

Say hello to the leader in media sales, traffic, and billing

WO Omni, an end-to-end media operations platform built for the changing landscape

Media companies are challenged by increased operational complexity in an ever-changing industry. New technology, platforms, and consumer behaviors contribute to this complexity, even as they present new revenue opportunities.

WO Omni is tailored to meet the business needs of today's media companies, including those with bespoke regional requirements or with non-traditional sales channels. As a complete end-to-end solution, from proposals to contracts, scheduling to reconciliation, billing to collections, and dynamic, real-time reports, WO Omni makes it easy to manage, optimize, and execute ad sales for any media type. Media companies can centralize operations on a shared technology platform, consolidate and manage linear and digital assets, and leverage robust integrations with third-party systems.

WO Omni allows you to:



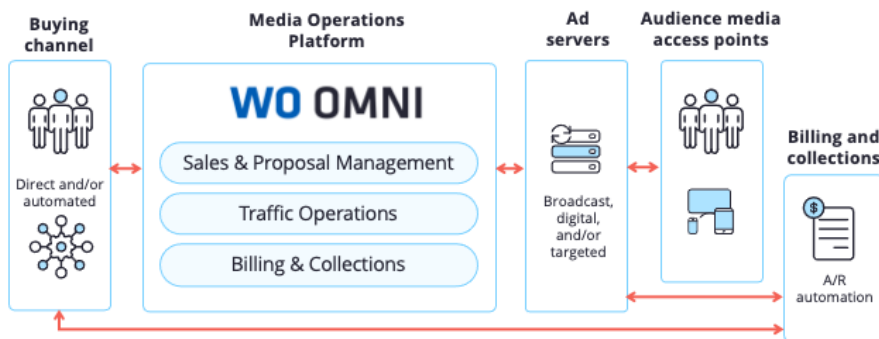
Find peace of mind with the stability and reliability of a proven and trusted solution



Reduce both risks and costs associated with integrating multiple, disparate solutions



Improve efficiencies by centralizing linear and digital ad operations



WO Omni is the right choice if:

Centralizing sales, traffic, and finance in a single media platform is important to you

You need a comprehensive solution built by media experts

High security and stability are critical priorities

You want a business partner more than a software vendor

A solid foundation for your Sales, Traffic, and Finance Operations

Meet Placer, WO Omni's Dynamic Ad Decisioning Engine.

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

Sales

- Rate Cards and Impression Estimates
- Proposal and Contract Management

Finance

- Credit Management
- Billing and Accounts Receivable

Traffic

- Log Preparation and Reconciliation
- Ad Copy Management

General Features

- Real-Time Reports
- Robust Security and Auditing
- Multi-Currency and Language

WideOrbit Integrations and Professional Services

WO Airtimes

Provides automated, electronic delivery of airtimes data from WO Omni to buyers, system-to-system, for faster turnaround time, and reduced errors.

WO Analytics

Analyze and improve business performance, pinpoint inefficiencies, and identify new revenue opportunities using data from WO Omni, and other complimentary sources.

WO Order Connect

Provides a direct connection between buy-side systems and WO Omni, allowing sellers to manage orders and makegoods electronically.

WO Program

Manage content across channels and platforms, from production and acquisition, to rights, scheduling, and transmission, and automate new and changed program schedules in WO Omni.

WO Station Portal

Send orders to external stations to manage outsourced sales agreements – ideal for internal or external rep firm workflows.

Data API

Seamlessly transfer data from WO Omni to third-party systems without compromising data integrity.

WideOrbit Managed Services

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

Contact us to learn more about WO Omni

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