

## WO TRAFFIC

# Say hello to the leader in media operations, traffic and billing

TV and radio broadcasters face increasingly complex challenges as the media industry continues to evolve. New technologies, platforms, and consumption behaviors present new revenue opportunities even as they make selling media more complicated than ever before.

*WO Traffic* is an end-to-end solution built for the changing local landscape, providing a solid foundation from which stations can manage, execute, and scale ad sales both today and into the future. Even the largest ownership groups can leverage new revenue streams by unifying station operations on a shared technology infrastructure, one that provides a single system of record and that offers integrated solutions to drive efficiencies, reduce costs, and maximize revenue.

### *WO Traffic* allows you to:



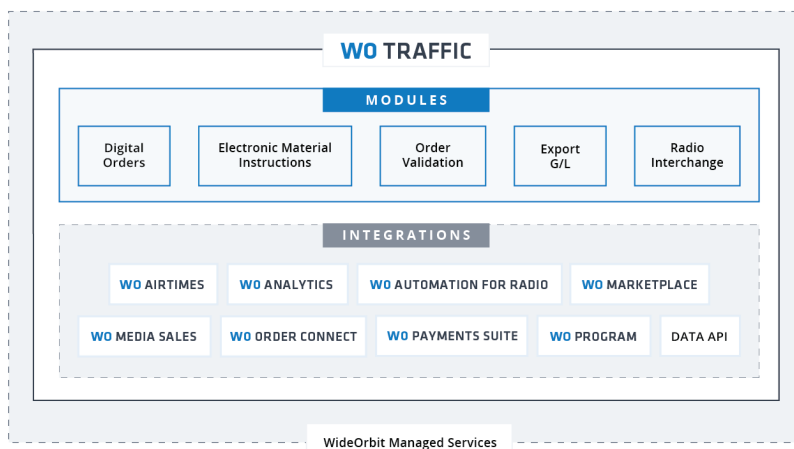
Find peace of mind with the stability and reliability of a proven and trusted solution



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



Improve efficiencies by centralizing ad operations across properties, markets, and media types



### **WO TRAFFIC IS RIGHT IF YOUR TEAM NEEDS:**

A comprehensive solution built by media experts

Centralized ad operations on a single database

A business partner more than a software vendor

High security, stability, and reliability

## The market leader in TV and radio traffic systems

### **Dynamic Placer Engine**

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

### **Real-Time Ad Inventory Management and Reporting**

Manage ad inventory in real-time with revenue and pacing reports across properties.

### **Extensive Integrations**

Expand your workflows with integrations for business intelligence, finance, on-air automation, and more.

### **Centralized Operations**

Control materials, instructions, credit and aging across properties and regions.

### **Spot and Log Management**

Manage spots and logs with flexible planner, grid, and calendar tools.

### **A/R Management**

Full Invoice, Aging and Payment support across the entire organization.

## OPTIONAL MODULES

### **Digital Orders**

Simplifies billing by enabling broadcasters to fulfill, invoice, and report on linear and digital orders within a consolidated solution.

### **Electronic Material Instructions**

Allows for direct import of new and revised instructions, with automated confirmation back to sending systems.

### **Order Validation**

Ensures all orders comply with broadcaster-defined business rules at the point of order entry.

### **Export G/L**

Generates an export file that includes high-level, rolled-up revenue, invoice, payment, and revenue adjustment data by property to be imported into a financial system.

### **Radio Interchange**

Streamlines every step of network and barter advertising with an API-based integration between Network/Barter Partners and *WO Traffic* customer databases.

## WIDEORBIT INTEGRATIONS

### **WO Airtimes**

Provides automated, electronic delivery of airtimes data from *WO Traffic* to buyers, system-to-system, simplifying normalization and reducing errors.

### **WO Analytics**

Analyze and improve business performance, pinpoint inefficiencies, and identify new revenue opportunities using multiple data sources.

### **WO Automation for Radio**

Program and optimize content and ads while simplifying workflow and reducing costs.

### **WO Marketplace**

Opens access to new demand from buyers seeking near-to-air inventory, increasing competition, which in turn increases inventory value.

### **WO Media Sales**

Empowers TV advertising sales teams to build both linear and digital proposals by leveraging real-time account information, inventory availability, audience research, and delivery metrics.

### **WO Order Connect**

Provides a direct connection between buy-side systems, such as Mediaocean and HudsonMX, and *WO Traffic*, allowing sellers to manage orders and makegoods electronically.

### **WO Payments Suite**

Provides A/R management tools to increase on time payments of invoices, reduce financial operating costs, and facilitate consistent best practices.

### **WO Program**

Manage content across channels and platforms, from production and acquisition, to rights and scheduling.

### **WideOrbit Managed Services**

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

Learn more about *WO Traffic* today

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