

WO AUTOMATION FOR RADIO

Seamlessly automate and integrate your radio operations

Radio broadcasters are faced with a growing challenge—there are too many outdated and overtaxed systems to deliver content and messages to audiences in a timely and efficient way.

Today's distributed operations demand a strong, flexible and user-friendly automation system to keep listeners engaged around the clock. *WO Automation for Radio* makes it easy for stations to program and optimize content and ads while simplifying workflow and reducing costs.



“WO Automation for Radio integrates seamlessly with our existing infrastructure and has the ability to scale and adapt to our growing needs.”

- JOHN SOLLER, Vice President of Engineering, Radio One

BENEFITS



Reduce costs and centralize operations

Manage content and playlists remotely for automatic distribution to relevant markets. Instantly change spots, music and other programming elements from anywhere.



Increase efficiency of stations and groups

Integrate with traffic systems, music schedulers and other broadcast equipment including *WO Traffic*, MusicMaster, Weatherology, vCreative and EAS Encoders.



Easy to use

Enjoy a highly intuitive touchscreen UI. Create custom widgets to interface with the systems you use every day. Implemented and supported by a trusted software partner.

FEATURES

Audio Finder • Extensive Integrations • Friendship Functionality • Mobile Access • Multi-Market Voice Tracking • Real-Time Reconciliation • Remote Management

Learn more about our offerings today

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