



Say hello to new, high-quality demand and optimized rates

In today's competitive landscape, broadcasters need sales tools to easily and efficiently access new demand, as well as to simplify transactions while maintaining both rate optimization and transparency.

Embracing the digital-style buyer who may not have previously bought local broadcast TV, WO Marketplace opens access to new demand from buyers seeking near-to-air inventory, increasing competition which in turn increases inventory value. With WO Marketplace, you retain full control over which offers to accept, while complete transparency into the client, the rate offered, and the creative allows you to accept only the offers that best fit your criteria.

WO Marketplace brings your station new demand from DSPs and agencies via WideOrbit's new buy-side platform, ZingX.

WO Marketplace is the right choice if your team needs:

- Simplified access to new, high-quality demand to maximize revenue without increasing headcount.
- Full visibility into all offers, to ensure spots are sold at the best rates.
- Flexibility to sell spots by inventory code, ensuring spots air when they should.

WO Marketplace allows you to:



Maximize revenue with access to new, high-quality demand



Gain full visibility into offers, clients, and rates for comparison against current sold inventory



Improve offer quality by receiving only offers that match your rate guidance



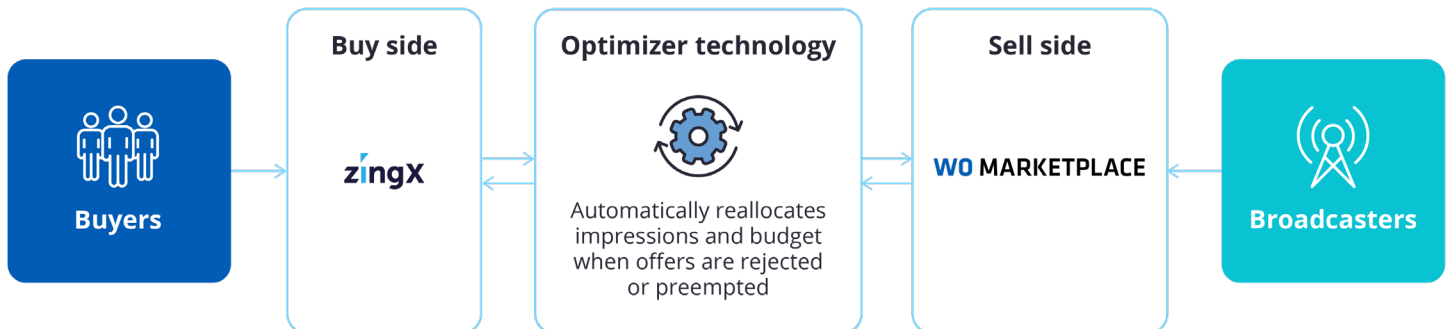
Increase efficiency with simplified workflows, including electronic transfer of orders and materials



Simplify accounting with invoicing, payments, and collections handled by WideOrbit

Maximize revenue with optimized rates and no makegoods

With WO Marketplace's new optimizer technology, you'll only receive offers that meet your rate criteria, and selling by daypart/inventory code means fewer preempts and no makegoods. Our optimizer technology analyzes buyer CPM goals against available inventory rate guidance and impression projections, ensuring your station receives only high-quality, buy-side offers that fit within the rate guidance you set.



Features



Rate Guidance

Easily establish Rate Guidance by inventory code. Buyers never see your rates, but your Rate Guidance is used to ensure you only see offers that are worth considering.



Inventory Codes

Sell spots by daypart/inventory code – as you're already used to – increasing the likelihood that spots will air in the intended time window.



New Demand

Your station's inventory is available to new, high-quality demand from DSPs and agencies through ZingX, WideOrbit's new buy-side platform.

Integrations

WO Marketplace + WO Traffic

Seamless integration between WO Traffic and WO Marketplace allows broadcasters to easily set rate guidance, compare WO Marketplace offers against what is booked in WO Traffic, accept offers, and electronically transfer orders and materials directly to WO Traffic, without worrying about makegoods.

WO Marketplace + Comscore

WO Marketplace integrates with Comscore media measurement for impression and ratings data, ensuring WO Marketplace's new optimizer technology matches high-quality offers to help sellers realize their revenue goals, while also helping buyers achieve their CPM and impression goals.

Learn more about WO Marketplace today

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