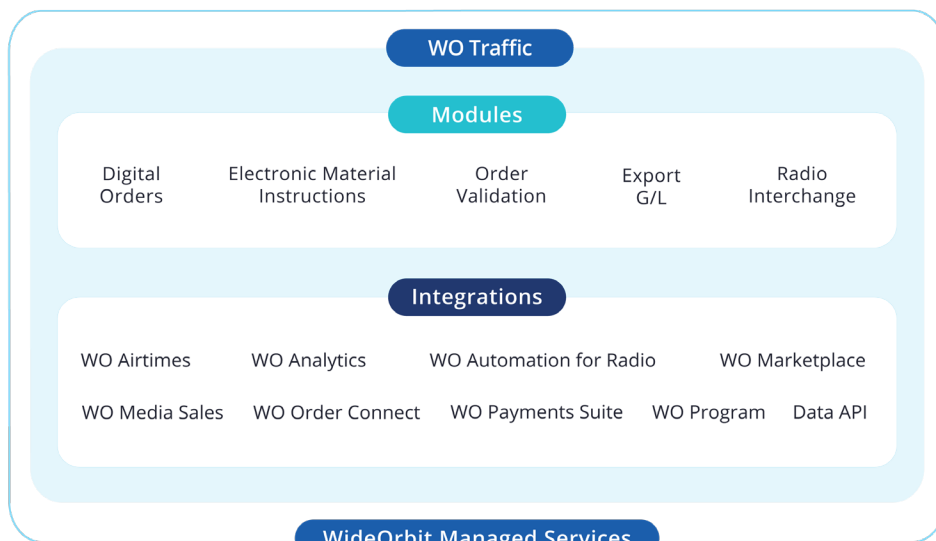




Say hello to the leader in media operations, traffic, and billing

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.

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.

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

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.

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.

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.

Learn more about WO Traffic today

RadioSales@wideorbit.com | TVSales@wideorbit.com
(415) 675 -6700