

WO AUTOMATION for Radio



WO Automation for Radio

WO Automation for Radio is the industry's most modern radio automation system, ensuring that stations are on the air and sounding great every minute of every day. With *WO Automation for Radio*, stations can easily and reliably ingest, manage and broadcast audio content. And it works seamlessly with *WO Traffic*, providing the most complete, state-of-the-art solution for Radio broadcasters across sales, traffic, billing and automation.

With *WO Automation for Radio*, companies will:

- **Ensure audio quality** with the most modern automation software and hardware
- **Drive efficiency** with the latest radio automation capabilities, including instant availability, podcasting, and HD radio support
- **Streamline processes** with an automation system that is customizable to meet the specific need of your station(s)
- **Optimize operations** with seamless integration between automation and your traffic system

Why *WO Automation for Radio*:

- **Reliable** - *WO Automation for Radio* is designed for continuous operation to keep you on the air and sounding great 24/7. There is no need for nightly database maintenance or similar tasks
- **Scalable** - *WO Automation for Radio* is a scalable solution that fits everyone from the smallest local broadcaster to the largest network

- **Designed for the Future** - *WO Automation for Radio* is completely new code, using the latest technologies. It is easily expandable and designed for today's radio and tomorrow's radio
- **Support** - Expert support from a team with years of automation support and radio experience
- **Expandable** - *WO Automation for Radio* is the most expandable automation system in the industry, giving you power and efficiencies never before possible. With third-party widgets and an API, you can easily integrate products that you use every day into the automation system
- **Intuitive and Easy to Use** - *WO Automation for Radio* is quickest to learn and easiest to use automation system in the industry
- **Complete Solution for Radio** - With seamless integrations between *WO Automation for Radio* and *WO Traffic*, WideOrbit offers the most complete, state-of-the-art, business solution for Radio broadcasters - including sales, traffic, billing and automation.

WO AUTOMATION for Radio

WO Automation for Radio Functionality

On-air Operation

- Streamline automation processes with an imitated on-air screen that is designed to put all the tools you need at your fingertips
- Simplify workflow with the ability to quickly and easily tailor powerful automation functionality to your unique needs
- Drive freedom and flexibility with simple, easy local and remote voice tracking

Widgets

- Easily customize your workspace to include all of the tools you need to do your job
- Minimize lost revenue by preventing EAS broadcasts from interrupting commercials with *Sage Endec* widget
- Better manage music by suggesting replacement songs that follow your programming rules with the *MusicMaster* widget
- Directly integrate your telephone system to your automation system with the *Phone Box* widget
- Extend *Axia's VMix* functionality to your automation system with the *Axia* widget

Use From Anywhere

- Manage your automation system from anywhere with our unique web-based configuration capabilities
- Flexibly manage your playlists with the ability to create and edit from anywhere
- Easily track operations with Web-based reports that show system status from anywhere
- Protect against unauthorized system access with full security
- Drive freedom and flexibility with the ability to record voice tracks from anywhere with the Remote Voice Track

Additional WideOrbit Family Products

WO Traffic for Radio is designed for every configuration from single stations to multi-station or multi-location broadcast groups. *WO Traffic for Radio* is a complete Research, Proposal, Sales, Traffic and Billing solution fully equipped for EI, EDI, HD Radio, Real-Time Inventory, Wireless, Web or in-house.

WO Sales for Radio is a fully-integrated solution comprised of *three* main components:

WO CRM - for sales and account management

WO Proposal - for proposals and research

WO Yield - for pricing and inventory optimization

Other WideOrbit Business Solutions for Radio

WO TRAFFIC for RADIO



WO Traffic for Radio is designed for every configuration from single stations to multi-station or multi-location broadcast groups. *WO Traffic for Radio* is a complete Research, Proposal, Sales, Traffic and Billing solution fully equipped for EI, EDI, HD Radio, Real-Time Inventory, Wireless, Web or in-house.

Accurate Avails, Corporate Roll-up and Remote Access

- See Avails at the time of order entry: Easily identify oversold and unused inventory.
- Corporate roll-up reporting is built into the system to allow real-time, accurate reporting for an entire group of stations, as well as analysis by market and by individual stations.
- Full remote system access with secure password authentication.

Improved Workflow and Inventory Management

- No more paper orders: All orders in the WideOrbit system may be entered in the Sales Department and flow

electronically through an approval process to the Traffic Department.

- WideOrbit inventory management gives Sales Managers and Traffic Managers the ability to quickly analyze inventory and make intelligent decisions on how to move inventory in order to generate greater revenue.

Customized Daily Reporting with Morning Edge™

- WideOrbit's Morning Edge Report™: Customized reports automatically emailed daily. Each report is personalized with data specific for each user including Revenue, Pacing, Aging, Missing Copy, AE Budget, Inventory, Preempted spots and more.

Inventory tracking

- Ability to easily identify low priority and/or movable inventory in oversold situations.
- Track inventory for spots of any length, including paid programming.
- Station defined parameters allows system to schedule, reschedule and maximize inventory usage by constantly shuffling all sold inventory to ensure highest yield potential.
- Ability to define and track non-broadcast inventory such as on-air mentions, production costs, etc.
- Reschedule, pre-empt or makegood multiple spots efficiently with Windows right click functionality.
- Automated email notification to Sales for pre-empted spots.
- Electronic import from National Rep & Local Sales Proposal systems.

Increased productivity

- Dynamic Placer works in real-time to continually optimize spot placement based on user-defined parameters.
- Electronic submission of orders from AE to sales management for approval. Approved orders flow electronically to traffic, reducing errors and traffic data entry up to 80%.
- Automated notification and approval of makegoods and pre-empted spots.
- Electronic invoicing saves time, postage and printed forms.
- Clients credit limits are electronically controlled including email warnings or credit stop notifications.
- Customized reports automatically emailed daily. Each report is personalized with data specific for each user including Revenue, Pacing, Aging, Missing Copy, AE Budget, Inventory, Pre-empted spots and more.

Customized Reporting

- AE's security controlled access to their own Aging, Orders, Revenue, Invoices, and Pacing to Budget reports gives them the tools needed to make better decisions and more money.
- Users can design and customize reports on the fly, save for future use and share with others.
- All reports are in real-time and easily exported.
- Comprehensive year-to-year rate, revenue, inventory and sellout comparisons.

Other Features

- Entire system designed by broadcasters and industry professionals.
- Drag and drop spot movement.
- Easy to use Windows® interface.
- Detailed data retention eliminates need for purging and recovery of data.
- 24/7/365 user support.
- Sarbanes Oxley Compliant.

WO SALES for RADIO



WO CRM | SALES & ACCOUNT MANAGEMENT

With WO CRM, you will:

- Accurately forecast revenue and manage pending business
- Optimize account lists and sales team assignments
- Drive sales team performance with improved sales processes

Features Include:

- Sales Tools: Call tracking, opportunity and pending management, Outlook® integration
- Sales Team Management: Account lists, AE forecasts and budgets, rankings and pending
- Account Management: Agency and advertiser contact management, account history, call reports
- Sales Analytics: Historical revenue analysis, station/network forecasts & budgets

WO PROPOSAL | SALES PROPOSALS & RESEARCH

With WO Proposal, you will:

- Rapidly create avails and negotiate deals

- Drive revenue with real-time access to inventory availability
- Reduce errors and manual processes
- Optimize post-buy analysis

Features include:

- Full avail and proposal management
- Real-time inventory availability
- Seamless conversion of deals to booked orders in *WO Traffic*
- Automated post-buy analysis and advanced rate card management
- Research: Complete Nielsen ratings management, including overnights and LPM data

WO YIELD | INVENTORY & PRICE OPTIMIZATION

With WO Yield, you will:

- Optimize the value of each deal
- Drive the right price at the right time
- Create guardrails to eliminate pricing errors

Features include:

- Rate analysis based on historical data
- Station-defined pricing policies
- Analytics based on advertiser, historical rates and booking trends