

WO TRAFFIC FOR TV

Traffic & billing software

The ever-changing media industry challenges TV broadcasters with increasing operational complexity. New technology, platforms and viewing behaviors bring new and different revenue streams, making it harder to sell media than ever before.

WO Traffic is an end-to-end solution built for the changing local TV landscape, making it easy for stations to manage, execute and optimize ad sales for any media type. Ownership groups can unite station operations on a shared technology foundation with integrated solutions to drive efficiencies, reduce costs and maximize revenue.



BENEFITS



Maximize revenue

Sell, manage, air and invoice ad sales from any source. Open a programmatic sales channel to access offers directly from agencies and brands.



Increase efficiency

Centralize ad operations on a single database across properties, markets and media types. Integrate with WideOrbit solutions for program management, analytics, sales proposals and much more.



Improve ROI

Ensure all revenue is captured in a single system of record with key integrations and add-ons. Monitor real-time reports on inventory, revenue and pacing.

FEATURES

Credit & Accounting Management • Data Export • Digital Ad Management • Extensive Integrations • Placer Engine • Programmatic Ad Marketplace • Revenue Collection • Spot & Log Management

Learn more about our offerings today

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