

Company Overview

WideOrbit is the leading provider of business management software for Media. WideOrbit provides innovative, proven solutions for managing the business of broadcast and cable operations – from proposal to order, scheduling to billing and aging. WideOrbit has been helping our clients since 1999 - delivering high ROI, greater efficiencies and revenue optimization.

Products

WO Traffic – The leading advertising sales, traffic and billing software for Media companies providing intuitive, flexible tools for order management, schedule preparation and accounting.

WO Sales – Sales management software that enables Media companies to make their sales operations smarter - from forecasting, to account management, to proposal, to post-buy analysis.

WO Promo – Promotion optimization software that enables Media companies to maximize the use of their promotional inventory with demographically targeted campaigns.

Clients

WideOrbit is installed in more than 1300 television, radio, and cable stations and networks worldwide. Clients include: NBC, Gannett, Telemundo, Hearst Television, Tribune, Meredith Corporation, Madison Square Garden, Scripps Television Group, and Qualcomm/MediaFlo.

Executive Management

Eric Matthewson	Founder & CEO
Bruce Roberts	President
Nathan Gans	Chief Operating Officer
Eric Moe	Chief Technology Officer
Angela Bandlow	Chief Marketing Officer
Igor Tsyganskiy	Senior Vice President, Engineering
Mike Zinsmeister	Vice President, Sales
William Offeman	Vice President, Engineering

Financing

Top tier investors: Khosla Ventures, Mayfield Fund, Greycroft Partners, and Hearst Corporation.

Year Founded

1999

Employees

175

Headquarters

San Francisco, CA USA

Offices

Seattle, Denver, London (UK),
New Delhi (India)

Quick Facts

- WideOrbit is installed in more than 1300 stations and networks around the globe
- WideOrbit manages more than \$12 billion of annual advertising revenue
- WideOrbit is the #1 deployed system for ABC, CBS, NBC, FOX, CW and Telemundo affiliates (as measured by households).
- WideOrbit is ranked the most responsive and recommended provider of sales, traffic and billing software in the industry.*
- WideOrbit grew 523% between 2003 and 2007

Awards

- Deloitte 2008 North American Technology Fast 500 Award
- Deloitte 2008 Silicon Valley Technology Fast 50 Award

Media Relations

Angela Bandlow
+1.415.675.6758
abandlow@wideorbit.com

North American Headquarters

WideOrbit Inc.
2 Harrison Street
Suite 600
San Francisco, CA 94105
1.415.675.6700
www.wideorbit.com

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