WO FUSION

GLOBAL AND DIGITAL WORKSPACES

Cross-Platform, Multi-Property Ad Sales

A Modern, SaaS-Based Ad Sales Platform



Cross-Platform selling

Generate one proposal with multiple properties, including both linear and digital assets



Bring-Your-Own-Data (BYOD)

Supports impressionor ratings-based sales, including audience measurement data of your choice



Integrated Order Management

Send linear and digital orders to their respective execution systems for crossplatform execution



SaaS-Based UI

Work from anywhere with a modern and intuitive SaaS-based UI

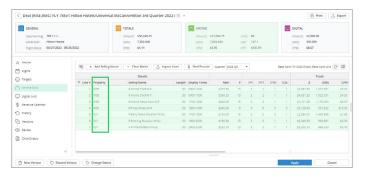
An Ad Sales Platform that Keeps Pace with Your Evolving Business

WO Fusion is an open, centralized planning and sales tool for cross-platform ad campaigns. Global and digital workspaces within WO Fusion enable sales teams to plan and build a single cross-platform campaign that includes linear and digital assets, incorporating rates cards with cross-platform rate types, rates, and impression estimates based on audience measurement data of your choice (BYOD). You can easily view total impressions and CPMs for your linear and digital inventory, as well as sub-totals by property and platform.

WO Fusion integrates with linear and digital order management systems, including WO Omni, WO Digital Hub, and third-party order management systems for cross-platform campaign execution and converged stewardship and billing.

Global Workspace

Add multi-channel, linear assets to your cross-platform campaign in the WO Fusion global workspace.



Digital Workspace

Add digital assets to your cross-platform campaign in the WO Fusion digital workspace.

