

WO MARKETPLACE

Sell-side, say hello to new demand, increased competition, and optimized rates

By bringing sellers new demand that can be evaluated alongside current sold inventory, *WO Marketplace* allows broadcasters to accept only the offers that best meet their needs. Embracing the digital-style buyer who may not have previously bought local broadcast TV, *WO Marketplace* opens access to new demand from buyers seeking near-to-air inventory, increasing competition which in turn increases inventory value. And broadcasters retain full control over whether to accept an offer, with complete transparency into the client, the offer, and the creative.

WO Marketplace allows stations to:



Optimize rates by comparing incoming offers with what is already booked in *WO Traffic*



Access new business as many digital-first buyers expand their reach into TV, bringing new revenue to stations



Improve efficiency with automated air times and no makegoods



Seamlessly integrate so orders and materials are sent directly to *WO Traffic* upon acceptance, while invoices are automatically pulled from *WO Traffic*, consolidated, and sent to buyers

Customer ID	Line	Mon 9/15	Tue 9/16	Wed 9/17	Thu 9/18	Fri 9/19	Sat 9/20	Sun 9/21
Customer M	100000	10000	10000	10000	10000	10000	10000	10000
	100001	10000	10000	10000	10000	10000	10000	10000
	100002	10000	10000	10000	10000	10000	10000	10000
	100003	10000	10000	10000	10000	10000	10000	10000
Customer X	200000	20000	20000	20000	20000	20000	20000	20000
	200001	20000	20000	20000	20000	20000	20000	20000
	200002	20000	20000	20000	20000	20000	20000	20000
	200003	20000	20000	20000	20000	20000	20000	20000
Customer Y	300000	30000	30000	30000	30000	30000	30000	30000
	300001	30000	30000	30000	30000	30000	30000	30000
	300002	30000	30000	30000	30000	30000	30000	30000
	300003	30000	30000	30000	30000	30000	30000	30000
Customer Z	400000	40000	40000	40000	40000	40000	40000	40000
	400001	40000	40000	40000	40000	40000	40000	40000
	400002	40000	40000	40000	40000	40000	40000	40000
	400003	40000	40000	40000	40000	40000	40000	40000

WO Marketplace allows you to compare offers against your existing *WO Traffic* log.

WO MARKETPLACE IS THE RIGHT CHOICE IF YOUR TEAM WANTS:

Simplified access to new demand

Full transparency into advertisers and offers

Integration with *WO Traffic*

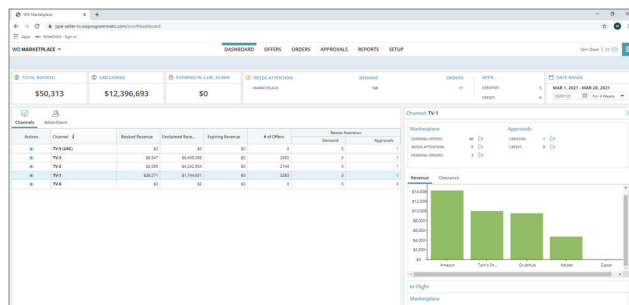
Easy-to-understand visualizations of incoming demand

ADDITIONAL FEATURES

Get visibility into your rate uplift as you manage digital campaigns

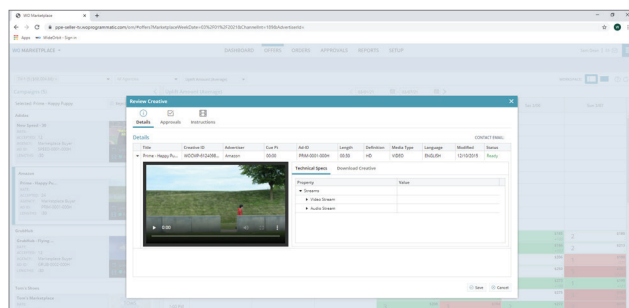
Demand and Alerts Dashboard

See a summary of incoming demand by station or advertiser, with alerts about approvals needing attention



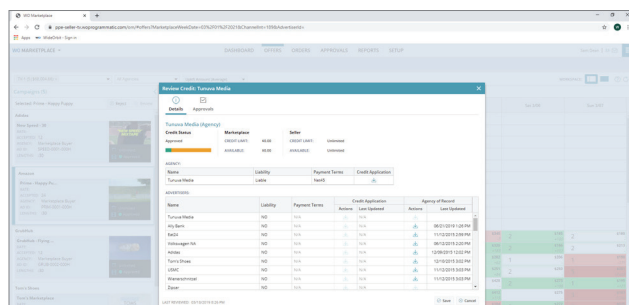
Review Creative

Review creative video and specs before accepting offers and downloading



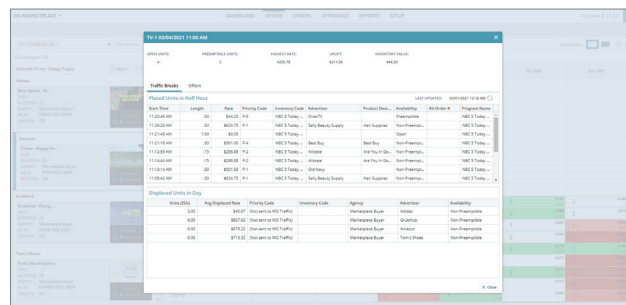
Review Credit

View credit limits, credit applications, agency of record (AOR), liable parties, payment terms, and marketplace-wide approvals before accepting offers



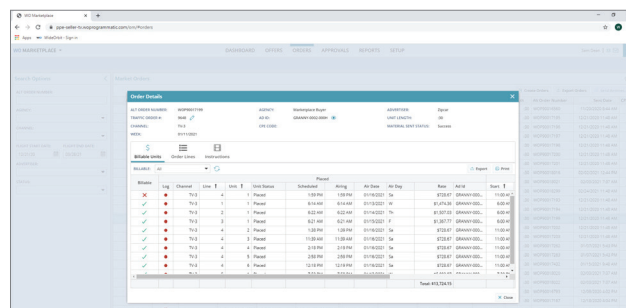
Integration with WO Traffic

View *WO Traffic* logs with all current placed and displaced spots



Order Management

Use the order status to ensure accepted offers are placed as purchased



Learn more about *WO Marketplace* today

CONTACT US

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