



NEWS ON DEMAND

What's BLOX OTT?

Thursday, January 11, 2018

The image features a central graphic with a blue background. On the left, a white smartphone displays a news application interface with the text 'BUCKS NOW' and 'ELECTION 2017'. To its right, a tablet displays a news website with a grid of categories: 'Health', 'Consumer', and 'Videos'. Below the tablet, three streaming device logos are shown in rounded rectangular boxes: a light blue box with the 'apple tv' logo, an orange box with the 'amazon fireTV' logo, and a purple box with the 'Roku' logo. The entire graphic is set against a background of a news website interface with various news thumbnails.

Today's agenda: BLOX OTT

- An overview of the complete BLOX OTT app suite
- Populating your channel with high quality homegrown and community-sourced video
- Turning your OTT channel into a powerful driver of new revenue

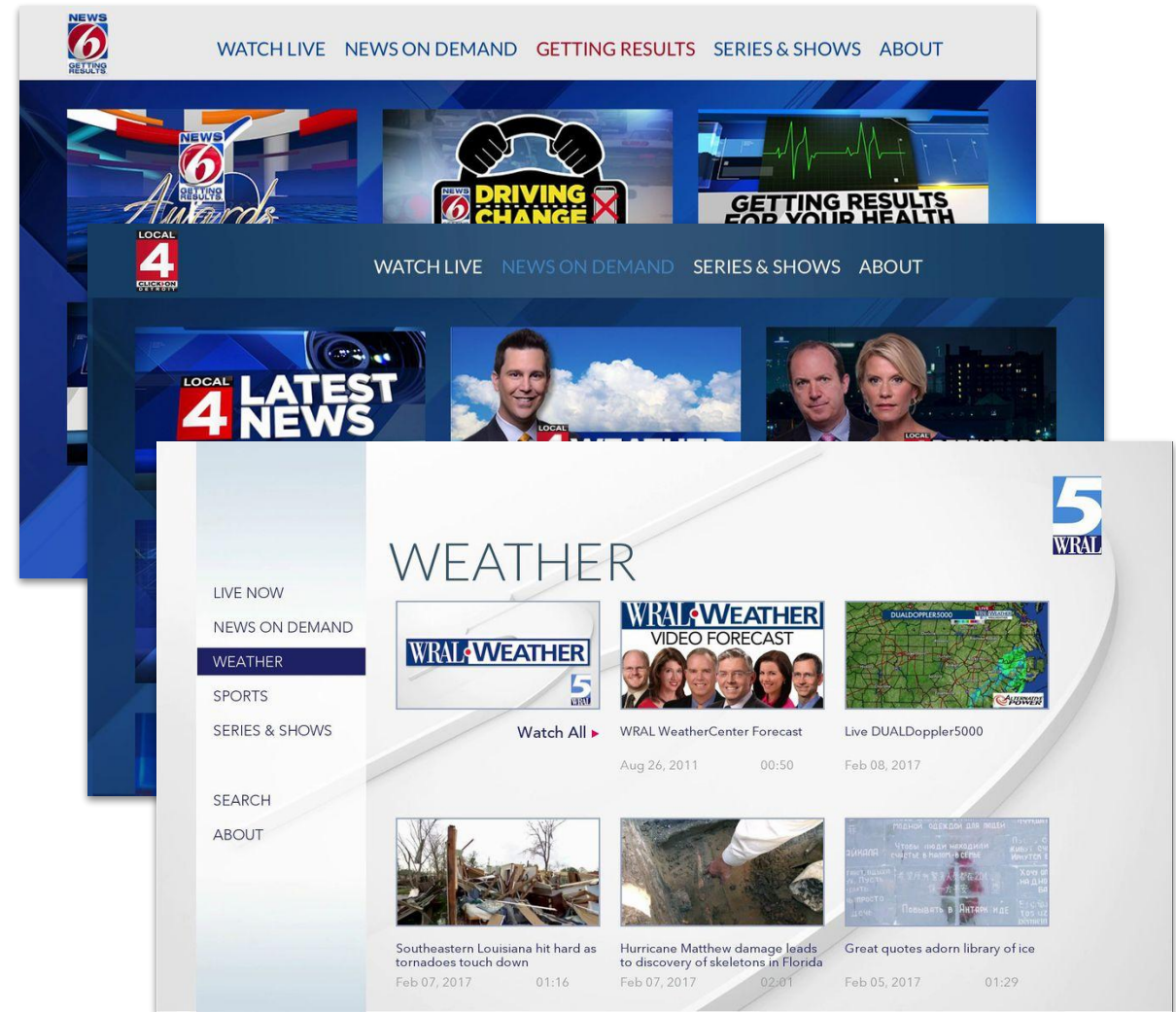


Q: What is OTT?

A: Over-The-Top streaming video

What is OTT?

- Streaming
 - Streaming Box/Stick
 - Smart TV
 - Game Console
 - DVR/Set top box
 - Internet Blu-Ray Player
- Digital
 - Computer
 - Smartphone
 - Tablet

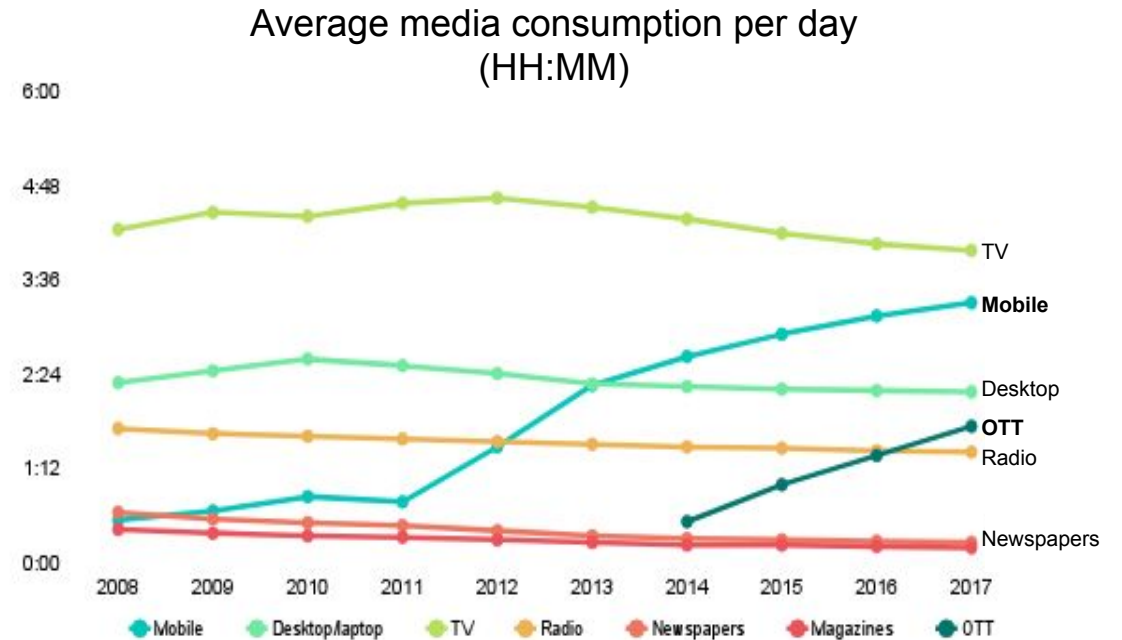


Q: Why OTT?

A: Grow your audience and drive revenue

Recent statistics

- **Over half** of US households are connected to streaming services
- **Over 51 million** homes used OTT in April 2017
- **Over 38 million** use streaming sticks/boxes
- **49 hours** per month per household (average) of OTT content
- **1.7 hours** per day per household (average)



Sources: Nielsen, Media Dynamics, comScore, ZenithOptimedia forecasts, eMarketer, The Diffusion Group

BLOX OTT product suite

BLOX OTT suite features

- Your branding
- Multiple ways to showcase content
 - Live/linear video
 - Video on demand (VOD)
 - “Play all” functionality
- Ad serving, pre-roll, 3rd party tags
- Detailed analytics
- Full service support



Available platforms

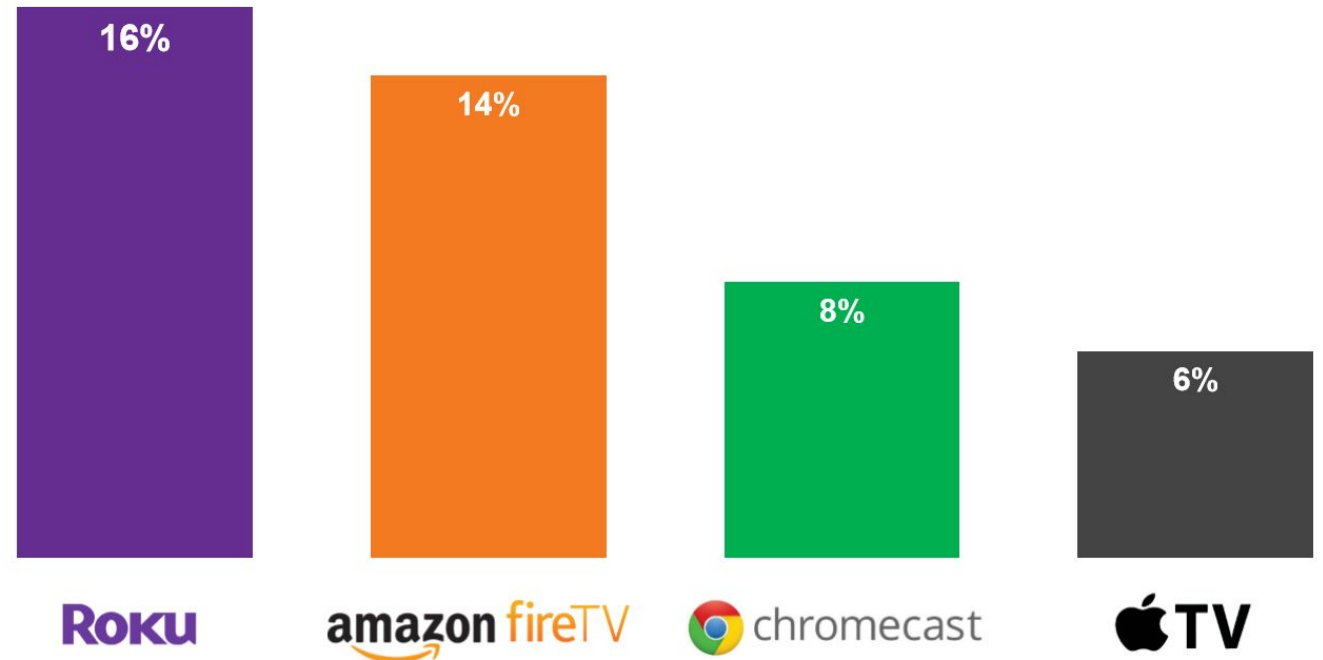
- TV

- Roku
- Amazon FireTV
- Apple TV
- Android TV

- Mobile

- iOS Mobile - Airplay
- Android Mobile - Chromecast

TV Streaming Boxes/Sticks: Penetration of U.S. Wi-Fi Households



Source: comScore

WATCH LIVE

WATCH LIVE

NEWS ON DEMAND

GETTING RESULTS

SERIES & SHOWS

ABOUT



News 6 Livestream



LIVE CAMERA: Orlando Health

SERIES & SHOWS

WATCH LIVE

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Flashpoint



Ask A Vet, Your Well Pet



Veteran's Voice



Space News and Launches

Space News and Launches

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SpaceX launches secret minishuttle from Cape Canaveral
Sep. 7, 2017 5:04



2017 solar eclipse: News 6 road trips cross country
Aug. 21, 2017 0:38



Atlas V rocket launches from Cape Canaveral
Aug. 18, 2017 1:47



Thrift shop bargain hunters find rare NASA flight suits
Aug. 14, 2017 2:14



Sen. Nelson tours Blue Origin, OneWeb facilities under...
Aug. 9, 2017 1:56



WDRB

Features



News



Stories



Features



Special Reports



Weather Forecast



The image features a central white horizontal bar with the text "Grow your audience" in a bold, blue, sans-serif font. The background is a dark, abstract composition of various shades of blue and purple, with some lighter, glowing geometric shapes and patterns. A solid blue vertical bar is visible on the right edge of the image.

Grow your audience

Opportunities with OTT

- Increase video engagement
- Reach audiences outside current markets and subscribers
- Discovery (rediscovery) of legacy brand
- Maintain and defend market position on all new distribution platforms
- Build new, niche products
- Aggregate community content
- Become the go-to-channel on OTT



Drive revenue

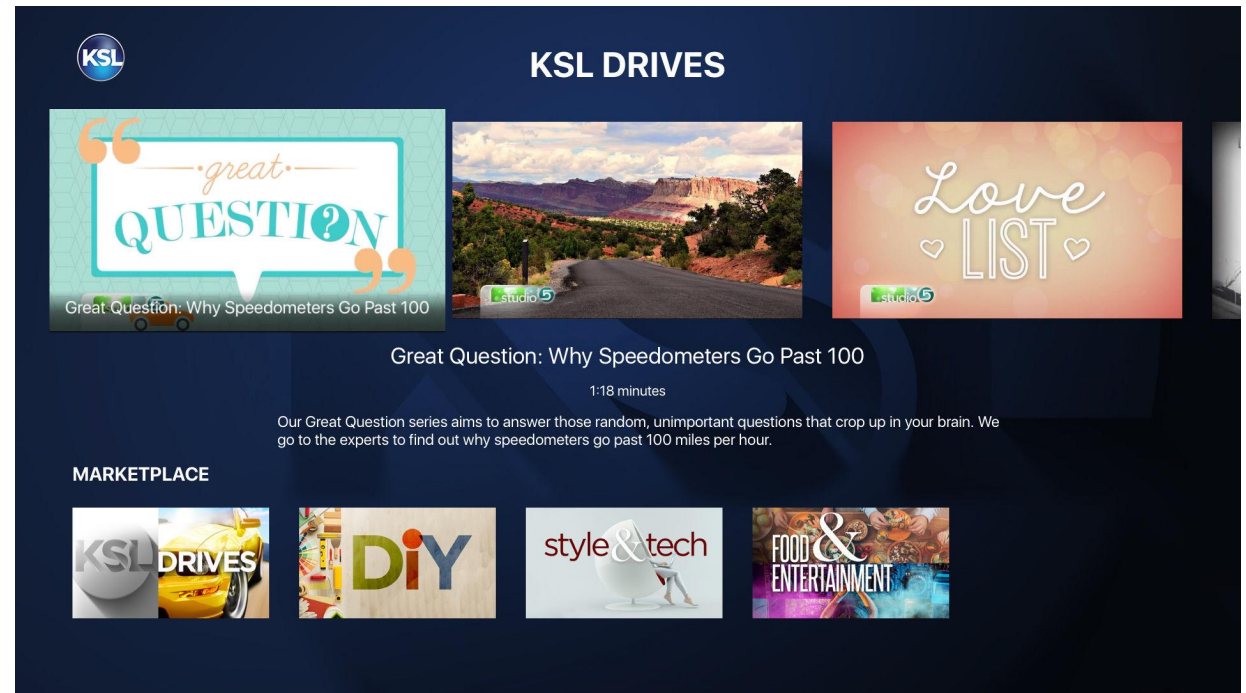
Monetization strategies for OTT

- Subscriptions
- Services
 - Video production
 - Content distribution



Monetization strategies for OTT

- Advertising
 - Sponsorships
 - Pre-roll video advertising
 - Sponsored content
 - Programmatic ad insertion
 - Spot advertising and commercials insertion
 - Native Advertising



OTT partners



Takeaways

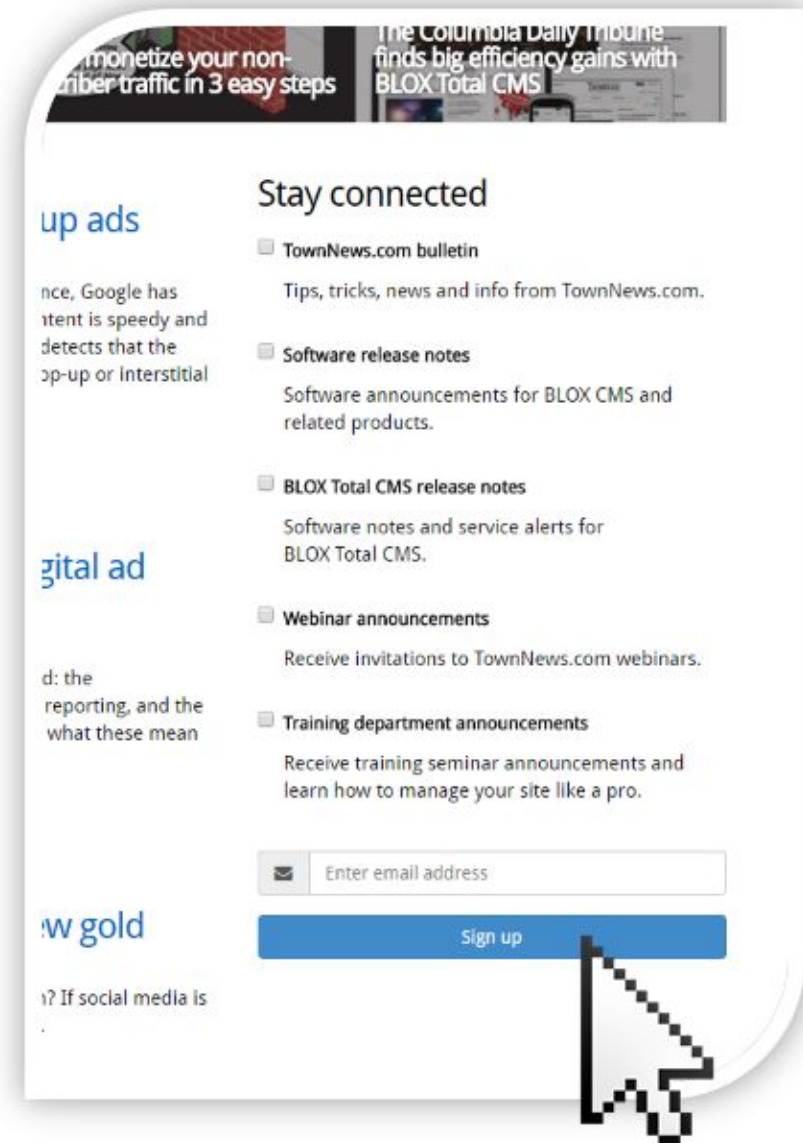
- Become the go-to OTT channel for your local community
- Expand your audience
- Drive revenue with additional sponsorship and ad opportunities
- Contact us today for a full demo



Questions

Stay connected

- Documentation
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- Support
 - Call 800-293-9576
 - support.townnews.com
- Partner Community
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Thank you!