

WO STREAMING & WO ON DEMAND

# Monetize live streams and podcasts with WideOrbit's digital audio suite



## Complex sports audio operations, streamlined to drive efficiency and revenue

The company is a well-known sports broadcaster offering an enormous menu of digital ad formats on its popular live streams and on-demand podcasts. To fully capitalize on each opportunity, it wanted a single flexible platform for serving, monetizing and managing all of its digital content.

It was also extremely difficult for the company to handle campaign "copy splits." The operations team would actively discourage the sales team from accepting campaigns with multiple creatives even though one of the company's top advertisers preferred to rotate as many as eight different creative executions. To solve this problem, the new platform had to make advertising opportunities easy to sell and execute, support intricate campaigns, and deliver flawless live and podcast experiences.

### THE APPROACH

The company adopted WideOrbit's full digital audio suite: *WO Streaming* for live-streamed content and *WO On Demand* for podcasts, together to manage and monetize digital audio streams and on-demand content from a single technology platform.



*"It's a huge time saver that reopened the capability to copy split because we could now do it at scale."*

DIGITAL AUDIO OPERATIONS CHIEF

### THE RESULTS



Simplified sale, invoicing, and management



Improved inventory control and analysis



Error-free streaming of live sports events

The WideOrbit digital audio suite helps the company monetize audiences and execute campaigns across live audio streams and podcasts. It can target listeners on both media formats together, provide proof of performance, and generate a single invoice for the entire buy.

Thanks to the combined solution, the company can fulfill targeted impressions with either streamed content or podcasts. Impressions can be sold against a bundle of live streaming station, a bundle of podcasts, or against a single show regardless of its delivery method.

The combined system made it easy for the company to run multiple creatives from a single order.

### MORE BENEFITS

- 1 Integration**  
Export ad ops to any order management system.
- 2 Analysis**  
Track sales performance and predict inventory usage.
- 3 Reliability**  
Deliver a high-quality listening experience while meeting blackout requirements by DMA.

Learn more about *WO Streaming & WO On Demand*

CONTACT US

RadioSales@wideorbit.com  
(415) 675-6700