

Mobile Apps, OTT and Alexa



Digital Touch points

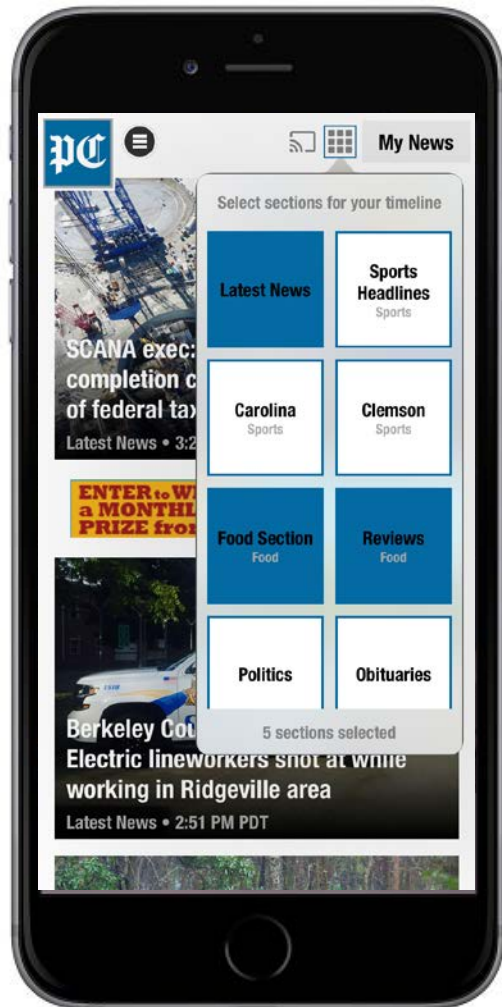
- Content consumed on several different devices
 - Mobile Apps
 - OTT Apps
 - Alexa
 - Google Home
 - Messenger BOT
 - More coming...



Mobile Trends

- Personalization is expected
- Native ads are surpassing banner display ads
- Bottom of page small banner ads are ignored
- Inline video with silent auto-play doing very well
- Linear Feed popularized by Facebook & Twitter

Personalization



- Customized Home Page
- Analytics show that most users stay on home screen
- User select the sections they want to see on home screen
- Generates a linear feed of cards including stories, videos and galleries
- Videos Play inline
- Ads inline

Section Front Ads

pc My News

A look around University of Phoenix Stadium, host of Final Four #sports

All Videos • 9:33 AM PDT

Enter to Win a \$50 Deal Bucks & \$100 Visa Gift card! Enter Now!

Hicks column: Former Vice President Joe Biden coming to Charleston for Hollings statue dedication

Politics • 9:33 AM PDT

InLine
-Banner
-Rectangle



S.C. Gov. Henry McMaster changes tune, will now add missing gifts to report; former Gov. Nikki Haley nets record haul

Politics • 5:36 AM PDT

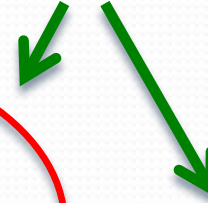
Sponsored

Marking the Death of a Loved One: 6 Ways to Celebrate Their Life

SPONSORED

Dawn Staley faces former mentor Tara VanDerveer when Gamecocks play Stanford in Final Four

Native Ads



increase
10:59 AM PDT

Boeing's North Charleston-built 787-10 takes off on first test...

10:52 AM PDT

Dylann Roof to plead guilty to state murder charges, avoid second trial

11:01 AM PDT

Perfect Mother's Day Ideas to Give Mom the Gift of You

SPONSORED

Two Charleston Angler stores sold to Charlotte real estate developer

10:33 AM PDT

Exchange Club to give more than \$400,000 in fair proceeds to local...

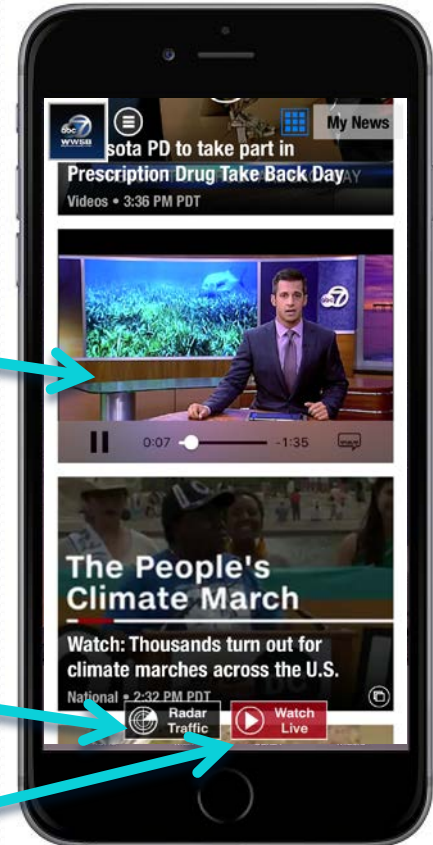
Video – Inline, 360, Live

- Videos in linear feed can play inline in the section front
- Support 360 video natively
- Live Video with single touch

Inline video play

Weather

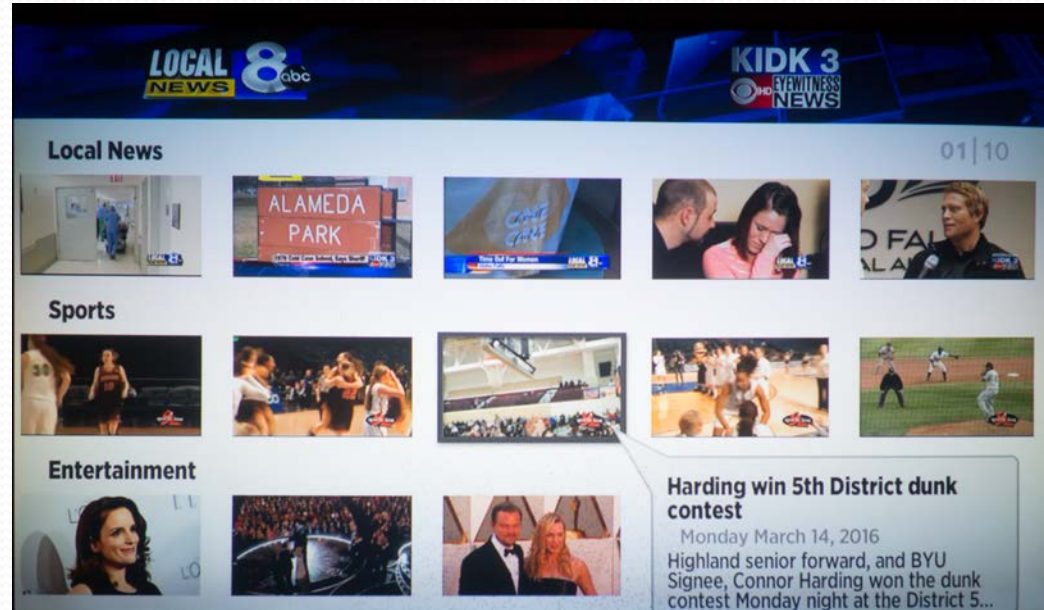
Live Video Button



OTT Video (Over The Top)

- OTT Platform

- Roku
- Apple TV
- Fire TV
- ChromeCast
- ATSC 3.0
- Samsung TV*



- TV Everywhere Mobile Apps for iOS and Android

Monetization

Premium Bar at Top



Revenue Types

1. Premium Placement
Long Form Sponsor
Message
2. Category Based
Long Form Sponsor
Message
3. Pre-roll, Mid-roll and
Post-roll Message
4. Auto Play for Longer
Session Times

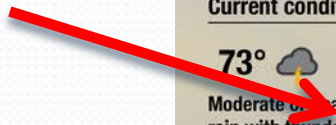
5. Show sponsorships
6. Linear Channel Ads like regular TV
7. Newsy Partnership

LiveFrame -- Your Content

Live Video



Real time Weather



Current conditions for Charleston

73° Moderate to heavy rain with thunder
Wind: SSE 11 mph

Mon	Tue	Wed	Thu	Fri
72°	72°	79°	79°	84°
22°	22°	26°	26°	29°

21:27:01 PM
Mon, 24 April 2017

The Post and Courier
postandcourier.com

Latest News 2/15



Man shot and injured by police identified as 38-year-old Hanahan resident

A man who was shot by police and injured during a standoff Saturday has been identified as a 38-year-old Hanahan resident.

Real time updated Stories



The Post and Courier

www.postandcourier.com

Sponsor Logo



OTT Features

- Build your content wheel
 - Any length, fully customizable
- Auto-play at Start of app
- Auto-play of video clips – pseudo linear

Amazon Echo Alexa

- Amazon Echo Alexa apps are included with Whiz apps
- Includes Flash Briefings for News and Weather
- IVR skills available for
 - Monetization with “Brought to you by ...”
 - Anchor’s own voice for news and weather (not auto text to speech)
 - Interactive school closings



Company Overview

- Started operations in 2010, 5th generation of software apps
- 240 apps in stores, >100M PV per month
- Award winning apps with 95% approval ratings
- Products: OTT, Mobile News Apps, Alexa & Custom Development

Great Customers



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