

WO TRAFFIC

Say hello to the leader in media operations, traffic and billing

TV and radio broadcasters are faced with increasingly complex challenges as the media industry continues to evolve. New technologies, platforms, and consumption behaviors present new revenue opportunities even as they make selling media more complicated than ever before.

WO Traffic is an end-to-end solution built for the changing local landscape, providing a solid foundation from which stations can manage, execute, and scale ad sales both today and into the future. Even the largest ownership groups can leverage new revenue streams by unifying station operations on a shared technology infrastructure, one that provides a single system of record and that offers integrated solutions to drive efficiencies, reduce costs, and maximize revenue.

WO Traffic allows you to:



Find peace of mind with the stability and reliability of a proven and trusted solution



Reduce both risks and costs associated with integrating multiple, disparate solutions



Improve efficiencies by centralizing ad operations across properties, markets, and media types

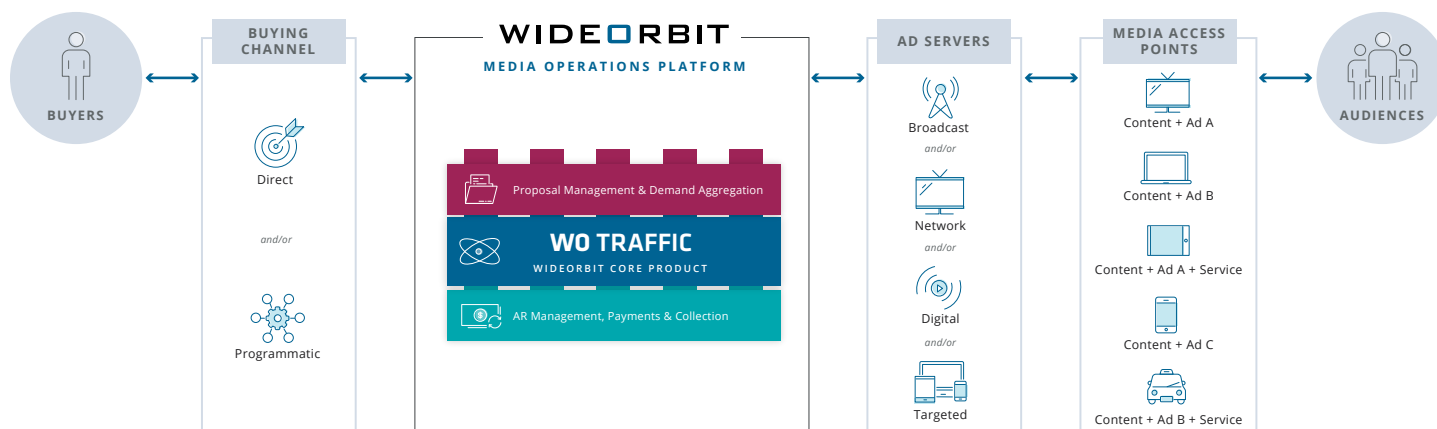
WO TRAFFIC IS RIGHT FOR YOUR TEAM WHEN:

You need a comprehensive solution built by media experts

High security and stability are critical priorities

Centralizing ad operations on a single database is important to you

You want a business partner more than a software vendor



A Solid Foundation

- Centralized operations across properties and media types
- Real-time inventory, revenue and pacing reports
- Advanced log & spot management tools
- Materials and instructions management
- Manage spots & logs with flexible planning and calendar tools
- Extensive integrations with finance and on-air automation systems
- Unified revenue reporting across broadcast and digital properties
- Aging summary report

Continuously Improving with the Latest Updates

- AE profile enhancements
- Close accounting months across properties
- Expanded revenue reporting options to include unprocessed/pending new orders
- Spot details report
- Log Spot Moves – spot history audit
- Placer enhancements to further improve spot placement efficiency

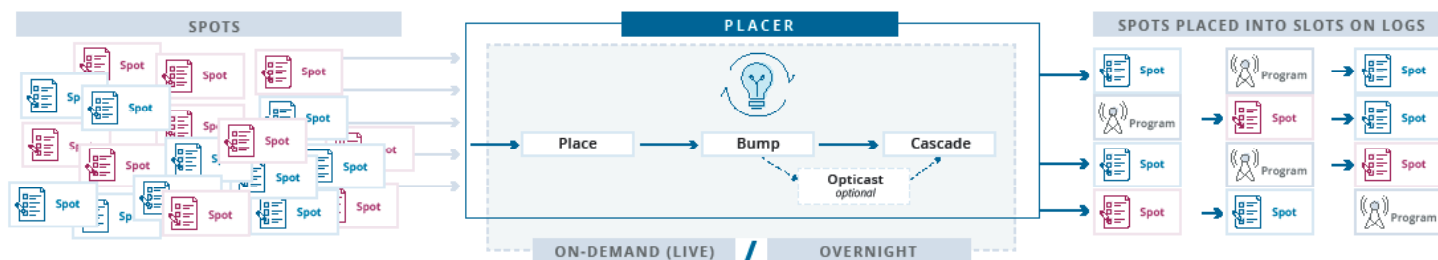
An Extendable Solution to Grow with Your Business

- *WO Traffic - Digital Orders*
- *WO Traffic - Electronic Materials Instructions*
- *WO Traffic - Multicast*
- *WO Traffic - GL Export*
- *WO Traffic - Radio Interchange*
- *WO Cloud with web-enabled WO Traffic*
- *WO Analytics*
- *WO Automation for Radio*
- *WO Payments Suite*
- *WO Airtimes*
- *WO Order Connect*
- *WO Sales Console*

Meet Placer, WO Traffic's Dynamic Ad Decisioning Engine

WO Traffic's Placer determines optimal spot placement based on a wide set of variables.

- Provides both horizontal and vertical rotations
- Optimizes spot placement for all advertisers, avoiding unfavorable positions and respecting conflicts
- Replicates and automates manual decisions, empowering users to focus on exceptions
- Customizable logic configurations to best match your business needs and constraints



Learn more about *WO Traffic* today

CONTACT US

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