

WO NETWORK - ADU PREDICTION TOOL

Say hello to improved
deal delivery by creating
ADU packages en masse



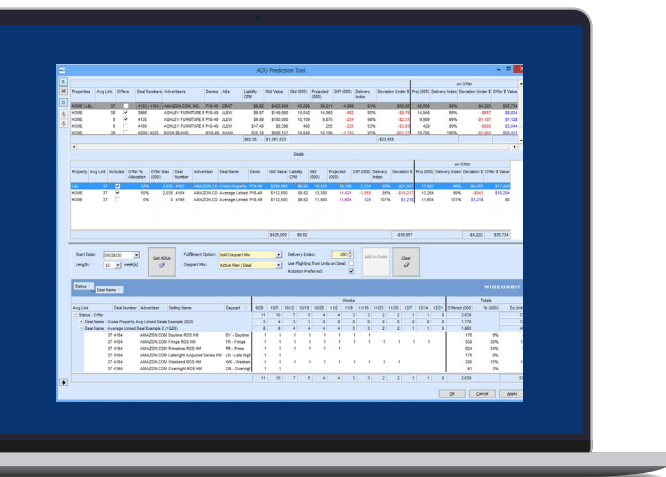
Maximize use of inventory
with better unit placement
based on projected delivery



Reduce liability by
delivering on a deal's
impression goals



Save time and money with
automation to help plan and
predict ADU requirements



Inventory yield management is paramount for TV networks in today's highly competitive advertising business. Under-delivering on campaigns increases liability, while over-delivering leaves money on the table.

A licensed feature of WO Network, WideOrbit's ADU Prediction Tool identifies the number of Audience Deficiency Units (ADUs) needed to deliver on a deal, based on criteria selected by the user, and suggests on which selling names and weeks those ADUs should be placed.

Once approved, ADUs are dynamically added to a deal directly from the ADU Prediction Tool.

WO Network - ADU Prediction Tool is the right choice if your team needs to:

Auto generate ADU offers en
masse, based on selected criteria

Strategically utilize ADU inventory
based on liability reduction goals

Boost profitability and
reduce liability

General options

The screenshot shows the 'General options' section of the WideOrbit ADU Prediction Tool. Numbered callouts 1 through 7 point to specific fields:

- 1 Start Date:** A dropdown menu showing '09/28/20'.
- 2 Length:** A dropdown menu showing '13' with the unit 'week(s)'.
- 3 Get ADUs:** A button with a magnifying glass icon.
- 4 Fulfillment Option:** A dropdown menu showing 'Sold Daypart Mix'.
- 5 Daypart Mix:** A dropdown menu showing 'Active Plan / Deal'.
- 6 Delivery Index:** A numeric input field showing '100'.
- 7 Use Flighting from Units on Deal:** A checkbox that is currently unchecked.

Below these options is a table showing deal data. The table has columns for 'Avg Link', 'Deal Number', 'Advertiser', 'Selling Name', 'Daypart', and a series of 'Weeks' (9/28 to 12/21). The 'Totals' column shows 'Offered (000)', '% (000)', and 'Eq Units'.

Avg Link	Deal Number	Advertiser	Selling Name	Daypart	9/28	10/5	10/12	10/19	10/26	11/2	11/9	11/16	11/23	11/30	12/7	12/14	12/21	Offered (000)	% (000)	Eq Units
Status : Offer					11	10	7	5	4	4	3	3	2	2	1	1	0	3,639		53
Deal Name : Cross Property Avg Linked Deals Example 2020					5	4	3	1	0	0	0	0	0	0	0	0	0	1,776		13
Deal Name : Average Linked Deal Example 2 (1Q20)					6	6	4	4	4	4	3	3	2	2	1	1	0	1,863		40
37 4164	AMAZON.COM Daytime ROS HM	DY - Daytime			1	1	1	1	1	1	1	1						170	9%	8
37 4164	AMAZON.COM Fringe ROS HM	FR - Fringe			1	1	1	1	1	1	1	1	1	1	1	1		558	30%	12
37 4164	AMAZON.COM Primetime ROS HM	PR - Prime			1	1	1	1	1	1								624	34%	6
37 4164	AMAZON.COM Latenight Acquired Series HM	LN - Late Nigh			1	1												170	9%	2
37 4164	AMAZON.COM Weekend ROS HM	WK - Weeken			1	1	1	1	1	1	1	1	1	1				280	15%	10
37 4164	AMAZON.COM Overnight ROS HM	ON - Overnigh			1	1												61	3%	2
					11	10	7	5	4	4	3	3	2	2	1	1	0	3,639		53

1. Start Date

Allows you to select a start week within a quarter. Defaults to the current quarter.

2. Length

Allows you to select up to an entire quarter for the offer.

3. Fulfillment Option

The Fulfillment Option will build an ADU recap package based on the under-delivering daypart mix or sold daypart mix.

4. Daypart Mix

Option to create daypart mix based on the quarter or deal from Active or Archived.

5. Delivery Index

Allows you to select the percentage of the delivery you wish, up to 120%.

6. Use Flighting from Units on Deal

Uses the flight dates from the units on the deal rather than the flights tab.

7. Rotation Preferred (Optional)

Allows you to allocate units to a "rotator" Selling Name first, otherwise defaults to highest internal estimates.

Learn more about WO Network - ADU Prediction Tool today

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