

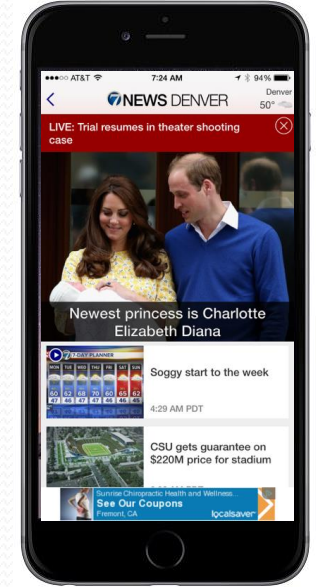
Mobile Apps
OTT Video
Alexa Voice

WHIZ



Digital Touch points

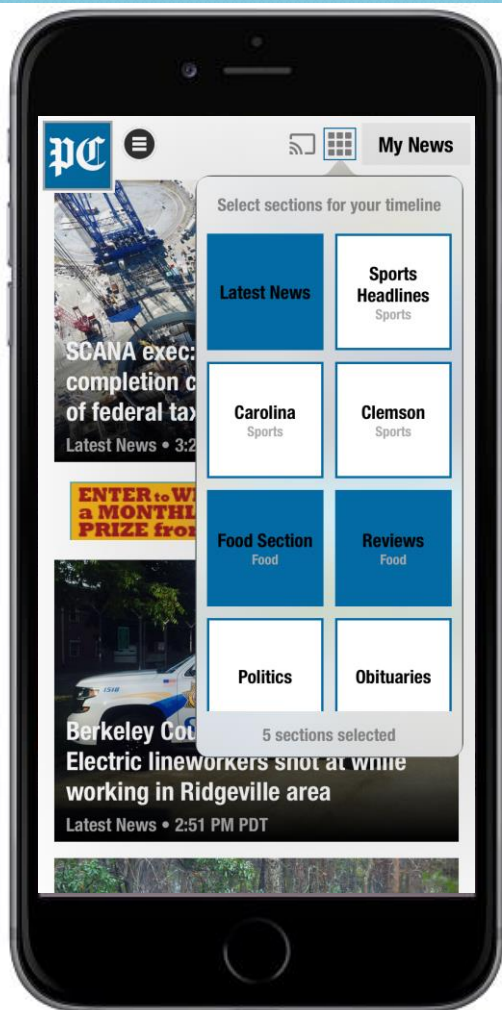
- Content consumed on several different devices
 - Mobile Apps
 - OTT Apps
 - Alexa
 - Google Home
 - Messenger BOT
 - More coming...



Mobile Trends

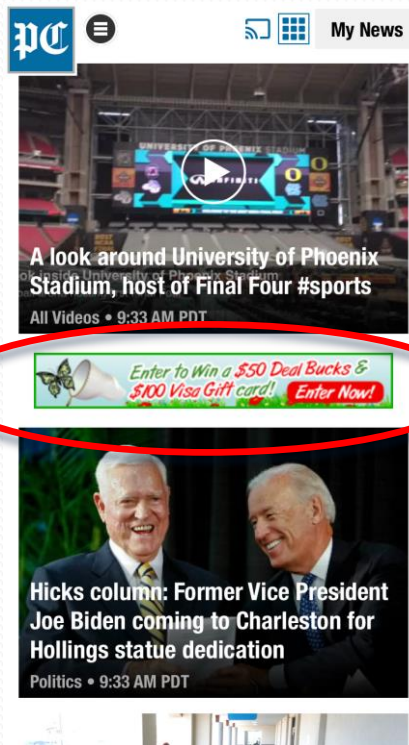
- Personalization is expected
 - Linear Feed popularized by Facebook & Twitter
- Native ads are surpassing banner display ads
- Increase Engagement
- Inline video with silent auto-play doing very well

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

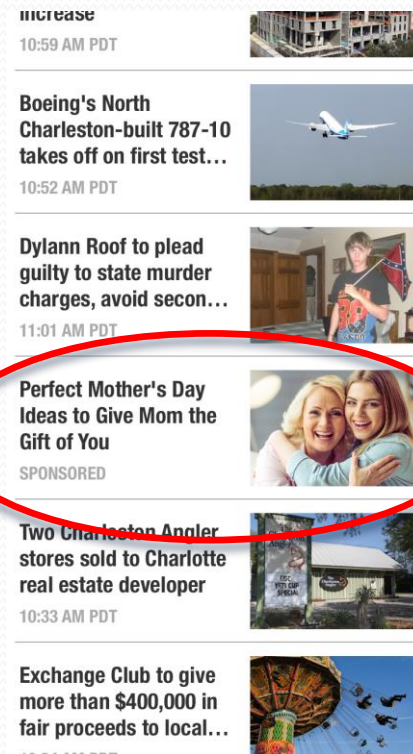
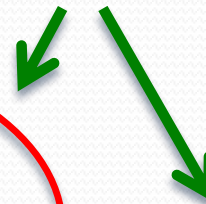
Section Front Ads



InLine
-Banner
-Rectangle



Native Ads



Increase Engagement

- Greater Engagement → More Ad opportunities
- Most Popular → based on Analytics
- Related Stories → based on Natural Language processing and machine learning technologies
- Recommended → based on individual reading habits

Video – Inline, 360, Live

- Videos in linear feed can play inline in the section front

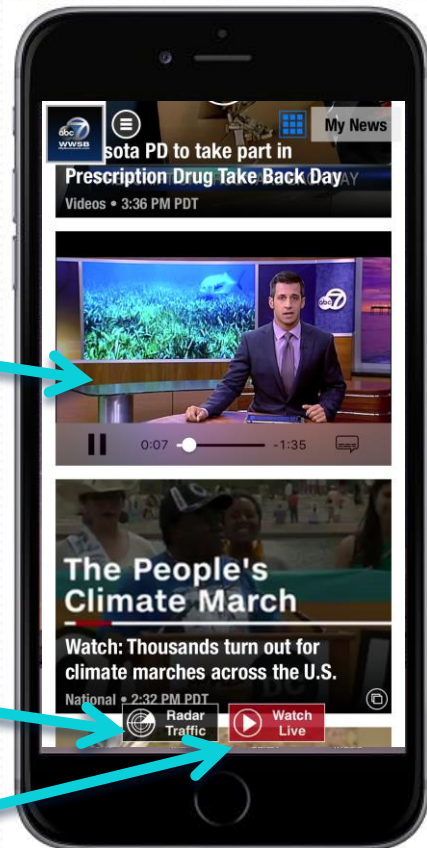
Inline video play

- Support 360 video natively

- Live Video with single touch

Weather

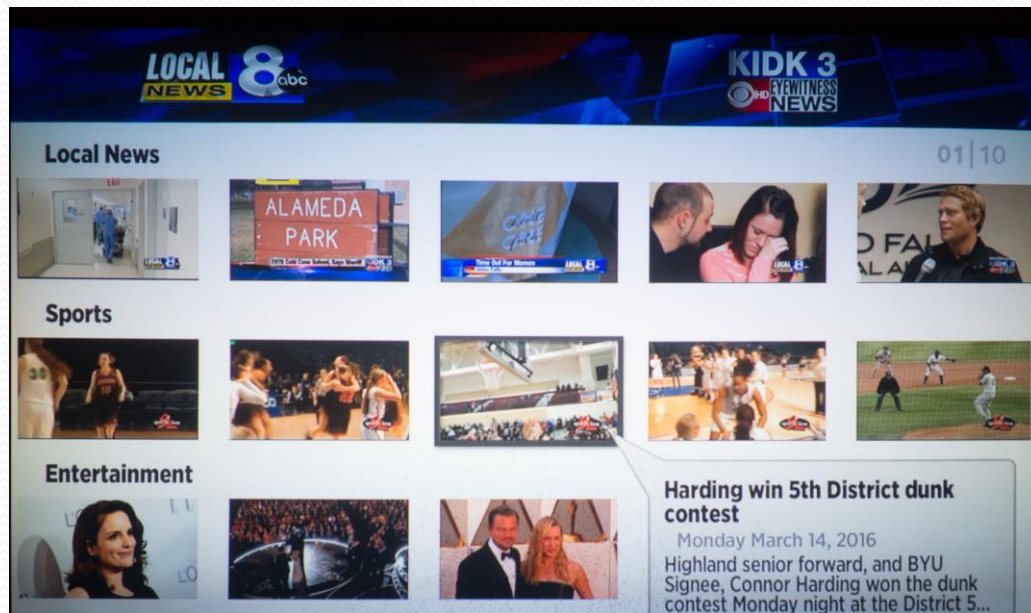
Live Video Button



OTT Video (Over The Top)

- OTT Platform

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



- 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

LiveFrame -- Your Content

Live Video

Real time
Weather

Real time
updated
Stories

Sponsor
Logo

The LiveFrame interface displays a live video feed of a newsroom. A woman is seated in a chair, and a man is standing next to her. The video feed includes a subtitle: "deference toward the justices, and they would do that toward".

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
www.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.

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



Please connect with us to learn more

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