Live Webinar

A MOBILE APP THAT CONVERTS:

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

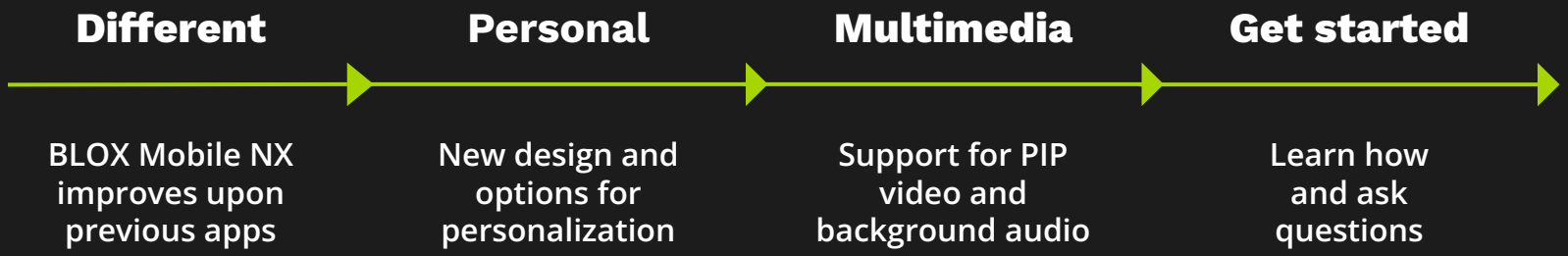
Join us Thursday, Feb. 16th @ 10:30 AM CT

BLOX DIGITAL

PRESENTED BY:

Erik Tasaka
Product Director, Apps
BLOX Digital

Today’s agenda



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Built differently

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

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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

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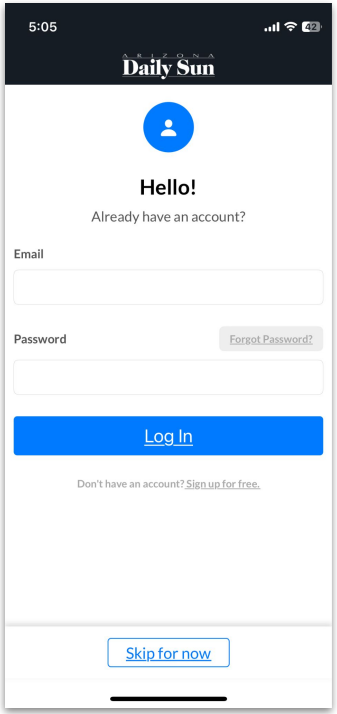
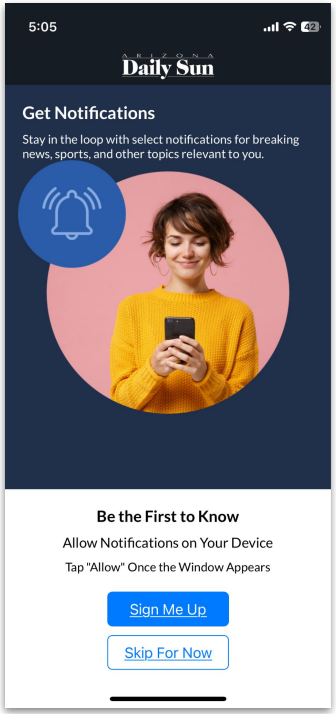
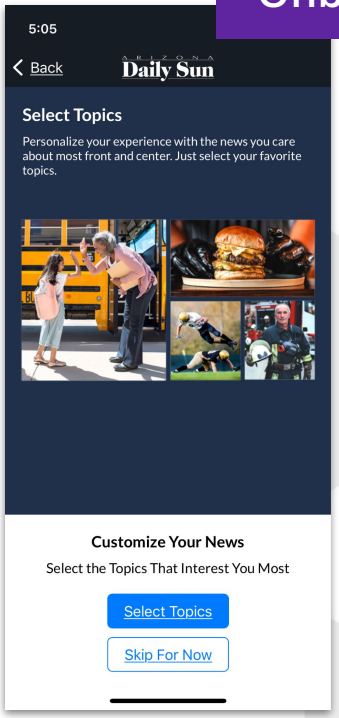
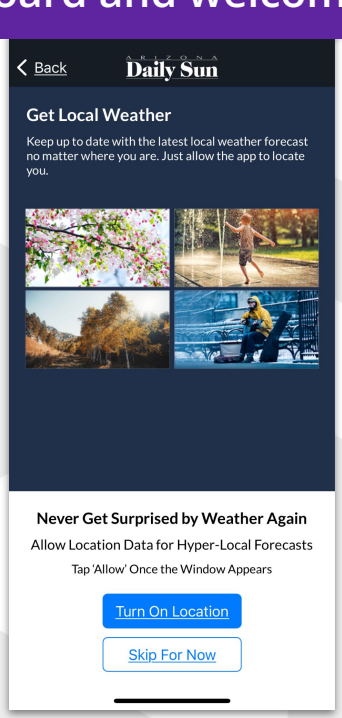
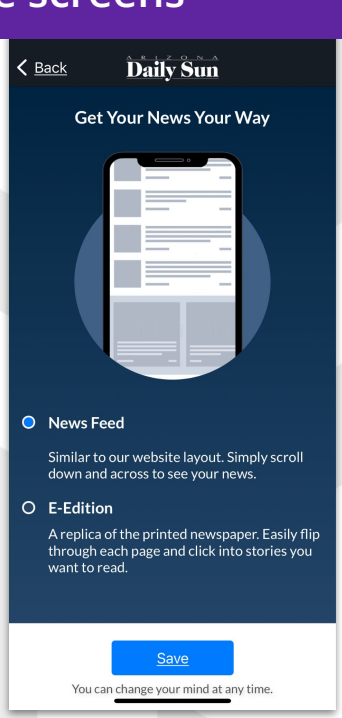
Onboard and welcome screens











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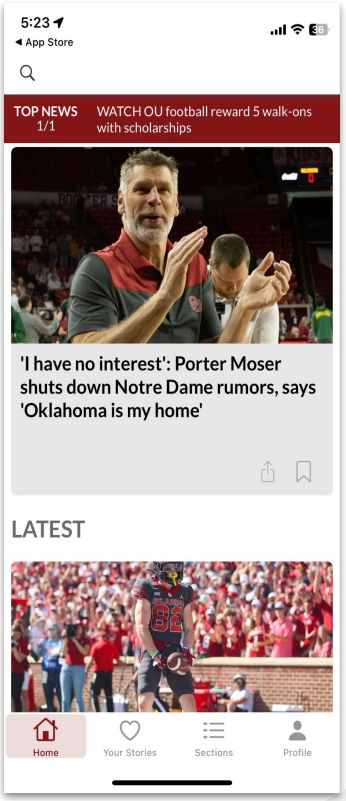

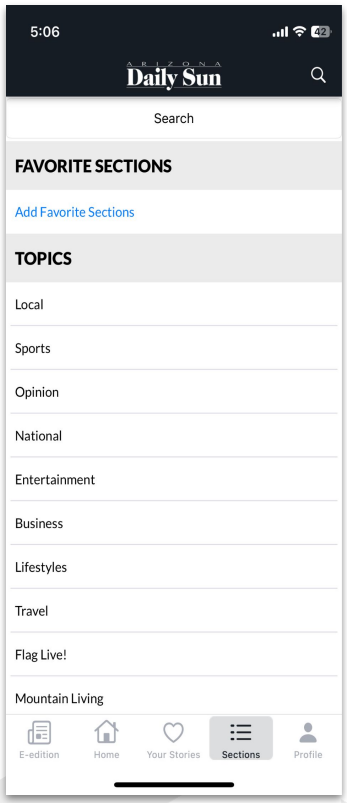

Home and sections

- 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

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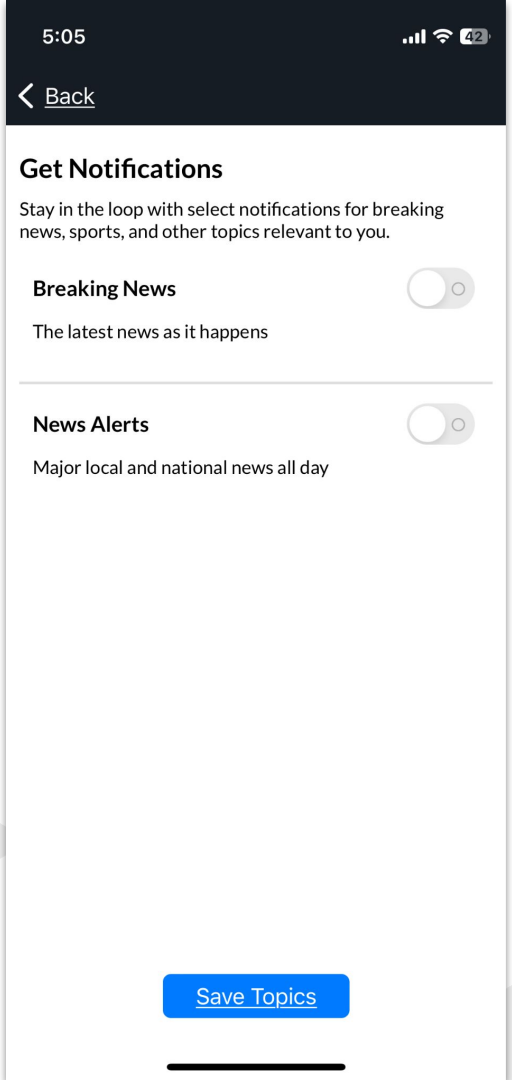

Push notifications

- 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

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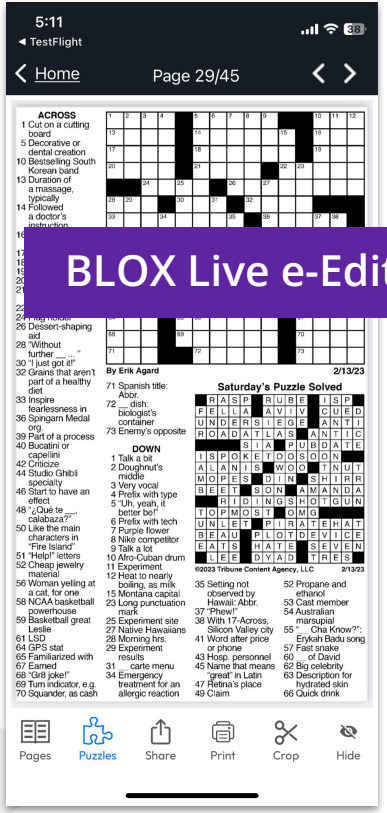

BLOX Live e-Editions integration

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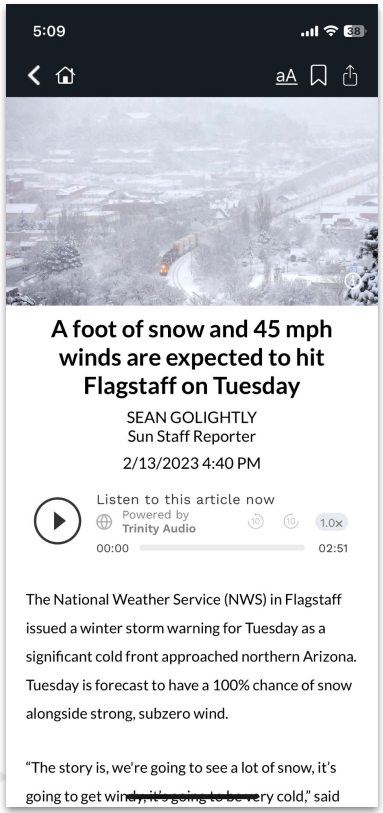

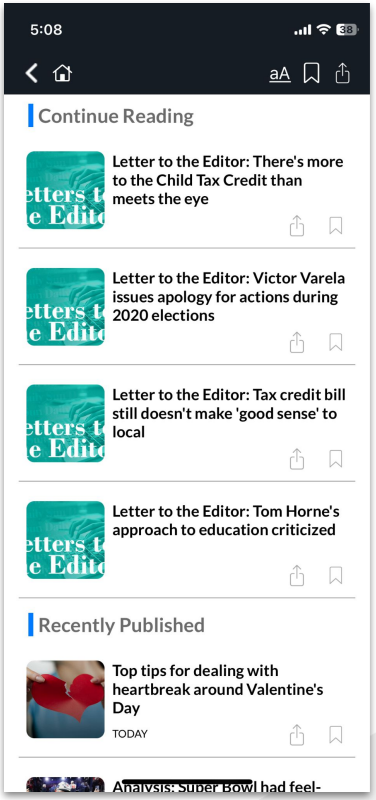

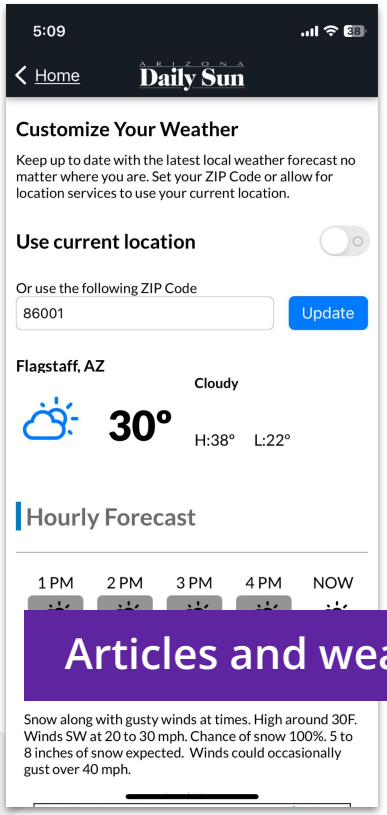

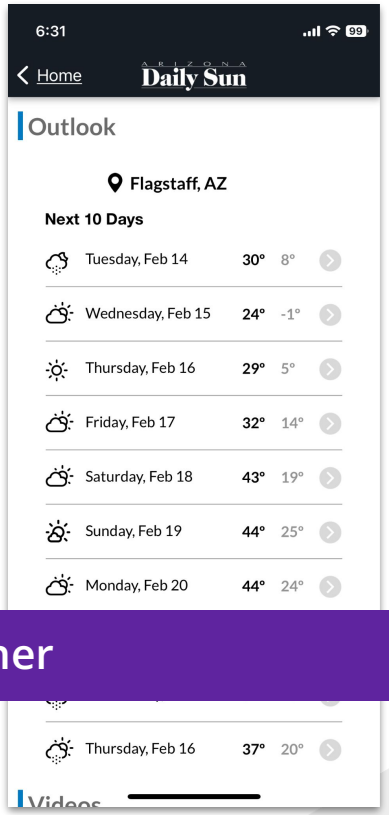

Articles and weather

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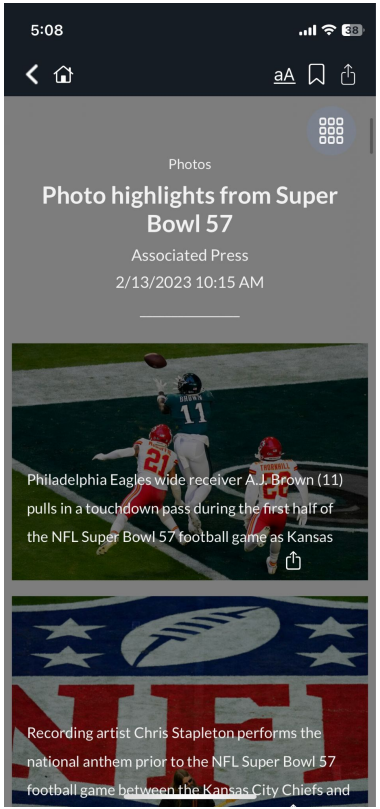

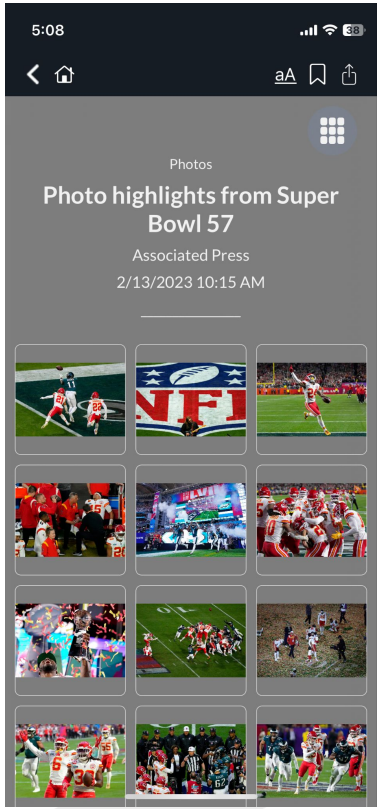

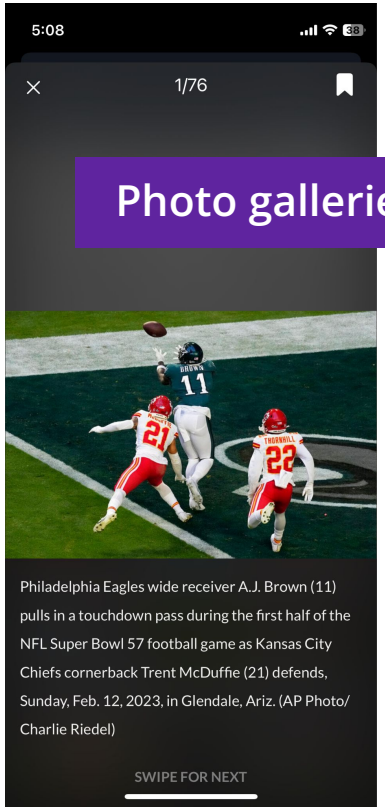

Photo galleries

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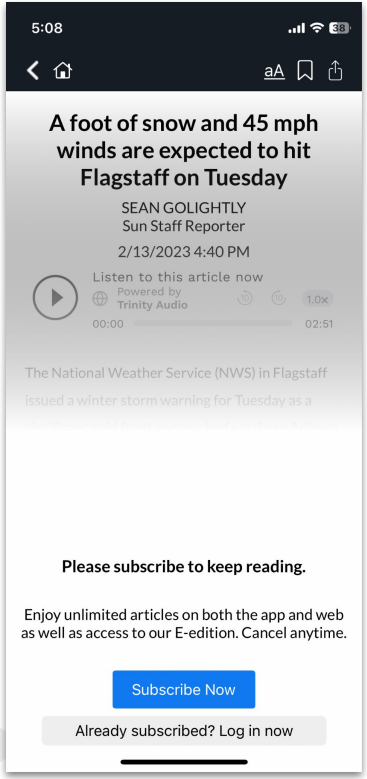

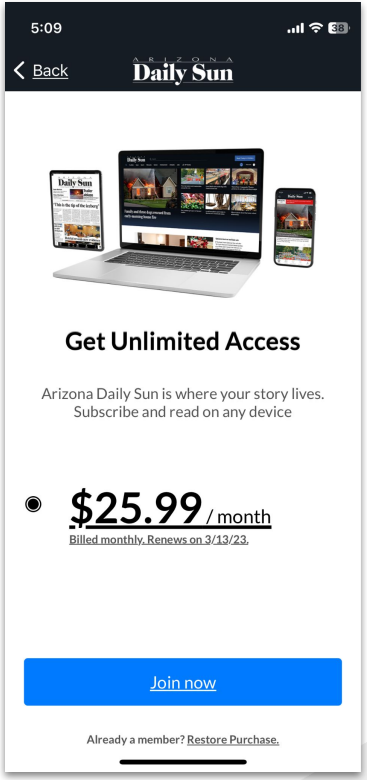

Subscription

- 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

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Personalization options

Customizable text size

Reading history

“Your Stories” page

Favorite sections

Reader experience

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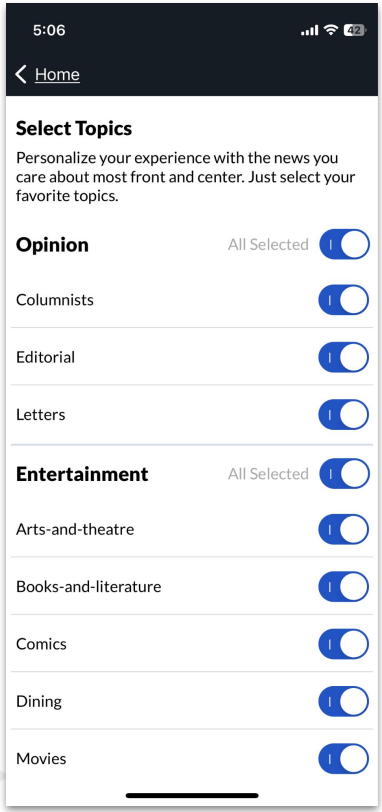

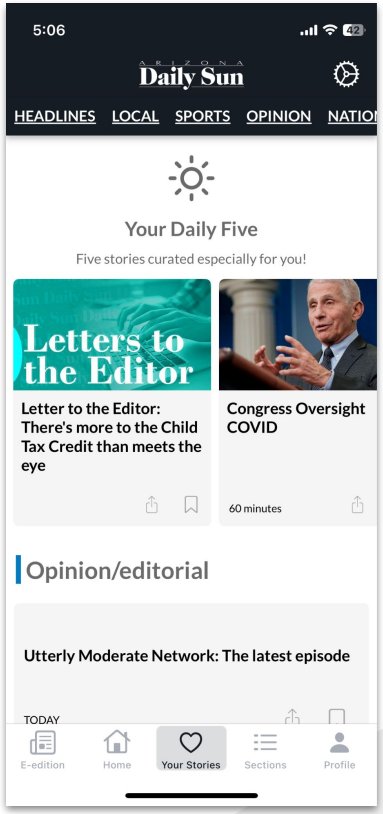

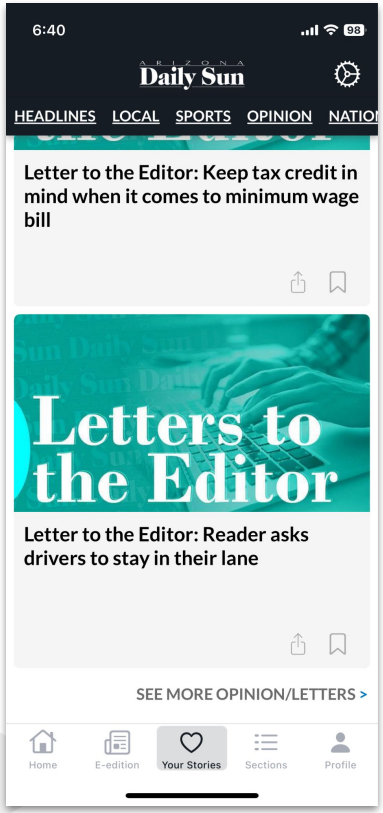

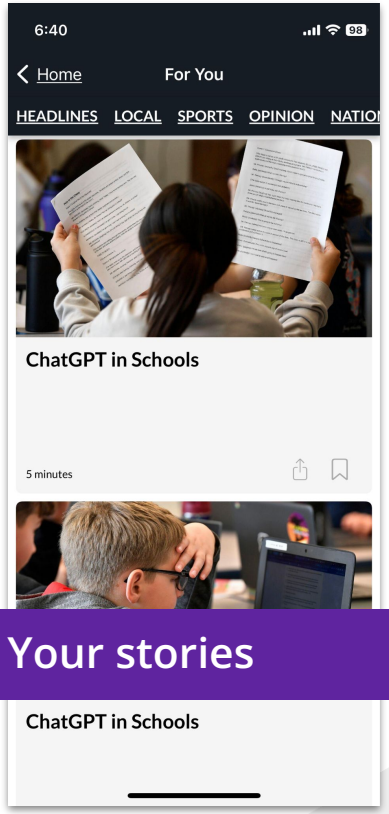

Your stories

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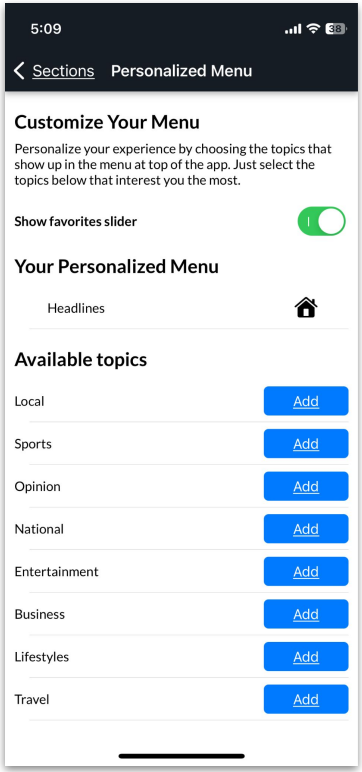

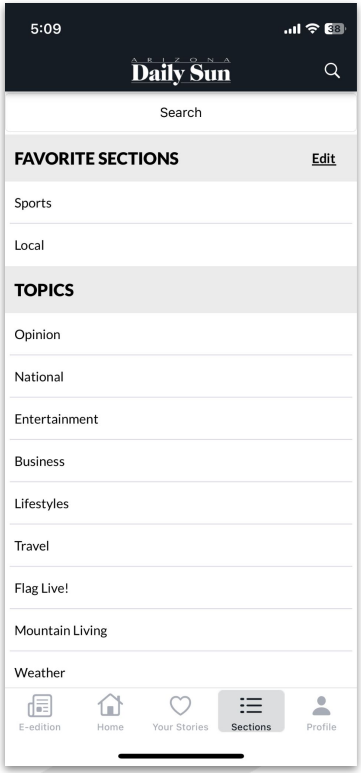

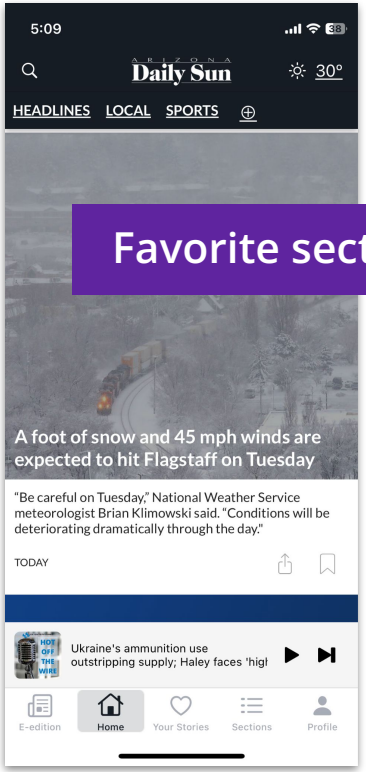

Favorite sections

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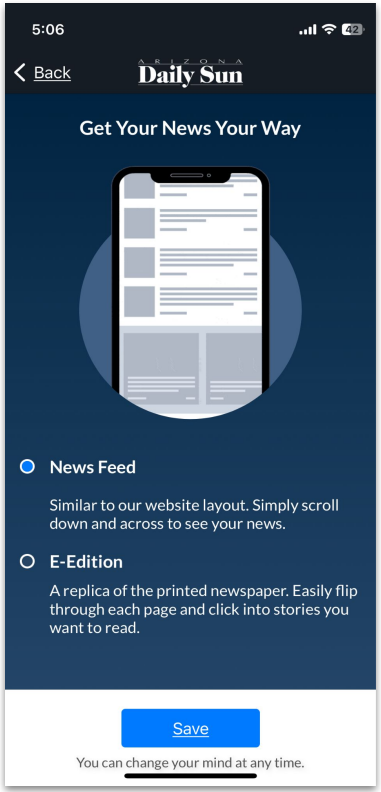
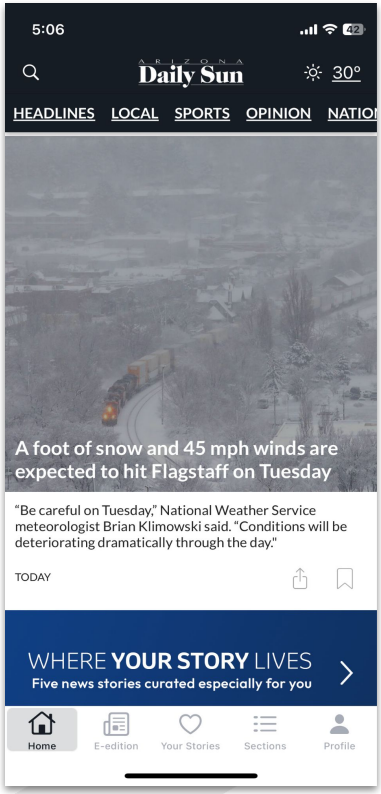
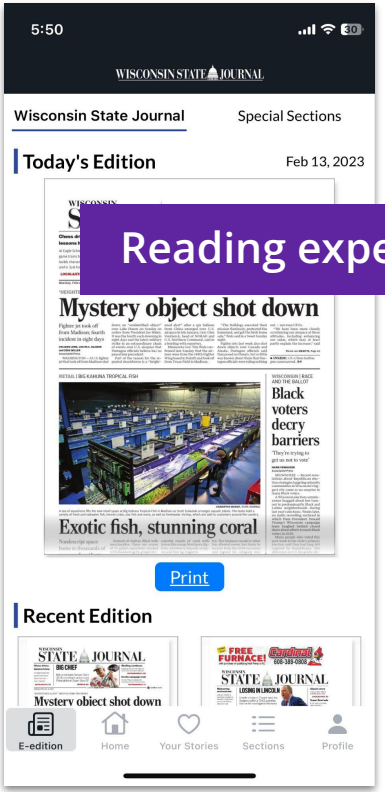
Reading experience







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Multimedia support

Picture in picture

Inline video

Improved audio support

Background audio

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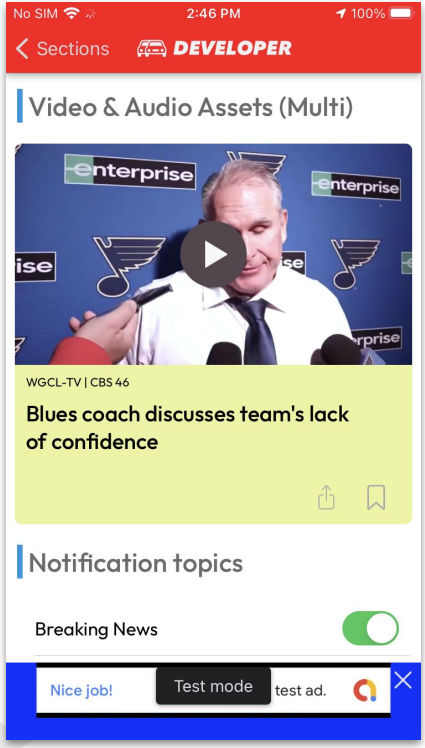
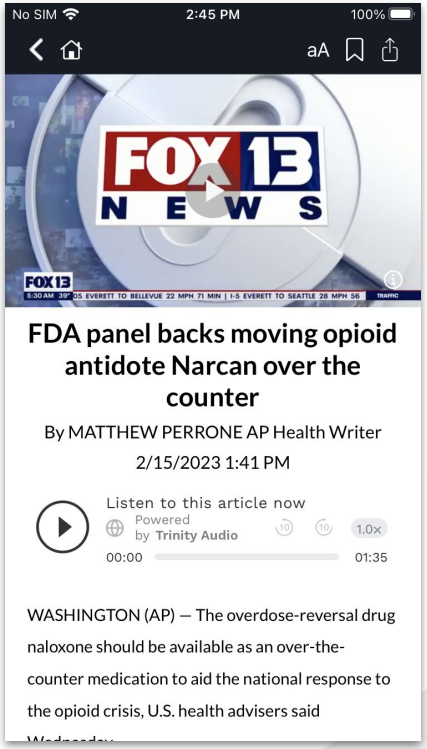
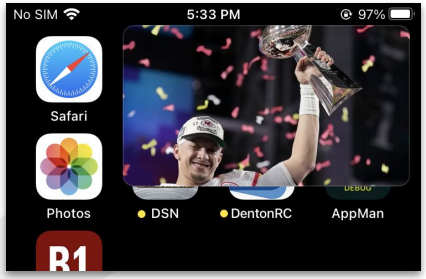




Video support

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



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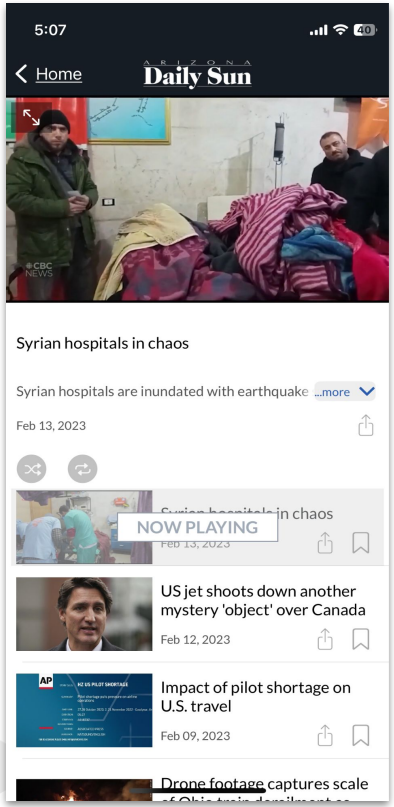
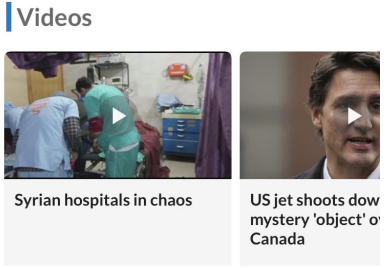
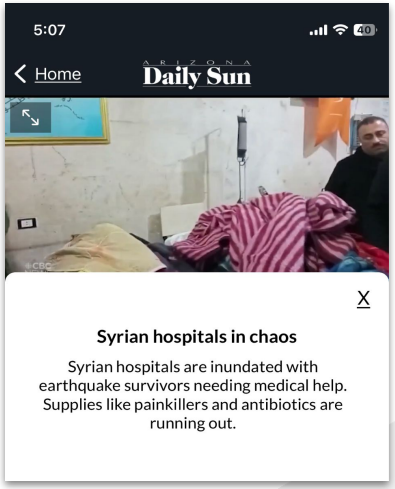
Improved video player

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







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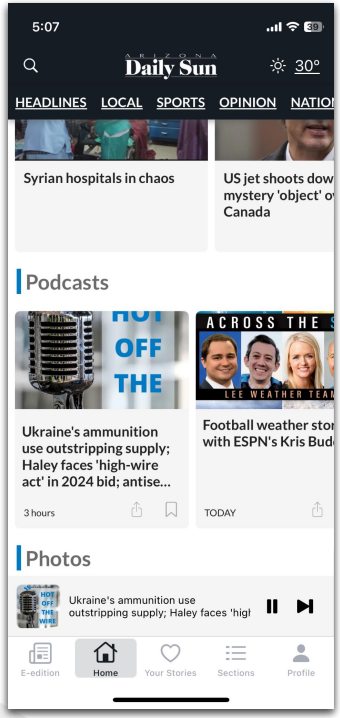

All-new audio support

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

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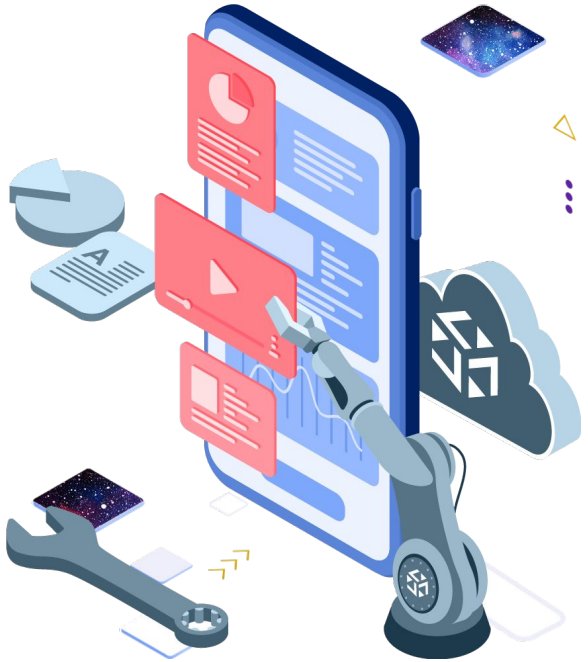
Ready to get started?

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*



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