

# WO Traffic + WO Automation for Radio

## Live log editing from WO Traffic

Make same-day log changes directly from WO Traffic – no need to re-merge or restart.

## Real-time reconciliation

Spots are automatically reconciled as soon as they broadcast or fail to broadcast.

## Live copy widget

Live commercial scripts are automatically displayed on the DJ's screen, and automatically reconciled in WO Traffic.

## Automatic updates

Run date or station list changes in WO Traffic are automatically synchronized between WO Traffic and WO Automation for Radio.

## Purge list

WO Traffic can automatically delete outdated commercials in WO Automation for Radio.

## Dub list widget

Select a spot from a list of commercials that have been entered into WO Traffic but not yet ingested into WO Automation for Radio, add the audio, and instantly synchronize all metadata with WO Traffic.

## Traffic and automation working together

Your traffic and automation systems are critically important in running your radio business. Each system should meet both your current and future needs, and they should work well together.

WO Automation for Radio and WO Traffic provide the most comprehensive, end-to-end solution for radio. Together, they will help you improve efficiency, reduce costs, and increase revenue.

### Seamless integration

Driving efficiencies and revenue

#### WO Traffic + WO Automation for Radio

Streamlined workflows > Improved efficiencies = **Time and cost savings**

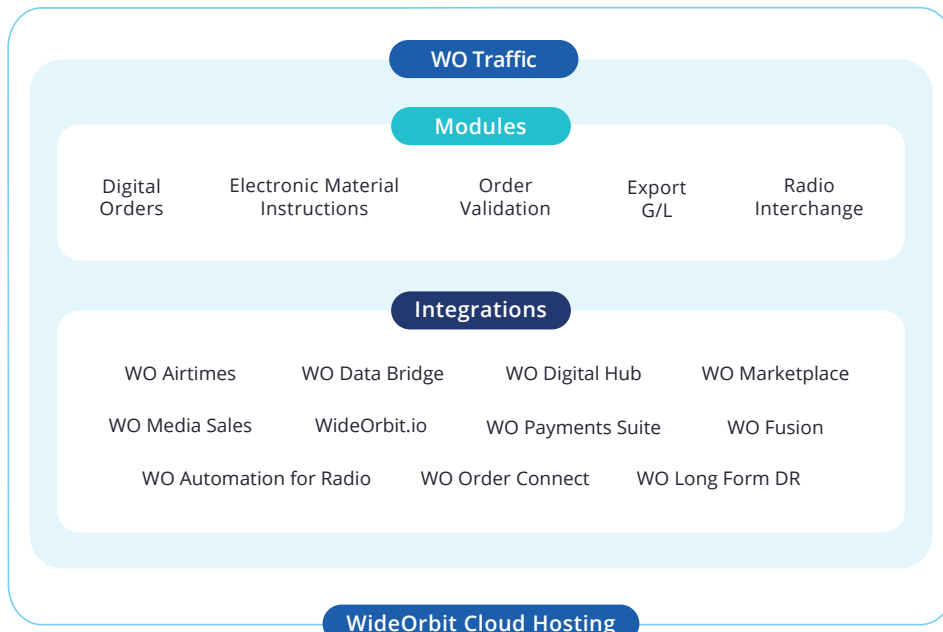
Fewer manual tasks > Reduction in costly errors = **More accurate billing**

Real-time reconciliation > Optimized inventory = **Increased revenue**

## 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 the right choice 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 Automation for Radio

Say hello to smarter automation for remote access to centralized operations, without compromise

Radio broadcasters face the challenge of providing talent with remote access to the tools and systems needed to keep stations running and on-air. Today's distributed operations and remote requirements demand a robust, flexible, scalable, and user-friendly automation system to keep listeners engaged around the clock. WO Automation for Radio supports all operating models – live-assist, fully automated, and everything in between – making it easy for broadcasters of any size to deliver compelling news, sports, and music programming, even while taking operations fully remote.



**“This system is critical to our operation, and with WideOrbit, we can trust the automation and traffic systems to work together to do what we need. And the system will grow with us, which is incredibly important as we look toward the future.”**

**Randy Eccles**  
WUIS-NPR Illinois | General Manager

## WO Automation for Radio allows you to:



Access the entire in-studio experience remotely, from home or on-the-go



Leverage talent and content across stations and markets



Increase efficiency by integrating with other systems you use every day

## WO Automation for Radio is the right choice if your team needs to:

- Manage station operations with a decentralized, remote staff
- Run radio programming from home or on-the-go, on any device
- Manage content and playlists from anywhere, anytime
- Integrate with other systems, like MusicMaster and WO Traffic

## About WideOrbit

WideOrbit is the one platform that ties everything together – from automated marketplace and digital ad sales to cash-in-advance payments.

We help our clients do more business by eliminating the ubiquitous paper-chasing, back-and-forth between systems, and data re- entry of traditional workflows. And it's those clients who have made us a leader in premium broadcast technology and the largest sell-side processor of premium advertising, both digital and linear.

In 1999, WideOrbit was founded with a vision: Make it easier to buy and sell advertising. Since then, that vision has expanded: Become the leading digital and linear media management advertising platform in the world. To that end, we put our clients first and believe that our growth is limited only by our customers' satisfaction. In February 2023, WideOrbit became a part of Lumine Group, a Canadian listed company which in turn is a part of the Constellation Software Inc. (CSI) ecosystem, a multi-billion-dollar global public company.

WideOrbit brings a Wider-World approach, so you get the broader capabilities, bigger insights, and better connections you need. That's why so many leading media companies – including Urban One, Midwest Communications, Cumulus, Spanish Broadcasting, Rogers, Audacy, and more – have partnered with us. And it's our track record of reliability, combined with a commitment to innovation, that leads our partners to renew their contracts.

WideOrbit is proud to be Certified™ by Great Place to Work® for the three years running, 2020, 2021, and 2022.

**Learn more about WO Traffic and WO Automation for Radio**

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