

WO PROGRAMMATIC DIGITAL AUDIO

Digital audio, say hello to automated access to advertiser demand

The audience for digital audio is growing exponentially but producers and sales teams struggle to fully monetize their valuable listener communities. At the same time, brands and agencies increasingly look to secure inventory quickly with programmatic marketplaces.

WO Programmatic Digital Audio helps content creators automate ad transactions, while allowing buyers to efficiently aggregate and purchase inventory. With advanced targeting and support for both publisher direct sales and real-time bidding, *WO Programmatic Digital Audio* provides access to new demand for inventory, increasing overall yield for sellers.

WO Programmatic Digital Audio automates sales processes so you can easily:



Increase digital ad revenue



Auction unsold inventory



Control pricing, category, and advertiser rules

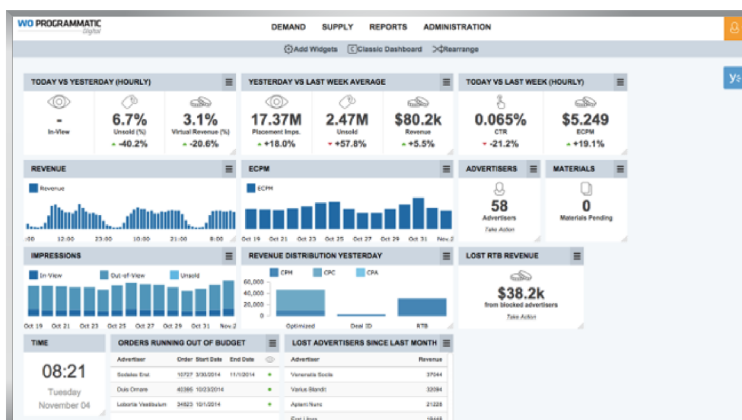
WO PROGRAMMATIC DIGITAL AUDIO IS THE RIGHT CHOICE WHEN YOUR TEAM MANAGES:

Unsold inventory

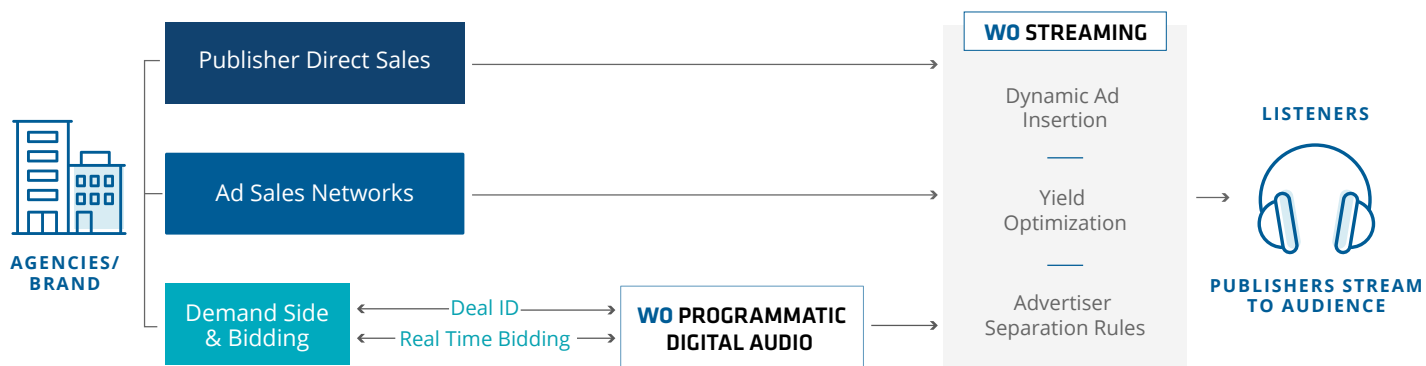
Digital ad revenue

Direct deals, ad networks, and programmatic

Price floors and advertiser/category blacklists



DYNAMIC AD INSERTION AND YIELD OPTIMIZATION



Sell more, sell faster, sell better

Integration with WideOrbit's *WO Programmatic Digital Audio* platform, over the industry standard OpenRTB protocol, allows for order prioritization across all sales channels with immediate bid initiation for unsold inventory.

Yield Optimization:

WO Programmatic Digital Audio leverages a proprietary holistic yield optimization algorithm that uses Machine Learning and Artificial Intelligence to evaluate bid responses from each of our premium demand partners, maximizing yield for every impression delivered.

Direct Integration:

WO Programmatic Digital Audio connects directly with *WO Streaming* and *WO On Demand*, so direct deals and winning bids are inserted into live streams and on-demand content within seconds of receipt.

Simple Management

Impressions are recorded in near real-time upon confirmed ad insertion, allowing for optimal inventory yield management. Direct deals with a minimum floor price or a fixed price are also supported.

Add Value for Buyers with *WO Programmatic Digital Audio*:

Advanced Targeting Target by station, format, genre, geography, demographic, on demand channel, and device

Non-Skippable Ads Allow buyers to reach engaged digital audiences with brand-safe, non-skippable ads

3rd Party Impression Logging Capture impressions from audio ads and companion banners on third-party sites

Advertiser Separation Rules Customized separation rule definitions

Advertiser Blacklist Reduce liabilities and automate brand safety guidelines

Say hello to a Wider World with a leading Demand Side Platform (DSP):



And some of the industry's biggest Supply Side Platforms (SSPs):



Compliant with IAB Digital Audio Ad Serving Template (DAAST) and Video Ad Serving Template (VAST) specifications, *WO Programmatic Digital Audio* delivers hundreds of millions of impressions each month.

Learn more about *WO Programmatic Digital Audio* today

CONTACT US

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