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

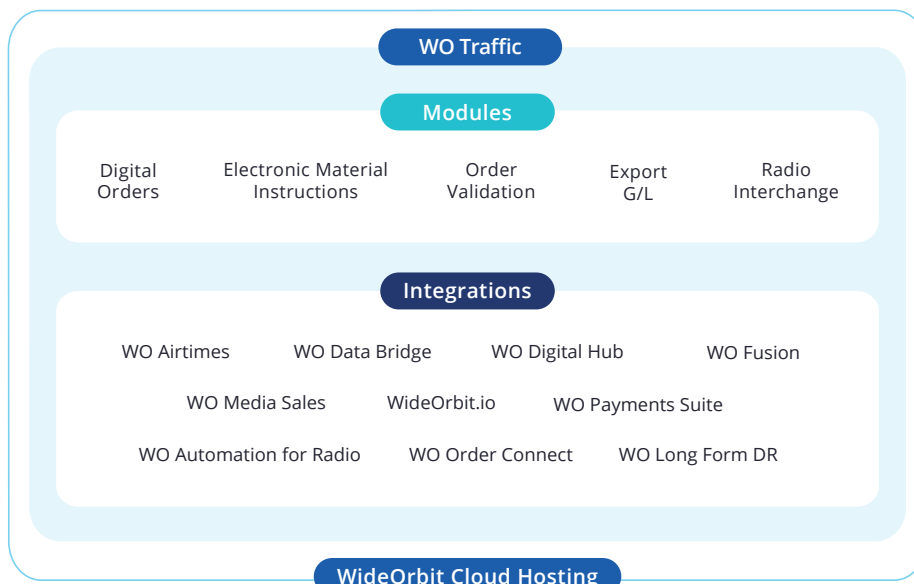**Reduce both risks and costs** associated with integrating multiple, disparate solutions

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

WO Traffic

Modules

| Digital Orders | Electronic Material Instructions | Order Validation | Export G/L | Radio Interchange |

Integrations

WO Airtimes   WO Data Bridge   WO Digital Hub   WO Fusion

WO Media Sales   WideOrbit.io   WO Payments Suite

WO Automation for Radio   WO Order Connect   WO Long Form DR

WideOrbit Cloud Hosting

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.

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.

Real-Time Ad Inventory Management and Reporting
Manage ad inventory in real-time with revenue and pacing reports across properties.

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.

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

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

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

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.

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 Automation for Radio

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

WO Data Bridge

WO Data Bridge provides access to data in various forms, including raw and curated, revolutionizing large dataset management and providing a gateway to advanced business intelligence and analytics.

WO Digital Hub

A single platform to unify digital ad sales, operations, execution, and finance across multiple properties and ad servers, automating workflows to increase efficiency and drive revenue growth.

WO Fusion

WO Fusion makes it easy to price, plan, and sell any media type, with multiple audience measurement data sources that provide a unified view of converged audience engagement.

WO Long Form DR

Provides a unique set of inventory management tools to maximize revenue and streamline processes associated with Long Form Direct Response programming.

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.

WideOrbit.io

Designed for flexibility and adaptability, WideOrbit APIs provide seamless, real-time interaction with your applications, boosting efficiency by allowing you to effortlessly connect with your data.

WideOrbit Cloud Hosting

Secure your online environment and focus on your core business while leaving the infrastructure to the experts, without the overhead of end-to-end management.

WideOrbit Managed Services

WideOrbit managed services allow you to improve the efficiency of your WideOrbit products by leveraging our team's experience. Services address areas such as data management and integrity, operational workflows, and configuration updates.

WideOrbit Professional Services

Our team leverages invaluable knowledge and experience in the delivery of a variety of engagements across all customer segments, from quick system changes to intricate integrations involving multiple WideOrbit products.

Other Integrations

Use your favorite tools through pre-built or custom integrations that extend your WO Traffic workflows.

Learn more about WO Traffic today

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WIDEORBIT