WO PROGRAMMATIC TV
TV buying simplified
TV: Still the World’s Greatest Ad Medium

77 years ago, the first paid television ad aired on a major league baseball telecast. Much has changed since then, but one thing stays the same: TV has the greatest reach and the most effective, viewable and brand-safe messaging environment.

Reach
TV ads reach 122 million US households. No other advertising medium comes close, not even Facebook or YouTube.

Impact
TV is the most effective ad medium, delivering more sales lift than any other ad-supported medium.*

Brand Safety
TV is the ultimate in premium video. It never has issues with impression fraud or brand safety.

*Source: MarketShare / Turner, 2015

TV reaches a larger audience than any other video platform

Source: Nielsen Total Audience Report, Q1 2018 (Adults 18+)

Reach

<table>
<thead>
<tr>
<th>Platform</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live &amp; DVR, Time Shifted TV</td>
<td>88%</td>
</tr>
<tr>
<td>App/Web, Smartphone</td>
<td>79%</td>
</tr>
<tr>
<td>Internet, PC</td>
<td>60%</td>
</tr>
<tr>
<td>Internet Connected Device</td>
<td>35%</td>
</tr>
</tbody>
</table>
Programmatic TV Buying

WIDEORBIT’S NATIONAL REACH

Audience at Scale
- Access premium inventory reaching 96% of US households
- Tailor campaigns for audiences, dayparts, programs, DMAs and channels
- Use proprietary and syndicated data to target consumers and optimize for effectiveness

Full Transparency
- Know exactly when and where your ads run
- Guaranteed brand-safe environment
- 100% viewable and fraud-free

Simple and Effective
- Make offers to hundreds of stations simultaneously in a single order
- Heavy up in preferred markets or place seasonal ads by region
- Optimize campaigns as results come in

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

96% total reach

111MM

1,080

187

WIDEORBIT’S NATIONAL REACH

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

111MM

1,080

187

111MM

1,080

187

WIDEORBIT’S NATIONAL REACH

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets

4X MORE STATIONS THAN ANY OTHER PROGRAMMATIC TV PLATFORM

96% total reach

111MM US households reached

1,080 local channels

187 media markets
WO Programmatic TV

WideOrbit simplifies media buying with workflow automation and integration of audience data. Our solution directly connects with WideOrbit’s widely-used traffic software, giving advertisers and agencies an effective way to buy broadcast television advertising inventory.

Whether you want to extend a digital video campaign across platforms, place an opportunistic TV spot buy, or streamline an existing partnership, WO Programmatic offers a buying model that will work for you.

Multiple solution types to satisfy all ad buyers

**DIRECT**
For agencies and high-volume buyers

- Automate traditional TV buying workflows including avail requests, responses, proposals, negotiation, orders, stewardship and creative. This guaranteed model is perfect for buyers who have pre-existing business terms with TV stations and groups.

**MARKETPLACE**
For opportunistic campaigns and in-house buyers

- Secure spots directly from stations and optimize campaigns mid-flight based on performance. Spots aren’t guaranteed until an offer is accepted by the seller.

**CONNECTED**
For DSPs and other buying consoles

- Bring TV inventory from more than 1,000 stations into any buying console. DSPs and other technology partners can integrate with TV station inventory through our API.
About WideOrbit

WideOrbit is the technology platform for connecting audiences and ads, everywhere. Since 1999, we have provided the most widely used software in broadcast business management. Whenever you see an ad on TV, chances are WideOrbit helped it get there. Because of WideOrbit's longstanding relationships with broadcasters, our programmatic TV solution provides advertisers with a reliable, direct connection to TV stations and groups.

What makes WideOrbit unique?

**MORE INVENTORY**
Your ads can run on more than 1,000 TV stations that reach 111 million US households.

**PREMIUM SPOTS**
The entire program schedule is available—any show, any daypart, in almost any media market.

**TRUSTED PARTNER**
None of the inventory in our marketplace is ever arbitraged or resold.

92% of US local broadcast TV revenue is managed with WideOrbit software
70% of US commercial TV stations rely on WideOrbit’s platform
34% of the top 50 cable networks power advertising operations with WideOrbit
Fun Facts: Local TV

FAMILY FEUD OR FACEBOOK?

TV reaches more homes than other media options thanks to news, sports, and popular syndicated programming like game shows and daytime talk.

| Percentage of US adults reached | 68% | 96% |

LEVERAGE LOCAL, MAXIMIZE REACH

9 million people watch Judge Judy per episode. That outperforms the average prime time audience of the most watched cable network by four times.

IN LOCAL TV WE TRUST

81% of viewers rank local broadcast TV as their most trusted media platform.

BUYING LOCAL IS EASY

WO PROGRAMMATIC advertising makes it simple to buy spots and precisely target audiences. The WO marketplace currently includes 1,000+ TV stations, reaching 111 million US homes.

Sources: Pew Research Center, 2018; Nielsen Insights, 2017; Nielsen Insights, 2018; WideOrbit 2018