WIDEORBIT

Say hello to a smarter way to manage sales, commercial operations, and billing, network-wide

Built-in solutions for Diginets and networks focused on Direct Response (DR) advertising

Choose between streamlined Order Entry or robust Deal Entry to suit the sales needs of your organization
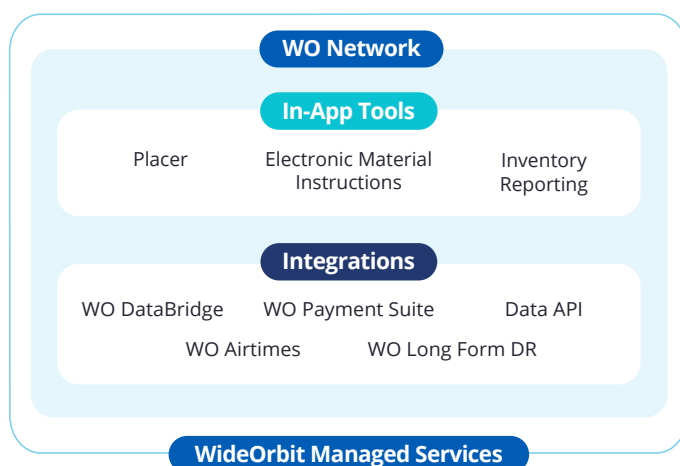
Maximize avails with automated placement and distribution tools

Leverage strategic use of On Demand Placer to manage spots with longer lengths

Manage SCTEs and Triggers either within the application or behind-the-scenes for a seamless experience

WO Network

In-App Tools

Placer   Electronic Material Instructions   Inventory Reporting

Integrations

WO DataBridge   WO Payment Suite   Data API

WO Airtimes   WO Long Form DR

WideOrbit Managed Services

With the continuous evolution of the broadcasting industry, Diginets and networks focused on Direct Response advertising have unique business needs, including increasing pressure to maximize diverse revenue streams while addressing operational complexities. WO Network simplifies every aspect of network ad sales, commercial operations, and billing. With accurate inventory and revenue accounting for all ad types, WO Network is the cornerstone of your growing sales and commercial operations, empowering users to sell with confidence and improve efficiency by automating and centralizing operations across properties and media types.

WO Network is the right choice if your team needs:

An intuitive user interface

A single Order Execution and Commercial Operations system

Strategies to maximize revenue on logs

Fixed or flexible SCTEs and Triggers to manage downstream ad-insertion

The most comprehensive end-to-end solution for today's network ad sales and commercial operations

Including built-in tools that benefit Diginets and DR-focused networks.

Deals & Orders
Adaptable workflows for booking business.

Approvals/Constraints
User-defined approvals rules including workflow, auto-approval, and no change.

SCTEs & Triggers
Fixed or flexible SCTEs and Triggers to manage downstream ad-insertion.

Extensive Dynamic Reporting
Perform ad-hoc analysis across all business areas with customizable reports.

Dynamic Placer Engine
Automate traditionally manual decisions and determine optimal spot placement for advertisers, while avoiding unfavorable positions and respecting conflicts.

Workflow Recommendations
WideOrbit's Professional Services Team offers consulting to help networks with these types of business models discover the best workflows and get the most out of the available tools in WO Network.

Pre & Post Logs
Multiple methods for Pre & Post Logs that can be pulled on the fly.

Format Scheduling
On-the-fly editing and format sharing to schedule across properties and programs.

Inventory and Revenue Management
Manage cable and broadcast networks advertising inventory in real time, including reserves and budgets.

Optional Modules

Electronic Material Instructions
Allows for direct import of new and revised instructions, with automated confirmation back to sending systems.

LockBox
Enables the automatic import of lockbox payments from a bank into a WO Network database and maps payments to an invoice.

WideOrbit Integrations

WO Airtimes
Provides automated, electronic delivery of scheduled airtimes direct from WO Network to buyers for faster turnaround and reduced errors.

WO Payments Suite
Provides A/R management tools to increase on time payments of invoices, reduce financial operating costs, and facilitate consistent best practices.

WideOrbit Managed Services
Secure your online environment and focus on your core business without the overhead of end-to-end management.

Data API
Seamlessly transfer data from WO Network to third-party systems without compromising data integrity.

WO DataBridge
Analyze and improve business performance, pinpoint inefficiencies, and identify new revenue opportunities using multiple data sources.

WO Long Form DR
Provides a unique set of inventory management tools to maximize revenue and streamline processes associated with Long Form Direct Response programming.

Learn more about WO Network for Diginets and DR today

TVSales@wideorbit.com | www.wideorbit.com

(415) 675 -6700

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