

WO PROGRAM

Content, rights and channel management

Producing and acquiring content is one of the largest expenses in TV operations. With audiences consuming content traditionally, on-demand and on-the-go, it is essential to have a solution that efficiently manages linear and non-linear streams and associated rights.

WO Program manages content across channels and platforms from production and acquisition through rights, scheduling and transmission. *WO Program* integrates with WideOrbit and other 3rd party solutions to simplify workflow and share rich data across the organization.



BENEFITS



Streamline workflow with centralized scheduling tools

Efficiently manage network and affiliate scheduling across properties and time zones. Align linear and non-linear scheduling across platforms.



Enforce compliance across properties and platforms

Utilize flexible exhibition windows, rights and restrictions across linear and non-linear schedules and associated reporting.



Optimize content, information and data flow

Make timely business decisions with immediate access to program information. Ensure data is updated and available across the organization.

FEATURES

Centralized Data • Channel Management • Flexible Reporting • Listing Services • Promotional Inventory Management • Rights and Finance • Scheduling Tools

Learn more about our offerings today

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