# Say hello to efficient, automated airtime reporting

Advertisers need accurate, timely airtime reports, delivered on a recurring cadence – daily, weekly, monthly, or as requested. To meet that need, broadcasters spend considerable time and resources manually compiling and sending airtime reports to buyers, often multiple times per week for a single advertiser or agency.

WO Airtimes helps TV and radio broadcasters and networks reduce the time and effort spent on recurring airtime reports. By integrating with WO Traffic or WO Network, WO Airtimes automatically generates and delivers accurate reports to agencies, brands, or advertisers.

Seamlessly integrating with the WideOrbit systems you already use, WO Airtimes allows you to, "Set it and forget it."  Simply set the correct parameters and automate data retrieval and reporting to create easy-to-manage, pre- and post-log reports that are automatically sent to all agencies, brands, and advertisers. By automating airtime reports, broadcasters can save considerable time and resources while providing advertisers with the insights they need to make the more informed, cost-effective decisions to optimize advertising spend.

## WO Airtimes is the right choice if your team:

- Is already using WO Traffic or WO Network to manage ad traffic operations

- Expends excessive resources on manual processes associated with airtime log delivery

- Has multiple clients with different reporting parameters

## WO Airtimes allows you to

**Increase efficiency**
and reduce errors with automated airtime reporting

**Ensure compliance**
with client-defined data, cadence, and format parameters

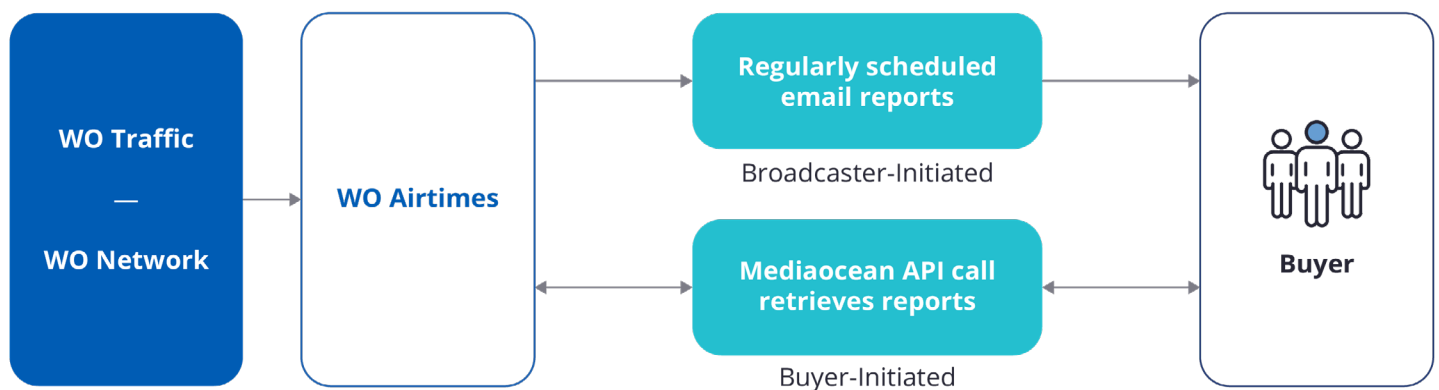**Improve client satisfaction**
with customized reports

**Gain visibility**
with pre- and post- log reports for insight into which spots have aired or are scheduled to air

# The obvious choice: one WideOrbit platform, multiple solutions

By seamlessly integrating with WO Traffic and WO Network, WO Airtimes allows TV broadcasters, networks, and radio stations to automatically queue up airtime reports without needing to onboard a third-party platform to handle reporting.  Automated airtime reports connect directly with WideOrbit data, allowing for customization per client.

- Reduce manual effort with automation to generate and send airtime reports to agencies, brands, or advertisers, improving both accuracy and efficiency

- Define parameters per client to pull reports, automate data reporting, and distribute in the client's preferred format, (PDF, Excel, or TIP), on a daily, weekly, or monthly cadence

- Customize reports for your clients, including logo, header, and footer personalization

- Gain visibility into which spots have aired or are scheduled to air with pre- and post- log reports



WO Traffic — WO Network → WO Airtimes → Regularly scheduled email reports (Broadcaster-Initiated) → Buyer; WO Airtimes ↔ Mediaocean API call retrieves reports (Buyer-Initiated) ↔ Buyer

## Data transfer options

Generate automatic, accurate, and timely airtime reports based on user-defined parameters, with two options for sending reports to buyers.

**Email: (broadcaster-initiated):**
Broadcasters can send airtime reports to buyers via regularly scheduled, automated emails.

**API (buyer-initiated):**
Agency buyers using Mediaocean can pull airtime data by API, as needed. (Note this option is available to Mediaocean users only.)

**Learn more about WO Airtimes today**

TVSales@wideorbit.com
(415) 675 -6700

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