

## 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 automation, 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 Automation for Radio** – Formerly Google Radio Automation. The industry's most modern radio automation system, ensuring that stations are on the air and sounding great every minute of every day.

**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.

**WO Central** - An online media marketplace delivering the industry's first real-time, direct connection between Buyers and Seller's media inventory systems.

## Clients

WideOrbit is installed in more than 4,000 television, radio, and cable stations and networks worldwide. Clients include: Astral Media, Corus Entertainment, Entercom Communications, Gannett Co., Hearst Television, Meredith Corporation, Midwest Communications, NBC Universal, Qualcomm/MediaFLO, Scripps Television Group, and Tribune.

## Executive Management

<b>Eric Matthewson</b>	Founder & CEO
<b>Bruce Roberts</b>	President
<b>Margaret McCarthy</b>	Chief Financial Officer
<b>Nathan Gans</b>	Chief Operating Officer
<b>Eric Moe</b>	Chief Technology Officer
<b>Igor Tsyganskiy</b>	Senior Vice President, Engineering
<b>Mike Zinsmeister</b>	Vice President, Sales
<b>William Offeman</b>	Vice President, Engineering

## Financing

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

### Year Founded

1999

### Employees

199

### Headquarters

San Francisco, CA

### Offices

Dallas, Denver, Seattle, Melbourne (AU) and New Delhi, India

### Quick Facts

- WideOrbit is installed in more than 4,000 stations and networks around the globe
- WideOrbit manages more than \$14 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

- 2010 techINK Innovation Award for *WO Automation for Radio 2.0*
- 2009 San Francisco Times Top 100 Fastest Growing Private Companies in the Bay Area
- 2009 Inc. 5000 list of Fastest Growing Private Companies in America
- Deloitte 2008 North American Technology Fast 500 Award
- Deloitte 2008 Silicon Valley Technology Fast 50 Award

### Media Relations

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### North American Headquarters

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