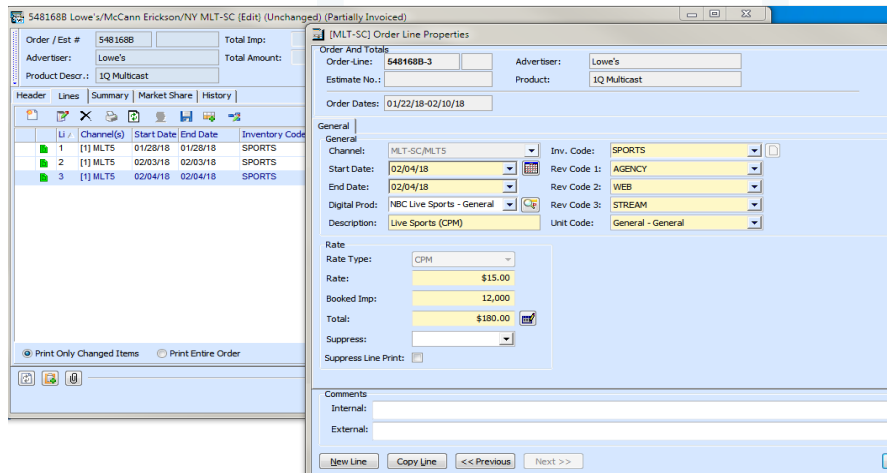


WO TRAFFIC - MULTICAST

Bridging linear and digital media operations.

Multicast, an optional module of *WO Traffic*, enables stations to combine the complex scheduling capabilities of their linear traffic system with the dynamic nature of digital events - all from within a single platform.

By creating a multicast order inside of *WO Traffic*, materials and logs are pushed to the video ad server of your choice (such as *WO Streaming*) and displayed on a video player. Ad impressions are tracked and recorded, then synchronized back in *WO Traffic* for invoicing and reporting.



BENEFITS



Automate digital log creation

The multicast log mirrors the linear log to simulcast your live linear and live streaming digital video ads



Maintain data integrity

By eliminating redundant tasks, human error is minimized and data accuracy is vastly improved.



Consolidate invoicing

Provide comprehensive invoices that reflect today's combined linear and digital media campaigns.

FEATURES

Mass Copy Formats • Dedicated Multicast Property • As-Run Data for Material Assets •
Multicast Logs Reconciliation • *WO Streaming* Integration

Learn more about our offerings today

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CONTACT US

TVSales@wideorbit.com

(415) 675-6700