WIDEORBIT OVERVIEW | JULY 2020

Get the Wider World Working for You

One Platform – Multiple Solutions

Say hello to a Wider World

WideOrbit is the one platform that ties everything together – from programmatic selling with the Unified Sales Suite, to digital ad sales with our Digital Suite, to simplified cash-in-advance with *WO Payments Suite*. Only WideOrbit takes a Wider-World approach to give you:

- **Broader capabilities to maximize efficiency**

- **Bigger insights to make smarter business decisions**

- **Better connections to streamline workflows between disparate systems**

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UNIFIED SALES SUITE

Sell-side, say hello to the buy-side, with streamlined transactions and aggregated demand

Media transactions have become increasingly complex, with sales teams juggling disparate systems and inefficiently managing numerous revisions and makegoods. Frustrations like the inability to effectively price across multiple channels, or having limited visibility across demand, can stifle inventory management and revenue growth.

Unified Sales Suite is a set of workflow optimization tools that brings electronic communications from buyers and DSPs to TV stations faster, shortening the negotiating process. At the same time, Unified Sales Suite aggregates and compares multiple demand sources, so stations can efficiently optimize and sell against their available/pending digital and linear inventory.

Unified Sales Suite allows you to:

Automate interactions with buy-side partners to save time and effort

Improve visibility across demand sources, to ensure acceptance of only the best offers

Reduce the time required to negotiate and execute campaigns

Reduce discrepancy rates through system-to-system communication and confirmations

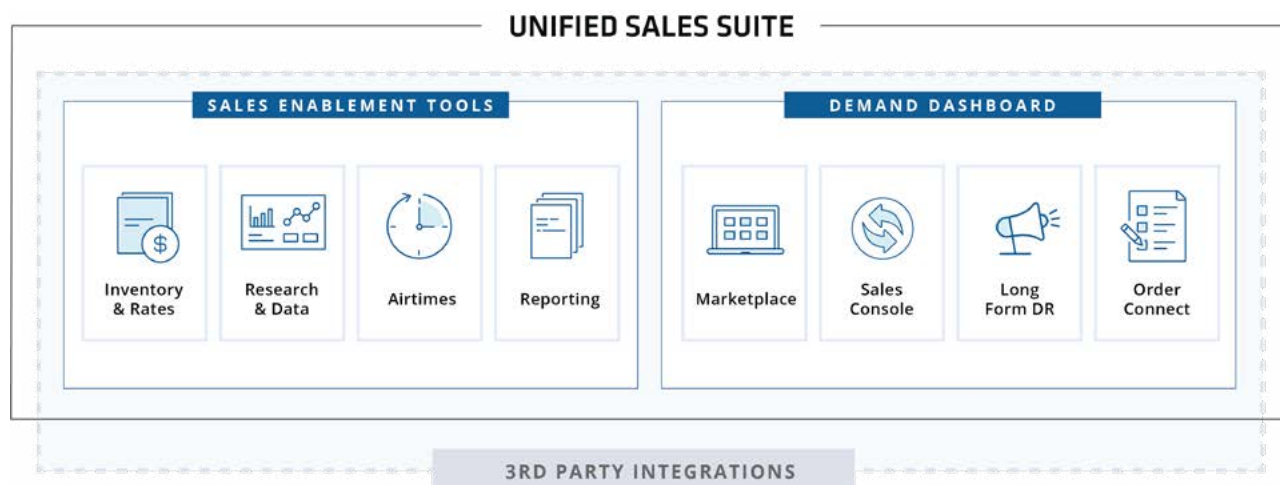**UNIFIED SALES SUITE IS THE RIGHT CHOICE WHEN YOUR TEAM WANTS TO:**

———

Respond faster and easier to urgent avail requests

———

Set better-informed pricing based on sell out levels, historical rates, pending demand, and conflict codes

———

Reduce the time and effort required to manage makegoods

———

Provide timely and actionable insight into airtimes, to give TV appropriate credit for driving results

———

Each module within Unified Sales Suite is designed to solve a specific pain point within the workflow, and each falls into one of two functional categories: sales enablement tools and the demand dashboard. Modules are integrated with *WO Traffic*, and other WideOrbit products, to ensure all inventory demand is viewable and actionable from one place, so proposals are generated faster and electronic orders are expedited.

Airtimes: Providing airtimes after spots have aired is critical to providing the buyer with actionable insight into campaign performance, including giving TV credit for driving online traffic. This module provides automated, electronic delivery of airtimes data from *WO Traffic* to buyers, system-to-system, simplifying normalization and reducing errors.

Marketplace: By bringing sellers new demand they can evaluate alongside current sold inventory, Marketplace allows sellers to only accept offers that meet their needs. Embracing the digital-style buyer who may not have bought local broadcast TV or radio in the past, Marketplace gives buyers seeking near-to-air inventory easy access to submit offers to hundreds of stations nationwide.

Sales Console: The process to request local spot TV inventory, send back avails and pricing, negotiate and tweak details, secure the deal, and, ultimately, provide proof-of-performance reporting, is long, manual, tedious, and riddled with opportunities for human error. Sales Console automates the traditional workflow to increase overall speed and efficiency for the sell side, streamlining the steps involved without compromising control.

Long Form DR: Direct Response (DR) advertising requires the consideration of multiple offers, making the management of those offers extremely cumbersome. And with a limited number of slots available, a high preempt rate can result. The Long Form DR module automates and simplifies the management of DR inventory and allocations for *WO Network* cable groups.

Order Connect: Sending orders through email and manually re-keying orders causes errors and is extremely time con-suming. 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.

Learn more about Unified Sales Suite today
CONTACT US | https://go.wideorbit.com/widerworld.html

WO TRAFFIC

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

TV and radio broadcasters are faced with 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
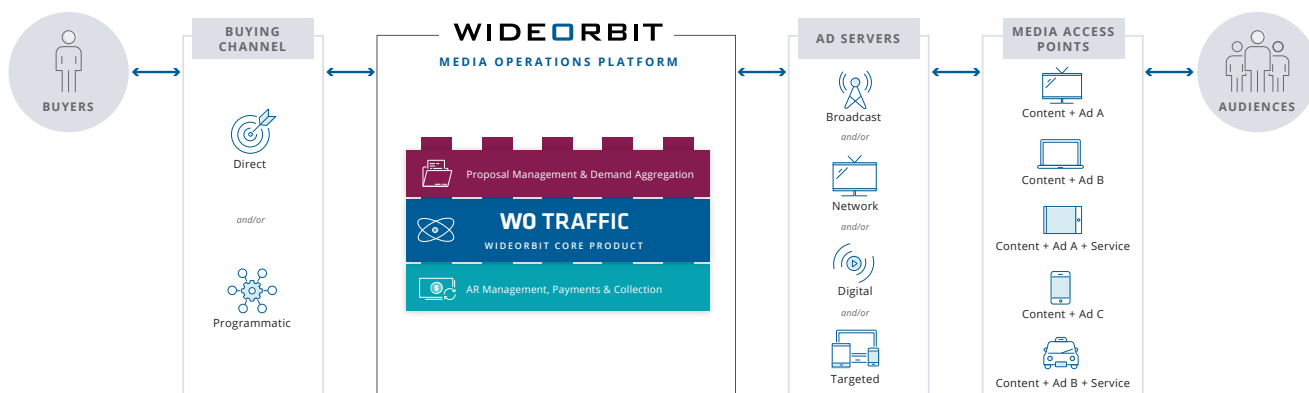
WO TRAFFIC IS RIGHT FOR YOUR TEAM WHEN:

You need a comprehensive solution built by media experts

High security and stability are critical priorities

Centralizing ad operations on a single database is important to you

You want a business partner more than a software vendor

BUYING CHANNEL

BUYERS

Direct

and/or

Programmatic

WIDEORBIT
MEDIA OPERATIONS PLATFORM

Proposal Management & Demand Aggregation

WO TRAFFIC
WIDEORBIT CORE PRODUCT

AR Management, Payments & Collection

AD SERVERS

Broadcast
and/or

Network
and/or

Digital
and/or

Targeted

MEDIA ACCESS POINTS

Content + Ad A

Content + Ad B

Content + Ad A + Service

Content + Ad C

Content + Ad B + Service

AUDIENCES

A Solid Foundation

- Centralized operations across properties and media types
- Real-time inventory, revenue and pacing reports
- Advanced log & spot management tools
- Materials and instructions management

- Manage spots & logs with flexible planning and calendar tools
- Extensive integrations with finance and on-air automation systems
- Unified revenue reporting across broadcast and digital properties
- Aging summary report

Continuously Improving with the Latest Updates

- AE profile enhancements
- Close accounting months across properties
- Expanded revenue reporting options to include unprocessed/pending new orders

- Spot details report
- Log Spot Moves – spot history audit
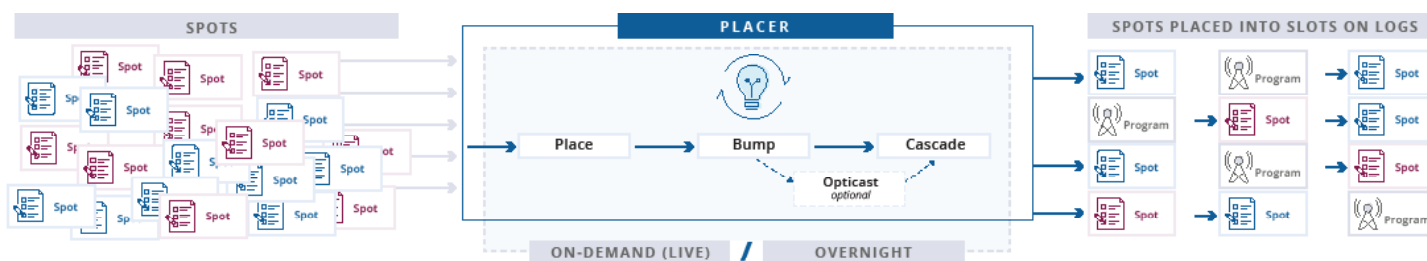- Placer enhancements to further improve spot placement efficiency

An Extendable Solution to Grow with Your Business

- *WO Traffic - Digital Orders*
- *WO Traffic - Electronic Materials Instructions*
- *WO Traffic - Multicast*
- *WO Traffic - GL Export*
- *WO Traffic - Radio Interchange*
- *WO Cloud with web-enabled WO Traffic*

- *WO Analytics*
- *WO Automation for Radio*
- *WO Payments Suite*
- *WO Airtimes*
- *WO Order Connect*
- *WO Sales Console*

Meet Placer, *WO Traffic's* Dynamic Ad Decisioning Engine

WO Traffic's Placer determines optimal spot placement based on a wide set of variables.

- Provides both horizontal and vertical rotations
- Optimizes spot placement for all advertisers, avoiding unfavorable positions and respecting conflicts
- Replicates and automates manual decisions, empowering users to focus on exceptions
- Customizable logic configurations to best match your business needs and constraints

Learn more about *WO Traffic* today

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WO NETWORK

The smarter way to manage sales, commercial operations, and billing, network-wide

With the continuous evolution of content consumption patterns, national broadcast and cable TV networks must adapt their delivery, management, and monetization processes to keep pace. The pressure to maximize diverse revenue streams while addressing operational complexities is greater than ever.

WO Network simplifies every aspect of network ad sales and commercial operations, from proposals and planning, to deal maintenance, stewardship, and billing. With accurate inventory and revenue accounting for all ad types, *WO Network* is the cornerstone of your growing sales and commercial operations, empowering users to sell with confidence, reduce liability, and improve efficiency by automating and centralizing operations across properties and media types.
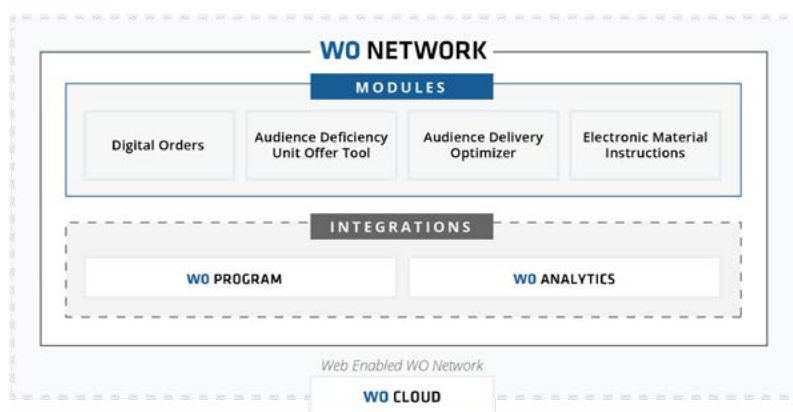
WO Network allows you to:

Sell with confidence — Generate faster and more accurate proposals

Reduce liability and waste — Automate placement and evaluate delivery

Customize functionality – Add optional modules to best fit your commercial operations needs

WO NETWORK **IS THE RIGHT CHOICE IF YOUR TEAM NEEDS:**

An intuitive user interface

A single/combined Order Execution and Commercial Operations system

Efficient handling of stewardship and deal maintenance

Reduced ADUs

WO NETWORK

MODULES

Digital Orders | Audience Deficiency Unit Offer Tool | Audience Delivery Optimizer | Electronic Material Instructions

INTEGRATIONS

WO PROGRAM | WO ANALYTICS

Web Enabled WO Network

WO CLOUD

Start with the Basics...

- Inventory and Revenue Management
- Rate Cards, Plans, and Deals
- Program/Format Scheduling
- Extensive Dynamic Reporting

- Constraint Management
- Stewardship and Liability Management
- Support for Standard and Custom Audience Data
- Workflow Deal Approval and Processing Rules

Then Customize with Optional Modules...

Audience Delivery Optimizer (ADO)
Boost profitability and reduce liability while honoring agency and advertiser restrictions.

- Increase yield: Maximize use of inventory with better unit placement based on projected delivery

- Deliver on deal's impression goals using fewer ADUs
- ADU Prediction Tool: Plan and predict ADU requirements

Electronic Material Instructions
Eliminate costly errors often associated with manual data entry. Electronic material instructions allow for direct import of new and revised instructions, with confirmation back to sending systems.

- Import material instructions
- Supports new and revised instructions import

- Eliminates faxes, e-mails, and manual data entry
- Validates for AD-ID correctness

ADU Offer Tool
Utilize machine generated algorithms to create ADU offers.

- Auto generate ADU offers *en masse,* based on selected criteria

- Strategically utilize ADU inventory based on liability reduction goals

Digital Orders
Manage digital campaigns alongside linear deals.

...and Integrations

WO Analytics
Leverage data from multiple systems to analyze business performance, spot inefficiencies, and identify revenue opportunities.

- Establish a single comprehensive source of truth

- Identify new revenue opportunities, analyze and improve business performance

WO Program
Manage content across channels and platforms, from production and acquisition through rights, scheduling and transmission.

- Automate content and rights capture and enforcement
- Simplify royalty management and allocations

- Efficiently manage scheduling across network properties
- Gate streaming and on-demand content by time and location

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"WideOrbit took the time to understand our needs. Entertainment Studios began as an emerging network portfolio with zero systems in place. WideOrbit invested the time and patience to guide us through the implementation, while remaining consistently personable and always readily available to help."

CINDY KELLY Entertainment Studios Networks *President Advertising Sales*

Learn more about *WO Network* today

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DIGITAL SUITE

Digital audio is everywhere – you can be, too

As mobile devices, smart speakers, and connected cars give audiences access to audio content anytime, anywhere, monetizing that content across multiple formats, platforms, and devices becomes increasingly difficult.

WideOrbit's Digital Suite provides audio content creators with the technical infrastructure to manage, monetize, and measure the reach of streamed and on-demand audio content. As the audio world grows ever wider, our solution makes it simple to optimize revenue, increase listenership, and extend content from linear broadcast to digital listening platforms, allowing you to reach your audience on any device.

WideOrbit Digital Suite allows you to:

Operate efficiently with a single, unified solution to monetize digital content

Save time by managing digital and linear inventory using the same workflows

Create additional revenue streams and extend reach by generating new ad inventory

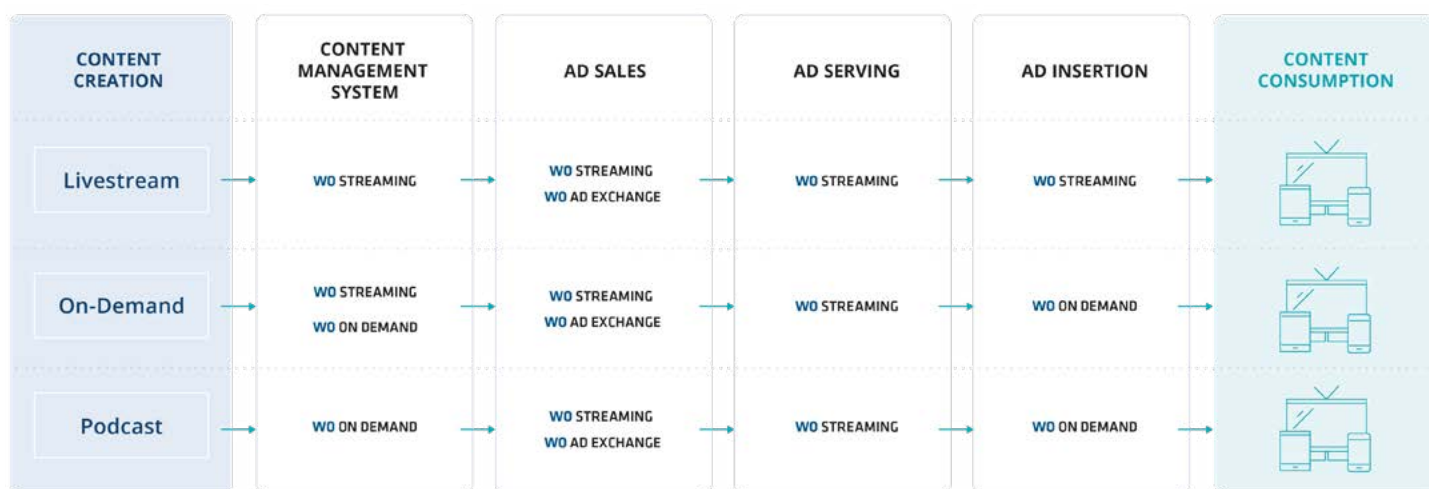**WIDEORBIT DIGITAL SUITE IS THE RIGHT CHOICE WHEN YOUR TEAM IS:**

Monetizing linear and digital inventory

Generating digital-first and/or linear-to-digital content

Expanding digital operations

Monetizing unsold inventory

> *"While we expected to see CPM growth for our digital audio ad inventory, we were pleasantly surprised to see an increase of more than 50%."*

ERIC GARCIA Spanish Broadcasting Systems (SBS) *GM / Radio Revenue Chief*

Operate efficiently with a single, unified solution to monetize digital content

CONTENT CREATION	CONTENT MANAGEMENT SYSTEM	AD SALES	AD SERVING	AD INSERTION	CONTENT CONSUMPTION
Livestream	WO STREAMING	WO STREAMING / WO AD EXCHANGE	WO STREAMING	WO STREAMING	
On-Demand	WO STREAMING / WO ON DEMAND	WO STREAMING / WO AD EXCHANGE	WO STREAMING	WO ON DEMAND	
Podcast	WO ON DEMAND	WO STREAMING / WO AD EXCHANGE	WO STREAMING	WO ON DEMAND	

WideOrbit Digital Suite

WO STREAMING: Enables publishers to distribute and monetize live audio streams to any device, anywhere. Includes Digital order management, ad server, server-side ad insertion (SSAI), dynamic ad insertion (DAI), reporting engine, audience analytics, rich media players (v7), and royalty reporting.

WO ON DEMAND: Provides podcast and on-demand content creators with infrastructure for managing, monetizing, and measuring their inventory. *WO On Demand* can be paired with *WO Streaming* to provide a side-by-side picture of your overall digital audio performance. Includes broadcast-to-podcast, podcast hosting, dynamic server-side ad insertion (DSSAI), ad templates, RSS engine, reporting engine, and single sign-on support.

WO AD EXCHANGE: Simple and flexible platform to increase digital ad revenue by enabling Real Time Bidding (RTB) and private deal transactions against live audio inventory. Includes advertiser blacklists, campaign language, category separation, deal ID, geo-targeting, and price floors.

Accomplish more without switching between multiple systems

- Livestream
- On-Demand
- Podcast
- Inventory Forecasting
- Order Management
- Ad Server

- Dynamic Server-Side Ad Insertion
- Advanced Targeting
- *WO Traffic* and *WO Digital Orders* Integration
- Delivery Tracking

- Programmatic Sell-Side Platform
- Holistic Yield Optimization
- Broadcat-to-Podcast
- Ad Templates
- Digital Order Management

- Multiple Ad Types
- Analytics
- *WO Traffic* Log Integration (Multicast)
- Hybrid Traffic Log (Multicast)

Learn more about WideOrbit Digital Suite today

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WO AUTOMATION FOR RADIO

Smarter automation to centralize operations across markets, simplifying on-air and remote workflows

Radio broadcasters are faced with limited budgets and must do more with less. Today's distributed operations demand a robust, flexible, scalable, and user-friendly automation system to keep listeners engaged around the clock. *WO Automation for Radio* makes it easy for broadcasters of any size to deliver compelling programming while simplifying workflows and reducing costs.

WO Automation for Radio allows you to:

Reduce operating costs with automated, centralized station operations

Manage operations remotely, from any device

Increase efficiency by integrating with other systems you use every day

> *"WO Automation for Radio integrates seamlessly with our existing infrastructure and has the ability to scale and adapt to our growing needs."*

JOHN SOLLER Urban One *Vice President of Engineering*

WO AUTOMATION FOR RADIO IS THE RIGHT CHOICE IF YOUR TEAM NEEDS TO:

Automate and/or centralize station operations

Manage content and playlists remotely

Integrate with other systems, like MusicMaster and *WO Traffic*

Leverage talent and content across stations

Radio automation that's scalable and easily integrated

Radio Client

Allows talent in any market to manage your stations in real-time

Remote Management

Browser-enabled for access via laptop, or use the native iOS App on your iPhone or iPad

Multi-Market Voice Tracking

Record voice tracks remotely to leverage talent across markets

Audio Finder

Centralized management of audio libraries from any web browser in your organization

WO Traffic Integration

Live log editing, e-playlist delivery, real-time reconciliation, and auto run-date sync

MusicMaster Integration

The leading solution for intelligent song replacement, real-time reconciliation, music search, and song card creation

Centralized Content & Playlists

Record, import, edit, and convert music and spots just once for automatic distribution to all your markets

Customizable UI

Show/hide widgets and re-size windows to suit any workflow

Powerful, in-app widgets to do more — anytime, anywhere

STACK CONTROL FOR REAL-TIME, ON-AIR CONTROL | PLAYLIST | RECORDING | HOTKEYS

AUDIO LIBRARY | QUICK AUDIO RECORDING & INSERTION | REMOTE VOICE TRACKING
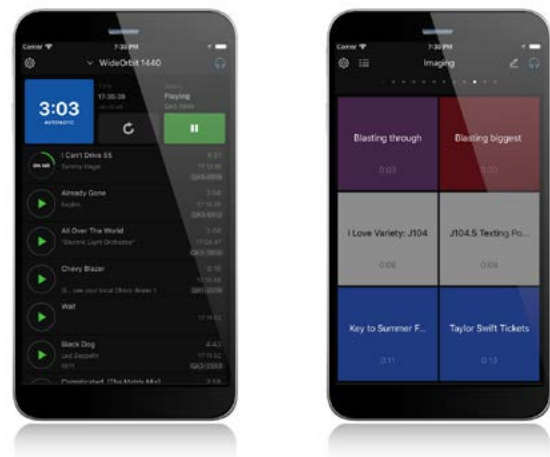
WideOrbit AFR Mobile

With 24 hours of content airing 365 days a year, radio stations are often caught in a balancing act between timely content, in-station operations, talent availability, and budget constraints.

WideOrbit AFR Mobile is a native iOS app that allows users to control WO Automation for Radio from anywhere, allowing for immediate action based on ever-changing programming needs. Staff can modify programming instantly and on-air talent can control the station during remote broadcasts or sporting events, eliminating the need for a board operator.

Up-to-the-minute coverage Immediately respond to local situations, like severe weather, breaking news, and emergencies, to captivate audiences and keep talent engaged with your audience.

Seamless connectivity anywhere Reliable access to full station control, instant recording, and on-the-fly voice tracking right from your iPhone or iPad.

Optimized resources Eliminate unnecessary in-station costs and unreliable third-party viewing solutions.

Learn more about *WO Automation for Radio* today

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WO PAYMENTS SUITE

Say hello to the only advanced payments and A/R collections solution you'll ever need

Media companies face unique accounting challenges, such as supporting multiple payment types, managing cash-in-advance (CIA) transactions, and navigating complex agency/advertiser relationships. *WO Payments Suite* helps finance teams manage these challenges by optimizing collections best practices, streamlining A/R operations, and improving cash flow.

Building on the workflow efficiencies of WideOrbit's traffic solution, *WO Payments Suite* is a complete A/R automation platform, purpose-built for the media industry and utilized by nearly 10,000 ad agencies. Automation extends throughout the entire accounting cycle, from full-featured credit card processing, to an intuitive buyer-facing portal, to robust cash application and treasury reconciliation tools.

Purpose-Built for Media So You Can:

Improve cash flow by reducing collections aging and accepting multiple payment types

Optimize and consolidate workflows by automating manual A/R processes and interacting with buyers on their terms

Reduce costs and mitigate risk with Level III processing and full PCI-DSS compliance

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"The ability to drive growth and expansion through improved efficiency is a competitive advantage."
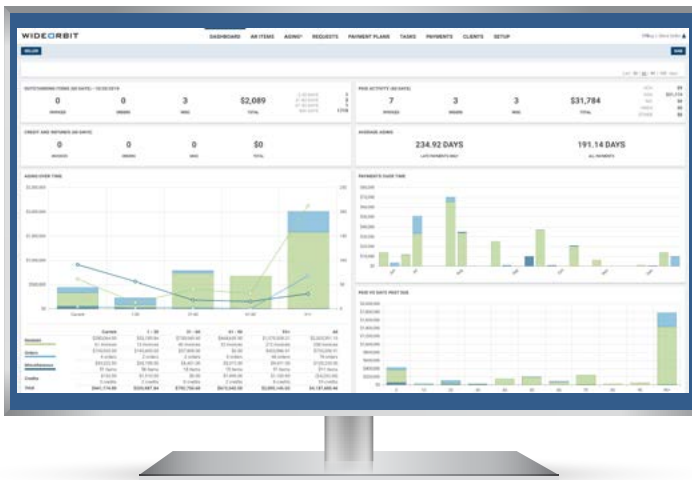
KENT NATE Bonneville *SVP & CFO*

WO PAYMENTS SUITE IS RIGHT FOR YOU WHEN:

Data inconsistencies hinder your ability to collect and reconcile faster

Your clients are frustrated trying to pay their invoices

You can't support prepayments and cash-in-advance transactions

Manual processes put compliance and audit controls at risk

EVERYTHING YOU NEED

- Secure PCI-DSS and Level III credit card portal
- Integrated electronic check (ACH) acceptance
- Cash-in-Advance & order prepayment tools
- Flexible payment plans & convenience fees
- Customizable dunning notices
- Streamlined buyer on-boarding
- Full visibility for sellers & buyers
- Account oversight & reporting flexibility
- Dynamic dashboards with KPIs
- Automated LockBox interface to *WO Traffic*
- Customizable payments rules engine
- Rich audit trail and reporting

MAKING PAYMENTS EASIER FOR BUYERS, TOO

- Single login for buyers to manage all payments for all *WO Traffic* seller accounts
- Immediate client data sync with *WO Traffic* ensures the latest orders can be seen by both buyers and sellers
- Self-service order/invoice reprint capabilities
- Near real-time cash application from *WO Traffic* provides up-to-the minute payment status against CIA orders, so spots get on-air faster

We've Partnered with One of The Best

A critical component in timely, accurate, and efficient payment processing is the credit card processor. WideOrbit chose BASYS Processing as our preferred partner for several reasons:

- Seamlessly integrated into the WideOrbit workflow
- >90% customer retention track record
- Dedicated customer care manager for WideOrbit clients
- Focused on the media industry for over 7 years
- Support for Level III-qualifying transaction rates

Learn more about *WO Payments Suite* today

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WIDEORBIT | Say hello to a Wider World™

ABOUT WIDEORBIT

WideOrbit helps media companies do more business by making it easier to complete more sales. It's the one platform that ties everything together, so you can say hello to a Wider World. In a rapidly evolving media landscape, doing more business means doing less paper-chasing, less chair-swiveling, and less data re-re-entry. Only WideOrbit brings a wider-world approach, providing the broader capabilities, bigger insights, and better connections media companies need. That's why so many industry leaders – from AMC to Meredith to Entercom – have partnered with us since 1999. **WideOrbit. Say hello to a Wider World.**

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WIDEORBIT.COM