

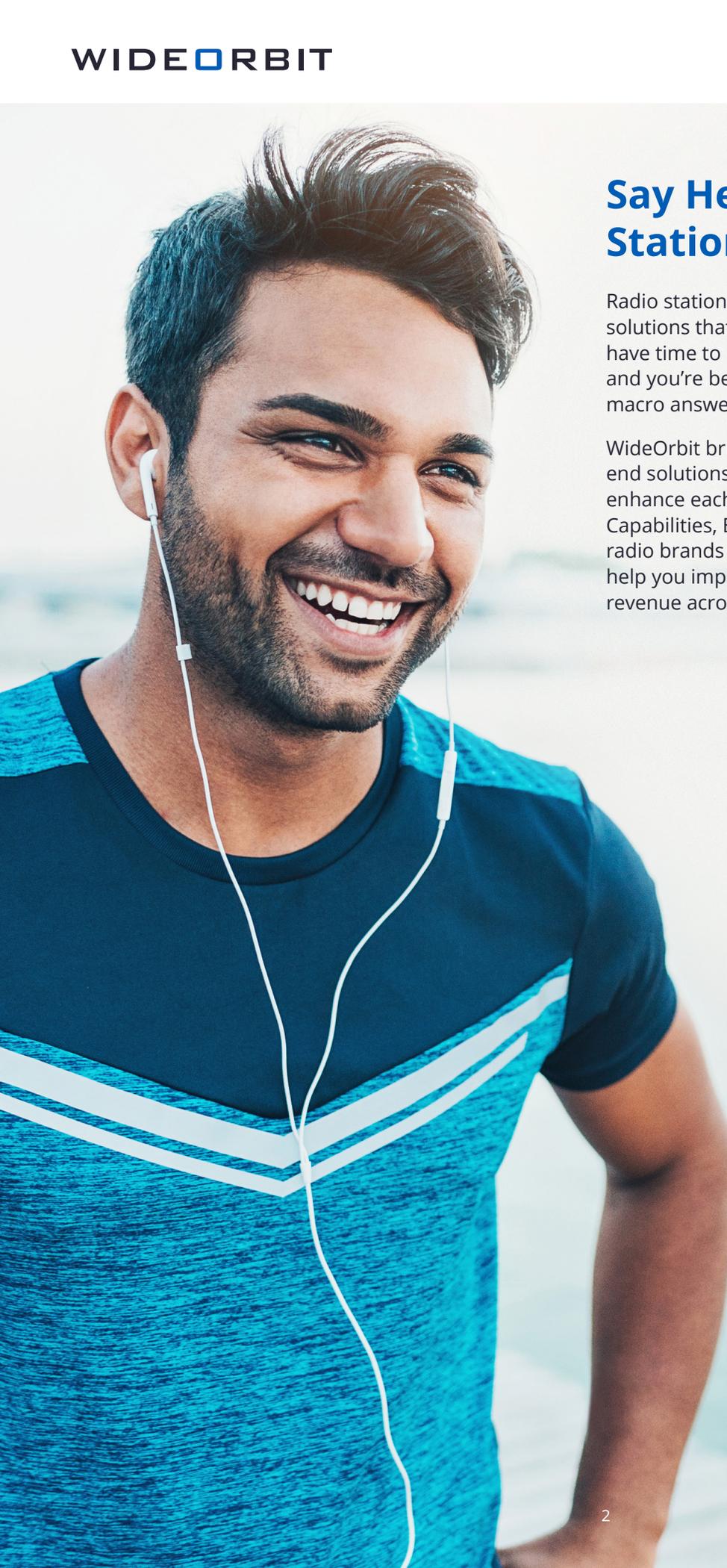
WIDEORBIT

## Your Total Radio Solution

This isn't just our most powerful total radio solution, it's yours.

WideOrbit offers the most complete radio station management solution to keep your business moving and listeners engaged. Inspired and informed by thousands of hours working side-by-side with radio broadcast engineers, on-air talent, advertising executives, station groups, managers, and owners, WideOrbit's end-to-end solution is backed by over 20 years of industry experience and an unwavering commitment to innovation and continuous improvement.





## Say Hello to Total Radio Station Management

Radio station operations have too long relied on siloed solutions that rarely work well together. You simply don't have time to micromanage all these disparate solutions and you're beginning to wonder if there will ever be a macro answer.

WideOrbit brings a Wider-World approach, with end-to-end solutions specifically designed to build upon and enhance each other. Our solutions provide the Broader Capabilities, Better Connections, and Bigger Insights radio brands need to achieve their business goals. We'll help you improve efficiency, reduce costs, and increase revenue across the entire radio station ecosystem.

## Get Broader Capabilities

Minimize inefficiencies with tools that unify all media buying and selling efforts – from digital to linear – within a single platform. WideOrbit helps you eliminate manual, redundant data entry across disparate systems by bringing everything together, from pitch-to-payment, in a single, unified platform.

- Capture both over-the-air and digital revenue data all in one place
- Automate and manage station operations from anywhere, on any device
- Go from invoice-to-cash faster with seamless traffic-to-payments integration
- Manage, measure, and monetize your digital streaming and on-demand content to increase revenue
- Bill digital and linear ads together, on a single invoice



## Forge Better Connections

Transact more easily with advertisers, using WideOrbit connected solutions that eliminate operational silos and consolidate digital and linear workflows.

- Eliminate data inconsistencies and workflow inefficiencies with WideOrbit product-to-product integrations
- Automate digital and linear sales workflows from end-to-end
- Improve customer satisfaction and retention through streamlined cross-channel transactions, from order to invoice to cash
- Access new demand to optimize ad inventory and maximize revenue



## Gain Bigger Insights

Make smarter, data-driven business decisions by tapping into timely, relevant insights from multiple sources.

- Get a single, unified view of your data across media types, markets, and delivery platforms
- Industry-specific insights let you see what's really driving business performance and why
- Improve top-line revenue with custom, media-centric dashboards specific to your business needs
- Identify new revenue opportunities and improve pricing strategies with detailed insights



# Your Total Radio Solution

Meet business needs across the entire radio ecosystem



## Business Insights

Impress your C-Suite  
Make data-driven decisions across the business



## Radio Station Automation

Help Broadcast Engineers & Program Directors  
Manage station operations remotely



## Digital Audio

Give Broadcast Engineers & Program Directors  
Access to new revenue and extended reach



## Ad Traffic Management

Help Ad Sales & Traffic Managers  
Maximize revenue and improve efficiency



## A/R Management

Give Operations & Station Managers  
Improved cashflow and reduced costs

## WideOrbit integrations help your favorite tools work better together

Connect WideOrbit's end-to-end digital and linear media operations solutions with vetted third-party systems and WideOrbit partners to help consistently and efficiently scale your radio business.

We offer integrations to help with:



**Network/barter ad management** including order entry, revisions, material creation, and affidavit completion



**Creative resource management and sharing** to streamline workflows and eliminate redundancies



**Client Relationship Management (CRM)** to help sales teams spend more time selling and less time searching



**Attribution automation** to better demonstrate campaign effectiveness to advertisers



**Finance processes** including automated creation of General Ledger export files

WideOrbit offers end-to-end solutions designed to meet the needs of radio organizations of all sizes, from independent local stations or mid-sized regional station groups to national radio brands. No matter how big or how small, WideOrbit's Total Radio Solution can help your radio brand deliver compelling programming to engage listeners, with tools to improve efficiency, reduce costs, and increase revenue.

## WideOrbit's Total Radio Solution

[WO Aurora](#) | [WO Digital Hub](#) | [WO Data Bridge](#) | [WO Payments Suite](#) | [WO Traffic](#)

Ready to discover how WideOrbit's Total Radio Solution can help your radio brand?

VISIT: <https://go.wideorbit.com/total-radio-solution-contact.html>