

WO ON DEMAND

Say hello to simplified distribution and monetization for podcasts and on-demand audio content

Creating and managing ad content can be cumbersome, and it's difficult to consistently deliver fresh, well-targeted ads. With rapid growth in the consumption of podcasts and other forms of on-demand audio, publishers continue to face monetization challenges.

WO On Demand is a cloud-based, SaaS platform that simplifies management, monetization, and measurement for on-demand audio content, including podcasts. With dynamic server-side ad insertion, robust ad templates, podcast hosting, download/impression/revenue reporting, broadcast-to-podcast functionality, a dynamic RSS engine, and powerful programmatic capabilities, *WO On Demand* includes everything audio publishers need to drive revenue.

WO On Demand can also be paired with *WO Streaming* to provide side-by-side management of your digital audio inventory across channels, and with *WO Ad eXchange* to provide holistic yield optimization across your direct sold and programmatic channels.

WO On Demand allows you to:



Monetize podcasts and other on-demand content



Save time with streamlined file management



Automate processes including broadcast-to-podcast conversion



WO ON DEMAND IS THE RIGHT CHOICE IF YOUR TEAM IS:

Monetizing podcast and on-demand audio inventory

Operating multiple shows

Generating linear-to-digital content

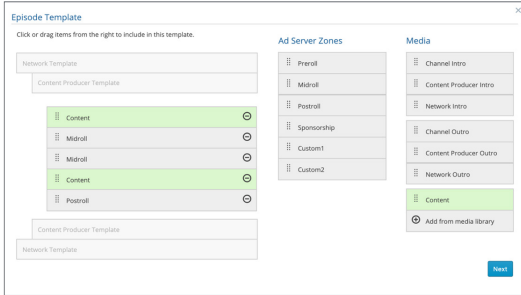
Expanding digital operations

Interested in accessing programmatic revenue opportunities

Distribution and monetization tools purpose-built for podcasts and on-demand audio

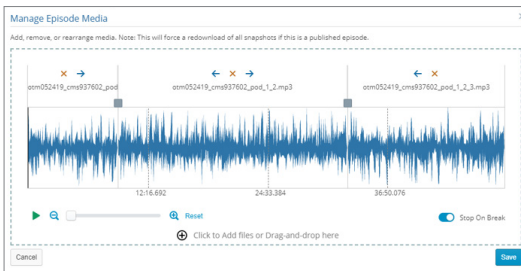
Ad Insertion Template

Dynamic ad insertion templates at the network, content, producer, or channel/episode level



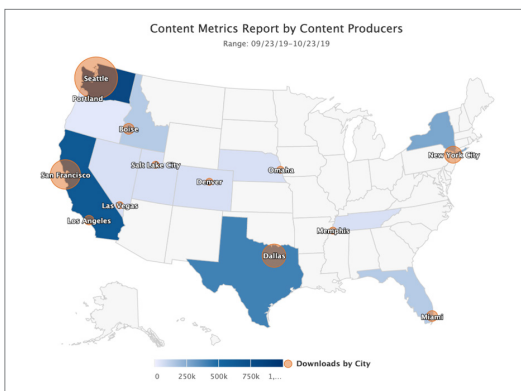
Episodic Editing

In-browser audio controls to add/remove segments and edit insertion points.



Reporting Engine

Generate IAB compliant ad and podcast content metrics to produce reports by time period, network, channel, or episode



Learn more about *WO On Demand* today

Transcoding

Built-in transcoding engine supports all major audio and video formats, set by publisher-defined profiles

```
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    [output] => /web/serve.castfire.com/medias/16/ntw/303/424/4242466-7742-0.mp3
    [exec] => Array
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        )
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    [sg_source] =>
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                )
            )
        )
)
```

Advanced targeting

Deliver relevant advertising to targeted audiences across episodes and devices

Broadcast-to-podcast

Combine *WO On Demand* with *WO Streaming* to automatically capture and re-publish live broadcasts as downloadable podcasts

Dynamic RSS engine

Dynamically download publisher content at periodic intervals

Dynamic server-side ad insertion

Insert custom ads into on-demand content

Podcast hosting

Store your audio files and create multiple podcast feeds

Programmatic ad insertion

Dynamically include programmatic ad revenue with robust publisher control over advertisers and ad types, competitive separation, and more

CONTACT US

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