

# WideOrbit

Driving the Business of Advertising



# Times are tough

**You need to be more efficient and cut costs, while continuing to drive revenue. You need a trusted advisor that you can rely on.**

**“** *I've been using WideOrbit since 2003. WideOrbit continues to grow with the industry and just keeps getting better!*”

**PAM SMITH**  
Traffic Manager  
McGraw-Hill KGTV

- ▶ WideOrbit has been helping clients since 1999 – delivering high ROI, better efficiencies, and revenue optimization
- ▶ WideOrbit is the leader in business management software for Media. We provide innovative proven solutions and are constantly investing in our products and services.

# Do more with less

You need to drive your organization to be more efficient and effective.

## ▶ With WideOrbit you will:

- Streamline your workflow, reducing manual tasks, and driving productivity
- Centralize operations so that you can consolidate across sales, traffic and accounting
- Reduce costs and scale your business without adding staff

“WideOrbit allows us to copy and adjust formats quick and painlessly. It's so easy! We carry 300+ live sporting events per year, 220 of those we produce 4 logs for... I honestly believe there is no way we could do this with the amount of staff we have on any other traffic system.”

**HOLLY BURGESS**

Traffic Manager  
New England Sports Network



# Make better decisions

**You need better insight into business operations to ensure that you're making the right decisions and investments.**

“WideOrbit provides the most flexible, robust reporting tool of any software I have ever worked with in my career. I cannot imagine being without WideOrbit at the Corporate level for consolidated, real time reporting purposes.”

**SUSAN DEVINE**  
Director of Accounting  
Barrington Broadcasting  
Corporation

## ▶ WideOrbit delivers:

- Unprecedented insight into your business operations with a single, consolidated system to manage your stations and groups
- Easy access to the right information to drive decisions and investments
- Greater business control to drive revenue and decrease costs

# Add new revenue streams

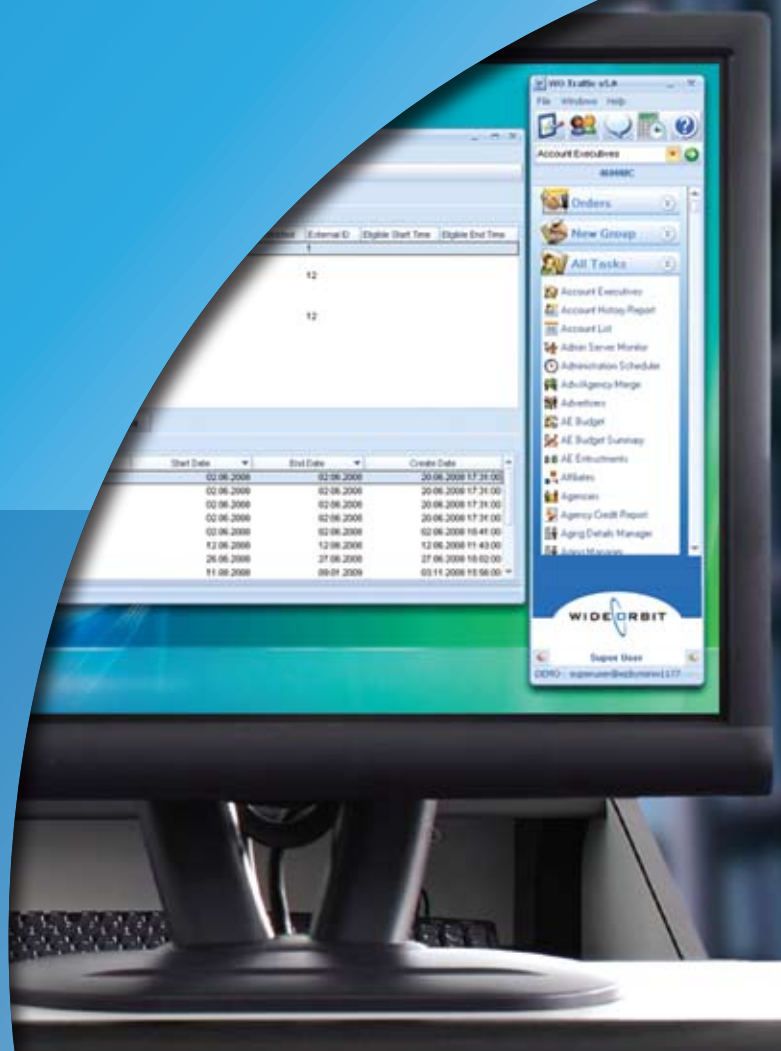
You need a way to add new revenue streams and expand to new mediums without adding cost.

## ▶ With WideOrbit you will:

- Manage advertising sales, inventory and revenue for multiple mediums on a single system
- Expand to new mediums (like out-of-home) on the same system
- Drive new revenue without adding staff

“With WideOrbit, we’ve been able to streamline our processes, centralize operations and drive new revenue by expanding from 2 to 7 stations – with our existing personnel. WideOrbit software was critical in helping us scale our business.”

**BRIAN LILLY**  
President  
Lilly Broadcasting



# Client success is our top priority

**You need a vendor that is committed to making your job easier and your business a success.**

“*During a time when all businesses are looking to do more with less, I cannot fathom what it would be like for even one day without WideOrbit. Thanks WideOrbit!*”

**KRISTIE WILHARM**  
Traffic Manager  
News-Press & Gazette

- ▶ WideOrbit has extraordinary customer satisfaction because we offer media companies a solution to maximize core revenue today... and a technology path to harness the Internet and other media in the future
- ▶ WideOrbit ranks as the most responsive and most recommended provider of sales, traffic and billing software – 95% of users would recommend WideOrbit\*



\* Based on the Traffic Directors Guild of America (TDGA) independent survey of software satisfaction

# Rapid reliable deployments

You can't afford to miss deadlines. You need a reliable vendor that knows the importance of getting your systems up and running – on time.

▶ **Since 1999, WideOrbit has delivered rapid, successful customer deployments – *we've never missed a live date***

▶ **With WideOrbit you will:**

- Experience rapid ROI – results in 3-9 months
- Minimize errors: reduce credits and makegoods
- Reduce overtime
- Reduce training and turnover costs
- Decrease expenses: paper costs, hardware, maintenance, and more





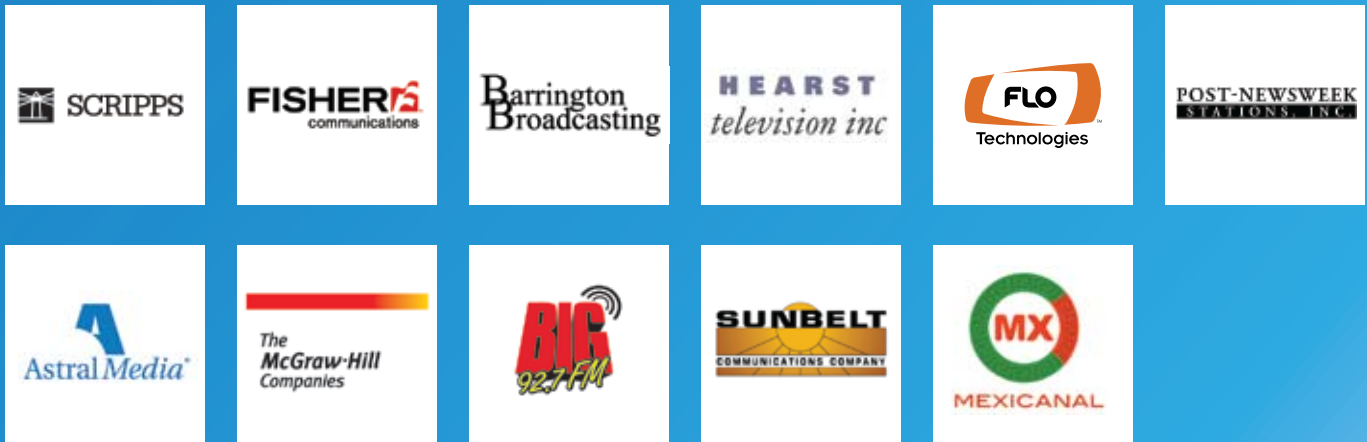
# WideOrbit Clients

More than 4,000  
television stations,  
radio stations and cable  
networks around the  
globe use WideOrbit.

WideOrbit manages  
over \$14 billion in  
advertising revenue  
per year.

- ▶ WideOrbit has been helping our clients since 1999 – delivering high ROI, better efficiencies, and revenue optimization





▶ WideOrbit added 276 new clients in 2008

“ Things are great! ... I can't believe what we "lived" with for so long. This system is just common sense... I know we have just touched the surface of what this system is capable of. We had a great Political year, and what would have been simply overwhelming on our old system was so manageable in WideOrbit.”

**BARBARA MONROY**

Traffic Manager, Program Coordinator  
Sunbelt Communications

**New 2008 installations include:**



# Delivering innovative proven solutions

You need a vendor that is committed to providing you with innovative solutions.

Since 1999, WideOrbit has invested more than \$75 million in core products and services.

“WideOrbit will continue to drive advertising technology in order to help broadcasters do their jobs more efficiently and profitably.”

**ERIC MATHEWSON**  
Founder and CEO  
WideOrbit Inc.

▶ In 2009, WideOrbit will invest an additional \$15 million in new solutions to help our clients save money and grow revenue. This year, WideOrbit introduces:

- **WO Automation for Radio:** Formerly Google Radio Automation
- **WO Sales:** Making Media sales smarter and more efficient
- **WO Promo:** Optimizing use of promotional inventory
- **WO Central:** Increasing broadcasters' ability to access new revenue channels

# Continued rapid growth

You need a vendor that is financially strong and stable – that grows with the industry.

- ▶ **WideOrbit grew 523% over the last five years (2003-2007)**
- ▶ **2009 Inc. 5000 list of Fastest Growing Private Companies in America**
- ▶ **Deloitte 2008 Silicon Valley Technology Fast 50**
- ▶ **Deloitte 2008 North American Technology Fast 500**



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- NEW DELHI, INDIA