

Growing multi-platform studio embraces WO Network to scale operations



About the company

Founded in 1993 by comedian/entrepreneur Byron Allen and headquartered in Los Angeles, Entertainment Studios is the first African American-owned multi-platform media studio distributing 43 television programs across ten HD television networks. Today, Entertainment Studios has one of the largest libraries of family and advertiser-friendly lifestyle video content in the world.



“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

President Advertising Sales,
Entertainment Studios Networks

The challenge

In early 2016, Entertainment Studios was growing rapidly and was securing distribution partnerships for their seven television networks. They realized the need for a centralized and scalable ad sales operations and traffic system. As they began to close national and direct-response advertisers, Entertainment Studios required a vendor partner who could provide an integrated and comprehensive solution that addressed everything from proposal generation to trafficking to invoicing. Furthermore, Entertainment Studios mandated the system be extended to support its syndication properties. To complicate matters, the system had to be built from the ground up as most current processes relied upon manual data entry and analysis.

The solution

By late 2016, Entertainment Studios launched with WideOrbit's WO Network solution for both television networks and broadcast syndication. The decision was based on several immediate needs: cost, integrated solutions across various departments (ad sales, traffic and finance), and, most important, training and expertise provided by WideOrbit. Newly hired AEs could start fresh from the new systems with WideOrbit supporting the process the entire time.

The most compelling reason why WideOrbit is viewed as a premier, trusted partner is their dedication and focus post-sale. Their philosophy for the past 20 years has been “success is only limited by the satisfaction of our clients.” With no true workflow automation in place, WideOrbit took time to understand the needs and challenges of Entertainment Studios, share best practices from other sales organizations, and, ultimately, develop and execute a rollout plan to patiently train and support Entertainment Studios on the new system. To this day, WideOrbit is an email away from near real-time answers.



The results



Increased revenue from National and DR advertisers



The ability to service and maintain agency and direct advertiser relationships



WideOrbit's first ever successful implementation to support a syndication model



The addition of integrated invoicing capabilities



Brand awareness increased from improved efficiency to pursue new advertising revenue streams

Looking forward

With the addition of **The Weather Channel** in 2018 and **The Weather Channel en Español** planned to launch in 2020, Entertainment Studios is confident that WideOrbit's products will continue to evolve to tackle their largest challenges over the next 24 months.

Specifically, the ability for Entertainment Studios to monetize their vast amounts of syndicated content across distribution partners is a focus for 2020 and beyond. Leveraging WideOrbit's WO Network in conjunction with other WideOrbit products will enable a centralized and scalable ad sales operations and traffic system.

For platform-agnostic networks like Entertainment Studios looking to increase revenue streams, adding functionality to embrace digital streaming, address programmatic buying, and provide cross-platform delivery and results is critical to success.



"We wish WideOrbit a Happy 20th Anniversary and look forward to growing our business with them over the next 20 and beyond!"

Cindy Kelly

President Advertising Sales, Entertainment Studios Networks



Learn more about WO Network today

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www.wideorbit.com/products/traffic-network

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