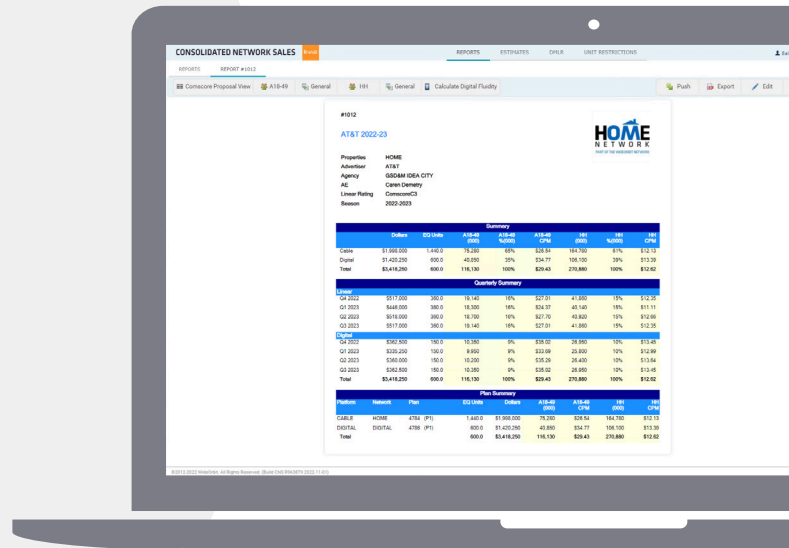


CONSOLIDATED NETWORK SALES

# Say hello to next-generation direct-sales for cable and broadcast networks

Cross-media sales tools supporting alternate ratings measurements and unit restrictions



**Cross-media selling**  
Consolidate plans from multiple media sales systems into a single proposal



**Alternate ratings measurements**  
Supports Comscore, Nielsen, VideoAmp, iSpot.tv, and BYOD



**Unit restrictions**  
Supports unit restrictions from P&G and other buyers



**APIs for deals**  
Write back measurement data and unit restrictions to WO Network and more

## Software that keeps pace with your evolving business

As consumer viewing patterns change, advertisers expect to buy linear and digital ads within the same campaign. At the same time, cable and broadcast networks want to sell digital upfront rather than as ADUs or scatter later, complicating an already complex workflow. Add the need to support alternate ratings measurements and unit restrictions required by the likes of P&G, and the need for an agile solution that can quickly adapt to rapidly changing business requirements becomes clear.

Consolidated Network Sales, a module of WO Fusion, addresses these challenges by consolidating plans from multiple media sales systems into one multimedia, cross-platform proposal. Designed specifically for cable and broadcast networks, Consolidated Network Sales supports Proposals, Liability Reporting, and Stewardship across multiple ratings measurements, with support for handling unit restrictions from P&G and other buyers. And with APIs that connect back to WO Network or other source systems, networks can continue using the systems they already have in place.

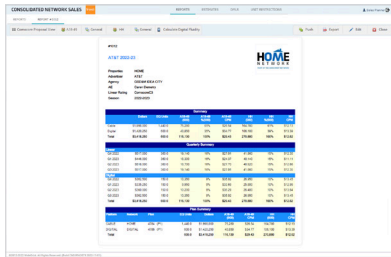
WideOrbit is quick, nimble, and can easily customize Consolidated Network Sales based on your specific business needs. With a proven track record of on-time delivery, new components can be delivered separately, for quicker testing and upgrades. Contact us to learn how an optional professional services engagement with WideOrbit can help your network get the most out of Consolidated Network Sales.

# WideOrbit understands your business challenges

Consolidated Network Sales addresses familiar challenges, so you can generate more business while saving time and money

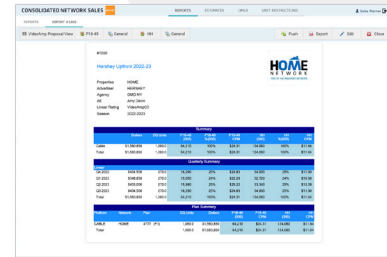
**Do you want to include digital or other media types in your proposals?**

Here's a "fluidity" proposal in Consolidated Network Sales.



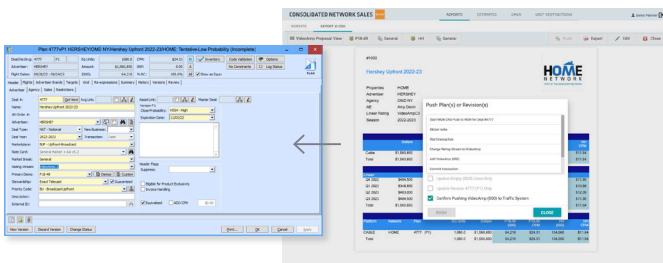
**Have any of your advertisers requested proposals with VideoAmp measurement data?**

Here's your network proposal converted to VideoAmp measurement data in Consolidated Network Sales.



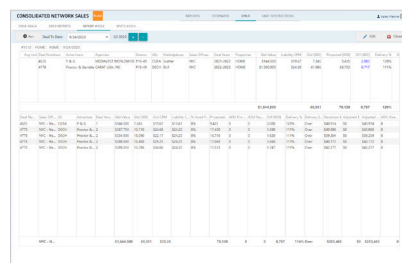
**Do you want to guarantee your campaigns on Comscore in your sales system?**

Here's how Consolidated Network Sales Deals API can push any measurement data back to your sales system.



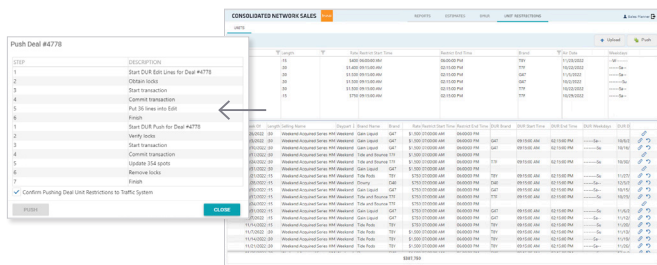
**Is stewarding multiple ratings measurements a challenge?**

Here's a Deal Management Liability Report (DMLR) with multiple ratings measurements in Consolidated Network Sales.



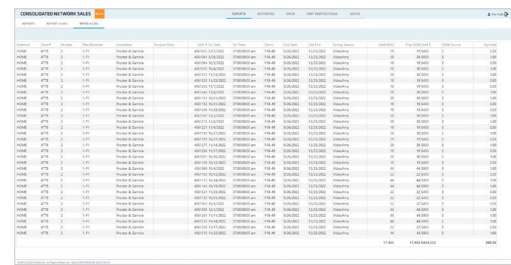
**Do you struggle with handling multiple restrictions from P&G or other advertisers?**

Here's how Consolidated Network Sales auto-links file restrictions with network units and pushes those restrictions back to the source system.



**Are you constantly receiving new buy-side sales requests?**

Here's a list of airtimes and estimated impressions in Consolidated Network Sales that you can send to the buyer.



**Learn more about Consolidated Network Sales today**

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(415) 675-6700

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