



Upcoming Release...

WO Traffic 4.6

WideOrbit recently announced the upcoming release of *WO Traffic* version 4.6 with eight major product enhancements.

Significant enhancements in version 4.6 include:

- ▶ **TVB ePort** – *WO Traffic* 4.6 supports TVB ePort standards for importing electronic contracts.
- ▶ **MediaOcean integration** – *WO Traffic* now integrates fully with DDS' MediaOcean. This integration includes real time, two-way electronic transactions for every business process. The MediaOcean-WideOrbit integration achieves complete, end-to-end synchronization between media buying, media sales and station traffic systems.
- ▶ **Live Logs and BXF** – At NAB this year, we demonstrated live log functionality in *WO Traffic* 4.6 with Floral. We are working to provide live log functionality to all our customers in version 4.6 and other future releases.
- ▶ **Combo Channel Functionality** – Allows for the selection of one, some, or all channels for multi-channel operations. Added functionality provides greater flexibility to target specified channel combination advertising.
- ▶ **Deal Management Tools** – This mission-critical feature for international broadcasters enables stations to provide discounts to key advertisers buying in large volume deals. Users can set up bulk deals with specified buying levels and then track fulfillment of the deal over time.
- ▶ **Cable Interconnect functionality** – Developed in partnership with Adlink, the nation's leading cable interconnect, this new suite of functionality also supports traffic for single-zone cable service providers.
- ▶ **Improved Cash in Advance Workflow Account** – *WO Traffic* 4.6 offers greater flexibility in the management of cash in advance accounts, allowing them to be included in revenue and inventory forecasts, but automatically pulled prior to air if payment is not received.
- ▶ **Historical Data Archive** – WideOrbit clients now have the ability to keep their live database streamlined with pertinent data while retaining historical information for reporting purposes.

To Our Valued Clients:

At this point and time you've probably read about WideOrbit's new initiative VoterVoter.com.



Thus far, VoterVoter.com has been quite successful and we are looking forward to further expanding on the VoterVoter.com concept to Radio and Cable media outlets.

For those of you not familiar with VoterVoter.com, it reaches a previously untapped pool of advertising dollars for broadcasters. The Federal Election Commission (FEC) and Congressional Campaign Finance rules allow American citizens to contribute up to \$4600 to each candidate annually. An individual, however, is not limited by the FEC from spending any amount of money on purchasing advertising independently and promoting any candidate or cause. Historically hardly anyone exercised this constitutional freedom of speech right because it was too hard for an individual to create a television ad and purchase advertising time to promote their favorite candidates.

At VoterVoter.com anyone can select a pre-prepared television ad and purchase the TV time or create their own TV ad and use VoterVoter.com to purchase the TV time. VoterVoter is non-partisan and will accept advertising from any person.

If you haven't already done so, I invite you to spend some time exploring VoterVoter at www.VoterVoter.com.

I thank all our customers for their strong support and feedback of VoterVoter.com and as always, if I can be of help, please don't hesitate to contact me at eric@wideorbit.com.

Sincerely,

ERIC R. MATHEWSON
Founder & CEO

Welcome!

Welcome New Clients and Existing Clients
Adding New Stations in Q4!

Bahakel	Hearst Argyle
Barrington Broadcasting	LeSea Broadcasting
Capitol Broadcasting	MBC Grand Broadcasting Inc.
Cerberus Capital/Four Points	McGraw Hill
Churchill Media	Meredith
Corus	NBC
Frankfort Electric & Water Plant Board	New York Times

Q1 New Hires

WideOrbit continues to experience strong growth. Below are some of the areas where we've added employees over the past quarter:

Product Support:

1 Product Support Specialists

Development:

7 Software Developers and Engineers

TIPS

Placer From Spot Manger

When Placer is run from the Spot Manager the Placer will attempt to place spots only onto the day the spot is initially intended to air... Even if that spot can move to other days of the week.

To allow the Placer to potentially place spots that are eligible to be placed on other days of the week, first click the place-in-week button then click one of the three place options. Selecting "place-in-week" will not double-up spots on lines that do not allow it.

We want to hear from you! Send any suggestions or comments to: newsletter@wideorbit.com.



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Spotlight

NAB 2008 – Bigger...Better...Best!

During NAB this year, two of our competitors came over to tell us how great they thought our booth looked. 'Great' is the perfect summation of our 2008 NAB experience. Not only did we have a bigger and better booth, we also had our best show to date.

To begin, we announced the release of *WO Traffic 4.6*, our new sales product suite *WO AccountPro*, and the ability of *WO Traffic* to interface in real-time providing live log capabilities with Floral. Additionally, just before NAB we announced the launch of *VoterVoter.com* as well as integration of *WO Traffic* with DDS' MediaOcean media sales system.



Our five demo stations and two conference rooms were constantly buzzing and we didn't slow down even on Thursday - the 4th and final day of the show which is notorious for being quiet and slow. As a team? Well, we flat out had a great time.

If we met with you at NAB then 'thank you' for taking the time to meet with us. If we missed you this year we hope to see you in 2009 and as always, we are available and happy to help at any time.

Professional Services

FCC Requirements for Tied Events

In our last issue, we discussed the use of Tied Events, or sellable secondary events in *WO Traffic*. Tied Events can be tracked and invoiced through *WO Traffic*. Since then, the FCC has published requirements for viewer education on DTV. Some of the possible requirements could involve the use of Tied Events as listed below:

- ▶ **Crawls, snipes and/or tickers:**
A broadcaster must air DTV transition crawls, snipes and/or tickers DTV Transition Countdown Reminder
- ▶ **A graphic display super-imposed for 5 to 15 seconds during programming that reminds viewers there are "X number of days" until the transition:** A moving or animated graphic super-imposed for 5 to 15 seconds with a countdown reminder

Please contact your station management for the FCC procedures your station will be following and visit www.dtv.gov for more detailed information about DTV.

Again, if you are interested in using Tied Events, please contact your WideOrbit Account Manager.



▶ Click here

to see a complete list of offerings from WideOrbit Professional Services: