As mobile devices, smart speakers, and connected cars give audiences access to audio content anytime, anywhere, monetizing that content across multiple formats, platforms, and devices becomes increasingly difficult.

*Digital Ad Solution* provides audio content creators with the technical infrastructure to manage, monetize, and measure the reach of streamed and on-demand audio content. As the audio world grows ever wider, our solution makes it simple to optimize revenue, increase listenership, and extend content from linear broadcast to digital listening platforms, allowing you to reach your audience on any device.

**Digital Ad Solution allows you to:**

- Operate efficiently with a single, unified solution to monetize digital content
- Save time by managing digital and linear inventory using the same workflows
- Create additional revenue streams and extend reach by generating new ad inventory

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“While we expected to see CPM growth for our digital audio ad inventory, we were pleasantly surprised to see an increase of more than 50%.”

**ERIC GARCIA** Spanish Broadcasting Systems (SBS) GM / Radio Revenue Chief
Operate efficiently with a single, unified solution to monetize digital content

**WO STREAMING:** Enables publishers to distribute and monetize live audio streams to any device, anywhere. Includes digital order management, ad server, server-side ad insertion (SSAI), dynamic ad insertion (DAI), detailed reporting, audience analytics, rich media players (v7), and royalty reporting.

**WO ON DEMAND:** Provides podcast and on-demand content creators with infrastructure for managing, monetizing, and measuring their inventory. **WO On Demand** can be paired with **WO Streaming** to provide a side-by-side picture of your overall digital audio performance. Includes broadcast-to-podcast, podcast hosting, dynamic server-side ad insertion (DSSAI), ad templates, dynamic RSS engine, reporting engine, and single sign-on support.

**WO PROGRAMMATIC DIGITAL AUDIO:** Simple and flexible platform to increase digital ad revenue by enabling Real Time Bidding (RTB) and private deal transactions (Deal ID) against live and on-demand audio inventory. Also includes advertiser blacklists, campaign language, category separation, first-price auction, geo-targeting, and dynamic price floors.

**Accomplish more without switching between multiple systems**

- Livestream
- On-Demand
- Podcast
- Inventory Forecasting
- Order Management
- Ad Server
- Dynamic Server-Side Ad Insertion
- Advanced Targeting
- **WO Traffic and WO Digital Orders Integration**
- Delivery Tracking
- Programmatic Sell-Side Platform
- Holistic Yield Optimization
- Broadcast-to-Podcast
- Ad Templates
- Digital Order Management
- Multiple Ad Types
- Analytics
- **WO Traffic Log Integration** (Multicast)
- Hybrid Traffic Log (Multicast)

Learn more about *Digital Ad Solution* today