

PUBLISHER'S TOOLBOX  
**MOBILE APPS**

Innovative community and brand engagement platforms

Digital communities crave excitement and innovation. Building a sustainable digital community requires a digital space where community members can come together and engage, gain access to unique content, be rewarded and connected to your brand in new and exciting ways, while being allowed to share their own brand experiences.

**A digital space where your community can come together and engage**

Our MobileAppSuite is the future for digital communities who are mobile, on the go, and continuously connected, allowing brands, publishers, broadcasters and sports organisations to communicate, engage and promote like never before.

**UNIQUE MODULAR APP PLATFORM**

No two organisations are the same. The Publisher's Toolbox collection of enterprise in-app modules means you have the flexibility to configure a mobile app solution that caters for your unique business needs.

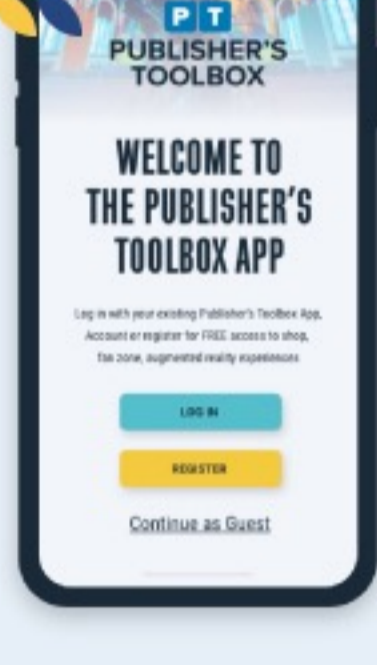
NEWS & MEDIA FEED

**Exclusive content** - keep your community up to date with breaking news - 24/7

- Choice of interface themes and user experiences
- Personalised user-specific feed preferences
- Integrate with existing website workflow
- Third-party content feeds integration
- Push notifications of breaking news
- Categorise media into sections or TV channels



USER ANALYTICS



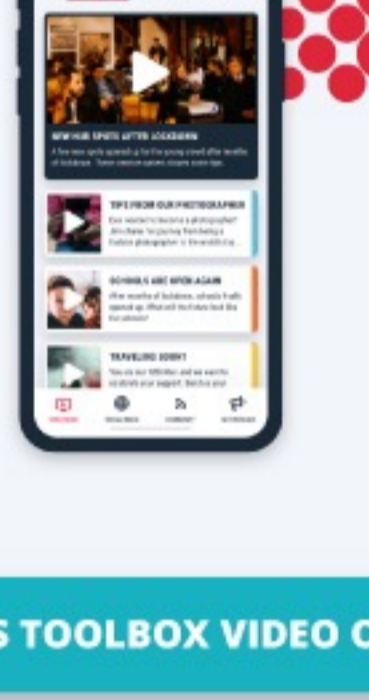
**Know your community** - build up a profile of your digital audience

- User registration via single sign-on
- Authentication via social logins (LinkedIn, Google, Facebook, Apple ID)
- Integrate with existing single sign-on
- Track and analyse user behaviour
- Enable targeted user profile advertising

VIDEO OTT

**Live and on-demand streaming** - bring your community closer to the team than ever before by broadcasting exclusive video content

- Branded in-app video player
- Live, scheduled programming capability
- Payment gateways for subscription services
- Dynamic video advertising activation
- Voucher code capability

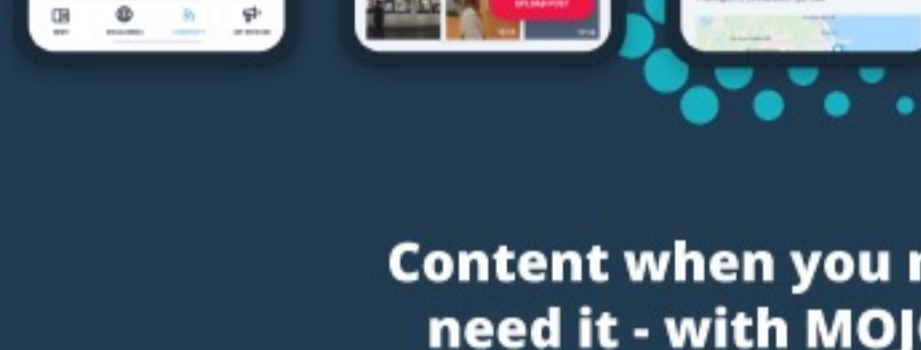


**LEARN MORE ABOUT PUBLISHER'S TOOLBOX VIDEO OTT**

COMMUNITY ENGAGEMENT



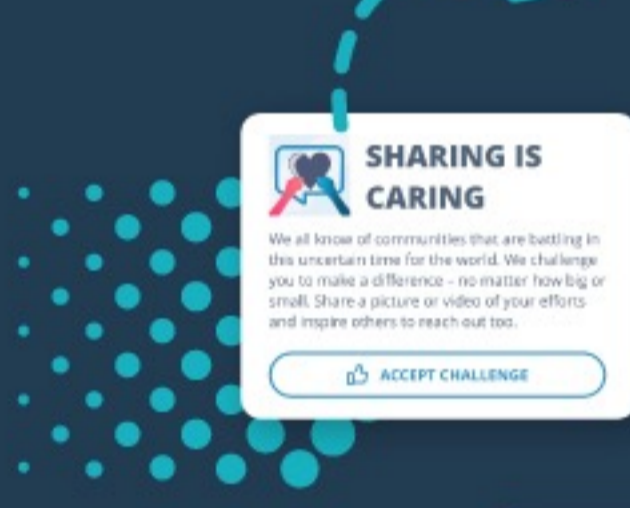
**Give your community a voice** - by transforming your community members into the ultimate content producers for your organisation. MojoReporter empowers your organisation to tell authentic brand stories through the power of mobile. Collect valuable, authentic UGC content from your community via the MojoReporter in-app module and reward your brand followers for their contributions.



- Digital packages of videos, photos, audio files and GPS locations
- Cloud based media storage with secure user access
- Compression for all media types
- Automatic video transcoding for streaming/publishing

**Content when you need it, how you need it - with MOJO CHALLENGES**

MojoReporter's Mojo Challenges facility will change the way your organisation commissions and collects digital media, allowing you to consistently collect unique, authentic media from your mobile community



- Create Community Media Challenges with instructions, supporting media and incentivisation
- Branded content competitions to incentivise and reward engagement
- Create unique marketing/social campaigns with community-generated content
- Categorise incoming media for easy searchability



**DISCOVER MOJOREPORTER**

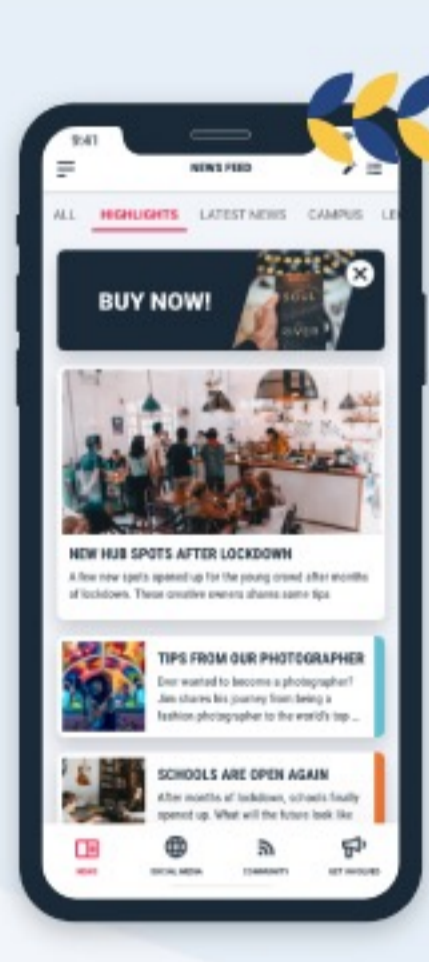
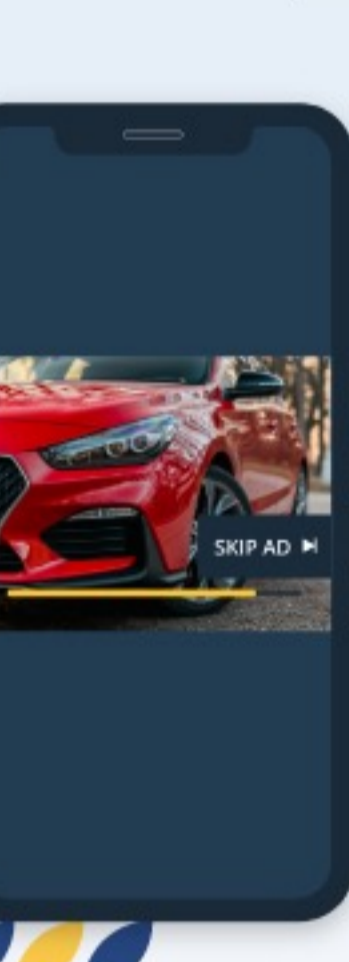
AR SCANNING

**Unique brand experiences** - connect your community to your organisation via augmented reality scanning

- Create innovative AR campaigns with a simple-to-use web-based campaign management
- Bring logos, print branding and more to life with exclusive video content
- Run unique competitions by augmenting logos, print ads and more
- Monetise by connecting print material to e-commerce channels



DYNAMIC ADVERTISING AND MONETISATION



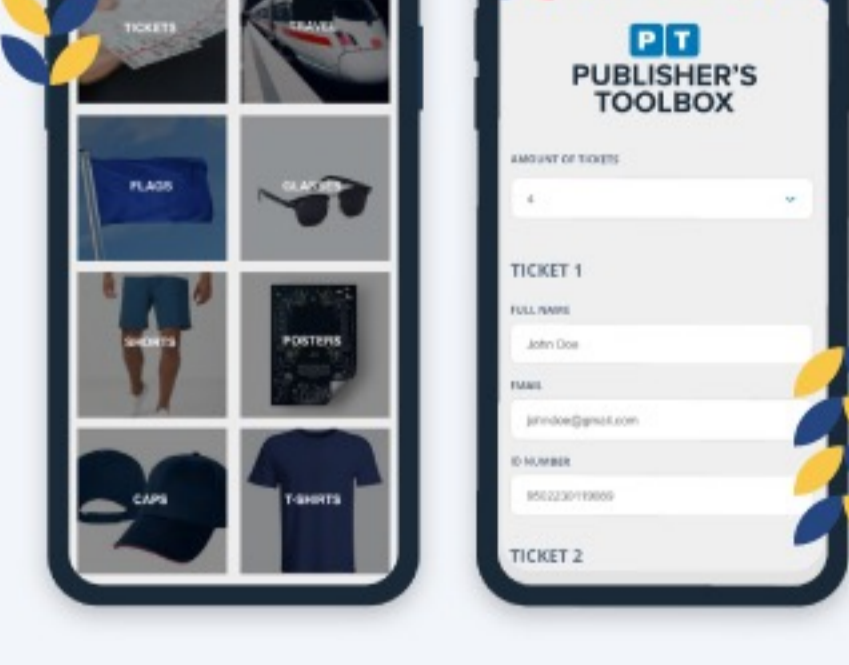
**Drive revenue growth** - via integrated advertising

- Sponsored news content and competitions
- Pre-roll video advertising
- Ad analytics to enable targeted campaigns
- Integrate online retail merchandise channels

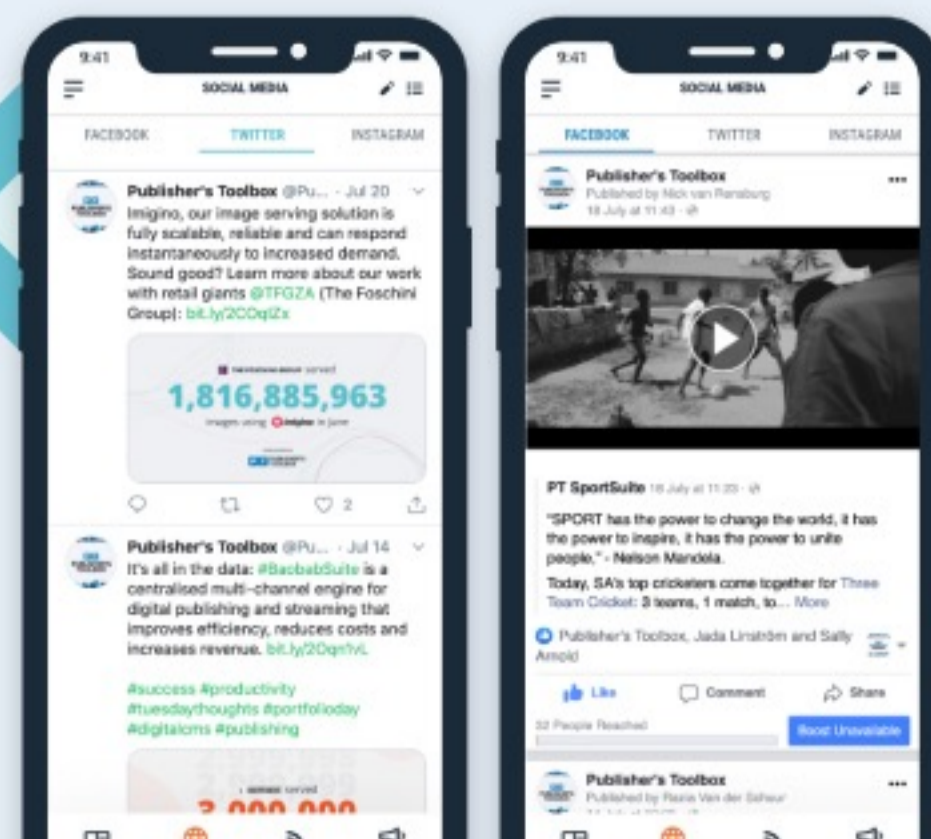
M-COMMERCE

**Retail enablement** - turn your mobile app into a retail destination for your brand

- Integrate with your existing online retail channels
- Access to online ticketing systems
- Product updates via push notifications



SOCIAL HUB



**App community** - bring social followers into your own app environment

- Integrate social media feeds into your branded app
- Facebook, Twitter, Instagram, YouTube
- One-stop shop for social content
- Convert social followers into your own app environment

FEATURES

Personalised Feed Preferences

Article Bookmarking

Offline Viewing

Article Sharing

Page Swipe Transitions

Google Analytics Integration

App Store Account Management

Push Notifications

For any queries, don't hesitate to contact us: [sales@publisherstoolbox.com](mailto:sales@publisherstoolbox.com)

[www.publisherstoolbox.com](http://www.publisherstoolbox.com)