

WO NETWORK

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



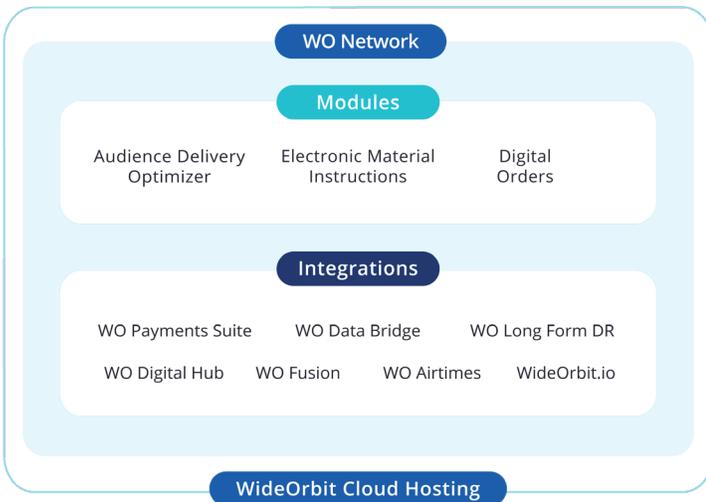
Generate faster, more accurate proposals



Reduce liability and waste with automated placement and delivery evaluation



Customize functionality by adding optional modules to best fit your unique needs



With the continuous evolution of content consumption patterns, cable and broadcast networks must adapt their delivery, management, and monetization processes to keep pace. The pressure to maximize diverse revenue streams while addressing operational complexities is greater than ever.

WO Network simplifies every aspect of network ad sales and commercial operations, from proposals and planning, to deal maintenance, stewardship, 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, reduce liability, 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

Efficient handling of stewardship and deal maintenance

Reduced Audience Deficiency Units

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

Rate Cards, Plans, and Deals

Adaptable rate card management and user-defined selling titles incorporated into Plans, Proposals, and Deals.

Approvals/Constraints

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

Dynamic Placer Engine

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

Format Scheduling

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

Deal Maintenance

Flight deals and easily manage re-expressions, splits, combines, and more.

ADU Prediction Tool

Identifies the number of ADUs needed to deliver on a deal, based on criteria selected by the user, and suggests on which selling names and weeks they should be placed.

Extensive Dynamic Reporting

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

Stewardship/Liability

Manage guarantees, deal liability, and placement constraints with proactive ADU decisions.

Inventory and Revenue Management

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

Optional Modules



Audience Delivery Optimizer

Optimizes unit placement on behalf of advertisers for reduced liability and maximized revenue on delivered impressions.



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.



Digital Orders

Simplifies billing by enabling networks to fulfill, invoice, and report on linear and digital orders within a consolidated solution.

WideOrbit Integrations

WO Airtimes

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

WO Data Bridge

WO Data Bridge provides access to data in various forms, including raw and curated, revolutionizing large dataset management and providing a gateway to advanced business intelligence and analytics.

WO Digital Hub

A single platform to unify digital ad sales, operations, execution, and finance across multiple properties and ad servers, automating workflows to increase efficiency and drive revenue growth.

WO Fusion

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.

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.

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.io

Designed for flexibility and adaptability, WideOrbit APIs provide seamless, real-time interaction with your applications, boosting efficiency by allowing you to effortlessly connect with your data,

WideOrbit Cloud Hosting

Secure your online environment and focus on your core business while leaving the infrastructure to the experts, without the overhead of end-to-end management.

WideOrbit Managed Services

WideOrbit managed services allow you to improve the efficiency of your WideOrbit products by leveraging our team's experience. Services address areas such as data management and integrity, operational workflows, and configuration updates.

WideOrbit Professional Services

Our team leverages invaluable knowledge and experience in the delivery of a variety of engagements across all customer segments, from quick system changes to intricate integrations involving multiple WideOrbit products.

Other Integrations

Use your favorite tools through pre-built or custom integrations that extend your WO Network workflows.

Learn more about WO Network today

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