ELECTRONIC MATERIAL INSTRUCTIONS

Say hello to automated aggregation and electronic import of material instructions from buy-side systems

Save time with the automatic import of aggregated material instructions from buy-side systems through pre-built, licensed integrations
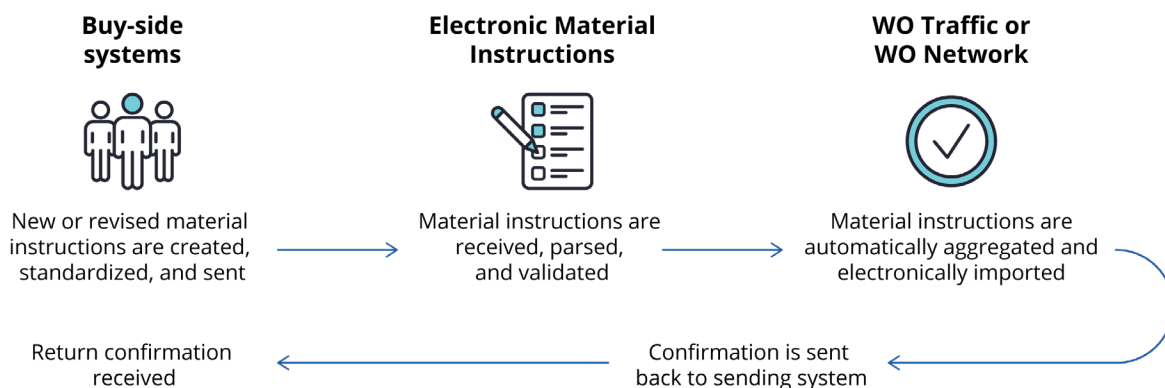
Improve efficiency with automation that eliminates emails, portal downloads, manual data entry, and the swivel-chair between multiple systems

Improve accuracy by reducing costly errors with validated material instructions and automated data matching for Ad-ID

Manual handling of electronic material instructions via email, fax, or other antiquated methods is a process that is time-consuming, tedious, and riddled with opportunities for error. WideOrbit's Electronic Material Instructions is a licensed module available for WO Traffic and WO Network that addresses a long-standing challenge in the industry by automating the end-to-end exchange of material instructions between buyers and media companies. With Electronic Material Instructions, broadcasters and networks can save time, improve efficiency, and reduce costs.

Material instructions are automatically aggregated from multiple sources. New and revised instructions from buy-side systems can then be electronically imported into WO Traffic or WO Network, with return confirmations to the sending system, eliminating manual data entry to significantly improve efficiency.

Buy-side systems	Electronic Material Instructions	WO Traffic or WO Network
New or revised material instructions are created, standardized, and sent	Material instructions are received, parsed, and validated	Material instructions are automatically aggregated and electronically imported
Return confirmation received	Confirmation is sent back to sending system	

Electronic Material Instructions is the right choice if:

You manually process material instructions today

You receive both new and revised material instructions

You need to send confirmation back to sending systems

You need a comprehensive solution built by media experts

WIDEORBIT

We've partnered with the top material instructions providers for optimal efficiency

premium media360

Available

i

Available

ECN

Available

spotgenie

Available

WARREN LAMB

Available

vcreative™

Available

YANGAROO

Available

Floripa

Available

COMCAST AD DELIVERY

Coming soon

Electronic Material Instructions is available with

WO Traffic

Ad trafficking and billing software designed for the changing local landscape, providing a solid foundation from which stations can manage, execute, and scale end-to-end ad trafficking and sales.

WO Network

Simplifies every aspect of network ad sales and commercial operations, from proposals and planning, to deal maintenance, stewardship, and billing.

Learn more about Electronic Material Instructions today

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