

## WO STREAMING

# Say hello to cloud-based distribution and monetization for live audio streams

The exponential growth of mobile devices, allowing for 24/7 connection, has been a boon to streaming digital audio. To profitably tap into this growing audience, publishers need to manage distribution and monetization both from their desktops and on-the-go.

WO Streaming helps broadcasters monetize streaming digital content via direct-sold campaigns, as well as through WideOrbit's ad sales partners and our programmatic digital audio platform. Our solution makes it simple to drive revenue, expand listenership, and extend content from linear broadcast to digital listening platforms.

*“While we expected to see CPM growth for our digital audio ad inventory, we were pleasantly surprised to see an increase of more than 50%.”*

**Eric Garcia**, GM / Radio Revenue Chief, Spanish Broadcasting System (SBS)

WO Streaming allows you to:



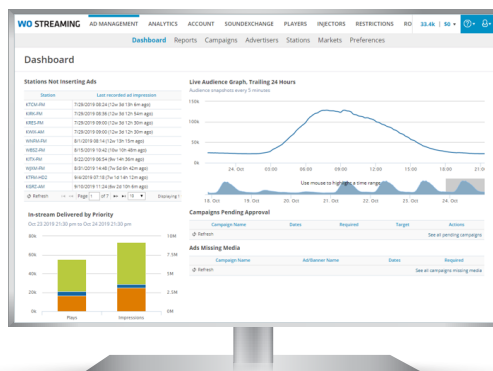
**Maximize digital audio revenue** — Increase CPM with advanced targeting, dynamic ad insertion, and Nielsen-compatible simulcasting.



**Provide a great listening experience** — Fast, reliable, high-quality streaming from our cloud-based solution helps you reach listeners on popular devices, including iOS and Android.



**Extend broadcast operations to digital streaming** — Sell spot or impression-based ads on industry-standard audience metrics, including Nielsen stats.



**WO STREAMING IS THE RIGHT CHOICE WHEN YOUR TEAM IS:**

Livestreaming digital audio content

Producing linear and digital inventory

Generating linear-to-digital content

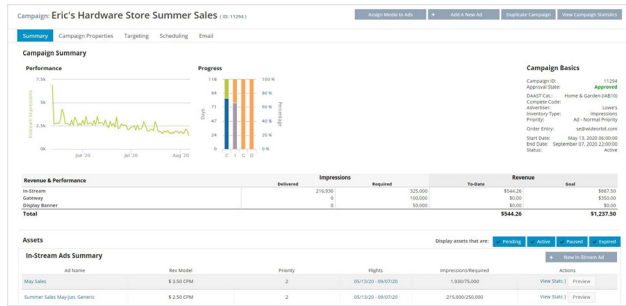
Expanding digital operations

Interested in accessing programmatic revenue opportunities

# Distribution and monetization tools purpose-built for streaming audio

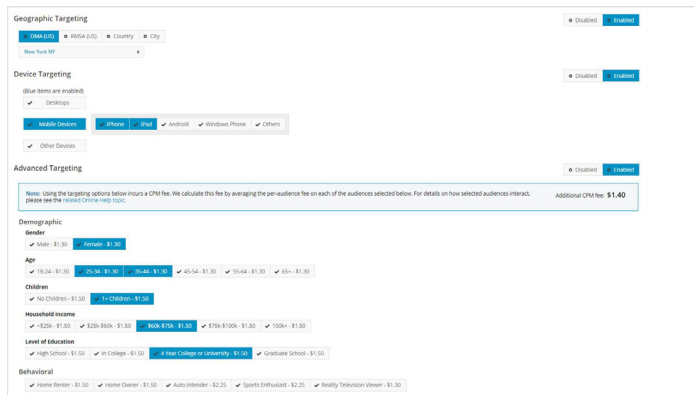
## Ad Server

Proprietary ad server supports direct-sold and programmatic ad sales, revenue and inventory guarantee optimizations, in-stream / pre-roll / display-ads, and server-side dynamic ad insertion.



## Targeted Media Server

Self-contained streaming server supporting legacy bytestream formats, in addition to Apple HTTP Live Streaming (HLS).



## Blackout and Geofencing

Blackout and geofence live streams by DMA, country, city, device type, or syndication partner.

## Live Encoder

Include metadata in encoded audio streams and smooth audio defects.

## WO Streaming integrations

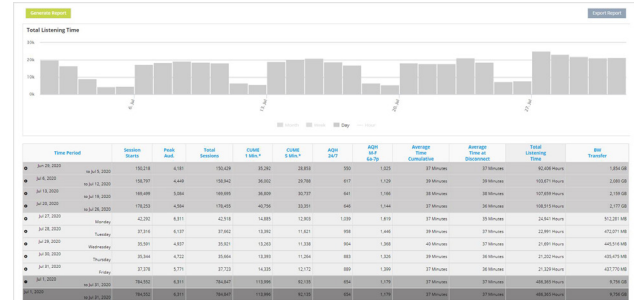
**WO Traffic - Digital Orders** — Seamless digital order and digital log integration with *WO Traffic* to power the ultimate in Digital + Linear traffic management, workflow efficiency, and revenue optimization.

Learn more about *WO Streaming* today

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## Analytics and Reporting Service

Real-time audience data provided by targeted streaming server and streaming session-derived log files to calculate and report multiple fields.



## Media Core

AI powered analysis of ingested audio for attributes including metadata, loudness, and logical breakpoints to identify and update inaccurate markers and boundaries.

## User Management

Single Sign-On support and multiple permissions-based roles, including Admin, Market Administrator, Order Entry, Programming, and Reports-Only

## Intelligent Live-to-On-Demand Conversion

Schedule one-time or recurring Live-to-On-Demand conversions based on trigger or time-based start and stop cues.

## Forecasting Service

Consumes historical audience, impression, revenue, and fill rate data to generate traffic-based inventory projections. Pulls sold campaign data from ad server to generate avails and pricing recommendations.

CONTACT US

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