

## WO STREAMING & WO ON DEMAND

### Digital audio management suite

Audio consumption through mobile devices, smart speakers and connected cars is growing fast as listeners demand more access to content whenever they want it, wherever they are.

As audiences continue to fragment, monetizing content becomes more challenging.

WO Streaming and WO On Demand provide an integrated solution for managing, monetizing and measuring live or time-shifted content. However consumers listen, our centralized digital audio suite of products makes it easy for broadcasters to streamline workflow, expand listenership and revenue, and deliver well-targeted advertising.

#### BENEFITS



##### Optimized workflow

Deliver streamed and podcasted ads from the same server and eliminate manual entry. Navigate dashboards easily with a consistent UI design.



##### Holistic monetization

Place and manage ads in streamed and podcasted content from a single campaign. Assess and optimize ad delivery across channels with comprehensive reporting.



##### New revenue streams

Easily auto-generate podcasts from streamed content with the "Broadcast to Podcast" feature to extend current content's reach and capitalize on new ad inventory.

#### FEATURES

Advanced Targeting • Audience Analytics & Reporting • Advertiser Affidavit Reports • Broadcast to Podcast Campaign Management • Dynamic Ad insertion • Inventory Forecasting • Media Player  
Programmatic Ad Marketplace • Stream & Delivery to All Popular Devices • WideOrbit Traffic Integration

Learn more about our offerings today

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