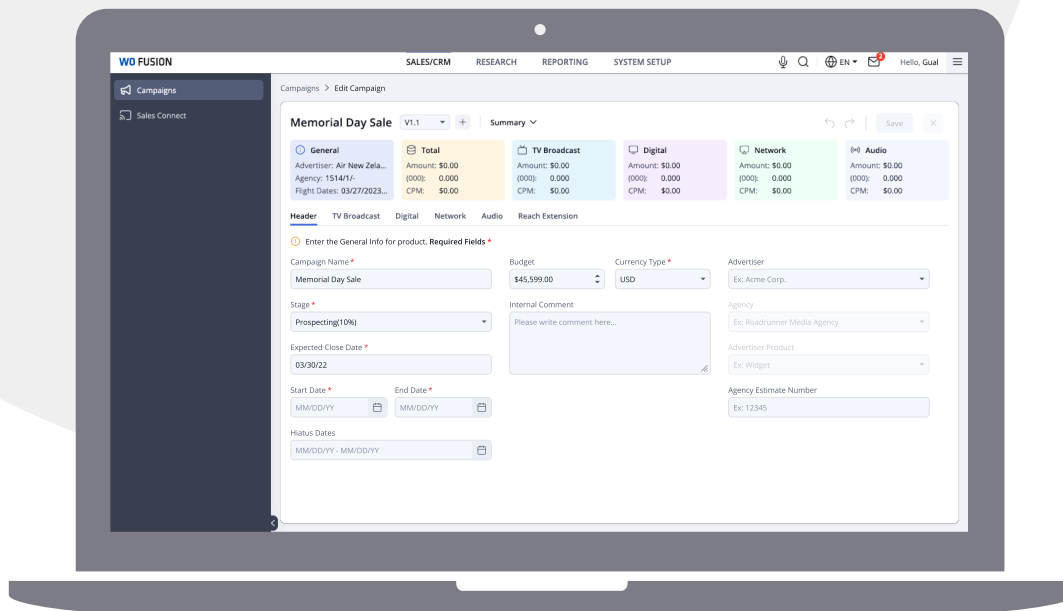


WO FUSION

CONVERGED LINEAR + DIGITAL AD SALES

Cross-Media, Multi-Property Ad Sales

A Modern, SaaS-Based Ad Sales Platform Supporting Multiple Audience Measurements



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 Converged Ad Sales Platform that Keeps Pace with Your Evolving Business

The distinction between traditional linear and digital advertising has blurred, as audiences increasingly consume content across various platforms. As a result, advertisers' campaign goals have evolved to focus on reaching audiences where they are.

WO Fusion makes it easy to price, plan, and sell any media type, with multiple audience measurement data sources that provide a unified view of

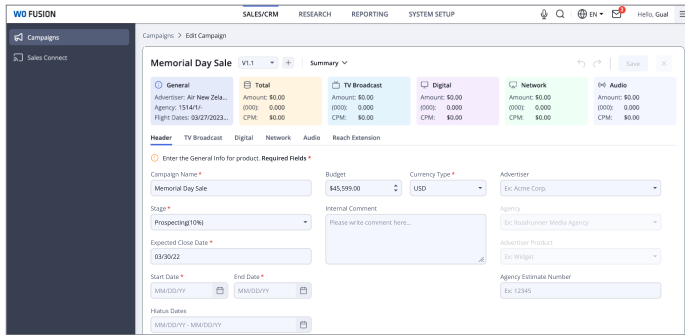
converged audience engagement. Media sellers can consolidate linear and digital assets together in a single proposal, leveraging a portfolio of WideOrbit and third-party integrations to expand workflows, including connections with linear and digital order management systems like WO Traffic, WO Network, and WO Digital Hub, for end-to-end converged selling, campaign management, and billing.

Increase Revenue while Reducing Costs with Modern, Converged Selling Workflows

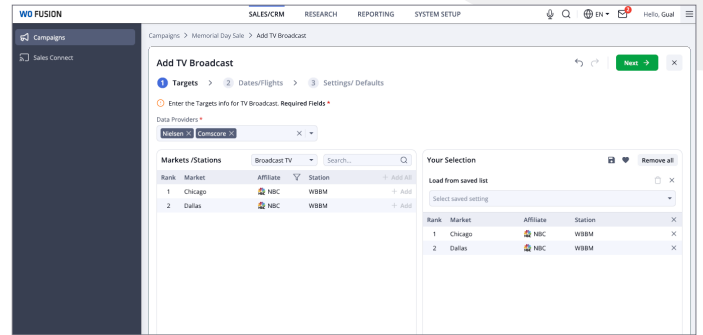
WO Fusion: Converged Local TV and Digital Ad Sales

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

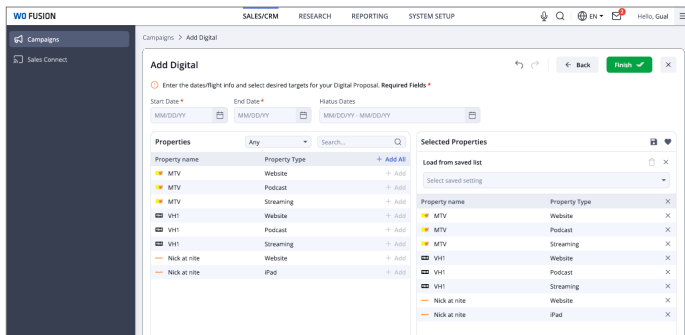
Create and Edit Campaign



Add TV Broadcast

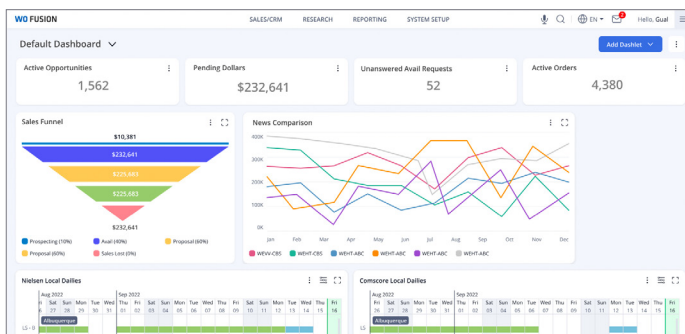


Add Digital



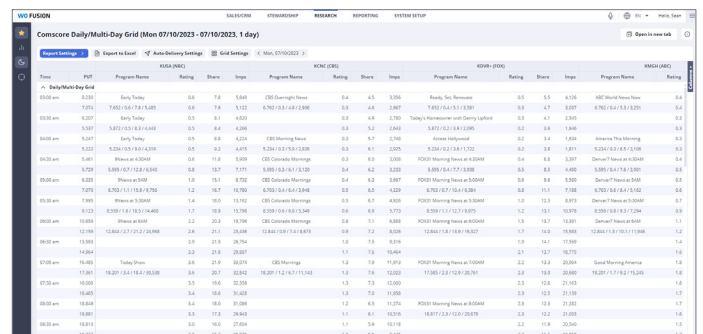
Customizable Dashboard for Actionable Insights

Delivery | Research | Sales



Overnight Research Reports

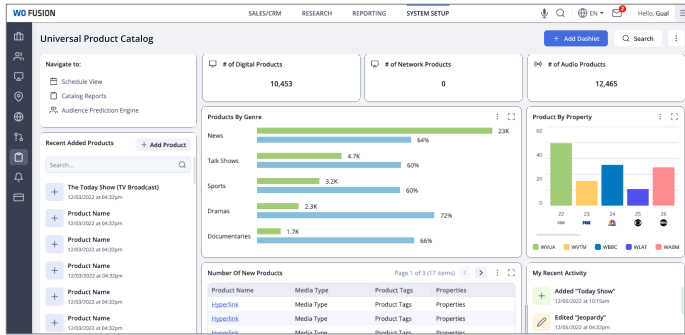
Nielsen | Comscore | BYOD



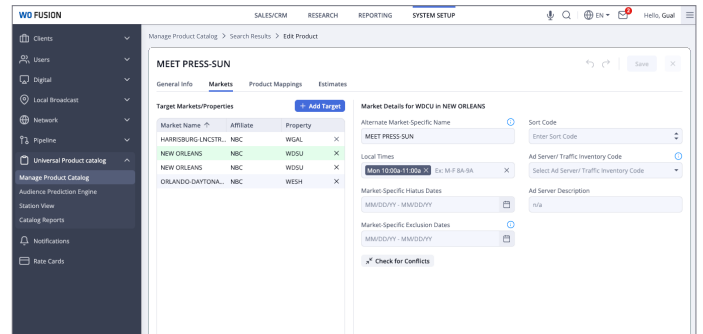
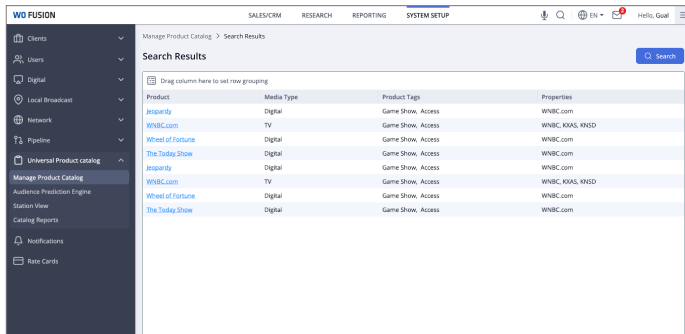
Product Catalog

Inventory Across All Media Types and Markets

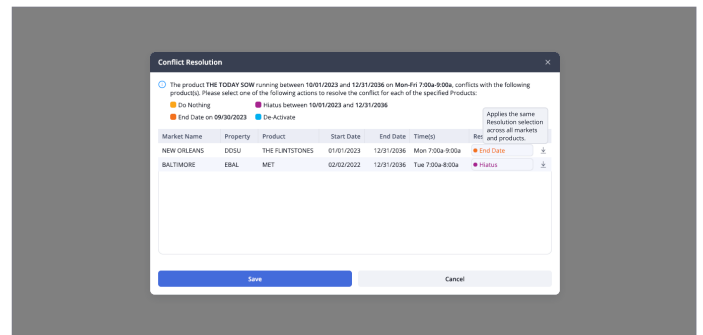
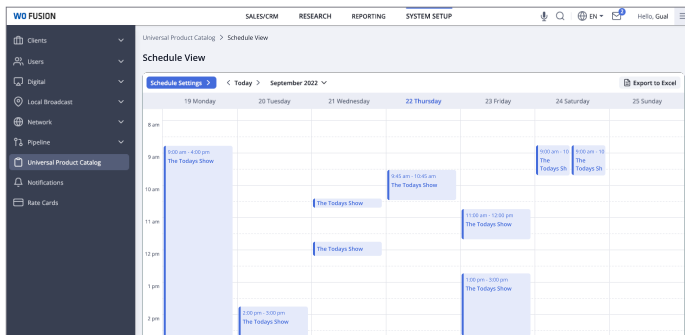
Product Catalog Dashboard



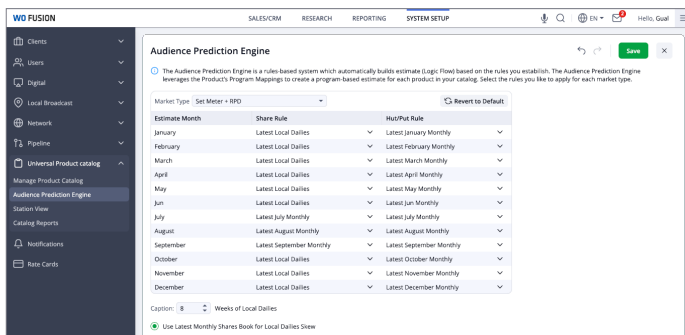
Multi-Market Product Management



Schedule View with Conflict Identification



Audience Prediction Engine



Smart Rate Cards

Optimize Rates by Property or Across Markets

National Pressure Grid

Pressure Grids allow you to specify how rates are calculated based on Setoff levels.

Setoff	1	2	3	4	5	6	7	8	9	10	11	12	13	14-26	27-51	52*
0-4.99%	-30.0%	-18.8%	-17.6%	-16.0%	-15.3%	-14.1%	-12.9%	-11.8%	-10.6%	-9.4%	-8.2%	-7.1%	-5.9%	-4.7%	-3.5%	-2.4%
5-9.99%	-18.8%	-17.6%	-16.0%	-14.1%	-12.9%	-11.8%	-10.6%	-9.4%	-8.2%	-7.1%	-5.9%	-4.7%	-3.5%	-2.4%	-1.2%	
10-14.99%	-17.6%	-16.0%	-15.3%	-14.1%	-12.9%	-11.8%	-10.6%	-9.4%	-8.2%	-7.1%	-5.9%	-4.7%	-3.5%	-2.4%	-1.2%	+0.0%
15-19.99%	-16.0%	-15.3%	-14.1%	-12.9%	-11.8%	-10.6%	-9.4%	-8.2%	-7.1%	-5.9%	-4.7%	-3.5%	-2.4%	-1.2%	+0.9%	+1.3%
20-24.99%	-15.3%	-14.1%	-12.9%	-11.8%	-10.6%	-9.4%	-8.2%	-7.1%	-5.9%	-4.7%	-3.5%	-2.4%	-1.2%	+0.0%	+1.3%	+2.4%
25-29.99%	-14.1%	-12.9%	-11.8%	-10.6%	-9.4%	-8.2%	-7.1%	-5.9%	-4.7%	-3.5%	-2.4%	-1.2%	+0.0%	+1.3%	+2.4%	+3.5%
30-34.99%	-12.9%	-11.8%	-10.6%	-9.4%	-8.2%	-7.1%	-5.9%	-4.7%	-3.5%	-2.4%	-1.2%	+0.0%	+1.3%	+2.4%	+3.5%	+4.7%
35-39.99%	-11.8%	-10.6%	-9.4%	-8.2%	-7.1%	-5.9%	-4.7%	-3.5%	-2.4%	-1.2%	+0.0%	+1.3%	+2.4%	+3.5%	+4.7%	+5.9%
40-44.99%	-10.6%	-9.4%	-8.2%	-7.1%	-5.9%	-4.7%	-3.5%	-2.4%	-1.2%	+0.0%	+1.3%	+2.4%	+3.5%	+4.7%	+5.9%	+7.1%
45-49.99%	-9.4%	-8.2%	-7.1%	-5.9%	-4.7%	-3.5%	-2.4%	-1.2%	+0.0%	+1.3%	+2.4%	+3.5%	+4.7%	+5.9%	+7.1%	+8.2%
50-54.99%	-8.2%	-7.1%	-5.9%	-4.7%	-3.5%	-2.4%	-1.2%	+0.0%	+1.3%	+2.4%	+3.5%	+4.7%	+5.9%	+7.1%	+8.2%	+9.4%
55-59.99%	-7.1%	-5.9%	-4.7%	-3.5%	-2.4%	-1.2%	+0.0%	+1.3%	+2.4%	+3.5%	+4.7%	+5.9%	+7.1%	+8.2%	+9.4%	+10.6%
60-64.99%	-5.9%	-4.7%	-3.5%	-2.4%	-1.2%	+0.0%	+1.3%	+2.4%	+3.5%	+4.7%	+5.9%	+7.1%	+8.2%	+9.4%	+10.6%	+11.8%
65-69.99%	-4.7%	-3.5%	-2.4%	-1.2%	+0.0%	+1.3%	+2.4%	+3.5%	+4.7%	+5.9%	+7.1%	+8.2%	+9.4%	+10.6%	+11.8%	+12.9%
70-74.99%	-3.5%	-2.4%	-1.2%	+0.0%	+1.3%	+2.4%	+3.5%	+4.7%	+5.9%	+7.1%	+8.2%	+9.4%	+10.6%	+11.8%	+12.9%	+14.1%
75-79.99%	-2.4%	-1.2%	+0.0%	+1.3%	+2.4%	+3.5%	+4.7%	+5.9%	+7.1%	+8.2%	+9.4%	+10.6%	+11.8%	+12.9%	+14.1%	+15.3%

Auto Rate Tier Adjustment and Priority Code Assignment

Rate Cards can have unlimited rate levels. Example of rate levels include Submit (or Ask), Closure/Floor, Agency Direct, Local, National, etc. Rate Levels can have a parent level where when you edit the parent, it updates the children. For example, you can have a level called Direct whose default is 10% more than the agency level (the parent). Rate Levels are assigned pressure grid which allows them to be calculated based on setoff levels. If you prefer not to use the Dynamic Pricing feature of WO Fusion, then simply don't assign a Pressure Grid to Rate Level.

Rate Level	Rate Level Name	Level Type	Priority Code	Parent Level	Parent Calculation
<input checked="" type="checkbox"/>	P1	Standard	Priority 1	P6	+600%
<input type="checkbox"/>	P2	Standard	Priority 2		+300%
<input type="checkbox"/>	P3	Standard	Priority 3		+200%
<input type="checkbox"/>	P4	Standard	Priority 4		+100%
<input type="checkbox"/>	P5	Standard	Priority 5		+50%
<input type="checkbox"/>	P6	Standard	Priority 6	Use Parent Level	Nil
<input type="checkbox"/>	P7	Floor	Priority 7		-30%

Sales Teams

Define and Manage Sales Users

Custom-Defined Sales Group

Sales Groups

Search: []

DDSU Team User Assignment

Enter the General Info. Required Fields *

Sales Group Info

Sales Group Name *

DDSU Team

TV Broadcast Properties

Teams Markeys *

Market 1: [Market 2:]

Tooth Properties *

Property 1: [Property 2:]

Digital Properties

Team Properties

Property 1: [Property 2:]

Management of Custom-Defined Group of Sales Users

Sales Groups

Search: []

LA Sales Group

General Info

User Assignment

Email	Full Name	Remove
ahlf@compansy.com	Amy Hoffman	<input checked="" type="checkbox"/>
jbar@compansy.com	Joe Bard	<input checked="" type="checkbox"/>

Inventory Sellout Tracking

Easily See What's Already Booked

Station View

Search View Settings | Export to Excel | Today | October 2023 | 50% Above

Network	Station	Traffic Code	Program Name	Time	% Sold	% Booked	% Sold	% Booked	% Sold	% Booked
WVCI	634		NEWS 8 DAYBREAK LL	Mo-F 6:00am - 7:00pm	54%	66%	80%	76%	51%	61%
WVCI	3		TODAY SHOW	Mo-F 7:00am - 9:00pm	56%	75%	79%	76%	51%	61%
WVCI	634		NEWS 8 DAYBREAK LL	Mo-F 6:00am - 7:00pm	80%	66%	80%	76%	51%	61%
WVCI	3		TODAY SHOW	Mo-F 7:00am - 9:00pm	80%	75%	79%	74%	51%	58%
WVCI	404		7:25A NEWS SPONSORSHIP	Mo-F 6:00am - 7:00pm	80%	91%	92%	100%	100%	89%
WVCI	4		THE TODAY SHOW	Mo-F 7:00am - 9:00pm	80%	75%	81%	74%	51%	58%
WVCI	6		HOLLYWOOD SQV PYRAMID	Mo-F 7:00am - 7:00pm	13%	19%	68%	47%	23%	39%
WVCI	7		NEWS 8 AT NOON	Mo-F 7:00am - 9:00pm	Unassigned	Unassigned	Unassigned	Unassigned	Unassigned	Unassigned

Units Chart

Percent Sold Out

Campaign Monitoring

Spot and Digital Impressions in a Single View



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

TVSales@wideorbit.com | wideorbit.com | (415) 675 -6700

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