

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

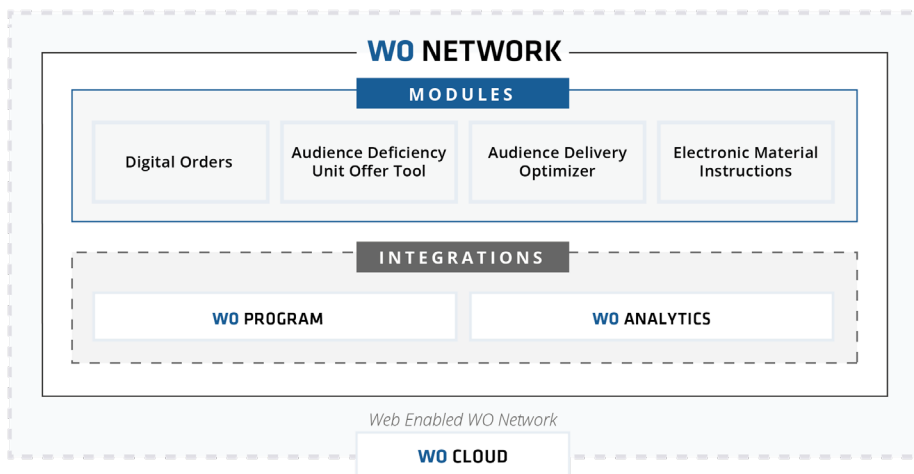
WO NETWORK IS THE RIGHT CHOICE IF YOUR TEAM NEEDS:

An intuitive user interface

A single/combined Order Execution and Commercial Operations system

Efficient handling of stewardship and deal maintenance

Reduced ADUs



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



“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

CONTACT US