

WO PROGRAMMATIC TV

FOR SELLERS

Automated TV advertising

TV stations and networks have some of the most premium advertising inventory in the world. However, fragmentation and manual workflows can limit demand opportunities and negatively impact value.

WO Programmatic TV automates time consuming processes while increasing demand for inventory. *WO Programmatic TV* satisfies a variety of seller business requirements by offering a diverse set of solutions including Open Marketplace, Direct and Connected.

Open Marketplace

Opportunistic buying approach. View and accept bids at your discretion.

Direct

End-to-end automation of the traditional TV workflow including avail requests, proposals, orders, offers, and creative.

Connected

Connects buyer platforms with seller inventory. APIs include Google DoubleClick, other DSPs, and direct response systems.

BENEFITS**Increase efficiency**

Integration with *WO Traffic* and *WO Network* enables end-to-end automation. Easily manage programmatic campaigns within the seller console and access data tools to inform decisions.

**New demand**

Instantly reach more buyers across the country. Since the platform is suitable for all types of buyers, sellers can centralize decision-making to increase competition for inventory.

**Maintain control**

Ultimately, it is up to the seller whether to accept a bid or an order from a buyer. Sellers are not required to accommodate any business they do not approve.

FEATURES

Creative Management • Dashboard • Order Management • Reporting

Learn more about our offerings today

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