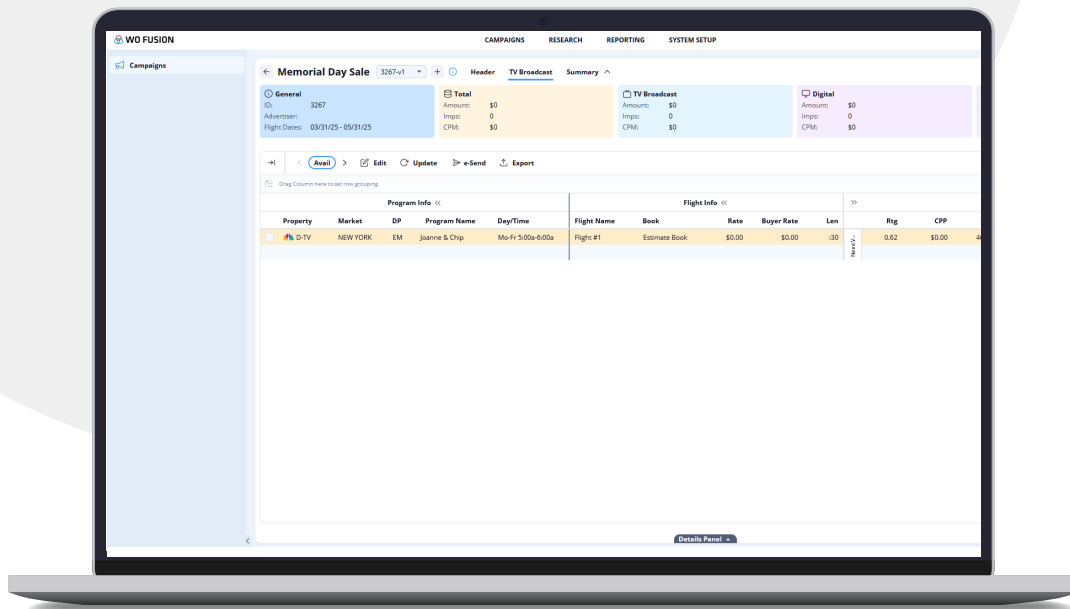


WO FUSION

BROADCAST TV AND DIGITAL WORKSPACES

Cross-Platform, Multi-Property Ad Sales

A Modern, SaaS-Based Ad Sales Platform



Converged Selling

Price, plan, and sell cross-media, multi-property campaigns

Multiple Audience Measurements

Supports impression- or ratings-based sales, including Comscore, Nielsen, and more

Integrated Workflows

Integrates with WideOrbit and third-party linear and digital order management systems

SaaS-Based Platform

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

A Cross-Platform Ad Sales Platform Supporting Multiple Audience Measurements

As audiences increasingly consume content across various linear and digital platforms, outcome-focused advertisers are looking to reach audiences where they are.

WO Fusion is an open, centralized planning and sales tool for cross-platform ad campaigns, with multiple audience measurement data sources that provide a unified view of converged audience engagement. Broadcast TV and digital workspaces

within WO Fusion enable sellers to consolidate linear and digital assets within a single media plan, leveraging a portfolio of WideOrbit and third-party integrations to expand workflows. Connections with linear and digital order management systems, like WO Traffic and WO Digital Hub, provide end-to-end converged selling, campaign management, and billing.

Increase Revenue while Reducing Costs with Modern, Converged Selling Workflows

WO Fusion: Converged Local TV and Digital Ad Sales

Linear TV | Digital | Reach Extension | Multi-Market | Multi-Property

Open a New Campaign

Open a New Campaign

Details

Campaign Name: Memorial Day Sale

Expected Close Date: 03/17/25 | Opportunity Stage: Projected (25%)

Advertiser: Select... | Agency: Select...

Opportunity Budget: \$0 | Estimate #:

Dates

Start Date: 03/17/25 | End Date: 05/04/25 | Market: MI/COVY - MI/COVY

Targeting

Markets and Properties

Rank	Market	Affiliate	Property	Data Service
1	NEW YORK	NBC	D-TV	

Buttons: Clear Form, Cancel, Open Campaign

Add Linear Assets to Your Cross-Platform Campaign in the WO Fusion Broadcast TV Workspace

WO FUSION

Campaigns | **Research** | **Reporting** | **System Setup**

Memorial Day Sale | 3327-V1 | Reader | TV Broadcast | Summary

Available Inventory

- Early Morning
- Daytime
- Early Fringe
- Early News
- Access
- Prime
- Late News
- Weekend
- Sports
- Specials
- Kids
- Orbit/Rotation

Property	Market	Program Name	Day/Time	Flight Name	Book	Rate
MI/COVY	NEW YORK	10A	Journal & Clip	MI/COVY 10A-11A	Estimate Book	\$10.00

Buttons: Details Panel, Add, Edit, Update, Export

Add Digital Assets to Your Cross-Platform Campaign in the WO Fusion Digital Workspace

Add Digital Lines

Search for Digital Products

Product Name	Account	Media Type	Line Type	Ad Server	Targeting
3D Streaming	Account Name	Display	Standard	Google Ad Manager	Country: USA
Facebook (Meta) Manager Spend	Account Name	Display	Standard	Google Ad Manager	
Pre-roll Bids (Video)	Account Name	Display	Standard	Google Ad Manager	Benign
Display	Account Name	Display	Standard	Google Ad Manager	
24 Hour Network	Account Name	Display	Standard	Google Ad Manager	
Pre-roll Bids (Video)	Account Name	Display	Standard	Google Ad Manager	

Buttons: Add Line, Cancel

WO FUSION

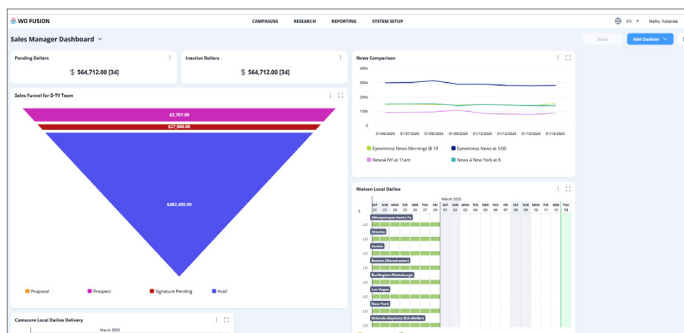
Plan Name | 3327-V1 | Reader | TV Broadcast | Summary

Line	Name	Source	Account	Ad Server	Start Date	End Date	Share of Voice	Delivery Type	Rate Type	Quantity	Rate	Total Cost
1	3D Streaming	WO Fusion	Account Name	Google Ad Manager	03/17/25	05/04/25	100.00%	CPM	CPM	10000	\$10.00	\$1000.00
2	Facebook (Meta) Manager Spend	WO Fusion	Account Name	Google Ad Manager	03/17/25	05/04/25	100.00%	CPM	CPM	10000	\$10.00	\$1000.00
3	Pre-roll Bids (Video)	WO Fusion	Account Name	Google Ad Manager	03/17/25	05/04/25	100.00%	CPM	CPM	10000	\$10.00	\$1000.00
4	Display	WO Fusion	Account Name	Google Ad Manager	03/17/25	05/04/25	100.00%	CPM	CPM	10000	\$10.00	\$1000.00
5	24 Hour Network	WO Fusion	Account Name	Google Ad Manager	03/17/25	05/04/25	100.00%	CPM	CPM	10000	\$10.00	\$1000.00
6	Pre-roll Bids (Video)	WO Fusion	Account Name	Google Ad Manager	03/17/25	05/04/25	100.00%	CPM	CPM	10000	\$10.00	\$1000.00

Buttons: Add Line, Cancel

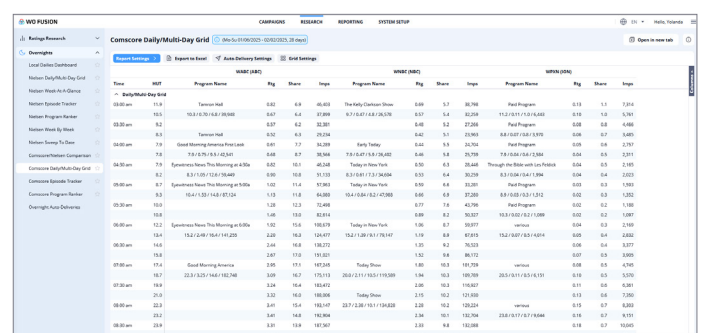
Customizable Dashboard for Actionable Insights

Delivery | Research | Sales



Overnight Research Reports

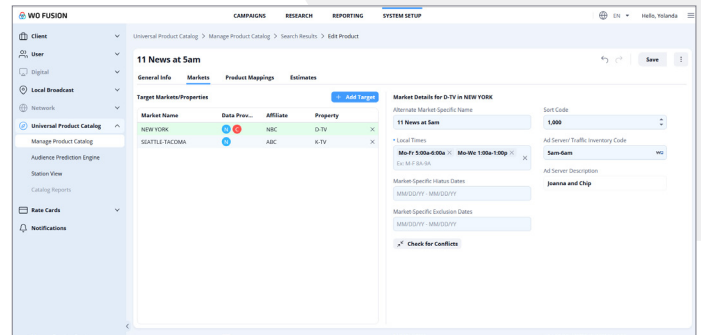
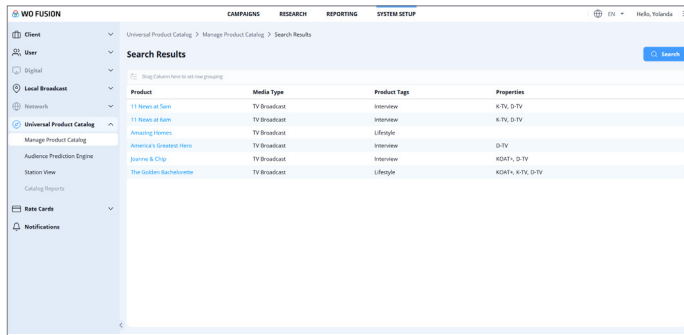
Nielsen | Comscore | BYOD



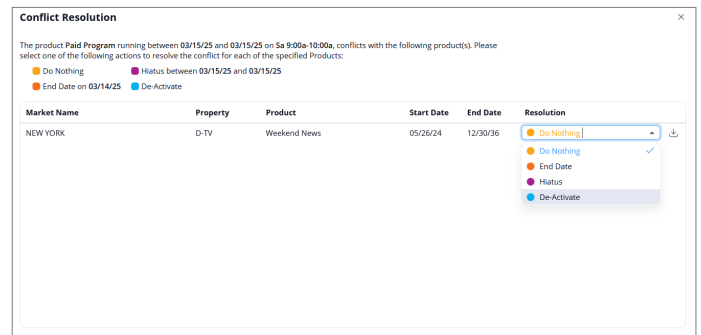
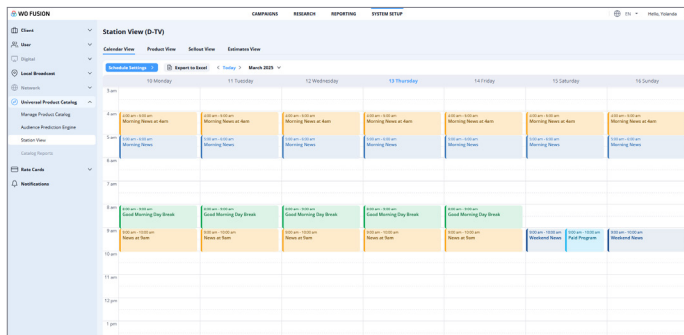
Product Catalog

Inventory Across All Media Types and Markets

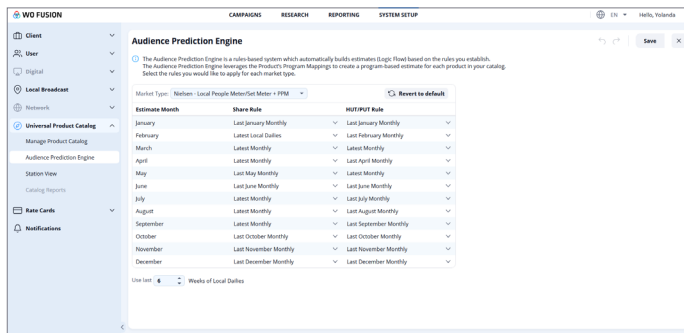
Multi-Market Product Management



Schedule View with Conflict Identification



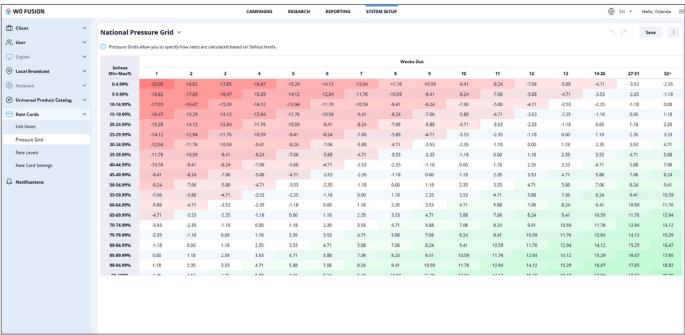
Audience Prediction Engine



Smart Rate Cards

Optimize Rates by Property or Across Markets

National Pressure Grid



Auto Rate Tier Adjustment and Priority Code Assignment

Rate Level Name	Level Type	Priority Code	Parent Level
P1	Priority	Direct Response	no Parent Level
P2	Standard	Priority 1	P1
P3	Standard	Priority 2	P2
P4	Standard	Priority 3	P3
P5	Standard	Priority 4	P4
P6	Standard	Priority 5	P5
P7	Standard	Priority 6	P6
P8	Standard	Priority 7	P7
P9	Standard	Priority 8	P8
P10	Standard	Priority 9	P9
P11	Standard	Priority 10	P10
P12	Standard	Priority 11	P11
P13	Standard	Priority 12	P12
P14	Standard	Priority 13	P13
P15	Standard	Priority 14	P14
P16	Standard	Priority 15	P15
P17	Standard	Priority 16	P16
P18	Standard	Priority 17	P17
P19	Standard	Priority 18	P18
P20	Standard	Priority 19	P19
P21	Standard	Priority 20	P20
P22	Standard	Priority 21	P21
P23	Standard	Priority 22	P22
P24	Standard	Priority 23	P23
P25	Standard	Priority 24	P24
P26	Standard	Priority 25	P25
P27	Standard	Priority 26	P26
P28	Standard	Priority 27	P27
P29	Standard	Priority 28	P28
P30	Standard	Priority 29	P29
P31	Standard	Priority 30	P30
P32	Standard	Priority 31	P31
P33	Standard	Priority 32	P32
P34	Standard	Priority 33	P33
P35	Standard	Priority 34	P34
P36	Standard	Priority 35	P35
P37	Standard	Priority 36	P36
P38	Standard	Priority 37	P37
P39	Standard	Priority 38	P38
P40	Standard	Priority 39	P39
P41	Standard	Priority 40	P40
P42	Standard	Priority 41	P41
P43	Standard	Priority 42	P42
P44	Standard	Priority 43	P43
P45	Standard	Priority 44	P44
P46	Standard	Priority 45	P45
P47	Standard	Priority 46	P46
P48	Standard	Priority 47	P47
P49	Standard	Priority 48	P48
P50	Standard	Priority 49	P49
P51	Standard	Priority 50	P50
P52	Standard	Priority 51	P51
P53	Standard	Priority 52	P52
P54	Standard	Priority 53	P53
P55	Standard	Priority 54	P54
P56	Standard	Priority 55	P55
P57	Standard	Priority 56	P56
P58	Standard	Priority 57	P57
P59	Standard	Priority 58	P58
P60	Standard	Priority 59	P59
P61	Standard	Priority 60	P60
P62	Standard	Priority 61	P61
P63	Standard	Priority 62	P62
P64	Standard	Priority 63	P63
P65	Standard	Priority 64	P64
P66	Standard	Priority 65	P65
P67	Standard	Priority 66	P66
P68	Standard	Priority 67	P67
P69	Standard	Priority 68	P68
P70	Standard	Priority 69	P69
P71	Standard	Priority 70	P70
P72	Standard	Priority 71	P71
P73	Standard	Priority 72	P72
P74	Standard	Priority 73	P73
P75	Standard	Priority 74	P74
P76	Standard	Priority 75	P75
P77	Standard	Priority 76	P76
P78	Standard	Priority 77	P77
P79	Standard	Priority 78	P78
P80	Standard	Priority 79	P79
P81	Standard	Priority 80	P80
P82	Standard	Priority 81	P81
P83	Standard	Priority 82	P82
P84	Standard	Priority 83	P83
P85	Standard	Priority 84	P84
P86	Standard	Priority 85	P85
P87	Standard	Priority 86	P86
P88	Standard	Priority 87	P87
P89	Standard	Priority 88	P88
P90	Standard	Priority 89	P89
P91	Standard	Priority 90	P90
P92	Standard	Priority 91	P91
P93	Standard	Priority 92	P92
P94	Standard	Priority 93	P93
P95	Standard	Priority 94	P94
P96	Standard	Priority 95	P95
P97	Standard	Priority 96	P96
P98	Standard	Priority 97	P97
P99	Standard	Priority 98	P98
P100	Standard	Priority 99	P99

Sales Teams

Define and Manage Sales Users

Management of Custom-Defined Team of Sales Users

Email	Full Name	User Assignment
john.doe@wideorbit.com	John Doe	Assign
jane.smith@wideorbit.com	Jane Smith	Assign
michael.johnson@wideorbit.com	Michael Johnson	Assign
emily.brown@wideorbit.com	Emily Brown	Assign
david.wilson@wideorbit.com	David Wilson	Assign
sarah.white@wideorbit.com	Sarah White	Assign
chris.davis@wideorbit.com	Chris Davis	Assign
anna.martinez@wideorbit.com	Anna Martinez	Assign
matthew.garcia@wideorbit.com	Matthew Garcia	Assign
james.taylor@wideorbit.com	James Taylor	Assign
lily.anderson@wideorbit.com	Lily Anderson	Assign
robert.thomas@wideorbit.com	Robert Thomas	Assign
grace.miller@wideorbit.com	Grace Miller	Assign
ethan.jackson@wideorbit.com	Ethan Jackson	Assign
alex.harris@wideorbit.com	Alex Harris	Assign



Join the revolution in converged ad sales and future-proof your business with WO Fusion.

Scan the QR code or visit www.wideorbit.com/products/fusion-broadcast-tv-and-digital-workspaces to get started or to learn more.

WIDEORBIT

© 2025 WideOrbit. All Rights Reserved.
Various trademarks held by their respective owners.