

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.

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.

Extensive Dynamic Reporting

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

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.

Dynamic Placer Engine

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

Stewardship/Liability

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

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.

Inventory and Revenue Management

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

WO Analytics

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

WO Program

Manage content across channels and platforms, from production and acquisition, to rights, scheduling, and transmission.

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.

Optional Modules

Audience Delivery Optimizer

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

Digital Orders

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

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.

Learn more about WO Network today

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