

WO NETWORK

Sales, traffic & billing solution for National Networks

As content is consumed in various methods, TV networks must also be fluid in how they deliver, manage and monetize it. The pressure to maximize different revenue streams and tackle the associated operational complexities is higher than ever.

WO Network simplifies every element of network ad operations from proposal to billing, with accurate inventory and revenue accounting for all ad types. As the cornerstone of your sales and commercial operations infrastructure, *WO Network* can be leveraged with other WideOrbit solutions including rights management, business intelligence, and remote hosting and monitoring.



BENEFITS



Drive sales team performance

Build customized, cross-platform proposals compliant with agency and network requirements from an intuitive grid interface.



Boost revenue opportunities

Price unsold inventory and optimize spot placements with an advanced placer engine. Perform ad-hoc analysis with customizable reporting.



Reduce risk and support customer service excellence

Manage conflicts and honor placement requirements and constraints. Reduce liability with deal delivery analysis and proactive ADU allocations.

FEATURES

Advertiser Constraints • Extensive Integrations • Format Scheduling • Inventory and Revenue Management • Liability Management • Proposals • Rate Cards • Workflow Rules

Learn more about our offerings today

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CONTACT US

TVSales@wideorbit.com

(415) 675-6700