easy to set up
- ▶ Tons of customization options
 - Card types
 - Multimedia presentation
 - Color combinations
- ▶ Familiar look and feel
- ▶ Simple and enjoyable user experience
- ▶ Allow readers to dive deeper into specific types of content



5:05



< Back

Get Notifications

Stay in the loop with select notifications for breaking news, sports, and other topics relevant to you.

Breaking News



The latest news as it happens

News Alerts



Major local and national news all day

Save Topics

Push notifications

- ▶ Integrated with BLOX Notifier
- ▶ Automatic pushes from triggers (keywords, flags, etc.)
- ▶ Built to support multiple notifications channels
- ▶ Eliminates duplicate notifications
- ▶ Great way to engage and get readers into your app





Mystery object shot down

Fighter jet took off from Madison, fourth incident in eight days

Black voters decry barriers

"They're trying to get us out of here!"

Exotic fish, stunning coral

Nearby spa space hosts thousands of imported residents

McDowell's advocacy finds home with YWCA



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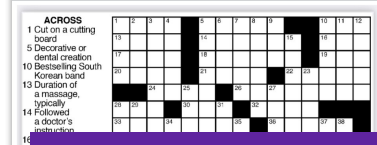
Black voters

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BLOX Live e-Editions integration

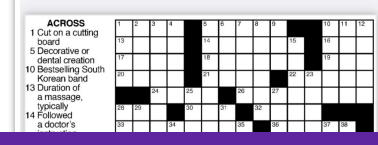
By Erik Agard 2/13/23

Saturday's Puzzle Solved

71 Spanish title: **ABOR**
 72 ...dish: **BIKOLOGIST'S CONTAINER**
 73 Enemy's opposite: **ALLY**

DOWN
 1 Talk a bit: **ALANIS WOOD TUNIT**
 2 Doughnut's middle: **HOLES**
 3 Very vocal: **PIPING HOT TIGER**
 4 Studio Ghbli special: **BEAT SONG AMANDA**
 46 Start to have an effect: **5 'Uh, yeah, it's better!**
 48 "...Que te calabaza?"
 50 Like the main characters in "Fire Island": **BEAT PLOT DEVICE**
 51 "Help" letters: **LEED DIVAD TRES**

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BLOX Live e-Editions integration

By Erik Agard 2/13/23

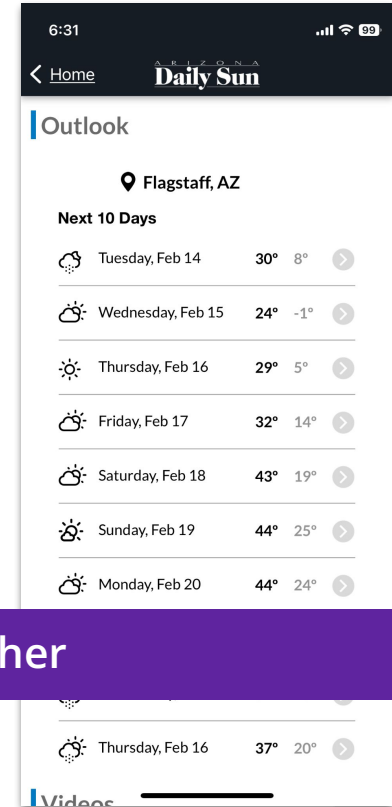
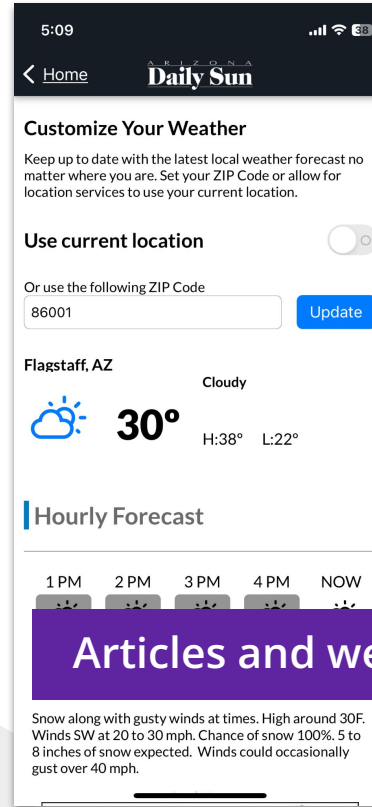
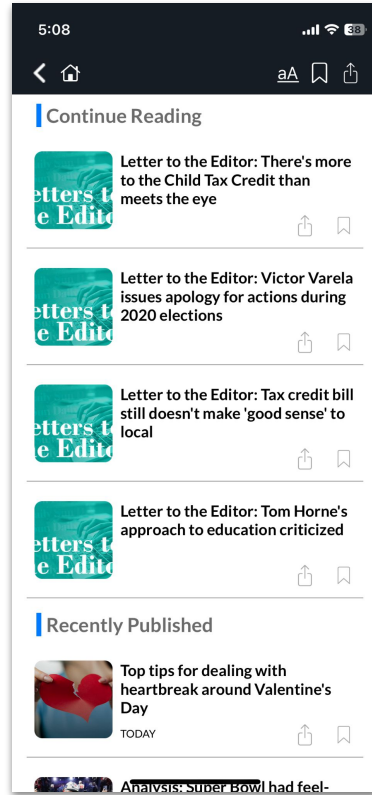
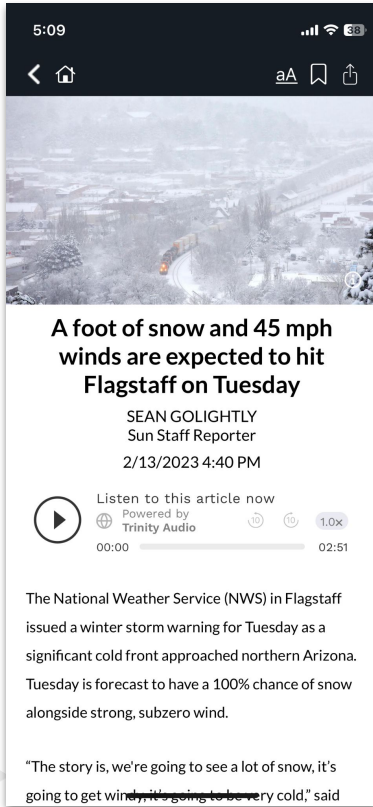
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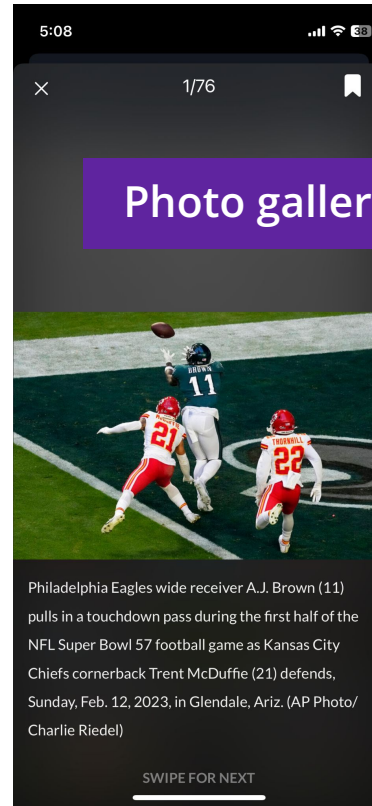
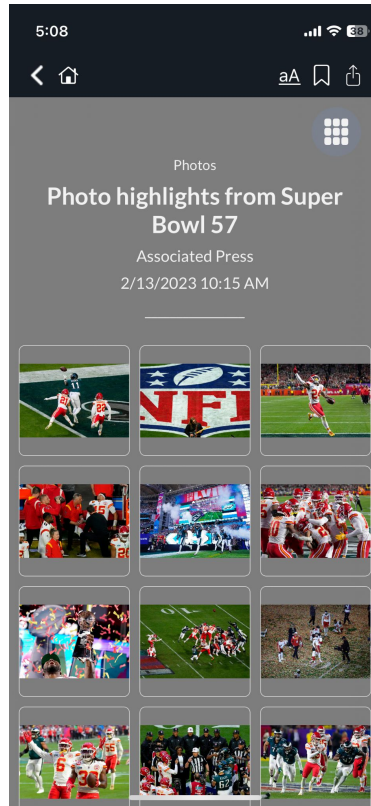
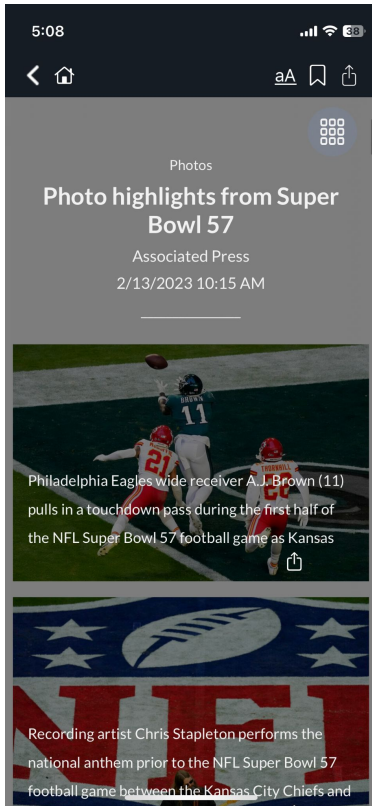
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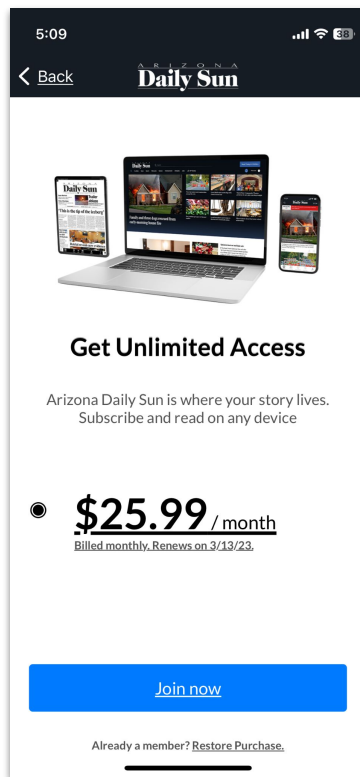
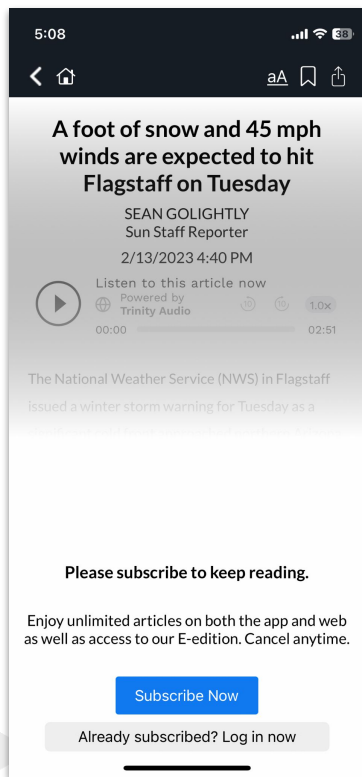
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Subscription

- ▶ Integrated with BLOX Audience+
- ▶ Customizable paywall and meter alerts with Access Control
- ▶ Customizable subscription page cover image, title, and description
- ▶ Subscriptions sold through in-app purchases including Apple & Google
- ▶ Grant access for existing web logins and in-app purchases



Personalization options



**Customizable
text size**



Reading history



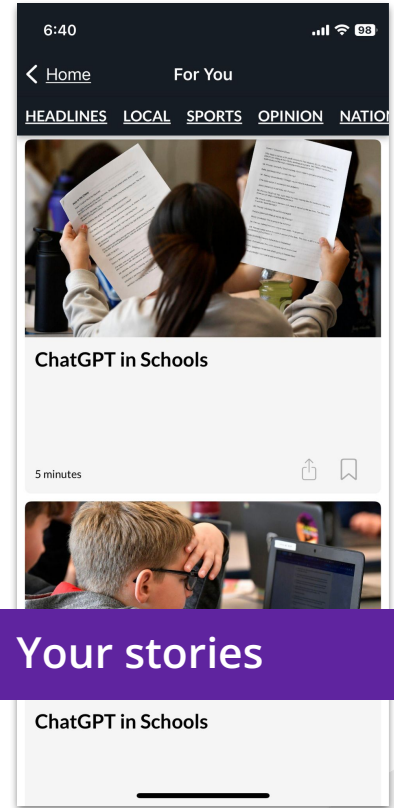
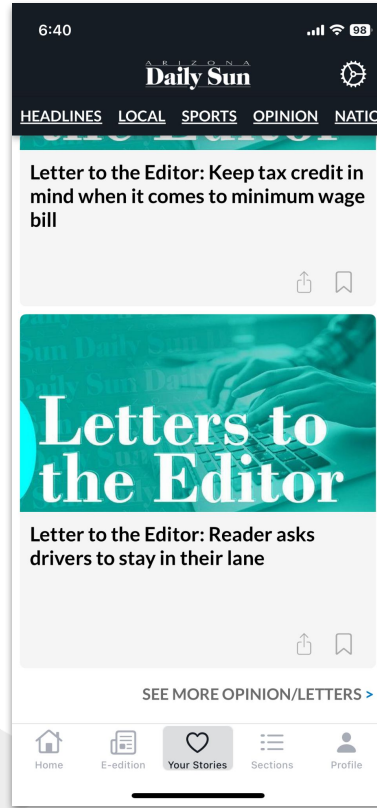
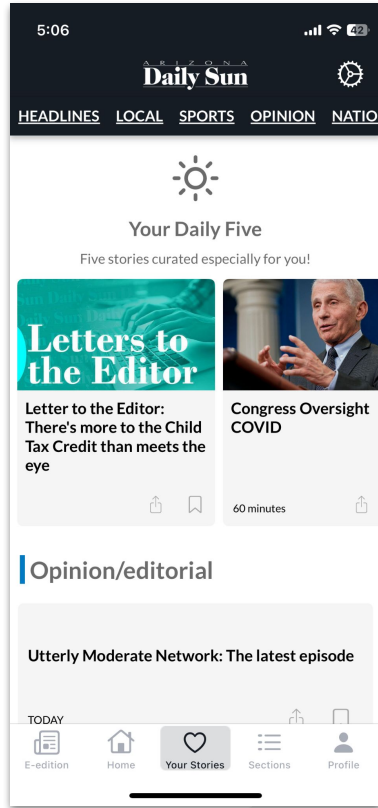
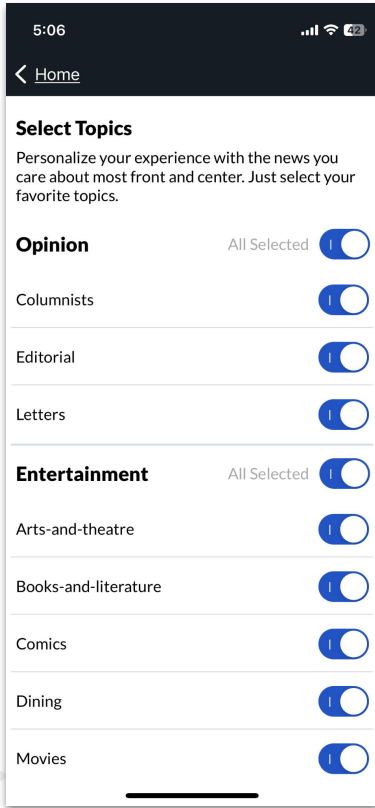
**"Your Stories"
page**

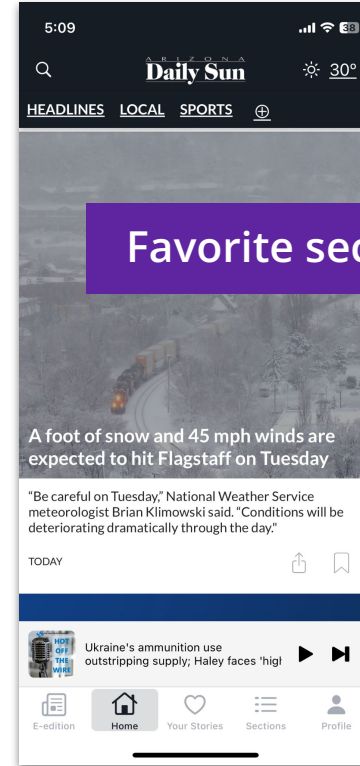
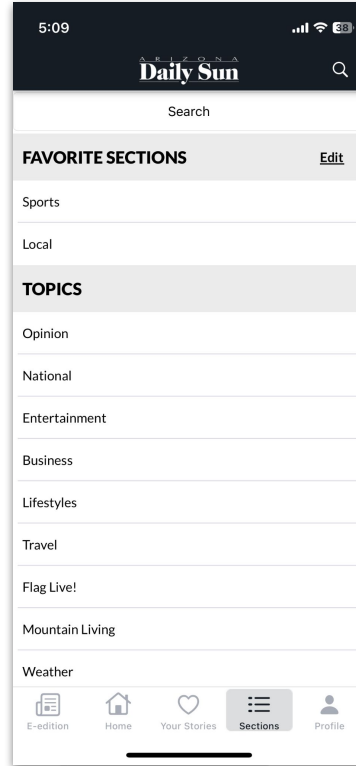
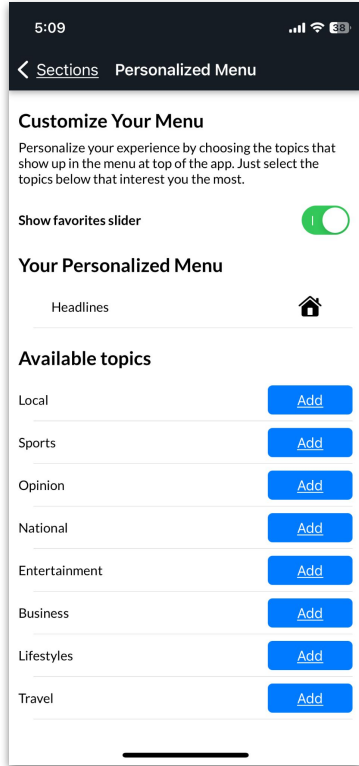


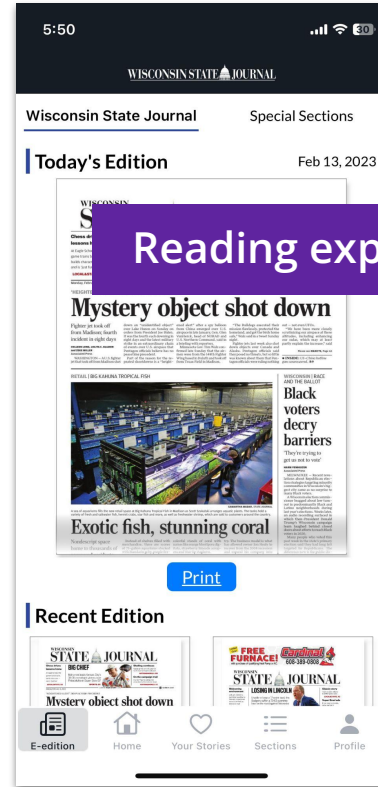
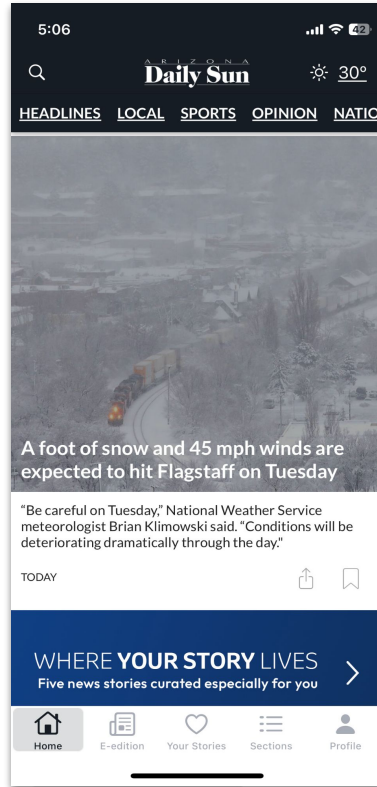
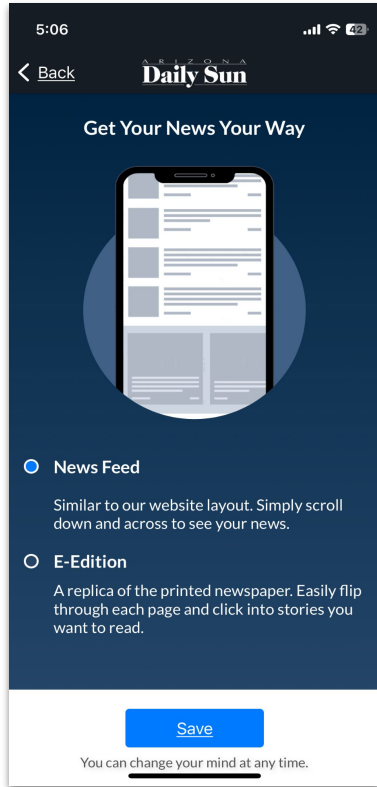
Favorite sections



**Reader
experience**







Reading experience



Multimedia support

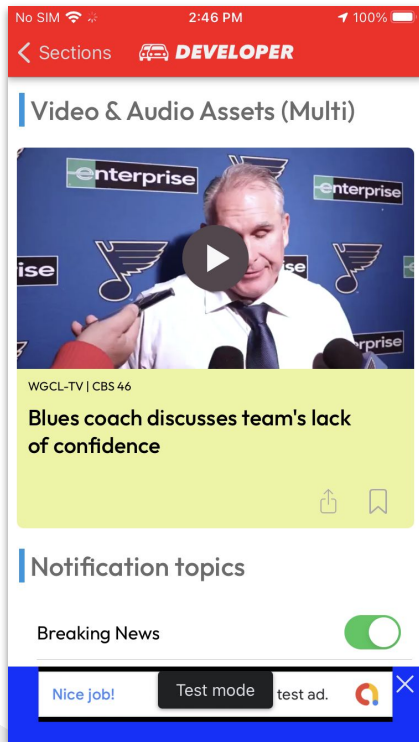


**Picture in
picture**

Inline video

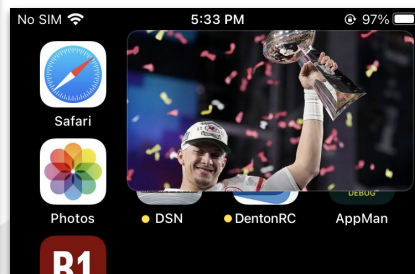
**Improved
audio support**

**Background
audio**



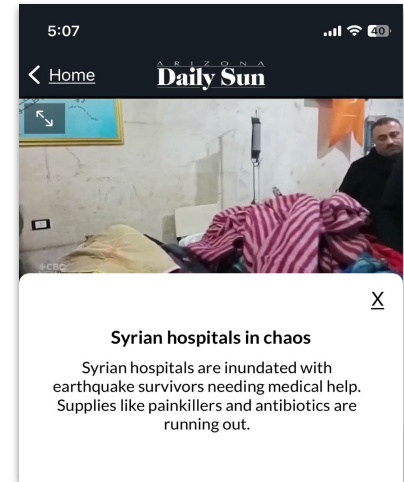
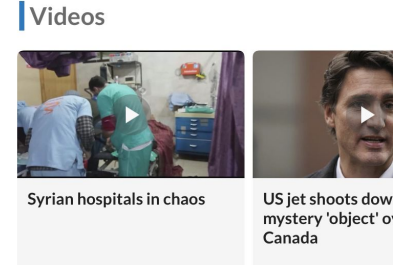
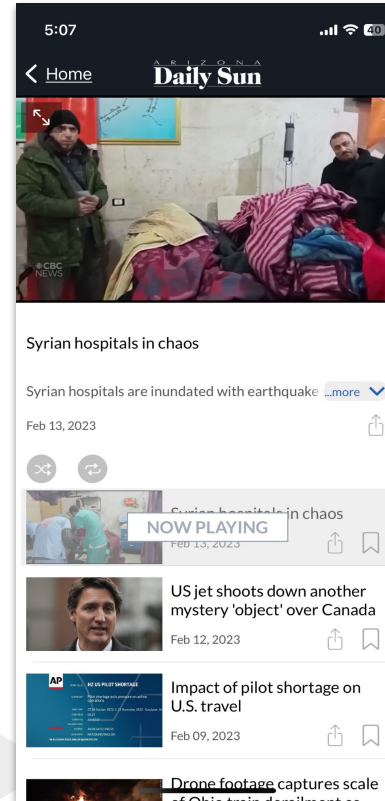
Video support

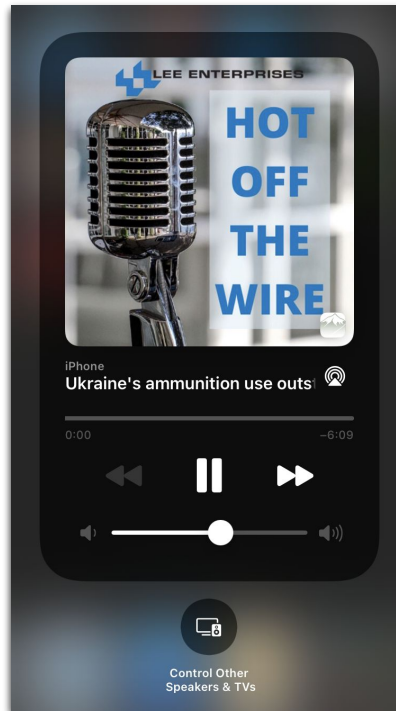
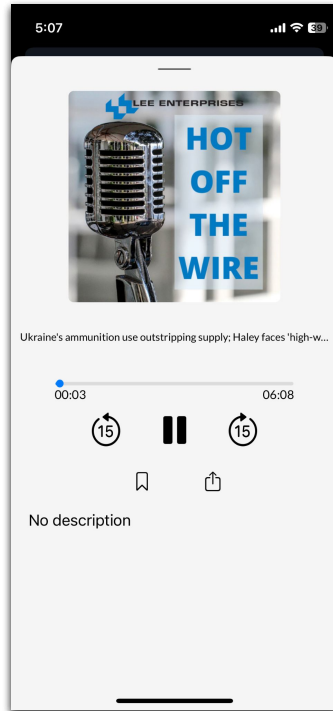
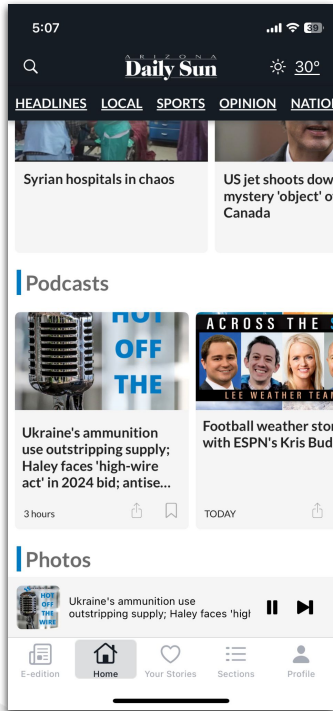
- ▶ Inline video player
- ▶ Picture in Picture
- ▶ Closed captioning if provided
- ▶ Apple Airplay (iOS)



Improved video player

- ▶ Based on a search query
- ▶ Videos autoplay in order
- ▶ Shuffle or repeat playlist
- ▶ Pre-roll ad support





All-new audio support

- ▶ Search query playlist
- ▶ Floating audio player
- ▶ Background audio and system controls

Ready to get started?

Contact your sales representative today!

- ❑ BLOX CMS integration required
- ❑ BLOX Audience+ and Access Control required for paywall, metering, or offer messaging

Available for new and current* mobile apps

**Upgrade available for BLOX Now app as an update*





Questions?



Try it today



Stay connected



Documentation

help.BLOXDigital.com



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